How Can Perceived Usefulness and Perceived Ease of Use Influence Purchase Decision on Netflix Indonesia?

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Abstract. This study aims to analyze the effect of perceived usefulness and perceived ease of use on purchasing decisions for the Netflix application mediated by attitude toward using. The research uses quantitative research with descriptive and verification approaches. The population of this study is Netflix subscribers with a sample of 384 respondents calculated using the Issac-Michael formula. The study used a nonprobability sampling technique with a purposive sampling approach. The analysis method uses the Structural Equation Model (SEM) with Lisrel 8.72 and SPSS 21 tools. The results showed that perceived usefulness and perceived ease of use had a positive and significant effect on purchasing decisions through attitude toward using of 0.77. The usefulness felt by Netflix users in the form of effectiveness and user convenience in the form of ease of learning and using the application will give a good or positive attitude, so indirectly the decision to make a purchase will also increase.

Keywords: Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Purchase Decision

1   INTRODUCTION

Digitalization has created a convergence on mobile devices. This convergence is demonstrated by the strengthening of the use of internet services such as Over The Top (OTT) 1. The existence of application-based Over The Top (OTT) internet content has had a big influence on the industry, especially in the film sector, both in the world and in Indonesia, such as the emergence of Streaming Video on Demand (SVOD) 2. Netflix is one of the many Streaming Video on Demand (SVOD) services that have succeeded in dominating the SVOD market globally 3. Current technological developments mean that similar companies in the SVOD service sector continue to develop and experience intense competition. With increasingly fierce competition in the SVOD market, especially in Indonesia, Netflix is implementing a strategy that focuses on the ability to understand the experience felt by customers when using a technology 4. The use of technology, in this case the use of SVOD services, can be influenced by customer perceptions, intentions to use, and attitudes towards using SVOD services. Perceived ease of use and perceived usefulness felt by customers are two main constructs in influencing the use and adoption of a technology 5.

Perceived usefulness is a subjective ability of users for the future where using a specific application system will improve performance in an organizational context 6,7. Perceived usefulness is one of the points in the TAM model, which was tested in Davis's 1989 study 8,9.

Perceived ease of use is a measure in which a person has confidence that a computer or technology can be easily understood and used to help with certain jobs. Another definition of perceived ease of use is the measure by which future users perceive the system to be barrier-free 10,11.

Attitude toward application in TAM is conceptualized as an attitude toward using a system in the form of acceptance or rejection as an impact when someone uses a technology in their work. Attitudes state what we like and what we don't. A person's attitude consists of cognitive, affective and behavioral components 12.

Purchasing decisions are a problem solving process that consists of analyzing or recognizing needs and desires, searching for information, assessing selection sources for purchasing alternatives, purchasing decisions, and behavior after purchase 13.

2   METHOD

This research uses a type of quantitative approach. This type of research uses descriptive and verification research. This verification research was carried out to test whether the hypothesis will be accepted or rejected. Hypothesis testing is carried out using statistical calculations that are used to test the influence of variables perceived usefulness, perceived ease of use, attitude toward using, and purchase decision. This descriptive study aims to obtain an overview of the variables perceived usefulness and perceived ease of use as independent variables, purchasing decision variables as the dependent variable, variable attitude toward using as an intervening variable. The sample of this research was 384 respondents which were calculated using the Isaac &; Michael formula with an error rate of 5%. The sampling technique uses probability sampling with simple random sampling. Analysis using LISREL 8.72. Here is the hypothesis in this study:

H1 : Perceived usefulness has a positive and significant effect on attitude toward using Netflix's SVOD service

H2 : Perceived ease of use has a positive and significant effect on the attitude toward using the Netflix SVOD service

H3 : Perceived usefulness and perceived ease of use have a positive and significant effect on attitude toward using Netflix's SVOD service

H4 : Attitude toward using has a positive and significant effect on the decision to purchase SVOD Netflix services

H5 : Perceived ease of use has a positive and significant effect on purchasing decisions for Netflix SVOD services, mediated by attitude toward using

H6 : Perceived usefulness has a positive and significant effect on purchasing decisions for Netflix SVOD services, mediated by attitude toward using

H7 : Perceived usefulness and perceived ease of use have a positive and significant effect on purchasing decisions for Netflix SVOD services, mediated by attitude toward using.

3   RESULT AND DISCUSSION

3.1   Descriptive Analysis

Table 1. Recapitulation of Perceived Usefulness

Dimension	Average Score	Criterion
Increase Productivity	1.622	Fits Perfectly
Effectiveness	1.522	Appropriate
Makes Job Easier	1.609,67	Fits Perfectly
Usefull	1.602,67	Fits Perfectly
Total Average Score	6.356,33	Appropriate
Perceived Usefullness	1.589,08	

Based on Table 1, it is explained that the results of data processing from the perceived usefulness variable obtained an average score of 1,589.08, so that this score on a continuum can be described in Fig 1.
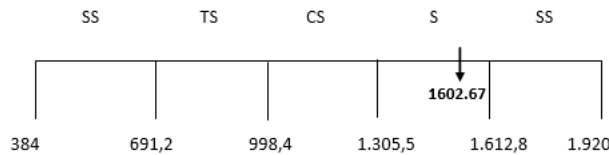

Fig. 1. Continuum Value Perceived Usefulness

Based on Fig. 1., the value of the perceived usefulness continuum, which is the value of 1602.67 in accordance with the research data, which is included in the category according to its meaning through the measurement results, it is known that in the perceived usefulness variables studied, the dimensions of the study increase productivity, effectiveness, makes job easier, and useful have run well in this study.

Table 2. Recapitulation of Attitude Toward Using Picture

Dimension	Average Score	Criterion
Ease of Learn	1.605,33	Fits Perfectly
Flexible	1.626,67	Agree
Easy to Become Skillful	1.612,33	Fits Perfectly
Easy to Use	1.654,33	Fits Perfectly
Total Average Score	6.498,67	Fits Perfectly
Perceived Usefullness	1.624,67	

Based on Table 2, it is explained that the results of data processing from the perceived ease of use variable obtained an average score of 1,624,667 so that this score on a continuum can be described in Fig.2.
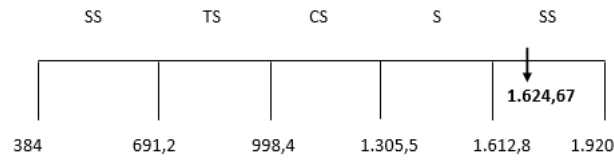
Fig. 2. Continuum Value Perceived Ease of Use

Based on Fig.2., the value of the perceived ease of use continuum, which is a value of 1,624,667 in accordance with the research data, which is included in the category of very appropriate, means that through the measurement results, it is known that in the perceived usefulnesss variables studied, the dimensions of the study are ease of learn, flexible, easy to become skillful, and easy to use have run very well in this study.

Table 3. Recapitulation of Attitude Toward Using Picture

Dimension	Average Score	Criterion
Happy to Use	1.618,33	Fits Perfectly
Enjoying to Use	1.650,67	Fits Perfectly
Not Boring	1.614,67	Fits Perfectly
Total Average Score	4.883,67	Fits Perfectly
Perceived Usefullness	1.627,89	Fits Perfectly

Based on Table 3, it is explained that the results of data processing from the attitude toward using obtained an average score of 1,627,889 so that this score on a continuum can be described in Fig.3.
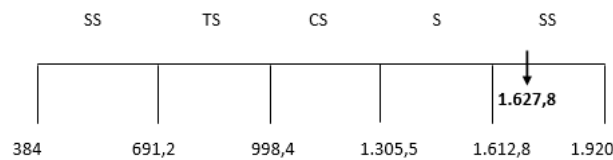

Fig. 3. Value Continuum Attitude Toward Using

Based on Fig.3, the continuum value of attitude toward using, which is a value of 1,627,889 in accordance with the research data, which is included in the category of very appropriate, meaning that through the measurement results, it is known that in the perceived usefulnesss variable studied, the research dimension is happy to use, enjoys use, and is not boring has run very well in this study.

Table 4. Recapitulation of Purchase Decision Overview

Dimension	Average Score	Criterion
Product Selection	1.631,33	Fits Perfectly
Brand Selection	1.631,33	Fits Perfectly
Reseller Selection	1.570,33	Fits Perfectly
Time of Purchase	1.628,67	Fits Perfectly
Purchase Amount	1.620,33	Fits Perfectly
Payments Methods	1.659,67	Fits Perfectly

Total Average Score	9.741,667	Fits Perfectly
Purchasing Deisicion	1.623,611	

Based on Table 4, it is explained that the results of data processing from purchasing decision variables obtained an average score of 1,623,611 so that this score on a continuum can be illustrated in Fig. 4.
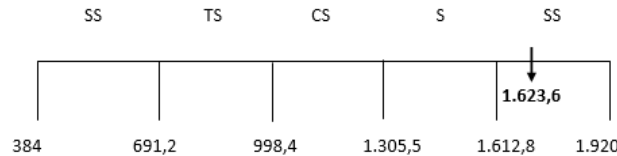

Fig. 4. Continuum Value of Purchasing Decisions

Based on Fig.4, the continuum value of purchasing decisions, namely the value of 1,623,611 in accordance with the research data, which is included in the category is very appropriate, meaning that through the measurement results, it is known that in the purchase decision variables studied, the dimensions of product choice, brand choice, dealer choice, purchase time, purchase amount, and payment method have run very well in this study.

3.2   Verification Analysis

Simultaneous testing in this study is sufficient with GOF (Goodness of Fit) as a substitute for F-test in regression and pathway analysis. If the GOF test results show that the model is fit, then automatically (implied) the simultaneous/structural model is fit so that SEM analysis does not require a hypothesis test together or simultaneously with the F-test because it has been replaced with the GOF test.

Table 5. Goodness of Fit (GoF)

Goodness of Fit	Cut Off Value	Model Index	Information
Absolute Fit Measures			
Chi-square (X^2)	(p-value $\geq$ 0.05)	145.98 (p=0.0088)	Not fit
NCP	The smaller the better	37.98	Good fit
GFI	$\geq$ 0.90 good fit 0.80 $\leq$ GFI $\leq$ 0.90 marginal fit	0,96	Good fit
RMR	Standarized RMR $\leq$ 0,05 is good fit	0,028	Good fit
RMSEA	$\leq$ 0.08 good fit $\leq$ 0.05 closed fit	0,03	Good fit
ECVI	The value is small and close to ECVI saturation = 0.68	0,62	Good fit
Incremental Fit Measures			
AGFI	$\geq$ 0.90 good fit $\leq$ 0.80 $\leq$ GFI $\leq$ 0.90 marginal fit	0,94	Good fit
TLI or NNFI	$\geq$ 0.90 good fit $\leq$ 0.80 $\leq$ TLI $\leq$ 0.90 marginal fit	0,98	Good fit
CFI	$\geq$ 0.90 good fit $\leq$ 0.80 $\leq$ CFI $\leq$ 0.90 marginal fit	0,98	Good fit

NFI	≥ 0.90 good fit ≤ 0.80 ≤ NFI ≤ 0.90 marginal fit	0,99	Good fit
IFI	≥ 0.90 good fit ≤ 0.80 ≤ IFI ≤ 0.90 marginal fit	0,98	Good fit
RFI	≥ 0.90 good fit ≤ 0.80 ≤ EFI ≤ 0.90 marginal fit	0,98	Good fit
Parsimonious Fit Measures			
AIC	Smaller positive values indicate better parsimony	235,98	Not fit
CAIC	Smaller positive values indicate better parsimony	458,76	Not fit
PNFI	≥ 0.60	0,78	Good fit
PGFI	≥ 0.60	0,68	Good fit
CN	CN ≥ 200 = good	375,98	Good fit

Based on Table 5 shows that each of the goodness of fit criteria in this study, namely absolute fit measures, incremental fit measures, and parsimonious fit measures have been represented, it can be concluded that the overall fit of the model is good (good fit).

The Partial Effect of Perceived Usefulness on Attitude Toward Using

Table 6. The Partial Effect of Perceived Usefulness on Attitude Toward Using

Exogenous Latent Variables	Endogenous Latent Variables	Standardized Coefficient (<1)	T-Values	Note
PU=X1	ATU=Y	0,22	2,15	Significant

Based on Table 6 the results of the study obtained the structural equation $Y = 0.22X1$. The T-value of the exogenous latent variable PU against the endogenous latent variable ATU is $2.15 > 1.96$. This shows that perceived usefulnesss has a significant positive coefficient. Then the hypothesis is as follows.

H1 : Perceived Usefulnesss has a positive and significant effect on Attitude Toward Using

Partial Effect of Perceived Ease of Use on Attitude Toward Using

Table 7. The Partial Effect of Perceived Ease of Use on Attitude Toward Using

Exogenous Latent Variables	Endogenous Latent Variables	Standardized Coefficient (<1)	T-Values	Note
PEOU = X2	ATU = Y	0,74	6,86	Significant

Based on Table 7 the results of the study obtained structural equation $Y = 0.74X2$. The T-value of the exogenous latent variable PEOU against the endogenous latent variable ATU was $6.86 > 1.96$. This shows that perceived ease of use has a significant positive coefficient. Then the hypothesis is as follows.

H2: Perceived Ease of Use has a positive and significant effect on Attitude Toward Using

Partial Influence of Toward Using Attitude on Purchasing Decisions

Table 8. The Partial Influence of Toward Using Attitude on Purchasing Decisions

Exogenous Latent Variables	Endogenous Latent Variables	Standardized Coefficient (<1)	T-Values	Note
ATU = Y	PD = Z	0,88	13,07	Significant

Based on Table 8 the results of the study obtained the structural equation Z = 0.88Y. The T-value of the exogenous latent variable ATU against the endogenous latent variable KP was 13.07 > 1.96. This shows attitude toward using has a significant positive coefficient. Then the hypothesis is as follows.

H4: Attitude Toward Using has a positive and significant influence on Purchasing Decisions

The Simultaneous Effect of Perceived Usefulness and Perceived Ease of Use on Attitude Toward Using

Based on the results of the study, the structural equation Y = 0.88X was obtained1X2. Simultaneous (structural) hypothesis testing in SEM is performed with GOF (Goodness of Fit). If the GOF test results in SEM have fit Then automatically (implied) the simultaneous/structural model is fit. Individual criteria goodness of fit In this study, namely: absolute fit measures, incremental fit measures, and Parsimonious Fit Measures Having been represented, it can be concluded that the overall fit of the model is good (good fit). Then the hypothesis is as follows.

H3: Perceived Usefulnesss and Perceived Ease of Use have a positive and significant effect on Attitude Toward Using

The Effect of Mediated Perceived Usefulnesss on Purchasing Decisions Mediated Attitude Toward Using

Table 9. The Effect of Mediated Perceived Usefulnesss on Purchasing Decisions Mediated Attitude Toward Using

Exogenous Latent Variables	(ATU=Y)	(ATU=Y) to (PD=Z)	(PD=Z)	T-Values (1.96)	Note
PU = X1	0,22	0,88	0,20	2,14	Significant

Based on Table 9 it is known that the path coefficient perceived usefulness towards attitude toward using is 0.22 and coefficient Line attitude toward using The against the purchase decision is 0.88. Coefficient of indirect influence of perceived usefulness against purchasing decisions through attitude toward using is 0.20. Then the hypothesis is as follows.

H6: Perceived usefulness has a positive and significant effect on purchasing decisions through attitude toward using

The Effect of Perceived Ease of Use Mediation on Purchasing Decisions Mediated Attitude Toward Using

Table 10. The Effect of Mediated Perceived Ease of Use on Purchasing Decisions Mediated Attitude Toward Using

Exogenous Latent Variables	(ATU=Y)	(ATU=Y) to (PD=Z)	(PD=Z)	T-Values (1.96)	Note
(PeoU = X2)	0,74	0,88	0,65	6,55	Significant

Based on Table 10 it is known that the path coefficient perceived ease of use towards attitude toward using is 0.74 and coefficient Line attitude toward using The against the purchase decision is 0.88. Coefficient of indirect influence of perceived ease of use against purchasing decisions through attitude toward using is 0.65. Then the hypothesis is as follows.

H5: Perceived ease of use has a positive and significant effect on purchasing decisions through attitude toward using

The Effect of Perceived Usefulnesss and Perceived Ease of Use on Purchasing Decisions Through Attitude Toward Using

Table 11. The Effect of Perceived Usefulnesss and Perceived Ease of Use on Purchasing Decisions Through Attitude Toward Using

Latent Variables	Influencing Latent Variables	Coefficient Value	Simultantions Influence
ATU	1. PU 2. PEoU	0,88	0,77
PD	ATU	0,88	

Based on Table 11, it is known that the value of the coefficient of determination (R^2) perceived usefulness and perceived ease of use towards attitude toward using is 0.88 and coefficient Line attitude toward using The against the purchase decision is 0.88. Coefficient of influence from perceived usefulness and perceived ease of use against purchasing decisions through attitude toward using is 0.88. Simultaneous (structural) hypothesis testing in SEM is performed with GOF (Goodness of FitIndividual criteria goodness of fit In this study, namely: absolute fit measures, incremental fit measures, and Parsimonious Fit Measures Having been represented, it can be concluded that the overall fit of the model is good (good fit). Then the hypothesis is as follows.

H7: Perceived Usefulnesss and Perceived Ease of Use have a positive and significant effect on Purchasing Decisions through Attitude Toward Using

4   CONCLUSION

Based on the research that has been done, the conclusions in this research are there is a positive and significant effect of perceived usefulness on attitude toward using, there is a positive and significant effect of perceived ease of use on attitude toward using, there is a positive and significant effect of attitude toward using on purchasing

decisions, there is a positive and significant effect on perceived usefulness and perceived ease of use on attitude toward using, there is an indirect effect of perceived usefulness on purchasing decisions through the attitude toward using, there is an indirect effect of perceived ease of use on purchasing decisions through the attitude toward using, and there is an indirect effect of perceived usefulness and perceived ease of use on purchasing decisions through attitude toward using.

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