FACTORS INFLUENCING YOUNG INDONESIAN CONSUMERS' ONLINE UTILIZATION INTENTION
CASE STUDY: EFFECT OF TECHNOLOGY ACCEPTANCE, ELECTRONIC WORD OF MOUTH, AND PRICE SETTING ON UNIVERSITY OF LAMPUNG STUDENTS' PURCHASE INTENTION OF NETFLIX STREAMING SERVICE

(Undergraduate Thesis)

By

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FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2023

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MUHAMMAD IZZATUL HAQ

An Undergraduate Thesis

**In Partial Fulfillment of the Requirements for the Degree of
BACHELOR OF MANAGEMENT**

At

**The Department of Management
Faculty of Economics and Business**

**FACULTY OF ECONOMICS AND BUSINESS
UNIVERSITY OF LAMPUNG
BANDAR LAMPUNG
2023**

ABSTRACT

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The purpose of this study is to investigate the factors that influence young consumers' intentions to subscribe to Netflix. While previous research has looked at the factors that influence subscription intention in the context of other online entertainment platforms, there has been a lack of research that looks specifically at the factors that influence Netflix subscription intention among young adults. Therefore this research aims to fill the research gap by exploring possible factors influencing young Indonesian consumers' online utilization intention. This research intends to determine whether there is an effect of technology acceptance, electronic word of mouth, and price setting on the University of Lampung students' intention to subscribe to Netflix. This research was quantitatively conducted, and samples are 107 active students of the University of Lampung gathered through questionnaires. This research applies the IBM SPSS testing design to implement this objective. The multiple linear regression analysis is used as the method of this research. The statistical results after the hypothesis testing show that each variable, namely: technology acceptance, electronic word of mouth, and price setting, has a p-value < alpha (5%). This means that hypotheses one, two, and three are valid, and it can be concluded that young consumers' Netflix subscription intention is positively influenced by technology acceptance, electronic word-of-mouth, and pricing. Price setting has the most significant impact, followed by technology acceptance and electronic word-of-mouth. Netflix can adopt this research to make decisions that will increase the number of subscribers and reduce the number of unsubscribing customers by focusing on technological features and experience, content offerings, and pricing packages.

Key words: Netflix, Technology Acceptance, Electronic Word of Mouth, Price, Online Utilization Intention

ABSTRAK

FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PEMANFAATAN
***ONLINE* KONSUMEN MUDA INDONESIA**
STUDI KASUS: PENGARUH PENERIMAAN TEKNOLOGI,
***ELECTRONIC WORD OF MOUTH*, DAN PENETAPAN HARGA**
TERHADAP NIAT BELI MAHASISWA UNIVERSITAS LAMPUNG
PADA LAYANAN STREAMING NETFLIX

Oleh

MUHAMMAD IZZATUL HAQ

Tujuan dari penelitian ini adalah untuk menyelidiki faktor-faktor yang mempengaruhi niat konsumen muda untuk berlangganan Netflix. Meskipun penelitian sebelumnya telah melihat faktor-faktor yang memengaruhi niat berlangganan dalam konteks platform hiburan online lainnya, masih sedikit penelitian yang secara khusus melihat faktor-faktor yang memengaruhi niat berlangganan Netflix di kalangan anak muda. Oleh karena itu, penelitian ini bertujuan untuk mengisi kesenjangan penelitian dengan mengeksplorasi faktor-faktor yang mungkin mempengaruhi niat pemanfaatan online konsumen muda Indonesia. Penelitian ini bermaksud untuk mengetahui apakah terdapat pengaruh penerimaan teknologi, electronic word of mouth, dan penetapan harga terhadap niat mahasiswa Universitas Lampung untuk berlangganan Netflix. Penelitian ini dilakukan secara kuantitatif, dengan sampel sebanyak 107 mahasiswa aktif Universitas Lampung yang dikumpulkan melalui kuesioner. Penelitian ini menerapkan desain pengujian IBM SPSS untuk mengimplementasikan tujuan ini. Analisis regresi linier berganda digunakan sebagai metode penelitian ini. Hasil statistik setelah pengujian hipotesis menunjukkan bahwa setiap variabel, yaitu: penerimaan teknologi, electronic word of mouth, dan penetapan harga, memiliki nilai p-value < alpha (5%). Hal ini berarti hipotesis satu, dua, dan tiga terbukti kebenarannya, dan dapat disimpulkan bahwa niat berlangganan Netflix pada konsumen muda dipengaruhi secara positif oleh penerimaan teknologi, electronic word-of-mouth, dan penetapan harga. Penetapan harga memiliki dampak yang paling signifikan, diikuti oleh penerimaan teknologi dan word-of-mouth dari mulut ke mulut. Netflix dapat mengadopsi penelitian ini untuk membuat keputusan yang dapat meningkatkan jumlah pelanggan dan mengurangi jumlah pelanggan yang berhenti berlangganan dengan berfokus pada fitur dan pengalaman teknologi, penawaran konten, dan paket harga..

Kata kunci: Netflix, Penerimaan Teknologi, *electronic word of mouth*, Harga, Niat Pemanfaatan Online

Undergraduate Thesis Title : **FACTORS INFLUENCING YOUNG INDONESIAN CONSUMERS' ONLINE UTILIZATION INTENTION CASE STUDY: EFFECT OF TECHNOLOGY ACCEPTANCE, ELECTRONIC WORD OF MOUTH, AND PRICE SETTING ON UNIVERSITY OF LAMPUNG STUDENTS' PURCHASE INTENTION OF NETFLIX STREAMING SERVICE**

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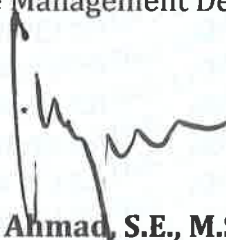Faculty : **Economics and Business, University of Lampung**

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STATEMENT OF PLAGIARISM-FREE

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                  Price Setting on University of Lampung Students' Purchase Intention of Netflix
                  Streaming Service

Hereby declare that this research is the own work of the author, not a duplication or work of others except in parts that have been referred to and mentioned in the bibliography. If in the future it is proven that there are deviations in this work, the full responsibility lies with the researcher.

Thus I make this statement so that it can be understood

Bandar Lampung, March 15, 2023

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BILBOGRAPHY

Muhammad Izzatul Haq, or familiarly called Zaka, was born in Bandung, December 28, 2001. Zaka, the author, is the first child of Mr. Ir. Irza Sukama, S.T., M.T., P.hD., IPU. and Mrs. Nury Wahidah, S.Pd. The author has two younger sisters who are familiarly called Wafa and Sky.

From elementary to high school (2008-2019), the author studied in seven different schools; Sherbrooke Elementary School Canada, Utama International School Malaysia, Mt Safa International, Indonesian Open School KJRI Johor, SMPQ Darul Fattah, SMA Daarut Tauhiid Bandung, and SMAIT Assyifa Boarding School Subang. Until finally the author became a student at the Faculty of Economics and Business, University of Lampung, Department of Management, International Class Program.

During college, the author was known to be active in the sport of archery. The author and the author's father are the founders of the Unila Archery Student Activity Unit (UKM Unila Archery), as well as being mandated to be the first Chairperson of the unit. The author is also known as an archery athlete who actively participates and wins championships and competitions from provincial to international levels.

During the study, the author gained many new academic experiences, such as; online international student exchange at Aoyama Gaukin Universitym and Yokohama National University, internship at the Doctoral Program Accreditation, MBKM independent study at Sekolah Ekspor, joining committees (EGAC, UAC, BAC22, etc.), becoming an English MC (M-SHINE, EIA, ICEBE, etc.), International student-buddy at Unila, and participating in scientific competitions (PIM, Mebsa, Pilmapres-F, DIIID Johor).

The author is filled with gratitude when looking back at the memories and experiences that the author gained during the college journey. The late-night study sessions, the laughter shared with friends, and the growth and self-discovery during the progression were all precious. The author is very grateful to have the opportunity to study and be surrounded by people who are very supportive and inspiring. Thank you for all the memories, and for helping the author reach the achievement of completing this undergraduate thesis. Hopefully this undergraduate thesis can contribute to the field of marketing management, and be beneficial for readers in general.

MOTTO

"ikhtiar & tawakkal; do your best, let Allah do the rest"

"Hidup itu singkat, jadikanlah bermakna"

For my beloved parents, Umi and Abi

who have always supported me and encouraged me to pursue my
dreams, who have thought me so much about life, and who always love
and inspired me to be the best version of myself

And for my joyful sisters, Wafa and Sky

who have always been a reason and motivation for me to be a better
brother and person

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Finally, the author recognizes that this thesis is still far from perfection, but the author hopes that this thesis can be useful and beneficial to all of us.

Bandar Lampung, February 22, 2023

Muhammad Izzatul Haq

TABLE OF CONTENT

LIST OF TABLES

Table   **page**

LIST OF FIGURES

Figure   **page**

LIST OF EQUATIONS

Equation   **page**

LIST OF IMAGES

LIST OF ATTACHMENT

Attachment 1. Questionnaire

Attachment 2. Respondents' Answers

Attachment 3. Respondents' Characteristics

I. INTRODUCTION

1.1. Background

The development of technology, especially the Internet, has improved the way we do business. Today, most services are offered through websites or apps because they are much more suitable and convenient for customers. This business transformation enabled faster and cheaper services, and companies had to adapt to changes to meet customer demands (Au-Yong-Oliveira, Marinheiro, and Costa Tavares, 2020).

The digital age has significantly changed the economic determinants of market entry decisions. As Waldfogel and co-authors point out in a series of articles, digital technology has greatly reduced the fixed costs of producing, distributing, and advertising cultural property. The result is an explosion of products being manufactured and offered to consumers. Since the early 2000s, the number of new songs, new movies, new TV shows, and new books released each year has more than doubled, resulting in a substantial increase in welfare (Waldfogel 2017).

The diverse use of the Internet is currently driving changes in Indonesia's way of consuming digital media, including their consumption of TV shows. According to Jakpat (2019), most Indonesians prefer to watch TV programs through online platforms such as Youtube and video-on-demand rather than national television. A large selection of programs on television or cable television is no longer sufficient to satisfy the public's need for entertainment content (Hadyan, 2020).

The advent of the internet and smartphones has made Netflix accessible and available. There are more shows to watch with various video-on-demand streaming application services, users can choose the video resolution, and it can be done more flexibly and freely, anywhere and at any time (Indihome, 2020). Video-on-demand users in Indonesia are said to be increasing every year, especially during the Covid-19 pandemic, when not everyone can go out to see a movie or a movie in the cinema. With video-on-demand, they can watch any movie or TV series they like at any time without obsessing over time and place. One of the most popular video-on-demand in Indonesia is Netflix (JAKPAT 2019).

According to Populix (2020), Netflix is the application most frequently used by video-on-demand users in Indonesia (Populix 2022). Moreover, Netflix is now the most popular developed over-the-top (OTT) streaming service all over the world. Netflix initially only provided services in the United States in 1997 but has now expanded to more than 130 countries, including Indonesia. Video-on-demand is also known as an OTT service in which OTT delivers video content over the Internet or IP-based transmission paths (Federal Communications Commission 2015). An OTT service that combines multiple contents such as movies and music. Platforms such as apps and social networking platforms. Devices such as TVs, PCs, and smartphones (Shin, Park, and Lee, 2016). In other words, it offers the user considerable flexibility. As such, OTT services are of great interest to those who want to access their content anytime, anywhere, and from any device (Moyler and Hooper 2009). Currently, the most popular OTT streaming services are Netflix, Hulu, and Amazon Prime (Adhikari et al., 2015).

Netflix has been serving online ever since it was established as a DVD rental service in 1997. Since then, two changes have been made. In 1999, it began offering customers unlimited DVD rentals for a monthly subscription fee, and in 2007 launched the online movie streaming service that underlies the current situation (Voigt, Buliga, and Michl 2017). In 2012, Netflix started to deploy its original content (Wayne 2018).

Just legalized in Indonesia, Netflix has a lot of users. Based on the data reported by databoks.katadata.co.id, Indonesian Netflix subscribers continued to grow from 2017 to 2020. The development of this data is doubling every year. By 2020, Indonesia's Netflix subscribers are estimated to reach 907,000. This amount is related to streaming subscribers and individual billable customer accounts (Jayani and Widowati 2019). This number is also offset by a large number of Indonesian Internet users, especially those who access the Internet using mobile phones. If the number of mobile phone users who can access the Internet in Indonesia is large, the number of Netflix subscribers in Indonesia may also increase.

Based on 2019 data, students aged 18 to 25 are also leveraging Internet development compared to their predecessors, with up to 28% of internet activity being done to access streaming services (Pratama, Iqbal, and Tarigan 2019). And according to a netflix.com report (Netflix 2022), anyone over the age of 18 can be a member of the Netflix service. This age is determined by the age considered an adult in a country. This can also be summarized as a Netflix target audience. According to surveys conducted in several countries, Instagram is the most popular social media for teenagers aged 18-25 (Putri 2019).

For that reason, this research intends to apply the active university students as the research population, specifically the University of Lampung, the university where this undergraduate thesis researcher studies. For example, the total number of active students at the University of Lampung is currently around 33,040 (Pddikti.kemendikbud 2022). University Students were selected as respondents to this survey because they are one of Netflix's target consumers, who are also the largest users of Instagram social media, which is the most common platform for sharing personal Netflix activities (Pertiwi 2019).

Using devices such as phones, laptops, and tablets has become an important part of our daily lives and has even taken roles among the younger population, especially students. Younger customers are shown to use gadgets mostly for study, projects, work, and entertainment purposes (Sobaih et al., 2019). Additionally, they have the

technical skills necessary to access online platforms such as Netflix. As Williamson et al. (2012) made known, younger customers are more adept at using search engines and social media to gather information and stay on top of the latest technology news.

The use of technology to access Netflix is common among young consumers, using gadgets to easily register, pay and access the platform. The ease and convenience of technology have made Netflix more accessible to younger consumers. According to the article by Matrix and Sidneyeve (2014), young consumers prefer to use technology to access Netflix because it's easier to register, pay, and get their favourite movies and series. In this research, students' ability to easily access and register Netflix is considered as their technical skills.

As younger customers often use Netflix to meet their needs and desires and are capable of accessing them, the platform offers a wide range of movies and TV shows covering different genres and interests. This diversity of content is one of the reasons why Netflix is popular with young people. They can watch their favourite movies and TV shows anytime and anywhere through technology (Turner and Graeme, 2019). The above metrics show that younger customers' technology adoption is having a positive impact on Netflix's subscription intent, in which one of this research intentions is to examine the relationship between technology adoption and Netflix subscription intentions among young consumers. Streaming services like Netflix, which has millions of members globally, have seen tremendous expansion in recent years. Customers now use streaming services to view a wide range of content since they are practical and affordable. Electronic word-of-mouth (E-WOM) has become increasingly important in this setting for influencing consumer perceptions and decision-making.

Numerous studies have looked into how E-WOM affects customer behaviour in diverse contexts. Electronic word-of-mouth (E-WOM), which has increased with the use of social media and online reviews, now has a significant influence on customer perceptions and decision-making. Knowing how E-WOM affects

subscribers' intentions to subscribe can help marketers for streaming services make more successful marketing decisions.

Social media discussions, in addition to online reviews, can have a big impact on how potential customers regard Netflix. For instance, social media sites like Facebook and Twitter give users a chance to share their thoughts and experiences with others. Instagram, moreover, allows users to directly share the current movie that the user is watching with their Instagram stories. Past studies have revealed that conversations on social media can favourably affect consumer behaviour, including purchase intention (Erkan, Ismail, and Chris Evans, 2016). As a result, "Before using Netflix, I frequently discuss the review with/from other people on social media/the internet"is another research signal for this study.

The effect of other people's knowledge on consumer perceptions is another part of E-WOM. In the case of Netflix, the views and experiences of previous users may have an impact on new members. In particular, earlier studies have revealed that social influence can influence consumer decision-making processes favourably, including purchase intention (Li and Hitt, 2008). As a result, "Other people's knowledge on Netflix affects my perception" is another research signal for this study.

Potential Netflix customers may participate in sharing their personal experiences with others in addition to enjoying E-WOM. For instance, after using Netflix, customers may update social media about what they are watching or talk to friends and family about their experiences. Sharing experiences with others might favorably affect customer behavior, including purchase intention, according to prior study (Escalas and Bettman, 2005).

As a result, additional research indicators for this study include the propensity of potential Netflix subscribers to share their experiences with the service on social media after using it and to talk to others about it online after doing so. Furthermore, previous studies have shown that consumers who use word-of-mouth marketing

techniques are more likely to make purchases than consumers who do not (Chen and Xie, 2008).

Therefore, promoting Netflix experiences could play a significant role in encouraging subscription intent. The extent to which potential subscribers try to share their Netflix experiences online after using the service thus serves as another research indicator for this study. For that reason, and from strong evidence through previous studies, this research aims to examine the relationship between E-WOM and Netflix subscription intention as well.

In order to use the Netflix service, consumers must purchase a Netflix subscription package. This is called a subscription decision (Azalia and Magnadi, 2020). Telkomsel Digital Advertising stated that data consumption from subscription platforms is 7.4 times higher than from free platforms, where people prefer to pay for a subscription application to watch, compared to watching on other free applications (Winosa, 2019). In a survey conducted by Populix (2020), it was stated that there are several main considerations for people to choose the Video on Demand streaming service they choose, including content that suits their needs (42%), affordable prices (30%), a lot of content (24%), and service appearance or interface (4%).

Apart from Netflix, there are also other video-on-demand, such as Disney+ Hotstar, that just entered Indonesia in September 2020, which is now a heavy competitor to Netflix. In addition, there are also Amazon Prime, VIU, and Iflix, are also competitors of Netflix in Indonesia. Based on the websites of each video-on-demand platform in 2022, Netflix charges various prices and adjusts to the quality of the videos offered in the Mobile package and Basic package, which can only be accessed on one device at Rp. 54,000 per month and Rp. 120,000 per month. Other packages with HD quality are the Standard package at IDR 153,000 per month with the advantage of being able to be used on two devices and can download movies onfour devices, and the Premium package with ultra-HD quality for IDR 186,000 permonth. Even though, there is a limitation in this research

which is that different price packages are not analyzed specifically on which package is most preferred forthe respondents. Meanwhile, other Video-on-demand service providers offer lower prices, such as Disney+ Hotstar, Amazon Prime Video platform, VIU, and Iflix. Disney+ Hotstar offers a subscription price of Rp 39,000 per month for Rp 199,000 per year, while Amazon Prime Video offers a price of Rp 89,000 per month. VIU and Iflix offer prices ranging from Rp 10,000 per week to Rp 45,000 per month andRp 39,000 per month, and Rp 108,000 per 3 months. Although the subscription prices of the three platforms show that Netflix charges the highest price, it still has the upper hand in total subscribers in Indonesia.

Prasetio's research (2012) shows that competitive pricing will increase customer satisfaction in using a product/service. Meanwhile, the price set by Netflix is the highest compared to other Video-on-demand service providers. However, Netflix still attracts consumers' attention, so it has become the Video-on-demand service with the highest number of downloads and the most users in Indonesia. This is shown by the data that the number of users grew by 10.2 million subscribers, whereas previously, it was only predicted to increase by 7.5 million subscribers.

Several evidence-based conclusions support the idea that price has a significant impact on whether or not customers choose to subscribe to Netflix. Particularly, a large number of young users have expressed a readiness to pay more for Netflix services when compared to other services of a similar kind, indicating that cost plays a significant role in their decision to subscribe. Customers have also stated that they think the amount they pay for Netflix is reasonable and worth it and that the service is worth what they get in return. However, a lot of users have said that they would keep using Netflix even if the subscription cost increased and that the present pricing is reasonable—especially for college students.

Recent studies have examined the connection between pricing and customer intentions to subscribe to streaming services like Netflix. For instance, a study by Nair and Menon (2018) discovered that users are more likely to subscribe to a streaming service if they believe the pricing is reasonable and worth it. Similarly to

this, Dwyer, Tim, Lee et al. (2018) .'s study discovered that young consumers are prepared to pay extra for streaming services, which they believe to be of great quality and provide good value for the money.

Additionally, studies have shown that consumers are frequently prepared to shell out extra money for premium services that have varying results, such as Netflix's original programming. Customers who believe a streaming service offers unique content are more inclined to subscribe to the service and pay a premium price for it, per a study by Zhou et al. (2008). Previous researches show that price has a positive impact on Netflix's subscription intent of young customers. For that reason, this research intends to examine the relationship between technology adoption and Netflix subscription intentions among young consumers as well.

Recent research by Pandjaitan et al. (2022) has concluded that the electronic word of mouth, brand image, trust and online utilization of streaming online industrial services affect the intention of the customer on their utilization (Pandjaitan et al. 2022). Also, it is proven the causing factors of electronic word of mouth, brand image, and trust are the determinant of online utilizing the intention of streaming music platform Spotify Premium. This study declares that E-WOM, brand image, and trust all have positive effects on online utilization intention.

In that context, the research by Pandjaitan et al. (2022) suggests that future research could be done with other variables such as attitude, price setting, e-service quality, or resistance to accepting streaming technology is a potential object for further study towards online utilization intention (Pandjaitan et al. 2022). Therefore, this study aims to follow and analyze the suggestions from the research of Pandjaitan et al., 2022, about online utilization intention and include the three independent variables to be further studied; technology acceptance, eWOM (Electronic Word of Mouth), and price setting.

While previous research has investigated the relationship between E-WOM and subscription intention in various contexts, there is a lack of research that specifically

examines the impact of technology acceptance, E-WOM, and price on subscription intention for Netflix. There is also a lack of studies that refer directly towards university students and young consumers as the research object on Netflix subscription intention. By focusing on this specific streaming service, this research aims to contribute to a more nuanced understanding of the factors that drive subscription intention in this context. Based on the research objectives outlined earlier, this research aims to fill in the gap in the understanding of the role of technology acceptance, eWOM (Electronic Word of Mouth), and price setting on online utilization intention, specifically on Netflix subscriptions among young Indonesian consumers.

Based on the research objectives and previous studies, a positive relationship between technology acceptance, E-WOM, and price setting towards online utilization is expected and anticipated.

Based on the literature review, it is expected that technology acceptance will be a significant predictor of Netflix subscription intention. Additionally, it is expected that technical skills and ease of access will also play a role in the subscription intention of young customers. It is also expected that the study will confirm the importance of trust and social influence in technology acceptance and adoption. Consumers who frequently read and discuss Netflix reviews on social media and the internet, as well as those who share their experiences with others, are expected to be more likely to subscribe to the service.

Ultimately, the results of the study will contribute to the understanding of the factors that drive young Indonesian customers' subscription intention towards Netflix and provide evidence towards which aspect is more influential than the other. Moreover, this research will inform the managerial applications based on the results that can help Netflix in developing effective marketing and customer retention strategies.

1.2. Problem Formulation

Based on the background described above, the formulation of the problem in this study is as follows:

1.   Is there any effect of technology acceptance on the University of Lampung students' intention to Netflix streaming subscription?

2.   Is there any effect of electronic word of mouth on the University of Lampung students' intention to Netflix streaming subscription?

3.   Is there any effect of price setting on the University of Lampung students' intention to Netflix streaming subscription?

1.3. Research Objectives

Based on the problem formulation that has been described, the purpose of this study was to determine whether there is an effect of price setting, technology acceptance, and Electronic Word of Mouth on the decision to subscribe to Netflix for students in Lampung University.

1.4. Research Benefits

1.1.1. For Academicians

This research is expected to help the author and other parties who are interested in getting a better understanding of the existing theory. This research is also expected to add information and knowledge for other researchers so that it can be used as reference material in further research.

1.1.2. For The Author

This research is an opportunity for researchers to deepen material that has been taught during the lecture period so that later it can be well applied to existing theory in the real world (world of work).

1.1.3. For Netflix

The results of this study are expected to provide input for companies in the future, such as providing information about "the effect of price setting,

technology acceptance, and Electronic Word of Mouth on the decision to subscribe to Netflix for students in Lampung University". Moreover, this research provides suggestions that can be used by Netflix to make decisions that will increase the number of subscribers while decreasing the number of unsubscribers by focusing on technological features and experience, content offerings, and pricing.

1.1.4. For Other Parties

This research is hoped to be useful for the development of knowledge and understanding in the field of Marketing Management. The results of this research can be used as a reference and source of information for upcoming research and can be an interest reference for inter parties in the field of online marketing to obtain young consumers.

II. LITERATURE REVIEW

2.1. Empirical Study

This undergraduate thesis proposal was conducted inseparably from the results of previous studies conducted as comparative and study material. In writing this paper, the researcher explores information from various previous studies as a comparison material regarding the existing advantages or disadvantages. In addition, the researcher also finds information from books, dissertations, and international journals to obtain existing information about the theory related to the title used to obtain the basis for scientific theory. The following are previous research in the form of several journals related to the research conducted by the author.

Table 1. Previous Researches

No.	Reference	Research aspect	Methods	Result	Similarities and connections with this research
1.	Dorothy R. H. Pandjaitan et al.,2022. Vol 11, No 2, March 2022 Journal: Academic Journal of Interdisciplinary Studies	Electronic word of mouth, brand image, trust and online utilization intention on Spotify	Qualitative method using questionnaires to100 respondents from the city of Bandar Lampung, and using the snowball sampling method.	E-WOM Affects online utilization intention. Besides, the study proclaims a positive effect and influence of brand image and trust on online utilization intention	1. Analyze the effect of E-WOM towards online utilization intention. 2. E_WOM as an independent variable 3. Online Utilization Intention as the dependent variable 4. Follows the Research indicators 5. Follows the

					recommendation to use technology acceptance/resistance to accepting technology and price setting as an independent research variable.
2.	Ufuk Cebeci, 2019. Vol 9, Issue 6, 2019 Journal: International Review of Management and Marketing	Understanding the intention to use Netflix: an extended technology acceptance model approach	Used an empirically tested model and TAM model. Samples are251 respondents in Istanbul, Turkey.	The findings reveal that self-efficacy is related to perceived ease of use (PEOU), and knowledge is related to both PEOU and perceived usefulness (PU).	6. Technology acceptance as an independent variable 7. Netflix as the research object
3.	Frydom Nainggolan, Anas Hidayat, 2020. Vol. 5, No. 1, February 2020 Journal: European Journal of Business and Management Research	The effect of country of origin, brand image, price fairness, and service quality on loyalty toward iPhone mobile users, mediad by	Samples are 250 iPhone users at universities in Yogyakarta, Indonesia. The sampling used non-probability techniques with the convenience sampling method, and the research models were analyzed using Structural Equation Model(SEM)	Country Of Origin, Brand Image, Price Fairness, And Service Quality all had positive and significant effects on customer satisfaction.	8. Price as an independent variable

		consumer satisfactio n	with the help of AMOS software.		
4.	Maranguni ć, N., Granić, 2015 Univ Access Inf Soc 14, 81–95 (2015),	Technolo gy acceptanc e model: a literature review from 1986 to 2013	85 scientific publications have been selected and classified according to their aim and content into three categories: TAM literature reviews, (ii) development and extension of TAM, and (iii) modification and application of TAM	There is continuous progress in revealing new factors with significant influence on TAM's core variables, and there are still many unexplored areas of potential model application that could contribute to its predictive validity	9. Technology acceptance for literacy and understandi ng
5.	N. Ratnanings ih et al 2021 J. Phys.: Conf. Ser. 1819 012027	Covid-19 the earliest for digital learning in mathemat ics: an overview from technolog y literacy	The components of the questionnaire on technological literacy were adopted from the National Literacy Movement by the Ministry of Education and Culture. Meanwhile, a questionnaire on the impact and constraints of online learning was developed by the researcher, referring to current conditions. The research instrument	students need to improve their technological literacy skills by adopting technology in line with global trends and realities that arise in learning in schools	10. Research Indicator for technology acceptance 11. Google forms as the form of spreading the questionnair es

			was in the form of a google form which was distributed to respondents from 15-19 October 2020		
6.	Fauzan Fadhli Akbar, Mahendra Fakhri, Mahir Pradana Proceedings of the International Conference on Industrial Engineering and Operations Management Nsukka, Nigeria, 5 - 7 April 2022	The effect of trust and expected outcome on willingness to pay for Netflix services that will help your business	A survey was conducted to test the stated hypothesis, and data were collected via an online questionnaire survey. In this study, the Likert scale is used. The researchers analyze the data and test the hypothesis using the PLS technique with SmartPLS v3.3.3 software	Both constructs appear to have a positive effect on Willingness to Pay	12. Research Indicator for price setting research indicators 13. Likert scale of 1-5
7.	Hagger, M. S. 2019 In D. S. Dunn (Ed.), Oxford Bibliographies in Psychology. New York, NY: Oxford University Press	The reasoned action approach and the theories of reasoned action and planned behaviour	A substantial body of evidence testing the predictions of the theories of reasoned action and planned behaviour.	TRA is the earliest technology acceptance theory. Developed by Ajzen in the field of social psychology, they are unidimensional or multidimensional factors that directly or indirectly influence behaviour	14. Applies the TRA Model in the research

8.	Caruso and Salaway 2007 Education centre for applied research	The ECAR study of undergraduate students and information technology, 2007	A survey of 27,864 undergraduate students from 103 two- and four-year colleges	most students today are "digital natives" who grew up with technology	15. Applies university students as the sample of the research 16. Technology acceptance literacy
9.	Manes and Tchetchik 2018 Vol. 85, April 2018, Pages 185-196 Journal of Business Research (Elsevier)	The role of electronic word of mouth in reducing information asymmetry: An empirical investigation of online hotel booking	sing a dataset of listed prices and guests' ratings extracted from Booking.com, including several covariates	With the ever-evolving technology and the spread of the Internet of Things, traditional word-of-mouth has evolved into electronic word-of-mouth, also known as eWOM	17. The intent to use e-WOM over traditional-WOM 18. eWOM affects online utilization Intention positively 19. This research discusses online hotel booking, while this undergraduate thesis discusses online Netflix subscribing
10	Zhang and Vásquez 2014 Vol. 6, December 2014, Pages 54-64 Discourse, Context & Media (Elsevier)	Hotels′ responses to online reviews: Managing consumer dissatisfaction	analyzed 80 hotel replies that were posted in response to online consumer complaints. Our analysis of the responses of 4- and 5-star hotels located in 4 popular urban tourist destinations in China	With the increasing relevance of eWOM strategies along with recent Internet trends, the number of online customer reviews has increased and is having a greater impact on consumer purchasing decisions than	20. eWOM affects online utilization Intention positively

				ever before	
11	Kunja and GVRK (2020) Vol. 43 No. 3, pp. 245-269. Management Research Review (Emerald)	Examining the effect of eWOM on the customer purchase intention through value co-creation (VCC) in social networking sites (SNSs): A study of select Facebook fan pages of smartphone brands in India	The data were collected using a structured questionnaire from a sample of 762 members from India present on the selected fan pages of smartphone brands on Facebook, and the data were analyzed through structural equation modelling	a positive link between digital WOM and buying intent	21. eWOM affects online utilization Intention positively
12	Nuseir 2019 Vol. 10 No. 3, pp. 759-767. Journal of Islamic Marketing (Emerald)	The impact of electronic word of mouth (e-WOM) on the online purchase intention of consumers in Islamic countries– a case of (UAE)	Interviewed 405 people in Abu Dhabi, Dubai, Al Ain and Sharjah in the United Arab Emirates.	e-word of mouth had a positive impact on online utilization intent	22. eWOM affects online utilization Intention positively

13	Mahmud et al. 2020 Global Business Review	Impact of Electronic Word of Mouth on Customers' Buying Intention Considering Trust as a Mediator: A SEM Approach	218 respondents in Bangladesh using Facebook and LinkedIn	electronic word-of-mouth has a positive impact on online purchase intentions	23. eWOM affects online utilization Intention positively
14	Rahman et al. (2020) Journal of Xi'an University of Architecture & Technology Issn No: 1006-7930	Brand image, eWOM, trust and online purchase intention of digital products among Malaysian consumers	350 Malaysian consumers of digital products	virtual word-of-mouth has a positive impact on online purchase intentions	24. eWOM affects online utilization Intention positively
15	Fernando, Sandro Parulian and Satria, Bangsawan and Pandjaitan, Dorothy Rouly H. (2020) 22 (10). pp. 261-271. ISSN 1007-6735	E-WOM Participation in Indonesia Online Marketplace.	205 Indonesian respondents who had previously used the online marketplace were collected by using the purposive sampling technique and analyzed by using the Partial Least Square (SmartPLS 3.0)	results show that E-WOM participation is just only determined by internal motivation, and then E-WOM indirectly affects consumer loyalty through personal site and social site identification.	25. eWOM affects online utilization Intention positively

16	Faith et al. 2018 Vol. 2, No. 2 International Journal of Research in Management, Science & Technology (E-ISSN: 2321-3264)	A Review of the Effect of Pricing Strategies on the Purchase of Consumer Goods	utilized a descriptive and historical method and relied heavily and solely on secondary instruments as sources of data	Consumers have a perception of value reflected in the prices of firms' products. It also shows that competitors' prices affect the purchase of firm products and that online pricing informs and affects purchase decisions.	26. Price setting affects online utilization Intention positively
17	Rowena Summerlin andWendy Powell 2022 Journal of Theoretical and Applied Electronic Commerce Research	Effect of Interactivity Level and Price on Online Purchase Intention	Four hundred-five participants experienced a simulated environment within a real-world retail website they had previously shopped at. Questionnaire results were analysed using ANCOVA, and principal components analysis	a higher purchase intention for more interactive products, particularly more expensive ones. Interactive products produced a 54% higher purchase intention overall. Online home décor products are presented along with results which indicate that interactivity levels positively affect purchase intention for this particular product segment, particularly higher-cost	27. Price Setting and high interactivity of a more expensive product affect online utilization intention positively

				products.	
18	Amanah, D., Harahap, D. A., & Lisnawati, D. 2017 Vol. 22, Issue 12, Ver. 5 IOSR Journal Of Humanities And Social Science (IOSR-JHSS)	Exploring Online Purchase Decision Among University Students in Indonesia	ninety questionnaires which were deployed to university students who have already made an online purchase for fashion products. Multiple linear regression was employed to statistically test the hypothesis.	The results indicate that simultaneously service quality, price and product diversity influence online purchasing decisions among university students. Partially service quality and product diversity have a significant effect, while prices have a low effect on online purchasing decisions.	28. Indonesian university students as the population 29. Price as an independent research variable
19	Mazuri, Abd Ghani and Samar, Rahi and Fatin Jamilah, Muhamad 2022 Journal of Socialomics	Inspecting the role of intention to trust and online purchase in developing countries	examines the relationships between integrity, competency, firm's image, Uncertainty Avoidance, price awareness, a propensity to trust and the impact on purchase intentions	a significant relationship exists among integrity, competency, the firm's image, UA, price awareness, a propensity to trust & the impact on purchase intentions.	30. Research is conducted among developing countries 31. Price affects online utilization positively

| 20 | Saroj Bhattarai 2014 Volume 66, September 2014, Pages 178-192 Journal of Monetary Economics | Multiproduct Firms and Price-Setting: Theory and Evidence from U.S. Producer Prices | Using micro-data on U.S. producer prices | the pricing behaviour of multi-product firms is systematically dependent on the number of goods for every firm | 32. The price set analyzed in the research 33. Price setting affects online utilization Intention positively |

The Table above is a highlight of some of the most related research that is cited and reviewed in the literature of this study. The research results in Table 1 inform that factors including technology acceptance, E-WOM, and price setting all have significant effects on online utilization intention.

Given this study is oriented to finding the online utilization intention formation among the University of Lampung students in Indonesia, it is essential to review the literature about the latest Indonesian lifestyle among university students, which has been a valuable tool to explain the differences that underlie the behaviour of the individual based on lifestyle since the Covid-19 pandemic. Then, a review of the literature on the connection between key variables proposed as antecedents of online utilization intention are presented, according to the revised theories.

2.1.1. Grand Theory of Marketing Management

The grand theory in this research is marketing management. According to Kotler in Abubakar, marketing is generally seen as the task of creating, introducing, and delivering goods and services to consumers and companies (Abubakar 2018). Meanwhile, according to Abdullah and Tantri, marketing is a total system of planned business activities to plan, determine prices, and promote and distribute want-satisfying goods and services to both current and potential consumers (Abdullah and Tantri 2018). According to Kotler and Keller, marketing management is a science that studies the procedures

for selecting and obtaining target markets, retaining, and developing customers by creating, delivering and communicating superior value to customers (Kotler 2021).

2.1.2. Indonesian University Student Customer Trends

The dynamic development of the times continues to show rapid progress in all aspects of a student's life. The current era, which is referred to as the contemporary or modern era, has caused many social changes that occur in the community. In the era of technology, college students, in general, have a lifestyle that cannot be separated from all-electronic devices. Technology has been used by students and universities to make it easier to learn and apply other needs.

Lately, universities around the world have been closed to limit the transmission of the new coronavirus disease (COVID-19), disrupting the learning of 1.58 billion learners, or 91.4% of all enrolled students (UNESCO 2020). This has forced schools and universities throughout the world to apply online learning, which made students even more dependent on the internet and electronic devices.

Along with the surge in Covid-19 cases worldwide, a government appeal required people to stay in their respective homes (Kusno 2020). College students are starting to look for alternative entertainment at home, and streaming activities have proven to be one of the most popular forms of entertainment among the entire community. In Indonesia, the increase in the number of Netflix streaming users in 2020 was confirmed to be two times the number of Netflix users in the fourth quarter of 2019. This is also an advantage for Netflix, as the movie streaming company with the largest percentage of subscribers in Indonesia (SALSABILA 2021). Even after the pandemic eased, in 2022, Netflix fans in Indonesia continued to increase as Netflix became top of mind for the public (Angelia 2022).

2.1.3. Technology Acceptance

Technology acceptance is an individual's rate of acceptance and insights towards future technologies (Marangunić and Granić 2015). Meanwhile, on the other hand. Resistance to accepting technology is when a person denies understanding the latest technology. According to the Oxford English Dictionary, resistance is defined as the act of resistance, meaning resisting an action or effect and trying to prevent it through action or reasoning. Earlier IS research defined technology resistance as an act or deliberate omission of resistance to the implementation of new technology (Laumer and Eckhardt 2012).

Technological literacy or the acceptance towards technology is another term for mastery of technology. The ability of an individual or student to integrate, evaluate, and create information for the benefit of themselves or social groups is referred to as technological literacy [Emery, N Soroka. 2016. "Technological Literacy Programs in Elementary School". The Faculty at Old University in Partial Fulfilment of The Requirements for The Degree of Master Education]. Meanwhile, Borup, Jered, et al., (2020), states that when students have a general understanding of technology and its relationship with the surrounding environment, they are more likely to succeed. To become technology literate, students must understand the history of technology, have practical technological skills, and be able to think critically about technological developments. Technical competence is not synonymous with technological literacy. Some students may be technologically literate in some areas but not in others (Ollis, D., & Pearson, G., 2006).

Lapointe and Rivard (2005) suggest that users can evaluate technology in terms of technology characteristics and existing conditions (as individuals

and organizations) and based on this evaluation, predict the consequences of the potential use of the technology. Doing this leads to the intent to accept or resist technology based on the perceived values and threats associated with it (Lapointe and Rivard 2005).

The Technology Acceptance Model (TAM) is a widely accepted theoretical framework that describes user acceptance of technology. TAM postulates that perceived usefulness and perceived ease of use are the most important determinants of users' intentions to use technology (Davis, 1989). In the context of Netflix, perceived usefulness refers to the extent to which users believe Netflix can meet their needs and desires, while perceived ease of use refers to the ease of accessing and using the platform.

2.1.4. Electronic Word of Mouth

Electronic word-of-mouth can be conceptually defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and institutions via the Internet" (Hennig-Thurau et al. 2004). eWOM can be broadly defined as the exchange and sharing of consumer information about a product or company over the Internet, social media, and mobile communications (Chu 2021).

Electronic Word of Mouth (eWOM) Communication refers to any positive or negative statement made by a potential, current or former customer about a product or company made accessible to a large number of people or institutions via the Internet (Hennig-Thurau et al. 2004). eWOM can be expressed in many forms, such as opinions, online ratings, online feedback, reviews, comments, and shared experiences on the web. Blogs (blogger.com, worldpress.com), review sites (yelp.com, epinions.com), discussion forums (chan4, Gaia online), online e-retailers (Amazon.com, bestbuy.com), proprietary brands and Product sites (Microsoft, Apple), and social networking sites (Facebook, Twitter) are some of the examples of

eWOM that utilizes online communication channels (Mishra and Satish 2016).

Streaming services such as Netflix have grown in popularity over the past decade and have millions of subscribers worldwide. The rise of streaming services is driven by several factors, including the increasing availability of high-speed internet and the increasing number of devices users can use to access streaming content. In addition, streaming services provide a variety of content, including movies, TV shows, and original programs, contributing to consumer appeal.

In this context, electronic word-of-mouth (E-WOM) has become a key factor in shaping consumer perception and decision-making processes. E-WOM is the sharing of opinions, experiences and information about products and services through electronic channels such as social media, online forums and review sites. E-WOM has become increasingly important in recent years as consumers increasingly rely on online sources for purchasing decisions.

2.1.5. Price Setting

Price Setting is the set of prices adjusted by a company to be as fair as possible for both parties in a transaction (Bhattarai and Schoenle, 2014). Price fairness is defined as "a consumer's assessment and associated emotions of whether the difference between. a seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable" (Xia and Monroe 2004). Price is defined as the money a customer exchanges for a service or product or the value a customer receives (Kotler and Armstrong 2010). It is important for businesses to retain loyal customers who are willing to pay higher prices for their favourite brands and who will not buy for lower prices (Levy et al. 2012). Wickliffe & Pysarchik (2001) introduce product aspects as characteristics that uniquely influence customer

behaviour, such as brand and price. These two factors cover most of the product's features (Wickliffe and Pysarchik 2001).

In other words, price setting describes the procedure a business uses to determine the cost of a good or service. In order to choose a price that is profitable for the business and appealing to the target market, it is necessary to take into account variables like production costs, competitive pricing, and consumer demand. While other studies have looked at the psychological factors that affect consumers' willingness to pay for a good or service, some research has specifically examined the effect of various pricing strategies, such as the use of discounts or bundling, on consumer behaviour (Simonson 2016; Winer and Fader 2016).

The connection between price setting and Netflix, a well-known video streaming service, has been the subject of numerous studies. While Lee and Lee (2018) identified perceived value as a key element in young customers' adoption of streaming services, Han, Jinyoung, et al., (2019) discovered that bundling strategies can be effective in keeping customers. Additionally, Nair and Menon (2018) specifically examined pricing strategies for streaming video services and discovered that dynamic pricing could be a useful strategy for boosting earnings and retaining customers. These studies collectively suggest that pricing is a crucial factor for businesses like Netflix to take into account because different pricing options can significantly affect customer adoption, retention, and perceived value.

2.1.6. Online Utilization Intention

According to Ajzen and Fishbein, Intention is presumed as an indicator of how willing people are to approach a particular action and how many times they have attempted to carry out a particular action (Hagger 2019). Ajzen and Fishbein stated that a person's intention to carry out a behaviour determines whether the behaviour will be carried out or not. Online utilization over the Internet is attracting student attention today. Online

marketplaces are dominated by young people, and according to many studies, the most connected Internet users are the group aged 18-29 (Fox and Madden 2006; Hargittai and Hinnant 2008). They are online more often than older people. Many marketers consider them a major target segment and are making great efforts to develop specific online strategies (Grant 2004; Kwon and Noh 2010). However, some researchers (Lian and Yen 2014) commented that previous studies focused on the youth segment.

With the film industry and content streaming becoming more and more successful and lucrative, it's not surprising that it's also an interesting subject in business and academic writing. However, most advances in the development of streaming technology and distribution have occurred in the last 10 to 15 years, so this literary field is still relatively new and continues to grow each year.

In business areas such as marketing and advertising, customer intent is an important measure of overall attitude and interest in a product. In most cases, purchase intention is a powerful predictor of buying behaviour. However, it cannot be used as a complete predictor because there may be a contradiction between the two concepts, and the respondent may not fully understand their behaviour (Morwitz 1991).

The main way streaming services generate revenue is by working with subscription payment systems. A subscription-based business model features a monthly or annually recurring fee to acquire a particular product or service and generally emphasizes retaining existing customers over acquiring new ones (Daidj and Egert 2018). According to Clapp (1931), the term "subscription" dates back to 17th century England, which was a common way to fund industries such as book publishing, trading companies, and even insurance (Clapp 1931). Today, subscription-based models are implemented in products such as magazines and cable TV, but these days

they are the most successful in online businesses and digital content services.

2.1.7. The Relationship Between Technology Acceptance and Online Utilization Intention

Today, understanding why users accept or reject new technologies has become one of the most important areas in information technology. Research into the adoption, acceptance, and use of information technology (IT) and information systems (IS) by individuals has been recognized as a prerequisite to the use and implementation of technology since the 1970s. (Hong, Thong, and Tam 2006). In this context, theories and models developed to study user acceptance and adoption of new technologies are presented here. These theories have evolved over the years and have arisen from extensions of each other.

The most important and well-known theories of technology acceptance are as follows: The Theory of Reasoned Action (TRA) was extended to the Theory of Planned Behavior (TPB), which had an extension to the Decomposed Theory of Planned Behavior (DTPB) as well. The information systems contribute to the existence of the Technology Acceptance Model (TAM), which is an extension of TRA; that has an extension to TAM2 as well in addition to a combination form of TAM and TPB (C-TAM-TPB) (Momani and Jamous 2017).

TRA is the earliest technology acceptance theory. Developed by Ajzen in the field of social psychology, they are unidimensional or multidimensional factors that directly or indirectly influence behaviour (Hagger 2019). Ajzen and Fishbein stated that TRA was developed to explain virtually all human behaviour. They believed that the TRA theory was orchestrated by two main components, attitudes and subjective norms towards behaviour. "A person's positive or negative emotions (evaluative emotions) regarding the execution of a target behaviour" (Hagger 2019). "The person's perception that most of

the people they care about think they should or shouldn't do the behaviour in question" (Fishbein and Ajzen 1976).

One of the latest extention models is the Extended Technology Acceptance Model (TAM2). TAM2 was developed in the information technology field. It had been extended from TAM by Venkatesh and Davis, in which TAM was extended from TRA (Venkatesh, 2000). Extending TAM to TAM2 by incorporating some constructs from older theories, along with some moderators of perceived usefulness and perceived ease of use, improves the model's performance. For example, the presence of Experience Moderators reflects a user's increasing level of experience with technology over time, resulting in noticeable changes in technology acceptance (Momani and Jamous 2017).

Several studies have used TAM to examine factors that influence young consumers' intentions to use Netflix. According to a study by Denaputri and Usman (2020), which included 237 respondents from Indonesia, customers' trust impacts how beneficial they believe their online purchases to be, which in turn affects their intention to make a purchase (Denaputri and Usman, 2020).

Additionally, to identify the factors impacting customer purchase intention, Chaichi and Kei conducted a second study that included the Theory of Acceptance Model and customer trust. The information was gathered from 398 people who made online purchases of products during the Covid-19 epidemic. TAM was proven to be a highly significant predictor of the likelihood of making an online purchase (Chaichi and Kei, 2021).

When focusing on college students, it is most likely to be the opposite, as students are known to be able to adapt well to technology. A survey of 27,864 undergraduate students from 103 two- and four-year colleges found

that most students today are "digital natives" who grew up with technology (Caruso and Salaway 2007).

As a curriculum goal, technological literacy is generally constituted of an ability/use dimension, a knowledge and understanding dimension and an awareness or appreciation of the relationships between technology, society and the environment (Williams 2009).

Engagement with technology is an unavoidably central characteristic of people's personal and professional lives. This engagement goes beyond the mere use of technology to participation within a technological milieu which is both personally reactionary, professionally meaningful and socially deterministic. A deep level of technological multiliteracy is fundamental to effective engagement and the consequent design of an appropriate social future.

To the extent that prevailing institutional values continue to relate to an economically rational system, engaging students in forms of democratic decision-making is difficult. In government, business, health care and education, the individual is rendered an economic entity as a producer or consumer, and the notion of an effective participatory democracy does not fall within these rationalist boundaries.

This structure produces 'human beings unfitted for democratic citizenship: self-interested, exploitive, competitive, striving for inequalities, fearful of downward mobility' (Wolin 2016), quite the opposite of the ascribed virtues of technological literacy. 'Technoliteracies must be deployed and promoted that allow for popular interventions into the ongoing (often antidemocratic) economic and technological revolutions taking place, thereby potentiallydeflecting these forces for progressive ends like social justice and ecological well-being' (Kahn and Kellner 2005).

The world is an evolving technological society and has become dependent on its use in many ways. Today's students live in a very technical world where most students routinely use technologies to support the effectiveness and continuity of learning. Students find these types of technologies useful and very enjoyable. The same students who are accustomed to these types of technology are involved in using the technology for both learning and entertainment (Costley 2014).

2.1.8. The Relationship Between Electronic Word of Mouth and Online Utilization Intention

Companies are anxious for positive WOM marketing as a tool to influence their customers for two main reasons. First, WOMs by friends and acquaintances are considered more reliable than advertisements and promotions by the company itself (Day 1971). Online word-of-mouth marketing offers great reach potential by becoming a key member of the message delivery channel, leveraging the tendency of consumers to actively create, modify, and collaborate on online content (Coyle et al. 2011).

The proliferation of digital technology has enabled consumers to share consumer-related opinions, which creates what's known as electronic word of mouth (eWOM), a "Potential, current or previous customer statements about products or companies that are accessible to large numbers of people and institutions via the Internet" (Hennig-Thurau et al. 2004).

With the ever-evolving technology and the spread of the Internet of Things, traditional word-of-mouth has evolved into electronic word-of- mouth, also known as eWOM (Manes and Tchetchik 2018). Today, consumers use a variety of social platforms, including social networks, consumer review sites, blogs, and social communities, to communicate and share their shopping experiences with other consumers. With the increasing relevance of eWOM strategies along with recent Internet trends, the number of online

customer reviews has increased and is having a greater impact on consumer purchasing decisions than ever before (Zhang and Vásquez 2014). In this context, electronic word-of- mouth can be seen as a powerful form of communication in the social sciences that has enabled a power shift from business to consumer (Reyes-Menendez, Saura, and Martinez-Navalon 2019).

Most recently, according to the research by Dorothy Rouly RH Panjaitan, she proved that eWOM affects the online utilization intention positively of 100 Bandar Lampung Residents to Spotify Premium (Pandjaitan et al. 2022). Previously, in 2016, Erkan and Evans showed that e-WOM's attitude towards information is positively linked to the buying intent of 384 college students in the UK (Erkan and Evans 2016). This positive relationship was confirmed by Farzin and Fattahi (2018) after surveying 369 students in Iran(Farzin and Fattahi 2018).

After investigating 762 Facebook smartphone fans in India, Kunja and GVRK (2018) found a positive link between digital WOM and buying intent (Kunja and Acharyulu 2018). Shortly thereafter, Nuseir (2019) interviewed 405 people in Abu Dhabi, Dubai, Al Ain and Sharjah in the United Arab Emirates. He found that the e-word of mouth had a positive impact on this intent (Nuseir 2019).

In addition, this evidence is supported by Mahmud et al. (2020) surveyed 218 respondents in Bangladesh using Facebook and LinkedIn (Mahmud et al. 2020). By hiring 350 Malaysian consumers of digital products, Rahman et al. (2020) effectively showed that virtual word-of-mouth has a positive impact on online purchase intentions (Rahman et al. 2020).

Many other studies have been conducted on the impact of E-WOM on consumer behaviour in various contexts. For example, research by Rahaman et al. (2022) states that online users with buying intentions are more likely

to use and accept eWOM information (Rahaman et al., 2022). Additionally, research has indicated that eWOM can have a significant impact on consumers' intentions to purchase fashion brands (Saleem and Ellahi, 20217) and that it is a crucial resource for users in the age of social commerce (Zhaou et al., 2020).

Research into the impact of online word-of-mouth and brand perception on Netflix subscription decisions was carried out in the city of Medan with 100 local respondents who have used Netflix. The findings demonstrated that e-WOM and brand perception have an advantageous impact on consumers' decisions to purchase Netflix subscriptions (Gultom et al., 222).

One of many sites where e-WOM has a big impact on how people perceive Netflix is Instagram. Instagram users comment on Netflix series, which may persuade other people to watch Netflix (Hamidah et al., 2021). The favourable evaluations posted on Instagram can boost Netflix's brand recognition and draw in new subscribers. Many academic publications have looked into how electronic word of mouth (eWOM) affects Netflix's marketing plan. These findings indicate that eWOM has a major impact on Netflix's marketing and has elevated the value of the company's brand image so that consumers are more likely to make purchases (Hamidah et al., 2021). However, there is almost no information available about how Netflix specifically uses eWOM in its marketing strategy.

Previous research has shown that E-WOM can influence subscription intent for streaming services, but more research is needed in this area. In particular, further research is needed on the specific factors that contribute to the effectiveness of E-WOM in the context of streaming services such as Netflix.

2.1.9. The Relationship Between Price Setting and Online Utilization Intention

Purchase intent can change as a result of price and perceived quality and value. In addition, consumers are influenced by internal and external motivations during the purchasing process (Gogoi 2013).

In today's highly competitive business environment, where retailers' power and customer demand levels are constantly increasing, it is important to build long- term relationships with customers for the success and survival of producers. It is required for. Previous studies have shown that price is an important variable, but other variables, such as product and service quality, are important in the customer's purchasing decision process (Giovanis, Tomaras, and Zondiros, 2013).

Price setting is critical; according to the research by Fauzan et al. in 2022, the price that Netflix charges for subscriptions influences Indonesians' willingness to pay for Netflix services. If the price is too high, the user will reject it and allow the platform to switch to a lower-cost platform, or the user will begin unsubscribing to the service [Fauzan Fadhli Akbar, 2022]. To make effective decisions about price variables, marketers seek knowledge of how consumers use product attributes and pricing information when evaluating products. There are several factors that affect a customer's purchasing intent. First, the perceived price has a positive correlation with the objective price and a negative correlation with the reference price. Second, the positive relationship between price and the perceived quality shows that the effect of objective price on perceived quality is diminished in the presence of important, direct and unique product attribute information. Third, the trade-off between perceived price and perceived quality leads to perceived value, which inspires purchase intent (Chang and Wildt 1994).

In the research of Nainggolan and Hidayet (2020), he proves that price fairness shows a positive and significant effect on customer satisfaction with iPhone purchases (Nainggolan and Hidayet 2020). Research by Saroj Bhattarai entitled Multiproduct Firms and Price-Setting: Theory and Evidence from U.S. Producer Prices have results showing that the pricing behaviour of multi-product firms is systematically dependent on the number of goods for every firm (Bhattarai and Schoenle 2014).

Meanwhile, research by Mirabi (2015) studied factors affecting customers' purchase intention. Price was one of the factors investigated, but the hypothesis was rejected. It is justified that the price of products in the company related is high; thus, the price can be considered as a barrier to the purchase intention of customers (Mirabi, Akbariyeh, and Tahmasebifard 2015). There are many price strategies that can be used bya company, but one can work well for a company and not on others. This is critical for suiting the price with the correct segment.

Several more studies have been conducted to examine the influence of price on purchase intentions. Research by Levrini and Santos (2021) suggests that pricing has a significant effect on the buying behaviour of consumers. This statement is also supported by the research of Zhao et al. (2021) on 500 students in China, which founds that the conscious price variable was the major influence on students' purchase intention. (Zhao et al., 2021).

Research by Lestari in 2020 states that the perceived price level and Netflix utilization behaviours are negatively correlated (Lestari, 2022). The research data come from non-probability sampling with judgmental sampling techniques of 237 Netflix subscribers across Indonesia that have subscribed to Netflix for more than three months and have an intensity of use for 2-5 hours or more per day. This suggests that people's attitudes toward using Netflix change as its perceived price rises (Lestari 2020).

However, other studies have discovered a positive relationship between perceived system quality and attitude toward utilization, as well as between knowledge and self-efficacy, knowledge and perceived usability, and attitude and perceived usefulness (Ufuk Cebeci, 2019). Therefore, further research is needed on the specific factors that contribute to the effectiveness of price in the context of streaming services such as Netflix.

2.2. Theoretical Basis

According to the study of Dorothy R. H. Pandjaitan (2022), the research intended to prove the causing factors: electronic word of mouth, brand image, and trust as the determinant of the online utilizing intention of streaming music platform: Spotify Premium. With 100 respondents from the city of Bandar Lampung, and using the snowball sampling method, results show that electronic word of mouth (E-WOM), brand image, and trust all have positive influences on customer's online utilization intention of Spotify Premium (Pandjaitan et al. 2022).

And the study by Ufuk Cebeci (2019) presented an empirically tested model that demonstrates the determinants of the intent to use Netflix. In this regard, knowledge and self-efficacy flow into the TAM model. This white paper also discusses the mitigating role of technology fear as a moderator between perceived usefulness (PU) and attitude. The findings reveal that self-efficacy is related to perceived ease of use (PEOU), and knowledge is related to both PEOU and PU. (Cebeci, Ince, and Turkcan 2019).

Furthermore, Faith and Agwu (2018) looked into how pricing strategies affected consumer goods purchases as well as how online presence affected consumers' ability to make well-informed decisions. The study sought to provide answers to a number of questions, including how much consumer perception of value-based pricing and online pricing influences consumer purchase decisions, as well as how much influence competitor pricing has on the purchase of goods. This study used a descriptive and historical methodology and only secondary sources of data. According to the research, consumers link product value to price, and competitor

pricing has an impact on how these products are bought. The study also showed how important an impact online pricing has on guiding and influencing consumer purchase decisions.

2.3. Theoretical Framework

One of the most commonly used frameworks proven to be reliable enough to get a good understanding of consumer intentions and behaviour, including online utilization intention, is from the Theory of Reasoned Action (TRA) concept by Ajzen and Fishbein. (Hagger 2019). TRA is widely recognized as a suitable model for social psychology and marketing (Thorbjørnsen, Pedersen, and Nysveen 2007).

The theory of reasoned action aims to explain the relationship between attitudes and behaviours within human action. TRA states that a person's intention to perform a behaviour is the main predictor of whether or not they actually perform that behaviour.

Ajzen and Fishbein stated that a person's intention to carry out a behaviour determines whether the behaviour will be carried out or not. The intention is influenced by two fundamental determinants; attitudes and social influences or what is known as subjective norms. Throughout the years, TRA's framework and variables have been applied to more research fields of study and have become more flexible in adapting over time to the different content in each analysis that uses its framework (Paul, Modi, and Patel 2016).
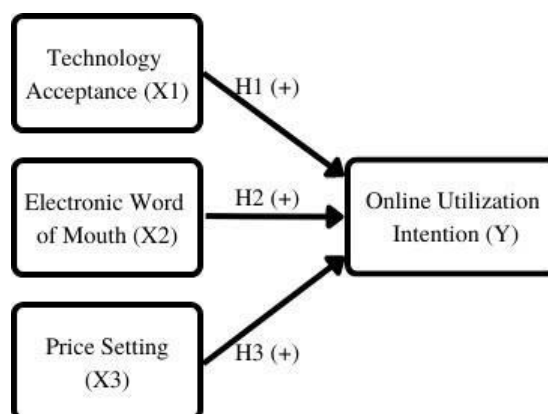

Figure 1. Research Model

This research consists of three independent variables and one dependant variable, as listed below.

Independant Variables [X]:

X1.   Technology Acceptance

X2.   eWOM

X3.   PriceSetting

Dependant Variable [Y]:

Y.   Online Utilization Intention

2.4. Research Hypothesis

The research hypothesis is an initial presumption of a temporary conclusion of the relationship between the independent variable and the dependent variable before research is carried out and must be proven through research where these allegations are strengthened through the underlying theory and the results of previous research.

Based on the theoretical framework above, the research hypothesis proposed in this study is that technology acceptance, electronic word of mouth, and price setting partially affect online utilization intention, as listed below.

H1: Technology acceptance affects online utilization intention positively

H2: Electronic Word of Mouth affects online utilization intention positively

H3: Price setting affects online utilization intention positively

III. RESEARCH METHOD

3.1. Research Design

This research is an empirical study conducted with a quantitative approach by using questionnaires as a form of data collecting. Quantitative research is a type of research that produces (gains) achievable knowledge by statistical methods or other quantification (measurement) means (Sujarweni 2014). Sugiyono Tarsito (2014) found that the quantitative method is a positivist philosophy-based research method, generally to survey a specific, randomly selected population or sample. Explains that it will be used. Use research tools to perform quantitative/statistical analysis to test the proposed hypothesis (Tarsito 2014).

3.2. Scope and Object of Research

The scope of this research is the field of marketing management. The scope of the discussion studied is the influence of eWOM on online subscription decisions, especially for students at the University of Lampung.

The object of this research is the active students of the University of Lampung across all eight faculties who have ever subscribed to Netflix.

3.3. Source of Data

The source of data in research is the subject from which the data can be obtained (Arikunto 2013). In this study, the authors used primary data, which can be classified as follow:

3.3.1. Primary Data

Primary data sources are data directly collected by researchers from the first source (Suryabrata 2008). The primary data sources in this study are active students of the University of Lampung during 2022.

3.4. Data Collecting Method

The probability sampling procedure will be applied to gather data from the respondents. Questionnaires in the form of Google forms will be handed out to each of the 107 respondents. The questionnaire is a data collection technique by means of researchers providing a list of written questions or statements to be answered by the respondent. (Tarsito 2014). To measure the response, we also use the Likert interval scale, which ranges from 1 to 5, as described by Sekaran and Bougie (Sekaran and Bougie 2017).

According to (Sugiyono 2010), for the purposes of quantitative analysis, the answers to the statement or question are given a score, namely:

Strongly agree/always/very positive	score of 5
Agree/often/positively	score of 4
Doubtful/sometimes/neutral	score of 3
Disagree/almost never/negative	score of 2
Strongly disagree/never/strongly negative	score of 1

3.5. Population and Sample

3.5.1. Population

According to (Prijana 2005), the population is the entire unit of observation whose characteristics will be predicted. Referring to this definition, the population that will be the target of this research is the university students of the University of Lampung. According to the Higher Education Database of the Ministry of Education andCulture of Indonesia(PDDikti) (2022), the total number of active university students at the University of Lampung is 33,040 (Pddikti.kemendikbud 2022). The population is spread across eight faculties, namely: Faculty of Economics and Business, Faculty of Law, Faculty of Agriculture, Faculty of Teacher Training and Education, Faculty of Engineering, Faculty of Social and Political Sciences, Faculty of Mathematics and Natural Sciences, and Faculty of Medicine.

3.5.2. Sample

Considering the limited time and cost, and not all students are actively subscribed to Netflix, not the entire population will be studied, and only the samples will be expected to represent the population. According to Sugiyono (2014), the sample is part or representative of the population being studied. Based on this definition, a total of 107 samples of active university students in Indonesia that are customers of Netflix will take part as the sample in this study (Tarsito 2014).

The determination of the sample of 107 is based on the Slovin formula with an error rate of 8% and a confidence level of 90%. The base calculation formula is as follows (Malhotra, Nunan, and Birks 2017):

$$ n = \frac{N}{1 + N\,(e)^{2}} $$

In wich: n = sample
      N = population = 33,040
      e = margin of error = setted 8%

equation 1. Slovin Sample Formula

The following image is an online sample calculator based on the Slovin formula used to determine the sample.

Image 1. Sample Calculation using surveymonkey.com Calculator

By using the SurveyMonkey sample calculator and Slovin Formula asthe base formula calculation, the result shows that a minimum of 107 samples is needed to have a confidence level of 90% that the real value is within 8% of the surveyed value.

Considering that each faculty do not have the same number of students, nor are there specific data of Netflix users of each Faculty in the University of Lampung, the number of samples is then distributed using the simple random sampling technique. Simple random sampling involves randomly selecting individuals from the population without any bias or predetermined pattern.

3.6. Research Variable -Conceptual Definitions

3.6.1. Technology Acceptance

Technology acceptance is an individual's rate of acceptance and insights towards future technologies (Marangunić and Granić 2015). Meanwhile, on the other hand. Resistance to accepting technology is when a person denies understanding the latest technology. According to the Oxford English Dictionary, resistance is defined as the act of resistance, meaning resisting an action or effect and trying to prevent it through action or reasoning. Earlier IS research defined technology resistance as an act or deliberate omission of resistance to the implementation of new technology (Laumer and Eckhardt 2012). Lapointe and Rivard (2005) suggest that users can evaluate technology in terms of technology characteristics and existing conditions (as individuals and organizations) and, based on this evaluation, predict the consequences of the potential use of the technology. Doingthis leads to the intent to accept or resist technology based on the perceived values and threats associated with it (Lapointe and Rivard 2005).

3.6.2. Electronic Word of Mouth

Electronic word-of-mouth can be conceptually defined as "any positive or negative statement made by potential, actual, or former customers about a product or company, which is made available to a multitude of people and

institutions via the Internet" (Hennig-Thurau et al. 2004). eWOM can be broadly defined as theexchange and sharing of consumer information about a product or company over the Internet, social media, and mobile communications (Chu 2021).

3.6.3. Price Setting

Price Setting is the set of prices adjusted by a company to be as fair as possible for both parties in a transaction (Bhattarai and Schoenle, 2014). Price fairness is defined as "a consumer's assessment and associated emotions of whether the difference between. a seller's price and the price of a comparative other party is reasonable, acceptable, or justifiable" (Xia and Monroe 2004).

3.6.4. Online Utilization Intention

Online utilization intention or online purchase intent is defined as a consumer's willingness and intent to conduct online transactions (Pavlou 2003). Consumer's internet purchasing behaviour is defined as the process of purchasing services, products, and information over the Internet (Khalifa and Limayem 2003). These definitions are based on Azjen and Fishbein's (1976) earlier definition of customer behaviour and intention, that states intentionis presumed as an indicator of how willing people are to approach a particular action and how many times they have attempted to carry out a particular action (Fishbein and Ajzen 1976).

3.7. Variable Operational Defenition

The following variable operational definition was first developed from the definitions of the current literature. The definition was tested by first developing a model based on the current literature in online utilization intention literature. The model resulted in three hypotheses. Each of the following factors is projected to be positively related to the level of online utilization intention as defined from the literature: technology acceptance, price setting, and electronic word of mouth.

Table 2. Variable Operational Definition-Research Indicators

Variable	Indicator	Scale	Reference
Online Utilization Intention (Y)	1. I use Netflix based on a suggestion from a person I know(Y.1). 2. The Information from people about Netflixis convincing (Y.I2). 3. The process of subscribing to Netflix is simple and easy (Y.3). 4. Utilizing Netflix is worth the price (Y.4) 5. After utilizing Netflix, I recommend Netflix 6. to other people (Y.5)	Likert	Dorothy R.et al. (2022)
Technology Acceptance (X1)	1. I use gadgets (phone, laptop, etc.) most of the time for daily use (studying,projects, work) (X1.1) 2. I can understand how to browse and use the search engine and social media to gather information (X1.2) 3. I am updated on the latest gadget news (X1.3) 4. I use gadgets to entertain myself (X1.4) 5. I have the technical skills that I need toutilize the technology to access Netflix(X1.5) 6. I utilize the technology in utilizing Netflix(to register, pay, and access) without any problem (X1.6) 7. I often use Netflix to fulfil my needs and 8. wants (X1.7)	Likert	Andari Puji Astuti, et. al. (2020)
eWOM (X2)	1. I frequently read the review of Netflix on social media/the internet to ensure that my planto use it is correct (X2.1). 2. Before utilizing Netflix, I frequently discussthe review with/from other people on social media/the internet (X2.2). 3. Other people's information on Netflixaffects my perception (X2.3). 4. I will always post my happenings once using Netflix on social media (X2.4). 5. After using Netflix, I will communicate the Netflix with other people through social media/the internet (X2.5). 6. After using Netflix, I attempt to distributemy occurrences through the internet 7. (X2.6).	Likert	Dorothy R.et al. (2022)
Price Setting (X3)	1. I am willing to pay more for Netflix service compared to other similar services (X3.1) 2. Netflix service is equivalent to the price Ipay (X3.2) 3. Price packages are fair and worth it (X3.3) 4. If the price of the Netflix service increase,I'll keep subscribing (X3.4) 5. The price is acceptable for me as a university student (X3.5)	Likert	Fauzan Fadhli Akbar, et. al. (2022)

3.8. Data Analysis Method

Data analysis was directed to determine whether there is an effect of price setting, technology acceptance, and Electronic Word of Mouth on the decision to subscribe to Netflix for students in Lampung University. The Statistical Package for the Social Sciences (SPSS) 26 software will be used to analyze the data of this research. The reason for using the IBM SPSS software is that it provides data analysis for descriptive and bivariate statistics, numeral outcome predictions and predictions for identifying groups (Contributor of TechTarget 2018).

According to Alchemer.com, Most top research agencies use SPSS to analyze survey data and mine text data so that they can get the most out of their research and survey projects (alchemer.com 2021). The conditions of this research are suitable for analyzing the data of this research, such as trend analysis, assumptions, and predictive models. Moreover, SPSS has a simple and easy-to-use interface which is flexible and effective in time use while providing comprehensive data analysis. (IBM 2023)

The data of this study will be analyzed in four types of tests; descriptive statistics, validity and reliability testing, classical assumption testing, and hypothesis testing. The followings are the explanations of the tests conducted in this research.

3.8.1. Data Validity Testing

The purpose of the validity test is to determine whether or not the questionnaire used as a research instrument is valid (Ghozali, 2016). A questionnaire is said to be valid if the questions on the questionnaire are able to reveal outcomes that will be measured by the questionnaire. The question items are considered valid and can be used for the next analysis stage if each item has R count > R table (or sig. value <alpha).

3.8.2. Data Reliability Testing

Next, to examine the reliability of the valid answer to the indicator, Cronbach Alpha analysis will be utilized by comparing this value with 0.6, as highlighted by Ghozali (2016). In the reliability test, the data is considered reliable if Cronbach's alpha value is greater than or equal to 0.60. Furthermore, Ghozali (2016) explains that if the Cronbach Alpha is above 0.6, the appropriate respondent answer to items will be reliable. Then, the structural model with accurate and consistent indicators needs to be evaluated by three measurements: the f-squared for effect size, the R-squared, and Stone-Geisser Qsquared (Ghozali, 2008).

3.8.3. Data Normality Testing

The normality test was carried out to determine whether the sample data in this study were normally distributed. A good model is one that has normal or near-normal data distribution (Ghozali, 2016). The results of the data normality test using graphical analysis, namely the normal P-plot graph, show that the points spread around the diagonal line and the distribution follows the direction of the diagonal line. Thismeans that the data is normally distributed.

3.8.4. Linearity Testing

Regression linearity testing is done with the F Statistical test. The calculated F-count is then consulted with the F-table with a significance level of 5%. If the calculated F-count is smaller or equal to the F-table, the relationship between the independent variable (X) and the dependent variable (Y) is declared linear.

3.8.5. Autocorrelation Testing

The autocorrelation test aims to test whether, in a linear regression model, there is a correlation between confounding errors. In period t with errors in t-1 (previous). If there is a correlation, it is called an autocorrelation problem. A good regression model is free from autocorrelation. The autocorrelation in this research uses the Durbin-Watson value as the indicator to conclude whether there is variable autocorrelation in the regression model. The conclusion is

obtained by comparing the DW table and DW count values. According to Ghozali (2009),t the sig value is less than 0.05, it can be concluded that there is autocorrelation between the residual values.

3.8.6. Multicollinearity Testing

Multicollinearity is a condition where there is a strong correlation or relationship between two or more independent variables in multiple regression analysis models. With the criteria, if the tolerance value > 0.1 and the VIF value < 10, then there are no symptoms of multicollinearity, but if the tolerance value < 0.1 and the VIF value > 10, then there are symptoms of multicollinearity.

3.8.7. Heteroscedasticity Test

This test aims to detect whether the confounding error of the observedmodel does not have a constant variance from one observation to another. Determine the presence or absence of symptoms of heteroscedasticity; it can be done by using a heteroscedasticity graph to predict the value of the dependent variable with the independent variable. The scatter plot graphis used by observing the scatter pattern formed between the SRESID (studentized residual) and ZPRED (standardised predicted value) variables. The conclusion could also be obtained from the Geljser test. In the Geljser heteroscedasticity test, the data is good if the residual value (Sig.) is > 0.05.

3.8.8. Multiple Linear Regression Testing

Multiple linear regression analysis includes techniques that can be used to inspect the relationship between one continuous dependent variableand a set of independent variables (Baarda and van Dijkum 2019).

3.8.9. Coefficient Determination

The coefficient of determination (R^2) measures the model's ability to explain the variation in the independent variables. The larger R^2 (closer to 1), the better the regression model results, and the closer it is to 0, the fewer independent variables overall explain the dependent variable.

3.8.10. F-Test

The F-test evaluates the overall fit of the research regression model. This test is especially useful when combined with other tests, such as the t-test, to provide a complete evaluation of the research model. In a multiple linear regression analysis, the F-statistic value isa ratio of the explained variation in the dependent variable to the unexplained variation. The F-statistic value is compared to the critical value in an F-distribution table to determine whether the overall regression model is significant. A large F-statistic value indicates thatthe independent variables clarify a significant proportion of the variation in the dependent variable, whereas a small F-statistic value indicates that the independent variables have a weak relationship withthe dependent variable.

3.8.11. T-Test

This t-test model is used to analyze the research model before and after. According to Widiyanto (2013: 35), paired sample t-test is one of the testing methods used to assess the effectiveness of treatment, characterized by differences in the average before and average after treatment. The basic assumption of using this test is that the observation or research for each pair must be in the same condition. The average difference must be normally distributed. The variance of each variable can be the same or not. To conduct this test, interval or ratio scale data is required.

V. CONCLUSION AND SUGGESTIONS

5.1. Conclusion

Based on the information obtained from the questionnaire and the analysis done with IMB SPSS version 26, there are several conclusions that result regarding the research objectives. The research objective of this research is to determine whether there is an effect of price setting, technology acceptance, and Electronic Word of Mouth on the decision to subscribe to Netflix for students in Lampung University. Based on the results from the previous section, it can be concluded that each independent variables, namely technology acceptance, electronic word of mouth, and price setting, all have positive effects on online utilization intention.

5.2. Suggestions

Even though all influence is significant, this research still has some inadequacy in several aspects:

1. The population and sample of the respondents; In this study, the population settled is the active students of the University of Lampung, one of many other public universities in Indonesia. This population can be expanded to a national scale in order to better represent young Indonesian consumers. This research could also be applied in other cities and countries with different ages, occupations, and backgrounds as well. This could be accomplished through cross-cultural and cross-platform comparative studies, which would provide a more thorough understanding of the factors that influence online utilization intention in various contexts.

2. Respondents' characteristics analysis; characteristics such as age and income can be further analyzed to see the correlation and difference between different occupations and ages toward online utilization intention.

3. Add a stimulant hypothesis; further research could add another hypothesis test to see the stimulant effect of all describing variables together, namely technology acceptance, electronic word of mouth, and price setting towards online utilization intention. This could be done by customizing the research model and analyzing it with the hypothesis F-Test. This research has shown positive stimulant effects in the F-Test even though it is not included in this research model. This combination has never been analyzed in any previous research, and results could help improve a better understanding of the factors influencing online utilization intention.

4. Variety and choice of variables; this study uses three describing variables, namely technology acceptance, electronic word of mouth, and price setting. Further scholars can expand on other describing variables using the model in this research, such as trend, e-service quality, content availability, user experience, website satisfaction, and more. This will allow for a complete understanding of the factors affecting online utilization intention on various aspects of the subject being studied.

These aspects become the opportunity for the following scholars to improve. Future research should take a multidisciplinary and interdisciplinary approach, drawing on theories and perspectives from related fields like marketing and management. This would enable a more comprehensive understanding of the complex and dynamic relationships that exist between technology acceptance, electronic word of mouth, price setting, online utilization intention, and the wider societal and cultural circumstances in which these phenomena occur.

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