

# Digital Industry Competition

*by* Gidion P. Adirinekso

---

**Submission date:** 28-Jun-2022 03:16PM (UTC+0700)

**Submission ID:** 1864080119

**File name:** Digital\_Industry\_Competition.pdf (1.05M)

**Word count:** 6220

**Character count:** 33918

# Digital Industry Competition of Video on Demand Services: Technology Perspective and Consumer Behavior

1  
**Gidion P. Adirinekso**

Department of Management Faculty Economics and Business  
Universitas Kristen Krida Wacana, Jakarta, 11470 Indonesia  
[gidion.adirinekso@ukrida.ac.id](mailto:gidion.adirinekso@ukrida.ac.id)

**Sidik Budiono**

Department of Management Faculty of Economics and Business  
Universitas Pelita Harapan, Tangerang 15811, Indonesia  
[sidik.budiono@uph.edu](mailto:sidik.budiono@uph.edu)

**John Tampil Purba**

Department of Management Faculty of Economics and Business  
Universitas Pelita Harapan, Tangerang 15811, Indonesia  
[john.purba@uph.edu](mailto:john.purba@uph.edu)

## Abstract

The digital industry is competing to work on video on demand (VoD) services because the growth in users per year exceeds the increase in cinema viewers, and the growth in revenue from advertising is growing. VoD services are popular in Indonesia, such as NETFLIX, HOOQ, and VIU, in VoD services are increasingly competitive. This study aims to analyze the interest in using VoD from a technological and VoD customer behaviour. TAM and TPB are used to see customer behaviour using the PLS-SEM method. Three hundred fifty respondents in DKI Jakarta were selected using the Purposive Sampling method. This research has at least proven that the integration of TAM and TPB for technology-related products can explain the consumer behaviour of VoD customers. From the independent variables in the model, Perceived Ease of Use and Attitude has no significant effect on purchasing decision. However, in this research model, Perceived Usefulness, Subjective norm and behavioural control show the same direction of influence as the theory. Attitude did not mediate the impact of perceived ease of use on purchase decisions but partially mediated the impact of perceived usefulness. It is interesting to capture the role of a different generation in the following research.

## Keywords

Video on Demand, TAM, TPB, Factor Analysis, PLS-SEM

## 1. Introduction (12 font)

Nowadays, the Internet has become a necessity for everyone. A survey released by Cisco in Tempo (2018) shows that 2,800 students and young professionals under 30 from 14 countries are obsessed with everything related to the Internet. One in three students and professionals considers the importance of the Internet to be the same as basic human needs such as air, food, water, and shelter. Even half of the respondents stated that they could not live without the Internet. The Internet has become an essential part of their life.

17  
The increasing number of internet users has the impact of innovations from service providers. Various forms of innovation are shown by the number of print news media such as newspapers and journals turning into an online news portal. Traditional commerce turned into e-commerce until a video streaming platform called Video on Demand (VoD) emerged. The examples all show the emergence of service business innovation.

25  
Data from e-marketer (2020) states that in September 2020, the number of internet users in Indonesia in digital video streaming or VoD shows that Indonesia is in fourth place in the Asia Pacific. More details can be seen in Figure 1.

The availability of VoD services has begun to undermine the role of TV as an entertainment and information media. VoD services are increasingly developing their products so that users can easily access the services offered.

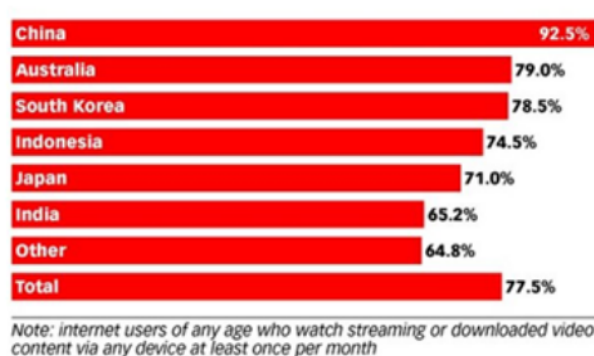


Figure 1. Digital Video Viewer in Asia-Pacific by Country, 2020  
 (% of Internet Users)  
 Source: eMarketer, Sep 2020.

Before the emergence of VoD services, the Internet only provided illegal sites for movie streaming viewers. One of the consequences is damage to the user's computer or device because the site has a malicious malware script (Viva, 2017). This illegal site is considered detrimental to film creators because it shows films for free without the permission of the film creators. The government took countermeasures by blocking illegal sites to violate film creators' Intellectual Property Rights. Indo xxi shows free or illegal films, which closed on January 1, 2020 (Kompas, 2019).

On the other hand, nowadays, many internet users are starting to switch to streaming licensed movies. Consideration of subscribing to licensed movie streaming will make it easier for users to search, download, and watch movies anytime and anywhere conveniently. The existence of licensed film streaming gets support from the community, especially for film fans in Indonesia. The enthusiasm of the Indonesian people for films is very high, evidenced by the number of movie viewers in Indonesia, which has increased by 230% in the last five years (Katadata, 2019).



Figure 2. Popular VoD Services in Indonesia

Figure 2 shows various popular VoDs in Indonesia. HOOQ dominates, followed by VIU, Netflix, Iflix. Google Play, iTunes, Viki and Tribe and Catchplay. This development cannot be separated from the emergence of VoD services since 2016. The company's revenue from VoD services in Indonesia is projected to reach 4.3 trillion rupiahs in 2019 (www.katadata.co.id, 2020)

However, a problem arose with the VoD service on the HOOQ, VIU and NETFLIX application platforms, such as users who complained about the application. Two examples are related to the ease of use and the benefits of using the application. First, the application cannot be used or accessed correctly, even though the customer still has a full quota that has not been used. Second, users are diverted by the application to re-register or lose their account, so they have to re-subscribe. Other problems regarding the application's appearance and the video quality presented are broken images, subtitles often disappear, buffering occurs, and errors (errors) during movie playback.

On the other hand, related to behavioural attitudes, subjective norms and behavioural control emerge from customers. They often compare the ease of watching, downloading for free without having to subscribe in the past. Customers feel that often the price to be paid is not under the services they receive, customers feel disadvantaged, create a wrong perception of the services provided and in the end will think again to decide on a purchase on the application.

The various phenomena and problems that occur are closely related to the continuity of business actors in providing VoD services. Business actors need to encourage consumers by optimizing VoD services that are carried out in terms of technology acceptance and customer behaviour.

## 1.1 Objectives

This study evaluates consumers' decisions from technology and behaviour perspectives and how integrating the Technology Acceptance Model (TAM) and Theory of Planned Behavior (TPB) impact consumer decisions to purchase VoD in Jakarta. An integration of TAM and TPB use in this study to accommodate two previous perspectives will contribute.

## 2. Literature Review

This study will use a combination of the Technological Acceptance Model (TAM) theory and the Theory of Planned Behaviour (TPB). TAM describes the behaviour of technology users, including the various applications provided in the business world. Meanwhile, TPB reveals factors related to consumers' internal and external conditions to decide a product or technology.

### 2.1. Theory of Acceptance Model

The TAM model identifies user acceptance and provides possible stages accordingly. The main purpose of TAM is actually to provide a primary step for the influence of external factors on internal beliefs, attitudes, and intentions. TAM is a theory that approaches behavioural theory and is often used to examine the flow of information system adoption. TAM has two main components, namely Perceived Use (PEU) and Perceived Usefulness (PU).

**Perceived Ease of Use.** According to Davis (1998), Perceived Ease of Use is a level someone believes in a technology that is easy to understand. This convenience is interpreted as one of the conditions where someone begins to believe that using the actor or application so that someone does not need to do anything or is free of effort or the technology offered is easy for users to understand. According to Goodwin and Silver (1992), user identity and interaction between users or users with a system where actors are often used will be easier for users. Based on the definition put forward by the experts above, it is explained that the perception of providing ease of use will reduce an effort, both in terms of time and someone in studying in information technology.

**Perceived Usefulness.** The perception of benefits is defined as a direct response to a person's process of knowing things with the five senses. The consumer perceptions are different from one to another. They act according to their wishes regardless of whether their perceptions are accurate, especially in practical, making it easier to watch and no error.

According to Davis (1989), perceived usefulness is the level where users believe that using a specific technology will provide an advantage or benefit. This case will make an individual feel more confident in using the application; consumers have benefited directly from the new application. Consumers purchase the application because of the benefits of convenience or a more affordable cost (Marhgherio 1998).

### 2.2. Theory of Planned Behavior (TPB)

The Theory of Planned Behavior is a development of The Theory of Reasoned Action, which provides a conceptual

framework of thinking to explain the determinants of certain behaviours. According to Ajzen (1991), the central factor of individual behaviour is influenced by the individual's intention (behaviour intention) towards that particular behaviour. Intention to behave is influenced by three components, namely (1) attitude, (2) subjective norm, and (3) perceived behaviour control.

**Attitude Towards Behavioral.** Attitude states that attitude expresses one's feelings about an object, whether like it or not. Attitude can also describe a belief in various attributes and benefits of an object (Sumarwan, 2003). An attitude predicts the intention to carry out physical activity and behaviour (Chatzisaentis, 2005). Consumer attitude is also the essential factor that will be able to influence purchasing decisions. Engel Blackwell and Miniard (1993) state that an attitude is defined as evaluating a person. In this case, the attitude itself also explains what someone likes and does not like.

**Subjective Norm.** Subjective norm is a perception or view of the beliefs of others that can be considered or influence a person in an intention or decision to make a purchase. Huda (2012) states that subjective norms are people's perception of things and expectations from others, where someone will think about doing or not doing. Azjen and Driver stated that subjective norm is a feeling or estimation of a person against the expectations of others included in his life regarding what needs to be done or not necessary.

Meanwhile, Huda (2012) stated that subjective norm is a belief in each individual about the people's expectations around who influences individuals or groups to display certain behaviours. In this case, it can be concluded that the subjective norm is a factor driving individual purchasing decisions that the opinions of others can influence.

**Perceived Behavioral Control.** The perception of behavioural control is about a feeling of individual self-efficacy in carrying out a behaviour. According to Teo and Lee (2010), perceived behavioural control refers to the perceived ease or difficulty in carrying out the behaviour and a person's amount of control over achieving the goals of the behaviour.

Dharmesta (1998) states that the perception of behavioural control is a condition in which people believe that an action is easy or difficult to do, including past experiences and existing obstacles that the person considers. Behavioural control problems (behavioural control) can only occur within the limits of specific actions, and other actions occur due to the influence of factors beyond one's control (Dharmmesta, 1998).

Perceived behavioural control refers to the degree to which an individual feels that the appearance or absence of behaviour in question is under his control. People will form a solid intention to perform a particular behaviour if they believe that they do not have the resources or opportunities to do so, even though they have a positive attitude and believe that others who are important to them will approve of it. Perception of behavioural control can influence behaviour directly or indirectly through intentions (Achmat, 2010).

**Purchase decision.** Purchase decisions are customer decisions influenced by personality traits such as age, occupation and economic circumstances (Pakpahan, 2016). The behaviour of consumers themselves can determine the process of making purchasing decisions on products or services. Purchasing decisions are the final decisions to buy a product or service based on their needs or desires. Kotler and Keller (2016: 183) describe several stages that will be passed in determining product or service purchasing decisions as follows: 1. Recognition of needs. When customers buy a product or service that suits their needs and desires, the company must know the buyer's needs, desires, or interests; 2—information search. At the time of purchase, the customer already has specific information. Companies must know how to determine the right brand or product for consumers; 3. Evaluation of alternatives. Customers must choose a distributor of products or services according to their needs and desires. The different needs between people can be seen in terms of products, prices, and distribution places; 4. The purchase decision is the stage where the customer has chosen in meeting needs; 5. Post-purchase behaviour is the last process in purchasing a product/service where the customer will purchase again.

### 2.3. Combination TAM and TPB

Haldar and Goel (2019) combine TAM and TPB to explain the relationship between consumer behaviour in consuming technology-related products or services. Combining the two theories makes the observation of consumer behaviour

more complete than using only one theory. Figure 3. shows the concept of combining the two theories to explain customer behavior in consumer technology products. This study uses a combination concept between the Technological Acceptance Model and Theory of Planned Behavior from the literature review above.

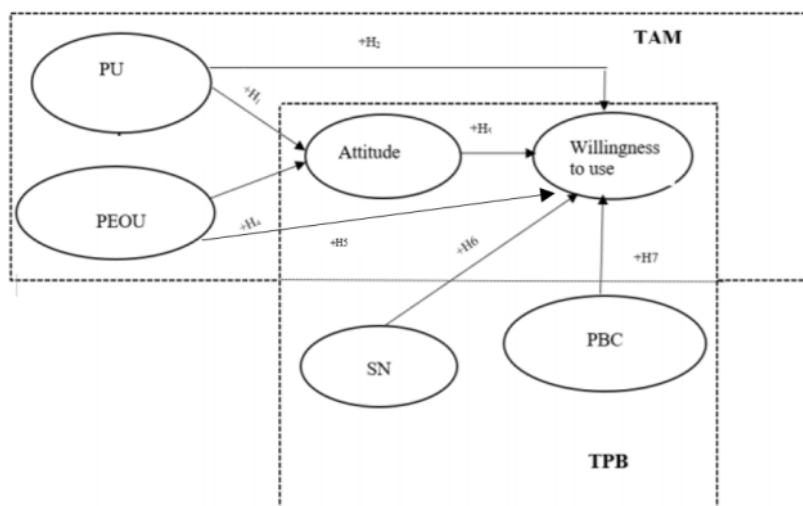


Figure 3. TAM and TPB Integration  
Source: Adoption from Haldar & Goel (2019)

### 3. Methods

The scientific technique in this examination utilizes SEM-PLS. Underlying Equation Modeling (SEM) is one of the strategies used to cover the shortcomings of the relapse strategy. As indicated by Ghozali (2014), SEM is an advancement of numerous condition models created from the standards of econometrics and joined with the getting sorted out standards of brain science and social science. SEM has arisen as an essential piece of scholarly, administrative exploration. The pointer approach in this examination is the intelligent methodology, where the markers can reflect idle factors. The intelligent model shows that every marker is an estimation of the blunder forced on personal factors.

This method was applied by Hair et al. (2010) to examine the mediating effect between variables. Method Hair et al. carried out through four steps, among others: (1) Examining the effect of the independent variable on the dependent variable in the model by involving the mediating variable (effect A), (2) examining the effect of the independent variable on the dependent variable in the model without involving the mediating variable (effect B), (3) examining the independent effect on the mediating variable in the model (C effect), (4) Examine the mediating effect on the dependent variable in the model (D effect).

The results of the examination of the four effects (effects A, B, C, and D) can further prove the intervention of the mediating variable by referring to the following criteria: (1) If the effect is C and significant but effect A is not significant, then the mediation is fully proven. Alternatively, it can be said that there is complete mediation in the model (fully mediated), (2) If the effects of C, D, and A are significant. The mediation is partially proven or partially mediated, (3) If the effects of C, D, and A is significant. However, the path coefficient (standardized) of effect A is almost the same as the path coefficient of effect B; then mediation is not proven in the model (unmediated), (4) If either effect, both C and effect are not significant, then mediation is not proven in the model or models without intermediaries.

Table 1 will describe the operational variables, including variables, variable definition, and indicators of each variable. The operational variable will guide the questionnaire to collect data.

Table 1. Operational Variables

Variable	Definition	Indicators
Perceived Ease of Use	According to Davis (Davis 1989), Perception Ease of use is a level where a person believes in a technology that is easy to understand. <sup>16</sup>	<ol style="list-style-type: none"> <li>1. Easy to learn</li> <li>2. Easy to access</li> <li>3. Easy to understand</li> </ol>
Perceived Usefulness	According to Margherio (1998), perception of usefulness is the consumer's perception of the benefits of using a product or service because of the perception of benefits.	<ol style="list-style-type: none"> <li>1. Practical</li> <li>2. Make it easier to watch</li> <li>3. No error</li> </ol>
Attitude	Sumarwan (2003) states that attitude is an expression of one's feelings about an object, whether they like it or not. It can also describe a belief in various attributes and benefits of an object.	<ol style="list-style-type: none"> <li>1. Right approach</li> <li>2. Good choice</li> <li>3. Wise choice</li> </ol>
Subjective Norms	According to Huda (2012), subjective norms are a person's perception of something based on what he sees from other people in consumer goods or services to think about deciding to do or not to do.	<ol style="list-style-type: none"> <li>1. Influenced by friends</li> <li>2. Any suggestions from other</li> <li>3. The number of people who use</li> </ol>
Perceived Behavioral Control	According to Teo, T., & Lee (2010), perceived behavioural control refers to the perceived ease or difficulty in carrying out the behaviour and a person's amount of control over achieving the goals of the behaviour.	<ol style="list-style-type: none"> <li>1. Feeling happy</li> <li>2. Feel confident because it is trusted</li> <li>3. Famous so confident in using</li> </ol>
Purchasing Decision	In making purchasing decisions, customers consciously carry out the process from the experiences that have been passed at the time of product selection, using and sorting a product Kotler & Keller (2016)	<ol style="list-style-type: none"> <li>1. As Needed and Already Famous</li> <li>2. Repurchase</li> <li>3. Product Ratings and Recommendations</li> </ol>

Source: Author, 2021.

#### 4. Data Collection

**Data.** The author uses the big three of VoD services in Indonesia, Hooq, Viu and Netflix in this study. The popularity of Vod in Indonesia as a measurement. A questionnaire collected data, and the respondent chose convenience sampling method in the urban area in Province Jakarta. Questionnaire related to main variables, such as perceived ease of use, usefulness, attitude, subjective norm, perceived behavioural control, and purchase decision, use close questions with Likert scale. According to Djaali (2008), the Likert scale can measure a person or group of people's attitudes, opinions, and perceptions about a symptom or phenomenon. The author uses five levels of scale in this study.

Sugiyono (2017) defines population as a generalization area consisting of objects/subjects with specific qualities and characteristics determined by researchers to be studied and then concluded". The population in this study are people who are users of the HOOQ, VIU and NETFLIX applications.

In taking, the number of samples must be under the characteristics of a population. According to (Sugiyono, 2017) the sample is part of the number and characteristics possessed by the population. Suppose the population is large, and the researcher cannot study everything in the population, for example, due to limited funds, workforce and time. In that case, the researcher can use samples taken from that population.

In this study, the sampling technique used is non-probability sampling. In (Masyhuri 2009), Non-Probability Sampling is a sampling technique in which members of the population do not have the same opportunity to become members of the sample. The non-probability sampling technique used by the researcher is the convenience sampling method. According to Santoso and Tjiptono (2001), Convenience Sampling is a sampling procedure that selects samples from people or units that are most easily found or accessed.

Determination of the number of samples with what is said by (Hair 2010) that the number of samples follows the number of question items used in the questionnaire, which assumes an indicator of x 5 to 10. In this study, the authors used 18 indicators so that the number of respondents needed is a minimum of 180 people.

## 5. Results and Discussion

### 5.1 Numerical Results

After ensuring the statement items are valid and reliable, the data is continued for further processing, namely Evaluation of Outer Measurement Model and Evaluation of Inner Structural Model with Smart PLS version 3. They tested the Evaluation of Outer Measurement Model and Evaluation of Inner Structural Model to see how the latent variables are related, showing the construction and the path of the relationship between them in the structural model.

Table 2. Validity and Reliability Construct

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
PD	0.772	0.807	0.867	0.687
PEU	0.700	0.719	0.830	0.619
PU	0.874	0.874	0.941	0.888
Attitude	0.824	0.838	0.895	0.739
SN	0.924	0.927	0.952	0.869
PBC	0.952	0.953	0.957	0.615

Sources: Author, 2021

From Table 2, it can be seen that all construct variables meet the validity and reliability requirements. The AVE value is more than the minimum value for each variable, namely 0.5 (Hair, 2010), and the Cronbach Alpha, Rho\_A value is more than 0.70. Meanwhile, the composite reliability value also has a value of more than 0.7. All construct variables with indicators are used to meet the reliability and validity requirements.

The next test tests the internal structure model, which measures the value at R<sup>2</sup> and the effect f<sup>2</sup>. The value of R<sup>2</sup> shows in Table 3.

Table 3. R<sup>2</sup> and Adjusted R<sup>2</sup>

	R Square	R Square Adjusted
Attitude	0.465	0.459
PD	0.736	0.731

Sources: Author, 2021

In Table 3, there are two values of R<sup>2</sup>, which measure the variation of the exogenous variable to the variation of the endogenous variable. For variations of PEU and PU variables, it can only explain 0.465 variations of the attitude variable. This value is classified as moderate because it is above the value of 0.33 (Ghozali, 2015). It means that the PEU and PU variables as components of TAM can explain the consumer attitudes of customers of the HOOQ, VIU and Netflix applications by 0.465. The second R<sup>2</sup> value, showing a value of 0.736, is categorized as vital (Ghozali, 2015). The value of R<sup>2</sup> is 0.736, indicating that the variation of the independent variable in the model can explain the variation of the dependent variable by 73.6%. The contribution of exogenous variables in the model is quite significant, and the lack is explained by other variables not included in the research model.

The measurement of f<sup>2</sup>, which produces a specific value, describes the level of influence on the latent exogenous variable of the construct on the latent endogenous construct defined by 0.35 (strong effect), 0.15 (moderate effect), and 0.02 (weak effect), (Hair & Ringle, 2011). From Table 4, the perceived ease of use variable has a weak effect with a value of 0.005; meanwhile, perceived usefulness has a strong effect with values of 0.400, subjective norms (0.202), and behavioural control (0.119) have a moderate effect. Only attitude (0.021) has a weak effect on purchasing decisions.



Table 4. f<sup>2</sup>

	PEU	PU	Attitude	SN	PBC	PD
PEU			0.005			
PU			0.400			
Attitude						0.021
SN						0.202
PBC						0.119

Sources: Author, 2021

Perceived Ease of Use has a weak effect on attitude because easy to learn, access and does not relate directly to the right approach, reasonable, and wise product choice. The weakness impacts attitude to purchasing decision because their experiences in the right approach, reasonable, and wise choice of the product have a negligible impact on the customer motives to repurchase the product or even recommend it.

The predictor of Subjective norm and perceived behavioural control has a middle impact on customer purchasing decisions. The subjective norm relies on the influence and suggestions of their friend and the number of people who use it—on the same scale, feeling happy and confident because the product is trusted and famous has to give a middle impact to repurchase and give good ratings and recommendations to others.

Meanwhile, the perceived usefulness of the product is practical, has no error, and makes it easier to watch, which has significantly impacted consumers' attitudes. The significant impact of customer perception of the benefit of using a product or service is because of the perception of benefits.

### 5.3 Discussion

**The Influence of Perceived Ease of Use Variables Through Attitudes Towards Purchase Decisions.** From Table 5, this study indicates that the perception of convenience through attitudes in the theory of technology acceptance model (TAM) has a positive and insignificant effect on purchasing decisions in the HOOQ/VIU/NETFLIX application. The results of data processing in Table 4 show that the value of the original sample is 0.068, which means it has a positive effect. Moreover, the t-statistic value of consumer perceptions of purchasing decisions was 0.886, meaning <1.96 or not significant.

Table 5. Path Coefficient and t statistic

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
PEU->Attitude -> PD	0.068	0.069	0.082	0.822	0.412
PU->Attitude -> PD	0.634	0.642	0.076	8.345	0.000
PEU .. > PD	0.546	0.756	0.049	11.42	0.000
PU .. > PD	0.393	0.443	0.099	3.969	0.000
Attitude -> PD	0.117	0.118	0.069	1.682	0.093
SN -> PD	0.425	0.428	0.088	4.815	0.000
PBC -> PD	0.376	0.372	0.099	3.807	0.000

Sources: Author, 2021

The results of this study are directly proportional to the research conducted by (Azalia & Magnadi, 2020), which states that there is a significant influence of perceived ease and usefulness on purchasing decisions on video-on-demand services. This study has the same direction of influence on attitudes in the TAM theory by Davis (1989). According to (Davis 1989), a level where a person believes in a technology that is easy to understand.

In this study, PEU also has a positive effect on purchasing decisions. This result indicates that the ease of use of a technology consumers consume will affect their decision to buy a product. The product includes services that use technology to use it.

**The Influence of Usability Perception Variables Through Attitudes Towards Purchase Decisions.** This study indicates that the perception of usefulness through attitudes in the technology acceptance model (TAM) theory has a positive and significant impact on purchasing decisions in the HOOQ/VIU/NETFLIX application. Table 5 shows that the value of the original sample is 0.634, which means it has a positive effect. Moreover, the value of t-statistics from consumer perceptions of purchasing decisions found a value of 8.345 means  $> 1.96$  or statistically significant. The results of this study are directly proportional to the research conducted by V. A. Hasan (2017). He stated that the perception of usefulness has a positive and significant effect on Willingness to Subscribe to Netflix's Video on Demand (VoD) Service. This research is also supported by the theory presented by Margherio (1998). Margherio (1998) stated that consumers purchase on the application system because of the perceived benefit. These results indicate that there is another explanation in terms of TAM theory. The purchase decision is not only about the product or service being purchased, but the linkage of the product or service with technology will affect the buyer's decision.

**Influence of Attitude to Purchase Decision.** The results of this study indicate that attitudes have a positive effect on purchasing decisions in the HOOQ/VIU/NETFLIX application. Table 5 shows that the value of the original sample is 0.117, which means it has a positive effect. Moreover, the t-statistic value of consumer perceptions of purchasing decisions was  $1.704 < 1.96$  or not significant.

The results of this study are directly proportional to the research conducted by (Tantawi, 2017) which states that there is a significant effect of attitude on purchase intention. This research also supports Sumarwan (2003), which states that attitude expresses one's feelings about an object, whether he likes it or not. Attitude can also describe a belief in various attributes and benefits of an object.

**The Influence of Subjective Norms on Purchase Decisions.** Table 5 shows the positive and significant influence of subjective norms on purchasing decisions in the HOOQ/VIU/NETFLIX application. These results indicate that the environment of consumers plays an essential role in supporting their decision making, both from the environment of friends, family or information that states the number of customers from the VoD. The results of this study are directly proportional to the research conducted by Huda (2012). He stated that subjective norms are a person's perception of others who have consumed, become a consideration in the thought process considering whether to participate in doing or not doing.

**Effect of Behavioral Control on Purchase Decisions.** This study shows that behavioural control in the Theory of Planned Behavior (TPB) positively affects purchasing decisions in the HOOQ/VIU/NETFLIX application. Behavioural control, such as feeling happy, is one of the crucial factors influencing consumer decisions. Consumer confidence that arises from using the product is seen from the context of the environment, including being considered by consumers in making decisions. The popularity of a product in a community becomes another aspect that controls consumers to decide whether or not to buy a product. The results of this study follow research conducted by Tantawi (2017). Tantawi stated that there is an influence of behavioural control on purchase intention. According to Dharmmesta (1998), the perception of behavioural control is a condition in which people believe that an action is easy or difficult to do, including past experiences and existing obstacles that the person considers.

**Attitude as intervening or mediation variable for Perceived Ease of Use and Perceived of Usefulness.** Variable attitude did not mediate or intervene in the impact of Perceived Ease of Use on Purchasing Decision. The indicators of Perceived Ease of Use are ease of learning, access and understanding. At the same time, attitude is more about customer attitudes because they feel that their product or service is right, feel wise with their choice, and feel that their choice is correct. What they feel may not have to be a bridge for consumers to feel their purchase decisions due to the ease of using technology.

**Variable attitude partially mediated the impact of Perceived Usefulness on Purchasing Decision.** Attitude variable can mediate some of the effects of perceived usefulness in decision making. Because this arises because of the perception of the benefits customers feel regarding practicality, ease of seeing and no errors as something that customers directly feel, affecting the perceived attitude of the object consumed. For example, customers feeling that the choice is good, wise, and right will be influenced by the product's usefulness.

## 6. Conclusion

This research has at least proven that the integration of TAM and TPB for technology-related products can explain the consumer behaviour of VoD customers. From the independent variables in the model, Perceived Ease of Use and Attitude has no significant effect on purchasing decision. However, in this research model, Perceived Usefulness, Subjective norm and behavioural control show the same direction of influence as the theory. Meanwhile, attitude did not mediate the impact of perceived ease of use on purchase decisions but partially mediated the impact of perceived usefulness. For the following research, it is interesting to capture the role of a different generation to apply to this research model.

## References

- Ajzen, I. (1991). *The theory of Planned Behavior: Organizational Behavior and Human Decision Process*, 50, h.179 - 211.
- Azalia, D. W., & Magnadi, R. H. (2020). *Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian pada Layanan Video On Demand*. 9, 1–12.
- Chatzisarantis, N. L. D., & Biddle, S. J. H. (1998). Functional significance of psychological variables included in the theory of planned behaviour: A self-determination theory approach to the study of attitudes, subjective norms, perceptions of control and intentions. *European Journal of Social Psychology*, 28, 303 – 322.
- Davis. (1989). *Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology" MIS Quarterly*.Vol. 13.
- Dharmmesta, B. S. (1998). *Theory of Planned Behavior: Dalam Penelitian Sikap, Niat dan Perilaku Konsumen. Kelola Gajah Mada Business Review*, No. 18, Th. VII, h. 85-103.
- Engel, James F., Roger D. Blackwell, P. . . M. (1993). *Perilaku Membeli, edisi ke 6 jilid pertama*. Binarupa Aksara.
- Febriyani, Dyah Anggita. (2018). *Pengaruh Persepsi Kemudahan Penggunaan Dan Persepsi Kemanfaatan Terhadap Minat Beli Online Pada Mahasiswa Ust Yogyakarta Pengguna Zalora*.
- Goodwin, S. (2013). *Archive Usage Behavior, Descriptive Study at the Research Institute for Sweetener Crops and Fiber*.
- Hair, J. et. a. (2010). *Multivariate Data Analysis* (7th Edition) Pearson.
- Hair, Joe F. & Christian M. Ringle, & M. S. (2011). *PLS-SEM: Indeed A Silver Bullet*. Journal of Marketing Theory and practice.
- Hair, Joseph F., J., Hult, G. T. M., Christian M. Ringle, & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sereal Untuk* (2nd ed., Vol. 2nd). SAGE Publications, Inc.
- Hasan, V. A. (2017). *Analisis Faktor-Faktor Yang Mempengaruhi Willingness To Subscribe: Telaah Pada Layanan Video On Demand Netflix*.
- Huda, N. (2012). The Analysis of Attitudes, Subjective Norms and Behavior Control on Muzakki's Intention Pay Zakah. *International Journal of Academic Research in Business And Social Sciences*, 3(22):271-279.
- Ghozali, Imam. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Universitas Diponegoro Semarang.
- Katadata. (2019). *Jumlah Penonton Indonesia*. www.katadata.co.id
- Kotler, Phillips and Lane Keller. (2016). *Marketing Management. In Marketing Management (15ed)*. Pearson.
- Kompas. (2019). *Penutupan situs IndoXXI*. www.kompas.co.id
- Kuspriyanto, supri wahyudi utomo dan juli murwani. (2017). *Tinjauan Technology Acceptance Model (Tam) Pada Keputusan Pembelian Tiket Kereta Api*.
- Margherio, L. (1998). *The Emerging Digital Economy* (US Departement of commerce (ed.)). Secretariat for Electronic Commerce.
- Marketer.com. (2020, September). *Digital Video Viewers in Asia-Pacific*.
- Masyhuri, A. dan. (2009). *Metodologi Riset Manajemen Pemasaran*. UIN-Malang Press.
- Pakpahan, M. (2016). *Manajemen Pemasaran,Cipta Rancana Media Pakpahan*.
- Sugiyono, P. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. CV. Alfabeta.
- Sumarwan, U. (2003). *Perilaku Konsumen : Teori dan Penerapannya dalam Pemasaran (Cetakan Pertama (ed.))*. Ghalia Indonesia.
- Tantawi, R. (2017). *Analisis Pengaruh Sikap , Norma Subyektif dan Keperilakuan terhadap Niat Konsumen Membeli Smartphone Blackberry*. 1(2), 161–174.
- Tempo. (2018). *Data Survey Internet*. www.tekno-tempo.com
- Teo, T., & Lee, C. B. (2010). *Explaining the intention to use technology among student teachers: Applying the Theory*

*of Planned Behavior (TPB)*. Campus-Wide Information Systems.  
Viva. (2017). *Situs Film Ilegal*. www.viva.co.id  
Zalora, Y. P. (2018). *Jurnal Ekobis Dewantara Vol. 1 No. 11 November 2018*. 1(11), 10–19.

## Biographies

**Gidion P. Adirinekso** joint with the Department of Management Faculty of Economics and Business Krida Wacana Christian University in Jakarta. Dr Adirinekso graduated with his master's and a doctoral degree from the Departement of Economics Faculty of Economics and Business Universitas Indonesia Jakarta after completing his bachelor's degree from the Departement of Economics, Satya Wacana Christian University. His interests in research on economic behaviour, urban dan regional economics, also urban community development and economic development.

1

**Sidik Budiono** currently serves as an Associate Professor in Economics at the Department of Management Faculty of Economics and Business Pelita Harapan University, Lippo Karawaci Tangerang Banten. Dr Budiono has graduated Bachelor of Economics from the Department of Economics, Universitas Kristen Satya Wacana, Salatiga Central Java, Master and Doctor of Economics from the Faculty of Business and Economics Universitas Indonesia, Jakarta. He is interested in research around national, regional development, and international economics.

**John Tampil Purba** obtained a degree Doctor (S3) majoring in Management from De La Salle University Systems Manila, the Philippines, in 2002. Dr Purba also has several certifications international competition in management information systems and technology, among others; MCP, MCSA, MCSE, MCSES, MCSAS, MCDL, and MCT from Microsoft Technologies, USA and CSE from Cisco System USA. **He has also had Professional Membership of the IEOM Society since the 1<sup>st</sup> year 2019.** He has several managerial experiences in Service Industries for more than 25 years. He is currently serving as an associate professor at the Faculty of Economics and Business Pelita Harapan University, Karawaci Banten, Indonesia.

# Digital Industry Competition

## ORIGINALITY REPORT

18%

SIMILARITY INDEX

16%

INTERNET SOURCES

7%

PUBLICATIONS

10%

STUDENT PAPERS

## PRIMARY SOURCES

1	<a href="http://www.ieomsociety.org">www.ieomsociety.org</a> Internet Source	5%
2	<a href="http://ijmehd.com">ijmehd.com</a> Internet Source	4%
3	Submitted to Universitas Sebelas Maret Student Paper	2%
4	Submitted to Universitas Airlangga Student Paper	1%
5	Submitted to London School of Business and Management Student Paper	1%
6	Submitted to Deakin University Student Paper	<1%
7	Submitted to University of Aberdeen Student Paper	<1%
8	Submitted to University of the Southern Caribbean Student Paper	<1%
9	<a href="http://www.asianinstituteofresearch.org">www.asianinstituteofresearch.org</a>	

Internet Source

<1 %

10

Submitted to School of Business and  
Management ITB

Student Paper

<1 %

11

[www.e3journals.org](http://www.e3journals.org)

Internet Source

<1 %

12

[gvpress.com](http://gvpress.com)

Internet Source

<1 %

13

Submitted to University of Northumbria at  
Newcastle

Student Paper

<1 %

14

[www.sciencetarget.com](http://www.sciencetarget.com)

Internet Source

<1 %

15

[coek.info](http://coek.info)

Internet Source

<1 %

16

[etd.aau.edu.et](http://etd.aau.edu.et)

Internet Source

<1 %

17

[www.atlantis-press.com](http://www.atlantis-press.com)

Internet Source

<1 %

18

[www.education.auckland.ac.nz](http://www.education.auckland.ac.nz)

Internet Source

<1 %

19

Conner, Mark, Norman, Paul. "EBOOK:  
Predicting and Changing Health Behaviour:  
Research and Practice with Social Cognition

<1 %

Models", EBOOK: Predicting and Changing Health Behaviour: Research and Practice with Social Cognition Models, 2015

Publication

---

20

Dilla Aulia Winarno, Erlinda Muslim, Muhammad Rafi, Alga Rosetta. "Quality Function Deployment Approach to Optimize E-learning Adoption among Lecturers in Universitas Indonesia", 2020 The 4th International Conference on Education and E-Learning, 2020

Publication

---

<1 %

21

Santhanamery T., T. Ramayah. "chapter 33 Explaining and Predicting Users' Continuance Usage Intention Toward E-Filing Utilizing Technology Continuance Theory", IGI Global, 2019

Publication

---

<1 %

22

[www.ajhssr.com](http://www.ajhssr.com)

Internet Source

---

<1 %

23

[www.alliedacademies.org](http://www.alliedacademies.org)

Internet Source

---

<1 %

24

[www.ascilite.org.au](http://www.ascilite.org.au)

Internet Source

---

<1 %

25

Mun Yah Zahiroh. "Cybersecurity Awareness and Digital Skills on Readiness For Change in

<1 %

# Digital Banking", Li Falah: Jurnal Studi Ekonomi dan Bisnis Islam, 2020

Publication

---

26

[www.ieeesem.com](http://www.ieeesem.com)

Internet Source

<1 %

---

27

Chia-Lin Hsu, Chih-Ching Yu, Cou-Chen Wu.  
"Exploring the continuance intention of social  
networking websites: an empirical research",  
Information Systems and e-Business  
Management, 2013

Publication

<1 %

---

28

Yuni Istanto, Istiana Istiana Rahatmawati,  
Bunga Alfausta Amallia, Trestina Ekawati,  
Trisna Adisti. "The Application of Technology  
Acceptance Models SMEs in Sleman",  
Proceeding of LPPM UPN "Veteran"  
Yogyakarta Conference Series 2020 –  
Economic and Business Series, 2020

Publication

<1 %

---

Exclude quotes On

Exclude matches Off

Exclude bibliography On