

VIDEO-ON-DEMAND STREAMING SERVICES SUBSCRIPTION ANTECEDENTS AND CONSEQUENCES: THE USES AND GRATIFICATIONS THEORY APPROACH

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ABSTRACT

Introduction: This study aims to examine the impact of affective gratification, tension release, cognitive gratification, perceived risk, and viewing addiction on subscription behavior as antecedents and its consequence namely customer engagement. **Background Problems:** The need for satisfaction is a trigger for media use. As time passes, research on media use through use and audience gratification approaches will always be needed, so this should be carried out in the context of streaming services. **Novelty:** This research focuses on streaming services using the uses and gratifications theory approach. Similar research has focused on the theoretical implications of usage attitudes, but this research has implications for actual usage behavior, namely subscription behavior. **Research Methods:** Data have been collected using an online survey with purposive sampling and then analyzed using partial least squares structural equation modeling. **Findings:** The results suggest that only five of the 13 hypotheses proposed are supported. Companionship and cognitive gratification do not affect subscription behavior, while perceived risk did not impact subscription behavior negatively. **Conclusion:** The results of this study indicate that streaming service subscribers are more concerned with functional benefits, such as service usability, variety of content, entertainment, and relaxation media. Furthermore, the implications of this research provide benefits both theoretically and practically

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INTRODUCTION

At first, television viewing was defined as sitting in front of a screen and waiting for a favorite show at a predetermined or scheduled time. However, mass media such as television have finally been displaced by the emergence of online video which has created conditions in which the audience becomes an active viewer of the content provided by a platform (Bondad-Brown et al., 2012). One of the online videos created is video on demand (VoD). The existence of this service offers benefits to users through the creation of broad opportunities to have more control over media use. The benefits offered by broadcast video service providers to users include access to an extensive library of multimedia content that they can watch at their convenience. Service users can watch, pause, replay, and stop content on their own (The Nielsen Company, 2016).

The COVID-19 pandemic changed people's habits and behavior, especially how they view movies. Changson et al. (2021) have shown how viewers of video streaming in Southeast Asia watched more online video content due to the pandemic. Data from a platform called Vidio platform show that they have 62 million active users of the service in Indonesia (marketears.com, 2020). This indicates that video-streaming services are increasingly in demand. In addition to the benefits offered to its users, an online platform also provides subscription services so that customers can enjoy exclusive access to content.

Different patterns of exposure to media, such as online videos, cater to individual needs for satisfaction. Satisfying needs is considered a trigger for media use. Media always evolves with the times. Therefore, discussing media use through the uses and gratifications theory (UGT) approach will always be needed (Katz et al., 1973). The UGT approach suggests that media

users are active players, so they have full control over the media that they consume. Besides, this theory also posits that consumer needs can be satisfied by a particular media compared to others, for instance, watching television (Weaver, 2003). Additionally, the theory assumes that people diverge from each other in psychological, social, and contextual ways. Therefore, the reasons people consume media and the ways they satisfy themselves through platforms will differ from one another. The theory denotes that individual gratification will only be obtained from specific platforms or media (Falgoust et al., 2022).

Like television, viewing VoD content can help individuals relieve anxiety, relax, and distract them from other things (Barwise et al., 2019). This indicates that, to fulfill their relaxation needs, viewing VoD is based on the preferences of consumers. In addition, entertainment satisfaction, affective gratification, relaxation, companionship, escape, and information seeking have been found to encourage the audience's continued use of certain media (Rubin, 1981; Starosta et al., 2020; Kaur et al., 2020). The UGT declares that media usage is audience-centred. Hence, individuals have full control over VoD. The convenience of VoD brings joy to users as they were able to view movies at will because the use of the media is supposed to offer emotional fulfillment, specifically entertainment gratification (Bartsch & Viehoff, 2010).

Streaming platforms provide a combination of cheap and easy access to an extensive amount of content at users' convenience. Thus, this condition encourages or even triggers over-consumption behavior (Orta et al., 2021). Singh et al. (2021) find that such viewing drives users' continuous intention to use platforms. Additionally, perceived risk measures users' insecurity and uncertainty regarding the

possibility of damage to their computer or mobile phone when they pay subscription fees, or watch or download videos due to exposure to viruses or fraud involving their financial and personal data (Singh et al., 2021). The risk perceived by users can have a negative impact on purchasing certain products and/or services (Ariffin et al., 2018).

Tefertiller (2018) has investigated factors affecting consumers' intention to adopt streaming services using media substitution theory. A better understanding of the adoption of such services using other approaches needs to be gained through further studies. Shin et al. (2021) examine the use of streaming services using the UGT approach. However, this research only has implications for attitudes toward media use, but the actual use of streaming services has yet to be tested; consequently, actual usage behavior needs to be investigated further. Sjöblom and Hamari (2016) find that social integration, entertainment, and tension-release motivation are positively related to how long people watch video game streaming. The study suggests that social integration was found to be the main predictor of video game subscription behavior. Furthermore, the researchers suggest examining the factors that motivate subscription behavior in other streaming services.

A company considers it important to create relationships with customers; one way to do this is at the post-consumption stage through customer engagement. Engagement has an essential role in its contribution to understanding service performance and customer outcomes (Bowden, 2009). Customer engagement is an effort not only to differentiate consumers' attitudes but also their behaviors that go beyond buying behavior (Van Doorn et al., 2010; Vivek et al., 2012). Furthermore, Van Doorn et al. (2010) interpret the concept of customer engagement behavior as a manifestation of customer behavior towards a

brand or company outside of purchases resulting from motivational drivers. Related to VoD engagement, Auditya and Hidayat (2021) have discovered that subscription intention had a positive impact on Netflix's user engagement.

Personality traits are one of the drivers of media use based on individual differences. The reason is that personality characteristics are the core of forming consumer attitudes and behavior, as stated by Dabholkar and Bagozzi (2002); novelty-seeking fits the service-based context technology. This novelty-seeking is related to the characteristics of UGT through an individual who actively seeks media to satisfy their needs.

Viswanathan et al. (2017) recommend investigating more mobile app-related behavior in different contexts, such as in a particular product, brand, or service category and in different countries or cultures. Therefore, this research aims to use the UGT approach to investigate factors encouraging media use—VoD in particular—and subscription behavior as an antecedent and its consequences. UGT ensures that users are active and aware of what they are using or consuming and the reasons that encourage them to use certain platforms compared to other media. They could even explain the value of its media to others (Katz et al., 1973).

VoD is a platform or media used to watch films or other programs at users' convenience, time, and places. Compared to other media, consumers' subscriptions to VoD are based on its various benefits, such as unlimited content access and latitude in terms of time. In addition, customers are given the advantage of no advertisements. These are considered to interfere with users' enjoyment when they are in the middle of an exciting viewing experience during the ongoing video broadcast. Compared to traditional TV, VoD users can pick content with

ease. In particular, subscribers will benefit from other advantages that enable them to watch more episodes earlier than regular users. Hence, VoD subscribers in this context represent the audiences mentioned in UGT, namely users who are active, aware, and have full personal control over how they use the facility to fulfill their desires and satisfaction (Bartsch & Viehoff, 2010).

In terms of theory, this research contributes in two ways, namely: (1) Empirically explaining the moderating impact of novelty-seeking on the relationship between antecedents and user subscription behavior; and (2) the development of the research model can contribute to further research, especially in the context of VoD streaming services as new media. In terms of practicality, this research contributes to understanding how viewers seek different gratifications through video streaming, which can help streaming platforms tailor their content, recommendations, and features to better meet user needs. It can also inform content creators on how to engage and satisfy their audience. Additionally, this theory can guide marketing and advertising strategies, as it sheds light on the reasons people engage with video streaming services.

The paper is structured as follows: After this brief introduction, there is a comprehensive literature review to identify studies related to the UGT, followed by the hypothesis development and conceptual model used in this research. In Section 3, the methodology is proposed. Next, there are the structural modeling results and discussion. Finally, Section 5 presents conclusions and makes suggestions for future research.

LITERATURE REVIEW

1. Uses and Gratifications Theory

Katz et al. (1973) stated that the theory of use and gratifications approach (UGT) represents an effort to explain something about people's way of seeking and using media actively to satisfy their needs and achieve their goals. There are five assumptions in the theory developed by Katz et al. (1974) presented by West and Turner (2010: 397), namely:

- 1) The audience is active and engages in goal-oriented media use.
- 2) Audience members have the initiative to link their need for gratification with particular media choices.
- 3) Media formats compete with other ways of meeting the need for gratification.
- 4) People have sufficient media use self-awareness, intention, and motivation, meaning that they can provide an accurate picture of media use to researchers.
- 5) The assessment of media content value can only be judged by the audience.

Research related to this theory has existed since the 1940s (Steiner and Xu, 2020). Katz et al. (1973) stated that, up until that time, gratification research had remained close to the so-called media-related needs in which the media can satisfy individual needs. Researchers employing the UGT always cover the same basic question, namely the reasons why people become involved in a particular type of communication or mass media (Ruggiero, 2000). Furthermore, as stated by Ruggiero (2000), expansion of the theory would be worthwhile in the future. Expansion and modernization of the theory to develop psychological, sociological, and cultural contexts can provide more benefits in terms of today's technology, for example, the

shift from traditional television to the internet world.

Under UGT, needs are often classified into five themes, namely cognitive, affective, tension release, personal, and social Integrative (Katz et al., 1973; Sjöblom & Hamari, 2016). Additionally, Falgoust et al. (2022) have extended the themes to six categories, namely entertainment, convenience, socialization, social support, seeking or spreading information, and escape. Social support and socialization in the research were coded by peers' support, social interaction, and social belonging, therefore this research simplified them into one, namely, social integrative. Therefore, the framework of this research is based on those categories' classification.

Research related to this theory, namely Ha et al. (2015), has investigated factors driving mobile media social gratification; Hossain et al. (2019) conducted research on Facebook; Steiner and Xu (2020) explored people's watching motivation; and the research of Kaur et al. (2020) was on mobile instant messaging applications use, its continued use and intentions to purchase virtual goods.

2. Video-on-Demand Streaming Service and Subscription Behavior

The term streaming service usually refers to platforms that display video content that is available and accessible online (Audyta and Hidayat, 2021). Online video media, like VoD streaming services, have attributes mostly similar to traditional mass media (Ying, 2015). The service integrates new practices into consumers' daily routines through more flexible consumption of services. The Netflix platform, for example, collects its users' data and uses them to produce popular series and provide audiences with personalized content choices (Mikos, 2016).

The opportunities for subscription-based service enhancement are in line with information technology advancement (Danaher, 2002). Subscribing to a service such as an audio book or music platform offers its customers wider access, such as downloading via mobile applications, and convenience in using the service (Wallin, 2021). The Asia Video Industry Association (2020) revealed that users only need to pay a certain monthly or yearly subscription price to get certain benefits. A subscription to VoD has been interpreted by Abreu et al. (2017) as a fee that service users must incur to watch certain content whose business model is usually where the users pay a monthly or annual fee so that they can watch whatever and whenever they want. Some of the advantages of watching videos online are that there is access to on-demand content, the ability to access it multiple times, the absence of advertisements, and the service is more personalized and interactive (Bondad-Brown et al., 2012).

3. Affective Gratification

Affective gratification explains 60% of the variance in post-use attitudes. Mobile applications are designed and developed to present fun and entertaining programs so that they can provide contextual space in the form of personal hedonic pleasure and satisfaction (Lu et al., 2017). Research conducted by Jang and Liu (2020) has found that entertainment affects the continued use of mobile games. As a mobile application-based technology, the VoD platform provides entertainment choices for viewers. Specifically, viewing on VoD with unlimited access provides fun, convenience, entertainment, and emotional expression (Falgoust et al., 2022) for audiences. Sjöblom and Hamari (2016) find that the entertainment that viewers get allows them to watch without a time limit. Hence, gratification fulfillment by entertainment needs

creates curiosity meaning that it encourages viewers to enjoy new episodes earlier than other users. To get exclusive content, users are encouraged to subscribe to the service.

H1: Affective gratification has a positive impact on subscription behavior.

4. Tension Release

Tension release motivation is closely related to an individual's escapist activity as an alternative to their everyday lives (Sjöblom and Hamari, 2016). People may feel bored with passing the time without doing anything. UGT postulates that audiences consciously pick a medium to spend their leisure time in a habitual way (Falgoust et al., 2022). Hence, watching their favorite programs every day is suggested to be proper for them. It has been found that watching video games can reduce stress, distract from daily activities, and partially take a person out of real life. Cabeza-Ramírez et al. (2020) find that escapism determines a person's behavior to use certain streaming services. Research conducted by Sjöblom and Hamari (2016) indicates that media use and viewing duration are driven by tension-release motivation. Watching programs has become a habit, so users will prevent boredom by using the platform for hours. Because nothing can be done by other than watching, users will be encouraged to subscribe so they can watch the next episode without having to wait according to the specified streaming schedule.

H2: Tension release has a positive impact on subscription behavior.

5. Companionship

Mainly, the UGT denotes individuals' motivation to use particular media to meet their needs and desires (Falgoust et al., 2022). As social creatures, people need ways to avoid loneliness,

one of which is watching movies. This occasion shows that watching movies means companionship for the audience. When individuals do not have a comrade to talk or to be with, they seek a medium to meet their need for companionship gratification (Sheldon et al., 2021). The fictional characters in movies and shows can be comrades in people's lonely moments. When viewing movies, people do not have to think about their interactions with others (Smock et al., 2011). Wheeler (2015) finds that watching was driven by feelings of solitude. To accompany their solitude, people will sit and watch television or a computer for hours rather than wait for a week for the next episode to appear on television (Wheeler, 2015). Nagaraj et al. (2021) find that subscribing to VoD allows consumers to have a better viewing experience at anytime. The research shows that the convenience of accessing favorite programs without waiting for scheduled broadcast times (Lüders, 2021) attracts users to subscribe to broadcast services. Based on this description, it can be argued that to reduce feelings of loneliness, VoD allows someone to watch more choices of movies and episodes anytime and anywhere, and it encourages someone to subscribe.

H3: Companionship has a positive impact on subscription behavior.

6. Cognitive Gratification

According to the UGT, individuals are trying to acquire information and obtain knowledge through certain media (Sjöblom and Hamari, 2016). The need for information-seeking, learning, and trend knowledge is considered to be a cognitive motivation (Falgoust et al., 2022). When watching, a person will learn to observe, which allows him or her to learn to evaluate and make decisions (Rasit et al., 2015). Starosta and Izydorcyk (2020) mention that watching multiple episodes contains multiple sources of

cognition. Certain platforms provide good movie recommendations so that they are considered efficient for accessing movies because they make it easier for users to decide which movies they want to watch (Bogers, 2015). Besides, the platforms also provide audiences with some events, series, dramas, and other content that other people know, which makes them feel relieved to be part of a trend (Falgoust et al., 2022). Trending movies are generally served on specific VoD platforms. Users must subscribe first to enjoy early access to content selected or recommended by a streaming service. No advertisements, reasonable fees, ease of access, and the breadth of viewing content (deloitte.com) are the benefits of a subscription, allowing customers to acquire cognitive gratification. From this description, it can be said that the fulfillment of users' cognitive gratification drives streaming subscription behavior.

H4: Cognitive has a positive impact on subscription behavior.

7. Perceived Risk

Zhang and Yu (2020) find that platform security has become a factor affecting online purchases. A previous study revealed that risks in time, finance, and psychology had negative consequences on virtual purchases (Chen, 2010). The UGT postulates that individuals are aware and have the utmost control over their actions (Katz et al., 1973). With a VoD platform subscription, for instance, a user's personal information is required. Sharing this information is considered a personal risk that is related to privacy concerns (Fortes & Rita, 2016). People may seek a means of meeting their need for satisfaction. However, privacy concerns come first, so they prefer to avoid risk, especially related to platforms that have cyber security weaknesses (Falgoust et al., 2022). A specific

amount of money is also required to subscribe to the VoD platform. Although users watch a lot both while working and studying from home, the COVID-19 pandemic had a major impact on financial well-being (Szustak et al., 2021). Therefore, the risks in a product or service and other risks will negatively influence subscription behavior. In other words, the risk discourages consumers from subscribing to streaming services.

H5: Perceived risk has a negative impact on subscription behavior.

8. Viewing Addiction

Addiction can come from media usage satisfaction that fulfills a need for both hedonic and non-hedonic satisfaction (Sussman, 2012) by watching television (Sussman and Moran, 2013), specifically by viewing VoD. The UGT posits that audiences may seek a form of media that meets their need for hedonic and non-hedonic gratification (Katz et al., 1973). The more a user considers VoD to be beneficial and practical, the more likely they are to become addicted to it and engage in a high degree of activity (Lu & Lin, 2022). Singh et al. (2021) have shown that viewing addiction positively impacts the intention to continue using a streaming service. Viewing addiction could make people tend to watch more frequently, spend a lot of time doing so, and withdraw from or leave social, family, or work activities that are important if they can engage in viewing (McIlwraith, 1998). This tendency encourages people to subscribe in order to be able to view many episodes anywhere and anytime without the advertisements—that non-subscribers see—that can interfere with viewing enjoyment (Cho and As, 2004).

H6: Viewing addiction has a positive impact on subscription behavior.

9. Novelty-seeking

The UGT further postulates that people have distinct personalities, not only in social and environmental contexts but also in psychological traits that are related to the audience's motivation to use certain forms of media and to acquire gratification through their use (Falgout et al., 2022). Personality traits are an individual's pattern of characteristics (Soto, 2018: 240 – 241) and are relevant to be used as predictors of consumer purchasing decisions because of their inherent stability and consistency (Lin et al., 2019). Dabholkar and Bagozzi (2002) focus on four personality traits relevant to personal service-based technologies; one of these is novelty-seeking which is relevant to new media such as VoD. A previous study has found that novelty-seeking and online buying behavior have a positive relationship (Khare et al., 2010). Consumers with high levels of novelty-seeking motivation are often focused on something else that is new, thus encouraging streaming service users to watch more from one source than another and watch a sequence of episodes.

The need for affective gratification becomes stronger when individuals who have a novelty-seeking personality want a rush to satisfy their curiosity. In addition, people with the characteristic of liking innovation will easily feel bored with repetitive activities and films, so this personality trait strengthens the influence of tension release on subscription behavior. People who have an extreme liking for new things avoid static things or conditions, knowledge, and friends, for instance. Therefore, this personality trait encourages users to subscribe so that they obtain updated information and new friendships through VoD. The use of new technology tends to present risks; however, individuals with a high level of novelty-seeking will still be encouraged to subscribe because its benefits and

functions outweigh its risks. Therefore, personality traits can change the relationship direction between perceived risk and subscription behavior. Someone with a high proclivity for novelty-seeking will always seek novel things that they have never encountered before, resulting in a state of not being able to control themselves in online activities. This is in line with Dabholkar and Bagozzi (2002), who suggest that individuals with a higher level of novelty-seeking are enjoying new stimuli from using new technology. They may not be concerned whether the technology is easy to use because what just they want is to try it because it's new. Besides this, consumers are motivated by affective gratification, tension release, cognitive gratification, risk, companionship, and viewing addiction, through their openness to novelty-seeking, and they tend to feel more convenience and consume content from the platform more frequently (Zúñiga et al., 2017) such as TV series, films, dramas, events, and many more at their convenience.

H7a: The impact of affective gratification on subscription behavior is moderated by novelty-seeking.

H7b: The impact of tension release on subscription behavior is moderated by novelty-seeking.

H7c: The impact of companionship on subscription behavior is moderated by novelty-seeking.

H7d: The impact of cognitive gratification on subscription behavior is moderated by novelty-seeking.

H7e: The impact of perceived risk on subscription behavior is moderated by novelty-seeking.

H7f: The impact of viewing addiction on subscription behavior is moderated by novelty-seeking.

10. Customer Engagement

Customer Engagement is defined as the manifestation of customer behavior towards a brand or company beyond purchase, resulting from motivational drivers that span a variety of behaviors, including word-of-mouth activities, recommendations, helping other customers, blogging, writing reviews, and even engaging in legal action (Van Doorn et al., 2010). Customer engagement evolved from relationship marketing based on trust and commitment (Morgan and Hunt, 1994). Relationship marketing aims to create long-term relationships between consumers and companies. This customer engagement will only appear if consumers are satisfied and emotionally connected with a particular company's product, brand, or service (Pansari and Kumar, 2018).

When subscribing to a platform, people will get benefits such as exclusive and desirable premium programs offered by the platform, especially original films that are available exclusively to subscribers (Auditya and Hidayat,

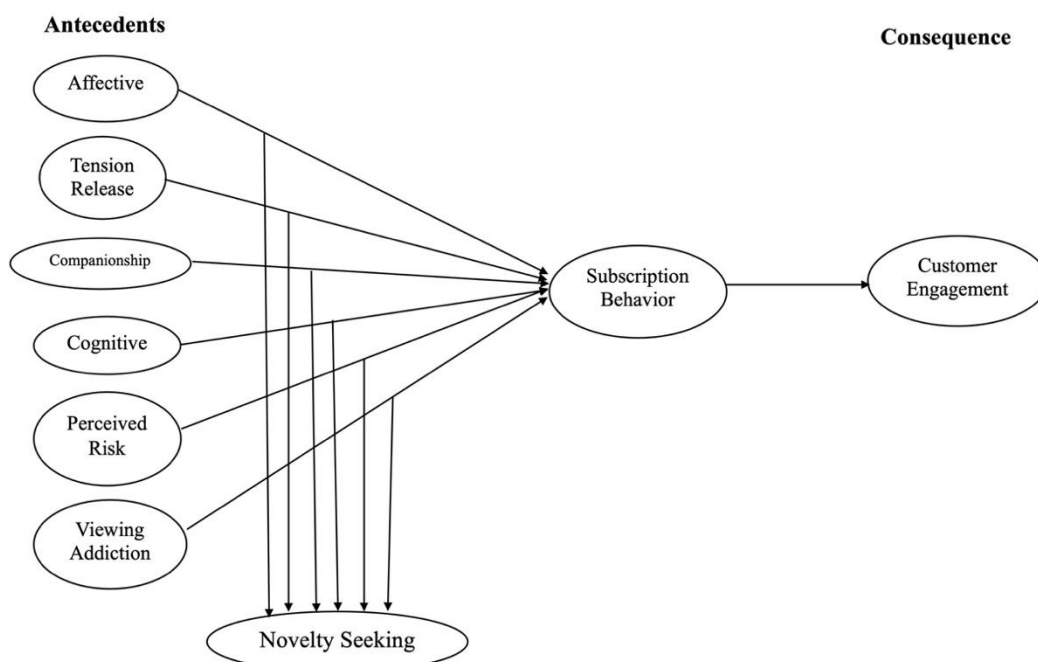
2021). When users can actively and selectively use media, it can drive user satisfaction (Auditya and Hidayat, 2021) which, in turn, means that users will be willing to pay for repeated subscriptions, use the platform for a long period, and be bound to using the platform because its function, value-added aspects, usefulness, content, and service quality (Wang et al., 2005).

A subscription allows users to interact with broadcast services easily and enjoy unrestricted access to the content. This convenience creates autonomy, provides a customer-friendly service experience, and drives a sense of pride in the video platform, which in turn drives customer engagement. Customer engagement indicates that they concentrate, focus, have a sense of ownership, interact, and communicate with the object of focus (Brodie et al., 2011), namely the VoD.

H8: Subscription behavior has a positive impact on customer engagement.

Based on hypothesis formulation, the research model was developed in Figure 1.

Figure 1. Research Model



METHOD, DATA, AND ANALYSIS

1. Sample and Measurement

This study used an explanatory quantitative approach designed to examine the antecedents and consequences of VoD service subscriptions using the UGT approach. In addition, the study also examined the moderating effect of novelty-seeking on the relationship between antecedents and streaming service subscription behavior. This study used purposive sampling with sample criteria are users of VoD streaming services in Indonesia who are 18 years of age and over and were subscribed to at least one streaming service during the COVID-19 pandemic. The researchers adapted measurement for the affective construct from Venkatesh (2000), tension release from Rubin (1981), companionship from Smock et al., (2011), and the cognitive construct from Heijden (2004). Indicators adapted from Singh et al. (2021) were used to measure perceived risk

and viewing addiction. Additionally, indicators from Dabholkar and Bagozzi (2002) were adapted to measure novelty-seeking. Further, the researchers also adjusted indicators from Venkatesh et al. (2012) to measure subscription behavior and from Hollebeek et al. (2014) to measure customer engagement. A 5-point Likert scale was used in the research questionnaire. The researchers also conducted a content validity test because the research instruments were constructed from previous studies. However, through a face validity test, this study made modifications so that the statement items in the questionnaire were in line with the research objectives that allowed respondents to understand the words in the questionnaire. Therefore, the researchers conducted a pilot test and obtained 59 respondents for validity and reliability testing of the research instruments. Table 1 represents the items used.

Table 1. Research Instruments

Constructs	Instruments
Affective	I feel that using Platform X is fun The actual process of using Platform X is convenient I have fun using Platform X
Tension Release	I watch using Platform X as a habit, just something I usually do do I watch using Platform X when I have nothing better to do I watch using Platform X to pass the time, especially when I feel bored I watch using Platform X because it gives me something to do to fill my time
Companionship	I don't need to feel alone when using Platform X When there's no one else to talk to or be with, I use Platform X Using Platform X makes me less lonely
Cognitive	Using Platform X, I can decide more quickly and easily which movies I want to watch than in the past Using Platform X, I'm better informed about new movies I'm considering watching Using Platform X, I found movies that I wouldn't find on other platforms or media Using Platform X, I can decide better whether I want to watch a certain movie or not
Perceived Risk	Streaming services are dangerous to use and access Using streaming services will add a lot of uncertainty to my bill payment Using streaming services puts me at risk overall
Viewing Addiction	I find myself using the Streaming service longer than I planned

Constructs	Instruments
	Most of my time is spent watching online Streaming videos Streaming services take up almost all my free time
Novelty-seeking	I'm always looking for new ideas and experiences I like to constantly change my activities I like to experience new things and changes in my daily routine
Subscription Behavior	I never use Streaming service I often use Streaming services I've already done using the Streaming service
Customer Engagement	I subscribe to watch makes me think about Platform X I think a lot about Platform X when I watch I feel very positive when I subscribe to Platform X Subscribing to Platform X makes me happy I feel happy when I subscribe to Platform X I am proud to subscribe to Platform X Whenever I watch, I usually subscribe to Platform X Platform X is one of the video Streaming services that I usually use when watching

DATA ANALYSIS

The research data were collected using an online survey. The questionnaire contained respondents' statement items of related to affective gratification, tension release, companionship, cognitive gratification, perceived risk, viewing addiction, novelty-seeking, subscription behavior, and customer engagement. The questionnaire was administered online using a Google form, a link to which was then distributed through social media namely WhatsApp, Instagram, Telegram, and Twitter from April 17, 2022, to June 9, 2022. This resulted in 443 respondents which could be processed from a total of 573 respondents. After obtaining the data, validity and reliability testing of the research instruments was carried out using partial least squares structural equation modeling (PLS-SEM) and analysis using a two-stage moderation approach. The utilization of PLS-SEM was based on the research aims. Since it can clearly be seen that the research aims of the

study expanded the existing theories, PLS-SEM was the most feasible method for data analysis. Moreover, the PLS-SEM uses a two-path approach, namely the outer (validity and reliability) and inner model (moderator), which was also appropriate for the research questions. Eventually, although this data analysis method could be applied to small sample sizes, the heterogeneity of the population and the larger sample sizes could enhance statistical power (Hair et al., 2019). This explanation is based on observing the popularity and many users of VoD in Indonesia. The results of the validity and reliability testing are shown in Table 2 and Table 3.

RESULT AND DISCUSSION

The results obtained amounted to 443 respondents who met the criteria by providing information about gender, age, profession, and monthly income. Table 4 presents the demographic characteristics of the respondents.

Table 2. Measurement Model Testing Result

Construct	Indicator	Loading Factor	AVE	Composite Reliability
Affective (AFF)	AFF1	0.884	0.736	0.893
	AFF2	0.846		
	AFF3	0.844		
Tension Release (TR)	TR1	0.638	0.532	0.818
	TR2	0.627		
	TR3	0.768		
	TR4	0.792		
Companionship (COMP)	COMP1	0.775	0.65	0.848
	COMP2	0.788		
	COMP3	0.854		
Cognitive (COG)	COG1	0.704	0.558	0.834
	COG2	0.777		
	COG3	0.696		
	COG4	0.805		
Perceived Risk (PR)	PR1	0.777	0.674	0.861
	PR2	0.82		
	PR3	0.859		
Viewing Addiction (VA)	VA1	0.794	0.743	0.896
	VA2	0.88		
	VA3	0.853		
Subscription Behavior (SB)	SB1	0.884	0.633	0.837
	SB2	0.846		
	SB3	0.844		
Customer Engagement (CE)	CE1	0.627	0.527	0.898
	CE2	0.67		
	CE3	0.723		
	CE4	0.764		
	CE5	0.783		
	CE6	0.751		
	CE7	0.754		
	CE8	0.654		
Novelty-seeking (NS)	NS1	0.765	0.582	0.807
	NS2	0.715		
	NS3	0.784		

Table 3. Discriminant Validity Test Results

	AFF	SB	CE	NS	TR	COMP	COG	PR	VA
AFF	0.858								
SB	0.317	0.795							
CE	0.468	0.461	0.726						
NS	0.283	0.259	0.349	0.763					
TR	0.43	0.3	0.373	0.247	0.729				
COMP	0.381	0.238	0.444	0.271	0.4	0.807			
COG	0.406	0.224	0.421	0.34	0.357	0.363	0.747		
PR	0.187	0.109	0.104	-0.048	0.076	0.01	0.081	0.821	
VA	0.181	0.19	0.287	0.146	0.171	0.207	0.034	-0.135	0.862

Table 4. Respondents Demographic Characteristics

Demographic Characteristics		Total	Percentage
Gender	Male	146	33.0%
	Female	297	67.0%
	Total	443	96.3%
Age	18–22	236	53.3%
	23–27	143	32.3%
	28–32	41	9.3%
	33–37	16	3.6%
	38–42	7	1.6%
	Total	443	100%
Profession	Student	258	58.2%
	Private Sector	90	20.3%
	Civil Servant	17	3.8%
	Entrepreneur	35	7.9%
	Others	43	9.7%
	Total	443	100%
Monthly Income(IDR)	<1,000,000	203	45.8%
	1,000,000–2,000,000	92	20.8%
	2,000,001–3,000,000	43	9.7%
	3,000,001–4,000,000	31	7.0%
	4,000,001–5,000,000	27	6.1%
	5,000,001–6,000,000	12	2.7%
	6,000,001–7,000,000	8	1.8%
	>7,000,000	27	6.1%
Total	443	100%	

Source: Processed Data

According to the results of data processing, 297 people (67%) were females. Table 4 shows that most respondents were predominantly aged 18-22 years (236 or 53.3%). In addition, there were 258 (58.2%) who were students.

Furthermore, there were 203 respondents (45.8%) in the research sample who had a monthly income of less than IDR 1,000,000.

The next step in the SEM-PLS evaluation was to evaluate the structural model based on the significance and size of the path coefficient (Hair et al., 2019: 779). Before performing these steps, the first stage is to test the fit of the model. The results are shown on Table 5.

All indicators had good scores and were in accordance with the provisions. It can be stated that the model is strong, and no multicollinearity problems were found.

Next are the hypothesis testing results, which are described in the following Structural Model Testing Result. Structural model analysis with

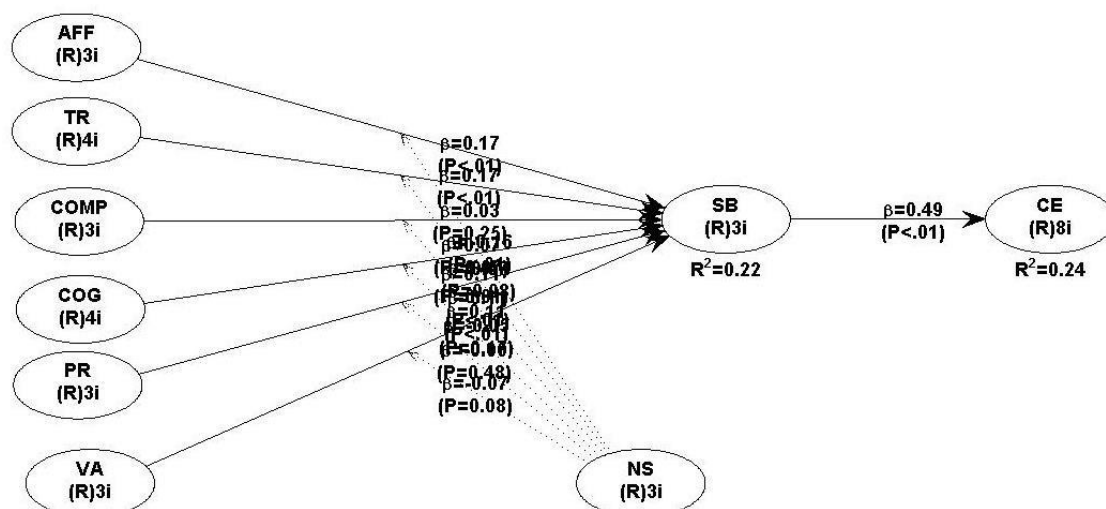
SEM-PLS was carried out to test the p-value and path coefficient. Furthermore, the p-value and direction of the path were useful to indicate whether a proposed hypothesis was supported. Of the thirteen hypothesis tests conducted, it was found that there were five hypotheses that were supported. The other eight hypotheses were not supported, namely H3, H4, H5, H7a, H7b, H7d, H7e, and H7f. The four initial hypothesis tests became the main hypothesis in the UGT research, where one hypothesis was found to be unsupported, namely H3.

Table 5. Model Fit Results

Indicator	Value	Determination	Conclusion
Average Path Coefficient (APC)	0.123	<i>P Sig***</i>	Accepted
Average R-squared (ARS)	0.227	<i>P Sig***</i>	Accepted
Average Adjusted R-squared (AARS)	0.215	<i>P Sig</i>	Accepted
Average Block VIF (AVIF)	1.585	Accepted if ≤ 5 dan ideal if ≤ 3.3	Ideal
Average Full Collinearity VIF (AFVIF)	1.400	Accepted if ≤ 5 dan ideal if ≤ 3.3	Ideal
Tenenhaus GoF (GoF)	0.419	Weak ≥ 0.1 , Moderate ≥ 0.25 , and Strong ≥ 0.36	Strong
Sympson's Paradox Ratio (SPR)	0.846	Accepted if ≥ 0.9 and ideal if 1	Accepted
R-squared Contribution Ratio (RSCR)	0.988	Accepted if ≥ 0.9 and ideal if 1	Accepted
Statistical Suppression Ratio (SSR)	0.928	Accepted if ≥ 0.7	Accepted
Nonlinear Bivariate Causality Direction Ratio (NLBCDR)	0.885	Accepted if ≥ 0.7	Accepted

Source: WarpPLS 7 Processed Data

Figure 2. Structural Model Testing Result



Source: WarpPLS 7 Processed Data

Table 6. Path Coefficients and Significance Value

Construct	Beta(β)	p Value
Affective Gratification->Subscription Behavior	0.170	<0.001
Tension Release -> Subscription Behavior	0.169	<0.001
Companionship->Subscription Behavior	0.032	0.245
Cognitive Gratification->Subscription Behavior	0.068	0.087
Perceived Risk->Subscription Behavior	0.108	0.040
Viewing Addiction-> Subscription Behavior	0.110	0.034
Novelty-seeking*Affective Gratification	-0.158	0.204
Novelty-seeking*Tension Release	0.067	0.259
Novelty-seeking*Companionship	0.114	0.030
Novelty-seeking*Cognitive Gratification	-0.045	0.242
Novelty-seeking*Perceived Risk	-0.002	0.484
Novelty-seeking*Viewing Addiction	-0.066	0.190
Subscription Behavior-> Customer Engagement	0.485	<0.001

DISCUSSION

This study aims to investigate the antecedents and consequences of streaming services subscription and novelty-seeking moderation impact on the relationship between antecedents and subscription behavior using the UGT. This research model was adopted by Sjoblom and Hamari (2016), Singk et al. (2021), and Bagozzi and Dabholkar (2002). The results show that subscription behavior is driven by the fulfillment of affective gratification, tension release, and viewing addiction. They also support previous research in the context of UGT such as Kaur et al. (2020), Li et al. (2015), Sjöblom and Hamari (2016), Barwise et al. (2019), Li et al. (2015), Menon (2022), Yee (2006), Singh et al. (2021), Sussman and Moran (2013), and Müller et al. (2016). This is indicated by the results of hypothesis testing which indicate that H1, H2, and H6 are significantly supported.

This study's findings also indicate that the impact of companionship on subscription behavior is moderated by novelty-seeking, as shown in the results for H7c. According to the results of moderation testing, people with companionship needs will have higher

subscription levels when novelty-seeking is high. This is supported by the fact that individuals with high novelty-seeking will look for ways to find friends and avoid feelings of loneliness, such as looking for people with new experiences and watching new shows or content on VoD. However, companionship needs are met by watching and interacting with others through social media and participating in the community (Smock et al., 2011; Lim and Kumar, 2017). Concerning the UGT, watching using certain technologies was driven by companionship needs fulfillment, relaxation, and pleasure (Steiner and Xu, 2020; Venkatesh, 2000).

The subscription behavior was found to influence subscriber engagement, as shown by the results for H8. Subscribing makes it easy for users to interact with streaming services and access content not limited by place and time. This convenience creates autonomy, delivers a customer-friendly service experience, and encourages pride in the video platform, which, in turn, promotes customer engagement (Salanova et al., 2005; Bellis and Johar, 2020). This explanation means that subscription behavior has

a positive impact on customer engagement, so these results support the research hypothesis. This finding is in line with previous research conducted by Read et al. (2019), Salanova et al. (2005), and Bellis and Johar (2020).

The testing of H3 shows that companionship does not impact subscription behavior. This means that apart from subscribing to streaming services, audiences can avoid feeling lonely in various ways, such as getting actively involved in social media. Not only that, joining a community, listening to music, and focusing on making friends in person instead of engaging in online activities (Thomas et al., 2020; Teh and Tey, 2019; Martín et al., 2021; Buote et al., 2007) can be alternatives for audiences to meet their companionship needs. Although users' cognitive needs can be met by using and subscribing to streaming services, it is not the only way to do it. Besides, the result also suggests that people are social beings, so they prefer to avoid loneliness through social connectedness (Diendorfer et al., 2021) bearing in mind that the benefit of subscription is that it enables customers to stream video longer and more frequently (Taylor et al., 2021), which leads to social isolation. The testing of H4 shows that cognitive gratification can be met with various media other than VoD. These include social media, online games, YouTube, television, radio, magazines, and newspapers. Drahošová and Balco (2017) have shown that, to acquire and share information, people tend to utilize social media rather than other sources. Therefore, they state that cognition has no impact on subscription behavior. This study supports previous findings by Sjöblom and Hamari (2016), Bahfiarti and Arianto (2022), Khan (2017), Aisha et al. (2015), and Whiting and Williams (2013).

The testing of H5 indicates that perceived risk has no significant negative impact on

subscription behavior. This result contradicts the findings of Singh et al. (2021). It can be interpreted that, regardless of the costs incurred, users will be willing to subscribe on the condition that their needs for enjoyment, streaming service usability, and various subscription benefits are met (Featherman and Pavlou, 2003). This finding supports the findings of Hamari (2017) and Featherman and Pavlou (2003).

The findings suggest that novelty-seeking is not able to moderate the users' enjoyment of VoD since, when watching television programs, using social media, playing games, exercising, and so on, affective gratification needs can be satisfied (Sjöblom and Hamari, 2016). However, novelty-seeking can still potentially be a moderator for other variables (Dabholkar and Bagozzi, 2002). Additionally, since tension release needs can be gratified by watching television, reading, turning on the radio, going to the cinema, playing games, using social media, and so on (Rubin, 1981; Katz et al., 1973; Yee, 2006; Smock et al., 2011), this study's results suggest that there is no evidence that novelty-seeking is able to strengthen, weaken, or change the direction of the relationship between tension release and subscription behavior.

This study has also discovered that novelty-seeking does not moderate the impact of cognitive gratification on subscription behavior. According to the UGT, the content presented in VoD is more important. Watching over a long time can make the audience understand certain characters and deepen its affinity with them. It can be understood that watching content contains sources of cognition (Starosta and Izyrdoczyk, 2020). Hence, people who need to seek trending global views, for instance, should still be encouraged to subscribe to VoD despite not having personality traits such as novelty-seeking. Besides, the findings also suggest that

novelty-seeking is not able to strengthen or weaken the impact of users' addiction to subscribing. Since advertising can be considered a distraction (Cho and Hongsik, 2004), users can avoid such distractions that can interfere with their viewing pleasure by subscribing.

CONCLUSION AND SUGGESTIONS

There were thirteen hypotheses tested in this study; five of them were supported, while the other eight were not supported. These findings show that affective gratification was the strongest predictor of subscription behavior. Furthermore, after affective gratification, tension release was the next strongest determinant of subscription behavior. The results show that viewing addiction causes users to subscribe to streaming services. The results also indicate that users cannot control the number of hours they spend viewing. A video platform is an online service that allows someone to use the media more intensely, thus it shows symptoms of addiction, which in turn creates online behavior that causes users to become addicted, as discovered by Müller's (2016) investigation.

The research findings show that broadcast services are only one of the media that can be used to meet companionship needs. In addition, the findings show that, contrary to what Singh et al. (2021) found, risk negatively impacts subscription behavior. This result concurs with Featherman and Pavlou (2003) who found that respondents were more concerned with other aspects and functions, namely perceived enjoyment of streaming services and ease of use. Investigation findings indicate that users are satisfied and engaged with broadcast services, as evidenced by their willingness to pay a subscription fee that is in line with previous research (Wang et al., 2005).

In terms of theory, this research contributes first to expanding the implementation of the

theory in a specific context, namely VoD in Indonesia. Many studies related to the theory have focused on intention to engage in behavior rather than actual behavior. Hence, this study enlarges the use of UGT by focusing on actual behavior, namely subscription behavior and customer engagement, to provide a new and comprehensive understanding of the UGT developed by Katz et al. (1973). Second, a new model of UGT was developed by applying novelty-seeking as a predictor of subscription behavior. However, consumers' subscriptions to VoD are not encouraged by companionship needs, when individuals seek novelty in the platform they consider subscribing with that intention. This demonstrates that novelty-seeking is a psychological state of consumers that cannot be separated from the UGT's assumptions; besides, this construct is related to new media and technology. Third, the study also expands the theory and model by utilizing customer engagement as a consequence of a particular behavior, namely subscription. In terms of practicality, the findings of this study are useful for VoD marketing strategies that practitioners can consider to fulfill the needs of entertainment, tension release, companionship, and user cognition; these include improving the quality and variety of features, design, ease of use, the convenience of use, and making the content of the platform more attractive. This will especially be so for users with novelty-seeking personalities which will encourage them to subscribe while considering the affordability of subscription fees and for policymakers through stakeholders collaborating, namely in the realms of government, academia, the wider community, and also companies in considering subscription fees—so that they are considered affordable enough for the audience—and protecting content from piracy.

This study has several limitations, including that it only investigates subscription behavior antecedents in terms of user needs while not testing other factors as determinants of subscription behavior. Furthermore, subscription behavior variables are only measured by indicators related to use frequencies. Finally, the object of this research is too broad, namely all videos are on demand so the research results still describe subscription behavior in general and do not explain behavior specifically on certain platforms. Future research specifically on certain media—namely VoD and, more specifically, on certain platforms—would be welcome. Even though an increase in the number of subscribers occurred during the pandemic, it cannot be denied that some platforms have experienced a decrease in the number of subscribers. Therefore, it is necessary to investigate streaming service subscription rejection. This has implications for the application of other theories in future research, such as personality traits as predictors of subscription behavior applications. Besides, gender, education, generation cohorts, and occupation should be considered as moderators for future research.

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