International Research Journal of
BUSINESS STUDIES

ISSN: 2089-6271 | e-ISSN: 2338-4565 | https://doi.org/10.21632/irjbs

Vol. 19 | No. 1

The Influence of Price, Content, and Ease of Use on Consumer Attitude and Purchase Intention in the Video Streaming Industry

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ARTICLE INFO

Keywords:
Video streaming platforms
Price,
Content,
Ease of use,
Purchase intention

Kata Kunci:
Platform streaming video,
Harga,
Konten,
Kemudahan penggunaan,
Niat pembelian

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ABSTRACT

This study aimed to analyze the influence of price, content, and ease of use on consumer attitudes and purchase intentions toward local and global video streaming platforms in Indonesia, specifically comparing Vidio and Netflix. The research used a quantitative method and involved 107 respondents aged 17 and above who had experience using both platforms, selected through purposive sampling. Data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings showed that price, content, and ease of use significantly affected consumer attitudes toward Vidio, while only price and ease of use had significant effects for Netflix. Content did not significantly influence attitudes for Netflix. Consumer attitude strongly influenced purchase intention for both platforms. This study filled a research gap by highlighting differences in attitude formation between local and global platforms and providing strategic insights for local providers to enhance competitiveness in Indonesia's streaming industry.

SARI PATI

Penelitian ini bertujuan untuk menganalisis pengaruh harga, konten, dan kemudahan penggunaan terhadap sikap dan niat pembelian konsumen pada platform video streaming lokal dan global di Indonesia, dengan membandingkan Vidio dan Netflix. Penelitian ini menggunakan metode kuantitatif dan melibatkan 107 responden berusia 17 tahun ke atas yang memiliki pengalaman menggunakan kedua platform, dipilih melalui teknik purposive sampling. Data dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Hasil penelitian menunjukkan bahwa harga, konten, dan kemudahan penggunaan berpengaruh signifikan terhadap sikap konsumen pada Vidio, sedangkan pada Netflix hanya harga dan kemudahan penggunaan yang berpengaruh signifikan. Konten tidak menunjukkan pengaruh signifikan terhadap sikap pada Netflix. Sikap konsumen terbukti berpengaruh kuat terhadap niat pembelian pada kedua platform. Penelitian ini mengisi kesenjangan penelitian dengan menyoroti perbedaan pembentukan sikap antara platform lokal dan global serta memberikan wawasan strategis bagi penyedia lokal untuk meningkatkan daya saing di industri streaming Indonesia.

INTRODUCTION

Indonesia's digital landscape has experienced a significant transformation in recent years, driven by the rapid growth of internet users and the widespread adoption of mobile devices. As of early 2025, the number of internet users reached 212 million, with an internet penetration rate of 74.6% (Datareportal, 2024). This digital expansion has fueled a surge in demand for on-demand video content, reflecting a broader trend toward digital entertainment across Southeast Asia (Hendrayati et al., 2016).

The rapid growth of video streaming in Indonesia is driven by the increasing affordability of internet access, improved digital infrastructure, and the widespread adoption of smartphones, which have made online content more accessible to all segments of society (Asih et al., 2020). This accessibility resonates particularly with younger audiences, who value interactivity and social engagement through digital platforms. At the same time, the demand for localized content has become a defining trend, as Indonesian Millennials and Gen Z increasingly prefer entertainment that reflects their cultural identity and everyday experiences (Machfud et al., 2024). In response, major streaming providers have intensified their investment in Indonesian-language and locally produced content to capture the loyalty of this growing digital-native audience (BytePlus, 2024).

Indonesia's streaming market is dominated by two major players: Launched in 2014 under the Emtek Group, Vidio has built a strong local presence through culturally relevant content, affordable pricing, and exclusive sports broadcasting, such as the Liga 1 football league. Its freemium model offers both free and premium access, making it attractive to price-sensitive users while catering to the growing demand for localized entertainment. (Tumiwa & Furinto, 2022; Machfud et al,2024). In contrast, Netflix entered Indonesia in 2016 and quickly established a strong position as the first VOD service in the country. Leveraging its extensive international content library, exclusive originals, strong brand recognition, and advanced technological capabilities, Netflix attracts premium subscribers seeking high-quality streaming experiences. Additionally, a survey conducted by Rakuten Insight in June 2024 found that 81% of Indonesian respondents preferred Netflix as their SVoD platform of choice (Statista, 2025). This dominance is further reinforced by Netflix's consistent marketing strategies, user-friendly interface, and its ability to cater to diverse audience preferences, solidifying its strong position in the Indonesian market (Putri & Paksi, 2021; Januar et al., 2023; Yuan, 2023).

Local streaming platforms possess competitive advantages over global services like Netflix, particularly in their ability to align content with cultural preferences and local regulatory contexts. Their deeper understanding of domestic tastes enables them to curate culturally resonant content that appeals directly to Indonesian audiences (Yan, 2022). In addition, local providers may benefit from supportive regulatory frameworks, including subsidies or tax incentives designed to strengthen domestic digital industries (Sandsgaard & Sem, 2023). Their established relationships with local content creators further allow them to secure exclusive rights to popular shows, reinforcing their cultural relevance. Although global platforms such as Netflix offer extensive and diverse content libraries, they often struggle to tailor offerings to the specific cultural nuances of each market. Despite efforts to localize content, including region-specific productions, Netflix still cannot fully replicate the depth of cultural relevance achieved by domestic platforms (Sandsgaard & Sem, 2023).

However, despite these inherent strengths, local platforms do not necessarily translate these advantages into stronger market performance. Netflix held a 24% market share in Indonesia in Q3 2023, compared to Vidio's 10% (JustWatch, 2024). Yet Vidio recorded more paid subscribers 4.7 million versus Netflix's 4.22 million (Merdeka, 2024; Flixpatrol, 2024). This contrast shows that while Vidio succeeds in attracting a large user base, Netflix users demonstrate higher willingness to pay, likely influenced by its premium positioning and perceived content quality. This highlights a key challenge: local platforms draw audiences but struggle to match global platforms in shaping stronger attitudes and purchase intentions. Vidio relies on cultural relevance, affordable pricing, and exclusive domestic content (Putri & Paksi, 2021), whereas Netflix benefits from its global content library and advanced technology that enhances the viewing experience (Tumiwa & Furinto, 2022). These differences underscore the need to analyze how price, content, and ease of use shape consumer evaluations in this competitive landscape.

While several studies have explored consumer behavior in video-on-demand services in Indonesia, most have focused on individual platforms or limited variables. Sulaiman and Tjhin (2023) examined Netflix users and emphasized factors like content quality, system quality, and trust in mobile payment, but did not consider ease of use or compare Netflix with local competitors. Tumiwa and Furinto (2022) analyzed user retention challenges on Vidio, highlighting pricing issues and content strategy, yet did not investigate user attitudes or purchase intention relative to global platforms. Meanwhile, Machfud et al. (2024) explored young Indonesians' digital media preferences using the Theory of Planned Behavior but did not apply these insights to streaming platforms specifically. Therefore, this study addresses a key gap by comparing how price, content, and ease of use influence user attitudes and purchase intentions between local (Vidio) and global (Netflix) platforms in Indonesia.

Beyond addressing this empirical gap, this study also offers a theoretical contribution by integrating the Extended Theory of Planned Behavior (TPB) with the Technology Acceptance Model (TAM). While TPB emphasizes the role of attitude, subjective norms, and perceived behavioral control in shaping behavioral intentions, TAM highlights the influence of perceived ease of use in technology adoption. By combining these frameworks, this study develops a more comprehensive model to explain purchase intentions for streaming platforms. Price and content are conceptualized as external variables influencing attitude, while perceived ease of use represents the technological aspect of the experience. This integration provides a deeper understanding of how economic, experiential, and technological factors jointly shape consumer behavior in digital entertainment.

This study aims to examine how price, content, and ease of use influence Indonesian consumers' purchase intentions toward video streaming platforms, specifically comparing the local provider Vidio with the global competitor Netflix. By analyzing these key factors, the research seeks to understand the relative importance of each element in shaping consumer attitudes and behavioral intentions.Importantly, this study challenges the implicit assumption in streaming adoption literature that content uniformly shapes consumer attitudes across platforms by demonstrating that content functions as a differentiating factor for local platforms but as a baseline expectation for global platforms.

The objective is to provide insights that can help streaming services, particularly local platforms, enhance their competitiveness through targeted strategies in pricing, content, and user experience design. To achieve this, the study addresses critical questions such as how price, content, and ease of use affect consumer attitudes and purchase intentions toward both Vidio and Netflix. The findings contribute theoretically by revealing that platform origin (local versus global) conditions how belief-based factors translate into consumer attitudes, thereby extending existing applications of the Extended Theory of Planned Behavior (TPB) and the Technology Acceptance Model (TAM) beyond single-platform and developed-market contexts. Practically, the study offers actionable insights for local streaming providers seeking to strengthen their competitive position against global platforms in Indonesia's price-sensitive, mobile-first market.

LITERATURE REVIEW

To theoretically ground the proposed relationships, this study reviews relevant behavioral and technology adoption theories to explain how consumers engage with video streaming platforms in Indonesia. The rapid expansion of internet access and mobile device use has reshaped consumption behavior, with factors such as pricing, content relevance, and ease of use playing dominant roles in shaping subscription decisions. The Theory of Planned Behavior (TPB) is particularly useful because it links attitudes, social influences, and perceived control to individuals' intentions and actions (Ajzen, 1991). However, subjective norm and perceived behavioral control are deliberately excluded from this research model. Subjective norm, which captures perceived social pressure to perform or not perform a behavior (Ajzen, 1991), is omitted because streaming subscription decisions are primarily individual, private, and self-initiated, driven by personal preferences rather than normative social expectations. Unlike behaviors such as recycling or exercise, where peer influence plays a notable role, the selection of a video streaming platform is largely governed by personal evaluations of functional attributes such as price, content quality, and ease of use. This is consistent with prior technology adoption research showing that subjective norms tend to have weaker or non-significant effects in voluntary usage contexts where personal attitudes dominate behavioral intention (Venkatesh & Davis, 2000).

Similarly, perceived behavioral control is excluded because subscribing to a streaming platform in Indonesia involves minimal barriers. Subscriptions are widely accessible, payment options are varied, and platforms are designed for intuitive use across devices, making perceived control less salient in shaping subscription decisions in this context. Moreover, the Extended Theory of Planned Behavior (eTPB) incorporates additional factors such as product attributes and external influences, providing a more complete framework for analyzing the complex decision-making processes involved in adopting streaming services (Kufaine, 2024). Additionally, the Technology Acceptance Model (TAM) complements TPB by emphasizing the role of perceived usefulness and perceived ease of use in shaping behavioral intentions (Davis, 1989). Integrating TAM with eTPB offers a more comprehensive understanding of how technological perceptions and social-cognitive factors jointly drive consumer attitudes and purchase intentions, particularly relevant in Indonesia's competitive streaming market.

Price fundamentally represents the quantitative measure exchanged to acquire a good or service, playing a critical role in economic transactions and consumer decision-making (Shi & Jia-lai, 2021). In the competitive streaming market, price is a pivotal factor influencing subscriber acquisition and retention (Kweon & Kweon, 2021). Consumers often weigh subscription costs against perceived value, making pricing a key determinant in choosing and maintaining streaming services (Sandsgaard & Sem, 2023). Typically, an inverse relationship exists between price and demand: as subscription fees rise, consumers may switch to more affordable alternatives or discontinue their subscriptions altogether (Sandsgaard & Sem, 2023). The proliferation of streaming platforms empowers consumers with options, increasing competition and placing pressure on providers to offer compelling value propositions through pricing strategies tailored to diverse market segments (Sandsgaard & Sem, 2023). Within the integrated Extended TPB–TAM framework, price functions as an external belief factor that shapes users' overall evaluations and attitudes toward streaming platforms, ultimately influencing their behavioral intentions. Understanding how price affects consumer attitudes is particularly important in competitive markets like Indonesia, where affordability often determines subscription decisions.

H1: Price has a significant effect on consumer attitude toward both platforms.

Content, broadly defined, includes any form of information or expression delivered to an audience through various media (Sandsgaard & Sem, 2023). In the streaming media market, content variety, exclusivity, and localization are critical factors shaping consumer preferences. Content variety refers to the diversity and depth of a platform's library, offering multiple genres and formats to cater to different tastes. Exclusivity involves unique content unavailable elsewhere, such as original series or licensed shows, which many platforms use to attract and retain subscribers. Localization, adapting content to local languages and cultural contexts, is especially important for platforms seeking global expansion. Services like Netflix, Amazon Prime Video, and Disney+ have invested heavily in exclusive and localized content to capture diverse markets. Netflix, for instance, has achieved significant success with localized hits like Narcos, Squid Game, and Casa de Papel (Sandsgaard & Sem, 2023). Given the critical role of content in driving consumer engagement and loyalty, this study examines how content influences consumer attitudes toward local and global streaming platforms.

H2: Content has a significant effect on consumer attitude toward both platforms.

Ease of use is a fundamental concept in human-computer interaction, referring to how effectively, efficiently, and satisfactorily users can achieve their goals with a product or service while minimizing frustration and cognitive effort (Camilleri & Falzon, 2021). In the streaming media industry, ease of use plays a vital role in driving customer satisfaction and loyalty, as users expect seamless and intuitive experiences. Key aspects of user experience include platform navigation, content discovery, search functionality, playback quality, and compatibility across devices. A well-designed and user-friendly interface enhances satisfaction by enabling users to quickly find and enjoy content, whereas confusing or cumbersome interfaces can cause frustration and increase the likelihood of users switching to competing services (Chu & Wu, 2024). Streaming platforms employ data analytics and user feedback to continuously improve their interfaces, utilizing techniques like A/B testing, personalized recommendations, and performance optimizations, such as buffering reduction to elevate the overall user experience (Camilleri & Falzon, 2021). Given its impact on user retention and platform preference, this study investigates how ease of use affects consumer attitudes toward local and global streaming platforms. From an Extended TPB–TAM perspective, perceived ease of use functions as a key belief variable that shapes users' attitudes toward streaming platforms by reducing perceived effort and enhancing satisfaction.

H3: Ease of use has a significant effect on consumer attitude toward both platforms.

A consumer's attitude is a learned predisposition to respond favorably or unfavorably to an object, idea, or situation, encompassing cognitive, affective, and conative components that influence behavioral outcomes such as purchase intention (Ho et al., 2022). Attitude serves as a primary predictor of behavioral adoption, reflecting the overall evaluation of a given behavior (Ho et al., 2022; Apasrawirote & Yawised, 2022). It is therefore critical for understanding how external stimuli like price, content, and ease of use influence consumer decisions (Apasrawirote & Yawised, 2022). This relationship is well-established, with studies confirming attitude's significant role in predicting behavioral intentions across various contexts, including online shopping and live streaming commerce (Ho et al., 2022). Marketing strategies, particularly within interactive environments, shape consumer attitudes and ultimately affect engagement and purchase decisions (Ho et al., 2022).

H4: Consumer attitude has a significant effect on purchase intention toward both platforms.

Although several studies have investigated user behavior in video streaming platforms, few have conducted direct comparisons between local and global services in Indonesia (Tumiwa & Furinto, 2022; Sulaiman & Tjhin, 2023). Much of the existing research focuses on individual platforms, such as Netflix or Vidio, without analyzing how users evaluate them in parallel. Moreover, critical factors like ease of use and pricing especially significant in Indonesia's mobile-first and price-sensitive market remain underexplored in empirical studies (Asih et al., 2020; Sandsgaard & Sem, 2023). While some research has applied the Theory of Planned Behavior (TPB) to digital media adoption (Machfud et al., 2024; Ho et al., 2022), these models are rarely extended to include platform-specific attributes such as localized content offerings and flexible subscription models.

To address this gap, this study extends the Theory of Planned Behavior (eTPB) by integrating constructs from the Technology Acceptance Model (TAM) , particularly the dimension of perceived ease of use. This integration enhances the model's explanatory power by linking technological perceptions (from TAM) with social-cognitive and attitudinal components (from TPB). Within this combined framework, price, content, and ease of use are conceptualized as key belief-based antecedents influencing consumers' attitudes toward streaming platforms, which in turn affect purchase intentions. By merging TAM and eTPB (Figure 1), this study provides a more comprehensive understanding of how both technological usability and behavioral intention factors jointly shape consumer decision-making in the streaming context, and provides insights that can help streaming services, particularly local platforms, enhance their competitiveness through targeted strategies in pricing, content, and user experience design.

METHODS

This study employs a quantitative survey questionnaire to investigate the hypotheses proposed in the conceptual model. The measurement items for each construct were primarily adapted from previously validated studies (Table 1), with minor modifications to suit the context of video streaming platforms in Indonesia. The constructs of Price, Content, and Ease of Use were adapted from Kweon and Kweon (2021), Sandsgaard and Sem (2023), Shi & Jia-lai (2021), and Camilleri and Falzon (2021), while Attitude and Purchase Intention items were adapted from Ho et al. (2022). A 5-point Likert scale was employed to measure respondents' agreement, ranging from 1 (strongly disagree) to 5 (strongly agree).

To ensure content validity and clarity, a pilot test was conducted with 30 participants who had previously used both Vidio and Netflix. The pilot results were analyzed, and minor adjustments were made to improve the clarity, readability, and relevance of the questionnaire items. The final questionnaire consisted of three sections: an introduction letter explaining the study's purpose and confidentiality measures, a section collecting demographic information, including age, gender, region, and

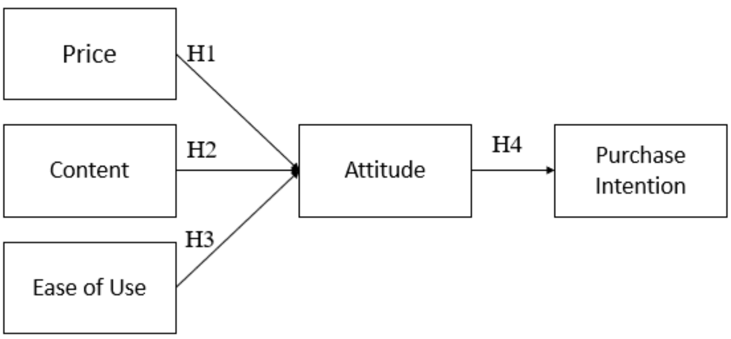

Figure 1. Research framework

frequency of platform usage, and a final section containing items to measure the constructs of Price, Content, Ease of Use, Attitude, and Purchase Intention.

The valid respondents of this study are Indonesian users aged 17 and above who have experience using both Vidio and Netflix, having accessed each platform at least once in the past six months. Data were collected from November 2025 to January 2026. Respondents were required to have active accounts on both platforms to ensure familiarity with their features. A purposive sampling technique was employed, selected for its convenience, relevance to the research objectives, and suitability for non-probability sampling. Following PLS-SEM guidelines and considering a minimum sample size of 100 respondents was deemed sufficient (Hair et al., 2014).

The questionnaire was administered online via Google Forms and distributed through social media platforms, including Instagram, WhatsApp, and university email. This method was chosen for its efficiency, low cost, and ease of reaching a digitally active population. The questionnaire was developed in Bahasa Indonesia to facilitate comprehension. In addition, prior studies were used to support the development of the research constructs. Collected data were subsequently analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4 software.

RESULTS AND DISCUSSION

PLS-SEM was selected as the analytical method because it is suitable for complex models involving multiple latent variables, non-normal data distributions, and relatively small sample sizes (Hair et al., 2014). This approach aligns with the characteristics of the present study, which analysed 107 valid responses. with an approximately equal proportion of male and female respondents. The age distribution indicates that 28.43% of respondents were aged 17–25, followed by those aged 46 years and above (32.35%), 36–45 (24.51%), and 26–35 (14.71%). The measurement model was evaluated using several criteria to ensure construct validity and reliability.

Convergent validity was first assessed using the Average Variance Extracted (AVE) and factor loadings. All constructs in both models exceeded the recommended AVE threshold of 0.50, indicating that each latent variable explains more than half of the variance in its observed indicators (Fornell & Larcker, 1981). Specifically, the AVE values for Netflix ranged from 0.726 to 0.859, while Vidio constructs

Table 1. Questionnaire in the Research

Variables		Statements
Price (PR) Kweon & Kweon (2021); Shi & Jia-lai (2021)	PR1:	I believe the subscription price of (Vidio/Netflix) reflects the value I receive.
	PR2:	The subscription price of (Vidio/Netflix) is fair. PR3: I am willing to pay the current price of (Vidio/Netflix) for the benefits it provides.
Content (CT) Sandsgaard & Sem (2023)	CT1:	(Vidio/Netflix) offers a wide variety of content that suits my interests.
	CT2:	I chose (Vidio/Netflix) because it has content unavailable on other platforms.
	CT3:	The original content on (Vidio/Netflix) makes the platform more attractive.
	CT4:	The content on (Vidio/Netflix) meets my entertainment needs.
Ease of Use (EOU) Camilleri & Falzon (2021)	EOU1:	I find it easy to use (Vidio/Netflix) to watch the content I want.
	EOU2:	It is easy to navigate (Vidio/Netflix) 's interface.
	EOU3:	Compared to other platforms, (Vidio/Netflix) is easier to use.
Attitude (AT) Ho et al. (2022)	AT1:	I like to subscribe to (Vidio/Netflix).
	AT2:	Using (Vidio/Netflix) is a wise entertainment choice.
	AT3:	I hold a positive opinion of (Vidio/Netflix).
Purchase Intention (PI) Ho et al. (2022)	PI1:	I prefer using (Vidio/Netflix) over other platforms.
	PI2:	I plan to continue subscribing to (Vidio/Netflix).
	PI3:	I will consider using (Vidio/Netflix) first when I want to watch content.

ranged from 0.799 to 0.892. All factor loadings were positive and statistically significant, confirming adequate convergent validity for both platforms.

Discriminant validity was assessed using the Heterotrait–Monotrait ratio (HTMT), which is recommended as the most reliable criterion in PLS-SEM (Hair et al., 2019). The majority of HTMT values for both the Vidio and Netflix models were below the threshold of 0.90. Although a small number of construct pairs in the Netflix model slightly exceeded the conservative threshold, these results are acceptable given the conceptual relatedness of the constructs and do not indicate serious discriminant validity concerns.

Internal consistency reliability was evaluated using Cronbach's Alpha and Composite Reliability (CR). All constructs exceeded the recommended threshold of 0.70, indicating satisfactory reliability. Netflix constructs showed Cronbach's Alpha values between 0.844 and 0.918 and CR values from 0.906 to 0.948. Vidio constructs demonstrated even higher reliability, with Cronbach's Alpha ranging from 0.887 to 0.939 and CR values between 0.930 and 0.961. Finally, model fit was assessed using the Standardized Root Mean Square Residual (SRMR). Both models achieved acceptable fit levels, with SRMR values of 0.063–0.066 for Vidio and 0.067–0.086 for Netflix, consistent with recommended thresholds for PLS-SEM. As shown in Tables 2 and 3, all constructs demonstrate strong reliability and convergent validity.

Multicollinearity among the predictor constructs was assessed using the Variance Inflation Factor (VIF) at the structural model level, as recommended by Hair et al. (2019). VIF values below 5 indicate the absence of critical multicollinearity issues. For Vidio, the VIF values ranged from 1.000 to 3.654, with Content, Ease of Use, and Price predicting Attitude, and Attitude predicting Purchase Intention. Similarly, for Netflix, the VIF values ranged from 1.000 to 3.293. Content (VIF = 3.293), Ease of Use (VIF = 2.769), and Price (VIF = 2.245) were used to predict Attitude, while Attitude predicted Purchase Intention, recording a VIF of 1.000. Since all VIF values for both platforms are well below the recommended threshold of 5 (Table 4), the results confirm that multicollinearity is not a concern. Therefore, the structural model estimates can be interpreted reliably for hypothesis testing.

Table 2. Construct Reliability and Convergent Validity — Netflix

Construct	Cronbach's Alpha	Composite Reliability (ρa)	Composite Reliability (ρc)	Average Variance Extracted (AVE)
Attitude (Netflix)	0.844	0.853	0.906	0.763
Content (Netflix)	0.874	0.879	0.914	0.726
Ease of Use (Netflix)	0.852	0.854	0.910	0.773
Price (Netflix)	0.918	0.919	0.948	0.859
Purchase Intention (Netflix)	0.858	0.862	0.914	0.779

Table 3. Construct Reliability and Convergent Validity — Vidiot

Construct	Cronbach's Alpha	Composite Reliability (ρa)	Composite Reliability (ρc)	Average Variance Extracted (AVE)
Attitude (Vidio)	0.892	0.895	0.933	0.823
Content (Vidio)	0.916	0.918	0.941	0.799
Ease of Use (Vidio)	0.887	0.907	0.930	0.815
Price (Vidio)	0.920	0.923	0.950	0.862
Purchase Intention (Vidio)	0.939	0.939	0.961	0.892

Table 4. Structural Model VIF Values Vidio/Netflix.

Structural Path	VIF (Vidio)	VIF (Netflix)
Attitude → Purchase Intention	1.000	1.000
Content → Attitude	3.654	3.293
Ease of Use → Attitude	3.123	2.769
Price → Attitude	2.952	2.245

Figures 2 and 3 present the structural model results of the PLS-SEM analysis. The coefficient of determination (R^2) was used to assess the model's explanatory power, following Hair et al. (2019). R^2 indicates the prediction accuracy of the endogenous constructs, calculated as the squared correlation between the actual and predicted values of each construct. For Vidio, the R^2 values ranged from 0.720 to 0.821, indicating substantial predictive power. Specifically, the model explained 82.1% of the variance in Attitude and 72.0% of the variance in Purchase Intention, suggesting strong predictive accuracy. For Netflix, the R^2 values ranged from 0.622 to 0.674, reflecting moderate to substantial predictive power. The model accounted for 67.4% of Attitude variance and 62.2% of Purchase Intention variance. Adjusted R^2 values were also examined. For Vidio, the adjusted R^2 values were 0.816 (Attitude) and 0.718 (Purchase Intention); for Netflix, they were 0.664 and 0.618, respectively. These results confirm that the model maintains strong explanatory power after adjusting for the number of predictors.

Bootstrapping with 5,000 subsamples was conducted to examine the significance of the hypothesized relationships. For Vidio, all four hypotheses were supported, as every path reached statistical significance ($p < 0.05$). Content ($\beta = 0.340$; $t = 3.253$; $p = 0.001$), Ease of Use ($\beta = 0.344$; $t = 3.287$; $p = 0.001$), and Price ($\beta = 0.297$; $t = 3.934$; $p < 0.001$) each showed a significant positive effect on Attitude, supporting H1–H3. Attitude also demonstrated a very strong positive effect on Purchase Intention ($\beta = 0.849$; $t = 28.952$; $p < 0.001$), supporting H4. These findings indicate that all proposed relationships for Vidio were validated.

For Netflix, the same hypotheses (H1–H4) were tested using a separate subsample. Price ($\beta = 0.415$; $t = 3.781$; $p < 0.001$) and Ease of Use ($\beta = 0.257$; $t = 2.099$; $p = 0.036$) significantly influenced Attitude, supporting H1 and H3 for Netflix, while Content did not show a significant effect ($\beta = 0.235$; $t = 1.776$; $p = 0.076$), leading to the rejection of H2 for Netflix. Attitude strongly predicted Purchase Intention ($\beta = 0.788$; $t = 18.640$; $p < 0.001$), supporting H4. Over-

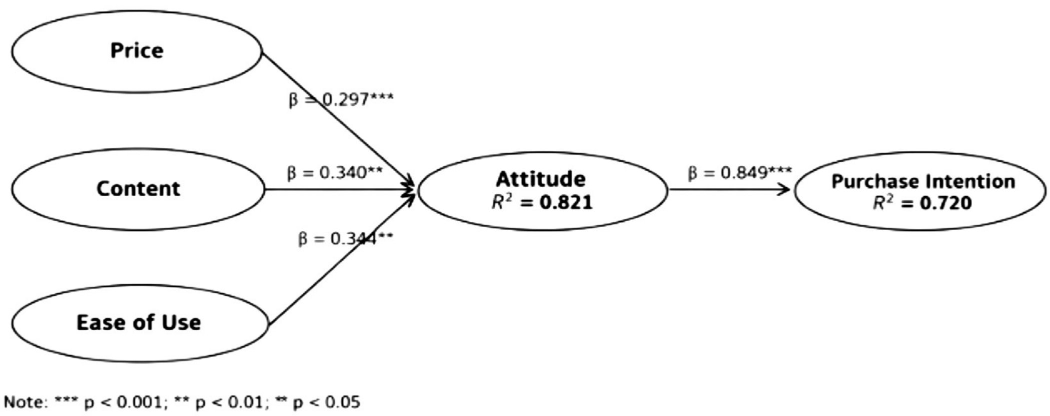

Figure 2. PLS-SEM analysis results for the Vidio model

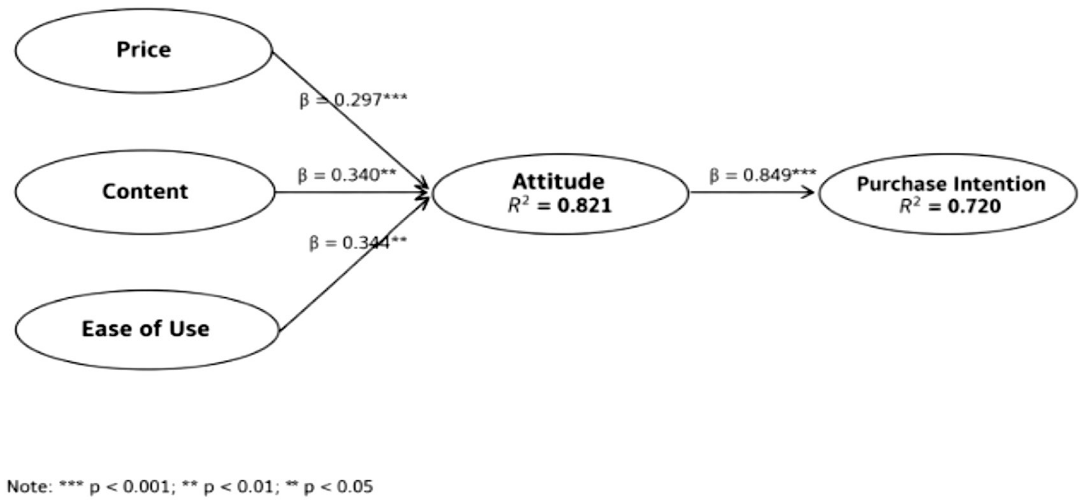

Figure 3. PLS-SEM analysis results for the Netflix model

all, the Netflix model confirmed three significant causal paths, indicating that users' attitudes are shaped mainly by price and usability rather than content variety.

This study aimed to examine the determinants of consumer attitudes and purchase intentions toward local and global video streaming platforms in Indonesia by integrating the Extended Theory of Planned Behavior (eTPB) and the Technology Acceptance Model (TAM). The findings reveal both similarities and meaningful differences between Vidio and Netflix, highlighting how platform type and market context shape consumer evaluations.

Overall, the results demonstrate that attitude plays a central role in driving purchase intention for both platforms, confirming the core assumption of TPB that favorable attitudes lead to stronger behavioral intentions (Ajzen, 1991; Ho et al., 2022). However, the antecedents shaping attitude differ between the local and global platforms. For Vidio, price, content, and ease of use all significantly influence consumer attitude, whereas for Netflix, only price and ease of use are significant predictors, with content showing no statistically significant effect.

The positive relationship between price and attitude for both platforms is consistent with prior studies emphasizing the importance of perceived value in subscription-based digital services (Kweon & Kweon, 2021; Shi & Jia-lai, 2021). In line with value-for-money theory, consumers evaluate streaming platforms by weighing subscription costs against perceived benefits. This finding reinforces earlier evidence that price sensitivity remains a key determinant of consumer attitudes in competitive streaming markets, particularly in emerging economies such as Indonesia (Sandsgaard & Sem, 2023).

Similarly, ease of use significantly influences attitude toward both Vidio and Netflix, supporting the Technology Acceptance Model's assertion that perceived ease of use enhances favorable evaluations of digital platforms (Davis, 1989; Camilleri & Falzon, 2021). This result aligns with previous studies showing that intuitive interfaces, seamless navigation, and efficient content discovery reduce user effort and increase satisfaction, thereby strengthening positive attitudes toward streaming services (Chu & Wu, 2024).

In contrast, the effect of content on attitude presents a more nuanced picture. While content significantly affects attitudes toward Vidio, this relationship is not supported for Netflix. The positive effect observed for Vidio is consistent with prior research emphasizing the role of content variety, exclusivity, and localization in shaping consumer preferences (Sandsgaard & Sem, 2023). However, the non-significant effect for Netflix contradicts studies that position content as a primary driver of streaming adoption (e.g., Sandsgaard & Sem, 2023), suggesting that content may play a different role for global platforms in mature or saturated markets.

Finally, the strong positive relationship between attitude and purchase intention for both platforms confirms extensive prior research within TPB and eTPB frameworks, which consistently identifies attitude as a key predictor of behavioral intention across digital consumption contexts (Ho et al., 2022; Apasrawirote & Yawised, 2022). This finding validates the mediating role of attitude between belief-based factors and purchase intention in the streaming context.

The consistent importance of price across both platforms reflects the affordability concerns of Indonesian consumers, where subscription decisions are strongly influenced by economic considerations. In a market characterized by multiple competing platforms and flexible subscription options, users are likely to favor services that offer clear value relative to cost. This reinforces the relevance of price as a belief-based antecedent within the extended TPB framework.

Likewise, the significance of ease of use highlights the importance of technological convenience in a mobile-first environment such as Indonesia. Familiar interfaces, smooth navigation, and efficient playback reduce perceived effort and enhance overall user experience, leading to more favorable attitudes. From a TAM perspective, this finding confirms that perceived ease of use remains a critical driver of positive evaluations even when consumers are already familiar with streaming technologies.

The non-significant relationship between content and attitude toward Netflix can be explained by content saturation and normalization in the context of Netflix's strong technological capabilities. Netflix users generally assume that the platform already offers extensive and high-quality content, which makes content a basic expectation rather than a factor they actively evaluate when forming attitudes. As a result, users may no longer consciously assess the size or variety of Netflix's content library. Instead, Netflix's personalized recommendation algorithms and intuitive user interface make content discovery easy and efficient, reducing the effort required to find relevant content. This seamless discovery process means that the value of content is experienced through ease of use rather than evaluated directly. Consequently, users are more likely to form favorable attitudes based on functional and economic considerations, such as usability and price fairness, rather than on content itself. This suggests that, for a global platform like Netflix, content operates as a baseline or hygiene factor, while technology and user experience play a more decisive role in shaping consumer attitudes.

Additionally, in price-sensitive emerging markets like Indonesia, consumers may prioritize affordability and convenience over content abundance when evaluating global platforms. Despite Netflix's extensive investment in original and localized content, these offerings may not sufficiently differentiate the platform in users' overall attitude formation, especially when similar content is increasingly available across competing services.

The findings reveal a clear distinction between local and global platforms. For Vidio, content plays a crucial role in shaping attitude, reflecting the importance of localized, culturally relevant, and exclusive domestic content. This supports arguments that local platforms possess competitive advantages in addressing specific cultural preferences and tastes that global platforms may struggle to fully replicate (Yan, 2022; Sandsgaard & Sem, 2023).In contrast, Netflix users appear to base their attitudes primarily on functional and economic factors, such as price and ease of use, rather than content differentiation. This suggests that Netflix's competitive position is driven more by technological maturity and perceived value consistency than by content novelty alone.

Taken together, these findings highlight the unique characteristics of the Indonesian streaming market, where income sensitivity, intense competition, and platform diversity shape consumer behavior. Local platforms like Vidio benefit from cultural proximity and localized content strategies, while global platforms like Netflix rely on usability and pricing perceptions to sustain favorable attitudes. This study, therefore, underscores the importance of contextualizing streaming adoption models within emerging markets, where consumer priorities may differ from those observed in developed economies.

MANAGERIAL IMPLICATION

The findings offer several important managerial implications for streaming service providers operating in Indonesia's highly competitive and price-sensitive market. Strengthening consumer attitudes is essential for increasing subscription intention, and the results show that the key drivers of attitude differ between local and global platforms. For Indonesian providers such as Vidio, content emerges as a critical differentiator alongside price and ease of use. This indicates that local platforms can enhance their competitiveness by prioritizing exclusive Indonesian content, culturally relevant programming, and locally produced originals rather than attempting to match the size of global content libraries. In practical terms, this may include investing in domestic sports broadcasting rights, Indonesian drama and reality series, and content inspired by regional culture, which align closely with local audience preferences. Maintaining affordable and transparently communicated pricing is also crucial given Indonesia's price-sensitive consumer base. Furthermore, ongoing improvements in interface simplicity, navigation efficiency, and overall ease of use can reinforce positive consumer attitudes and support stronger subscription intentions. Although global platforms such as Netflix benefit from scale and international content offerings, consumer attitudes toward these services are shaped primarily by price perceptions and ease of use, underscoring that content abundance alone does not drive stronger attitudes in the Indonesian market. Across both platform types, the strong relationship between attitude and purchase intention highlights the importance of consistent value delivery and seamless user experiences. For Indonesian providers in particular, combining cultural relevance, value-based pricing, and intuitive, mobile-first platform design represents a viable and effective strategy to strengthen competitiveness and convert broad audience reach into higher willingness to pay in Indonesia's rapidly expanding streaming industry.

CONCLUSION

This study examined factors shaping Indonesian consumers' purchase intentions toward video streaming platforms by comparing a local provider (Vidio) and a global provider (Netflix). The findings show that price and ease of use significantly influence attitudes toward both platforms. In contrast, content significantly influences attitudes only for the local platform, indicating that culturally relevant and locally contextualized programming differentiates Vidio but functions as a baseline expectation for Netflix. Attitude strongly predicts purchase intention across both platforms, confirming that favorable evaluations translate into higher subscription intentions in Indonesia's price-sensitive, mobile-first market. For local providers seeking to compete with global services such as Netflix, the most effective path is to combine culturally resonant exclusives with transparent, value-based pricing and intuitive, mobile-first user experiences. These results achieve the study's objective by clarifying how key belief factors (price, content, ease of use) translate into attitudes and intentions differently for local versus global services.

Nevertheless, this study has several limitations. First, the analysis focuses only on two video streaming platforms, Vidio and Netflix, which may limit the generalizability of the findings to other platforms operating in Indonesia. Second, the cross-sectional research design captures consumer perceptions at a single point in time and therefore cannot account for changes in attitudes or purchase intentions over time. Third, the relatively limited number of respondents in this study (n = 107) may not fully represent Indonesia's diverse population, which may further constrain generalizability. Additionally, the use of self-reported data may limit causal inference. Future research should examine a wider range of streaming platforms, employ larger and more geographically diverse samples across different Indonesian provinces, adopt longitudinal or panel designs to capture temporal dynamics, and test additional drivers such as social influence, trust, perceived risk, promotions, and payment frictions, while also examining moderating effects (e.g., age, income, device usage, and fandom intensity) to refine understanding of belief–attitude–intention pathways in Indonesia's streaming context.

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