

## Predicting Factors Influencing Continuance Intention to Use Digital Media on Over-The-Top Platforms: An Application of the Technology Acceptance Model

Shelvy Kurniawan\*, Savira Ayudia Djohan, Dandi Andhika  
Management Department, Bina Nusantara University, Indonesia

*shelvy.kurniawan001@binus.ac.id (Corresponding author)*

**Abstract.** With the rapid growth of internet users and increased internet penetration in Indonesia, the landscape of entertainment consumption has undergone significant changes, leading to the emergence of numerous Over the Top (OTT) platforms in the country. This research aims to forecast the factors that influence consumers' decisions to sustain their usage of OTT platforms using a model grounded in consumer attitudes toward technology adoption. Employing a non-probability purposive sampling technique, the study gathered data from 384 OTT platform users in Indonesia. The research data were processed using a quantitative descriptive approach with the application of Structural Equation Modeling (SEM) methodology. The findings of this investigation reveal noteworthy outcomes: a substantial impact exists between Personal Innovativeness and Perceived Usefulness. Moreover, a significant relationship is observed between Perceived Ease of Use and Perceived Usefulness. The variable Attitude to Use serves as a mediating factor between Perceived Usefulness, Perceived Ease of Use, and Perceived Cost, and it significantly influences Continuance Intention to Use. This study contributes valuable insights into comprehending the drivers of consumers' sustained utilization of digital media on OTT platforms in the Indonesian context, shedding light on the intricate interplay between consumer attitudes, perceptions, and intentions.

**Keywords:** Personal Innovativeness, Perceived of Usefulness, Perceived Ease of Use, Perceived Cost, Attitude to Use, Continuance Intention to Use

## **1. Introduction**

In 2021 internet users in Indonesia will reach 202.6 million users (Agustini, 2021) and are expected to continue to increase until 2026 (Nurhayati-Wolff, 2022). Nurhayati-Wolff (2021) mentioned 98.5% of internet users in Indonesia use the internet to watch videos. With increased internet and smart phone penetration, internet users are spending more time on their devices where the time spent on digital media goes to audio and visual entertainment with a sharp increase in video traffic consumption, much of this video traffic is composed of YouTube, Over the Top (OTT) video-on-demand services such as Hotstar and Netflix and Mobile TV (Nagaraj et al., 2021). Therefore, currently the habit of watching television is starting to be abandoned and many are turning to the others, including OTT platform (The Trade Desk, 2021). Especially since Covid 19 hit, the government has urged everyone to stay at home and limit activities that require meeting with other people. This was going on for quite a long time, resulting in a change in people's habits in terms of accessing entertainment (Febrianto, 2021). As a result, many film fans subscribe to over-the-top (OTT) platforms, and OTT streaming has skyrocketed in popularity during the third year of the pandemic (The Trade Desk, 2021).

Technology Acceptance Model (TAM) provides a theoretical framework for studying the adoption of new technologies or systems by users, and how users behave towards these new technologies or systems (Zhao et al., 2022). Technology Acceptance Model (TAM) assumes that when users feel that a type of technology is useful, and also easy to use, it can determine an attitude, which can affect behavioral intentions, and even have an impact insight into the user (Zhao et al., 2022).

Therefore, this study aims to forecast the factors that influence consumers' decisions to sustain their usage of OTT platforms using a model grounded in consumer attitudes toward technology adoption. In this study, researchers added external variables to the TAM model as suggested by previous research (Cebeci et al., 2019) namely personal innovativeness and perceived cost. The variable Perceived cost has also been proven by many studies that it has a significant impact on the desire to use the latest information technology (Zhao et al., 2022). As explained by Gupta & Mukherjee (2022), "Research on post-pandemic segmentation is lacking" where they studied further about behavior and emotions post-pandemic, while in this research uses the Continuance intention to use variable as a research objective to see whether users intend to reuse OTT platforms or not in line with the end of the pandemic where there is the potential for reduced viewing time on OTT platforms (Big Alpha, 2021). Furthermore, previous research about intention to use online platform was conducted during the Covid 19 pandemic and the Indonesian government declared large-scale social restrictions (Basuki et al., 2022) while this research was carried out after conditions returned to normal from the Covid 19 pandemic where public places/cinema have returned to normal operation.

## **2. Literature Review**

### **2.1. Over the Top**

OTT is a streaming service that displays or broadcasts content via the internet (Adjust, 2022). The term OTT is very attached to video subscription services so that people often mention OTT as a video or video streaming service provider, even though the OTT platform does not only broadcast videos, there are also podcasts, audio messaging, VoIP and calls. Over the Top services are very easy to be access. Consumers can access them via the website on their laptops or personal computers, through applications on mobile devices and can even access them via Television (Smart TV).

Factors that contribute to the increasing use of OTT platform are better connectivity, cheaper devices, cheaper data plans, convenience (anytime and anywhere), binge watching, more available choices, edutainment, localized content, less breaks and advertisements, and personalized content (Jain, 2021).

### **2.2. Technology Acceptance Model (TAM)**

All TAM explained that when users feel a type of technology is easy to use and also useful, they will be willing to use the technology where it consists of five variables, namely Perceived Ease of Use (PE), Perceived Usefulness (PU), Attitude toward Use (ATU), Behavioral Intention to Use, and Actual Use (Ajibade, 2018). Hai (2023) explained about the objective of TAM which can be used to "foretell how

widely adopted technologies will be in the workplace, where their success will depend on aspects including how helpful people find them and how simple they are to use”.

Perceived Usefulness is considered as how far a person believes that using technology will improve work performance (Fatmawati & Ali, 2021), whereas according to Basuki et al. (2022) Perceived Usefulness is the level of confidence in using certain subjects that can be beneficial to people who use them in a service. The indicators used to measure perceived usefulness are efficiency, improve performance, increase experience, useful, easy to catch needs, effectiveness, and real time availability (Basuki et al., 2022; Kim & Chiu, 2019; Weng et al. 2018).

Perceived Ease of Use is defined as the extent to which a person believes that using a particular system will be free from physical and mental effort, when a person feels that doing an action is easy then he will give a positive attitude towards it (Arunachalam, 2019). The indicators used to measure perceived ease of use are easy to learn, easy to use, understandable, flexible, and easy to interact (Basuki et al., 2022; Kim & Chiu, 2019; Weng et al. 2018).

Attitude to Use is defined as a person's tendency to have positive (like) or negative feelings (dislike) if they have to carry out the specified behavior (Fatmawati & Ali, 2021; Rausch & Kopplin, 2021). The indicators used to measure attitude to use are good, favorable, positive influence, valuable, and trend (Weng et al. 2018).

### **2.3. Personal Innovativeness (PI)**

Personal Innovativeness is a factor that determines whether a person accepts innovation or not, because each individual reacts differently to new ideas, applications or products according to the characteristics of the individual's own innovation (Hamid & Sudiana, 2022). The indicators used to measure personal innovativeness are aware more than others, first to try, and like to use new technology (Fauzi & Sheng, 2020).

### **2.4. Perceived Cost (PC)**

Perceived Cost is defined as the level at which an individual thinks there will be costs incurred to use a system (Huei et al., 2018). The indicators used to measure perceived cost are pricing, transaction cost, access, and trouble cause (Anwar et al., 2020; Peng & Hwang, 2021; Zhao et al., 2022).

### **2.5. Continuance Intention to Use (CIU)**

Continuance intention to use is the intention to reuse in the future resulting from a rational decision to use a technology based on beliefs about expectations, or previous experience with the technology (Prebler et al., 2022). The indicators used to measure continuance intention to use are continue using, frequently use in the future, recommend others, continue using instead of any alternative, and discontinue (Barreto et al. 2021; Fauzi & Sheng, 2020).

H1 : Personal innovativeness affects Perceived of Usefulness.

H2 : Perceived Ease of Use affects Perceived Usefulness.

H3a : Perceived Usefulness affects Attitude to use

H3b : Perceived Ease of Use affects Attitude to use.

H3c : Perceived Cost affects the Attitude to use variable

H3d : Attitude to use affects Continuance Intention to Use.

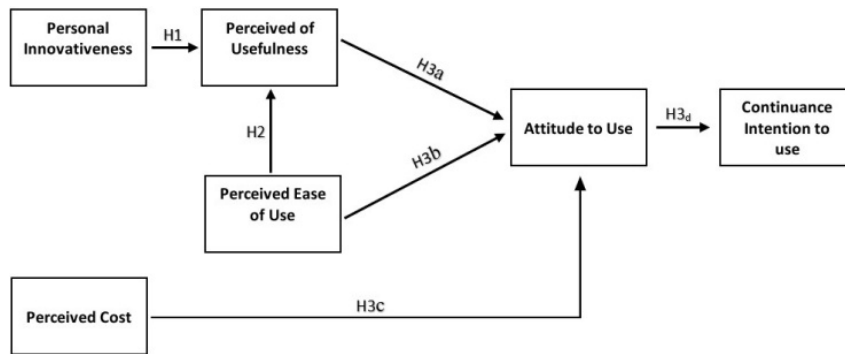


Fig. 1. Research Model

### 3. Methodology

This study uses the PLS-SEM method which is a causal modeling approach that aims to explain the variance criterion of dependent latent variable by the predictor of independent latent variable. This structural equation model is relatively complex (many constructs and many indicators) and is divided into two parts, the first is the measurement model which is a technique used to measure the validity and reliability of the data obtained, and the second is the structural model which helps evaluate the results of the path coefficient parameter estimation and what is the level of significance to provide answers to the results of the research hypothesis test (Hair et al., 2018).

Questionnaire originally developed by consisting of 29 indicators which consist of 7 indicators of Perceived Usefulness, 5 indicators of Perceived Ease of Use, 5 indicators of Attitude to Use, 5 indicators of Continuance Intention to Use, 3 indicators of Personal Innovativeness, and 4 indicators of Perceived Cost. The pre-test was conducted and 2 indicators did not pass the validity test in this stage, they are 1 indicator of Perceived Usefulness (real time availability) and 1 indicator of Attitude to Use (trend) where those 2 indicators were taken out for further process.

Furthermore, questionnaire from 463 respondents are collected and the screening process is carried out to eliminate respondents who do not fit the research criteria. The description of the observed respondents includes someone who knows and has used the OTT platform. After the filtering process was carried out, data were obtained from 406 respondents which consist of 384 female and 22 males. From those 406 respondents, 292 respondents are between 8-23 years old and 114 respondents are between 24-39 years old. In term of job, most of the respondents are students (257 respondents) and private sector employee (77 respondents) and the remaining 72 respondents having various types of job.

### 4. Result & Discussion

From the results of the first validity test, the Factor Loading values for the PU7 and ATU5 question items were 0.534 and 0.390, respectively which does not meet the validity requirements because the minimum factor loading value of these two variables is smaller than the acceptable minimum factor loading value of 0.7 (Hair et al., 2018). Therefore, variables that do not meet the validity requirements need to be excluded or further testing cannot be carried out. This means that from the results of data processing there are 2 questionnaire questions that are removed, namely PU7 and ATU5, while the other indicators meet the validity requirements. Then, the results of the AVE value are between 0.591 and 0.733, where this value also meets the minimum acceptable AVE value, which is  $> 0.5$ . This indicates that the convergent validity criteria have been met. The Cronbach's alpha value is between 0.816 to 0.896 and the composite reliability value is between 0.825 to 0.910, this value meets the minimum value to be reliable, which is greater than 0.7 (Basuki et al., 2022; Hair et al., 2018).

Furthermore, to measure discriminant validity, this study uses the Fornell-Larcker criteria. Table 1 shows the square root of the AVE of each construct is greater than the correlation between that construct and the other constructs. So it can be concluded that each measurement construct meets the criteria of

discriminant validity.

Table 1. Discriminant Validity Test Results

	<i>ATU</i>	<i>CIU</i>	<i>PC</i>	<i>PE</i>	<i>PU</i>	<i>PI</i>
<i>ATU</i>	<b>0.816</b>					
<i>CIU</i>	<b>0.548</b>	<b>0.787</b>				
<i>PC</i>	<b>0.697</b>	<b>0.355</b>	<b>0.857</b>			
<i>PE</i>	<b>0.526</b>	<b>0.494</b>	<b>0.366</b>	<b>0.839</b>		
<i>PU</i>	<b>0.642</b>	<b>0.511</b>	<b>0.445</b>	<b>0.737</b>	<b>0.769</b>	
<i>PI</i>	<b>0.295</b>	<b>0.378</b>	<b>0.062</b>	<b>0.155</b>	<b>0.238</b>	<b>0.856</b>

After the questionnaire items were declared valid and reliable, the authors also continued the research to see the R-square (R<sup>2</sup>), t-value, p-value, and path coefficient values. The R-square value (R<sup>2</sup>) generated by data processing is shown in Table 2.

Table 2. R-Square (R<sup>2</sup>)

Variable	<i>R Square</i>	<i>R Square Adjusted</i>
<i>Attitude to Use</i>	<b>0.626</b>	<b>0.623</b>
<i>Continue Intention to Use</i>	<b>0.300</b>	<b>0.298</b>
<i>Perceived of Usefulness</i>	<b>0.559</b>	<b>0.556</b>

R-square (R<sup>2</sup>) has a value of 0 to 1 where higher values indicate greater explanatory power, R<sup>2</sup> values of 0.75, 0.50, and 0.25 can be considered substantial, moderate, and weak (Hair et al., 2018). From Table 3, the R<sup>2</sup> value of Attitude to Use is 0.626 which indicates that 62.6% of the Attitude to Use variable is explained by the variables Perceived Usefulness, Perceived Ease of Use and Perceived Cost, the remaining 37.4% is explained by other variables not examined in this study. Then Perceived of Usefulness has an R<sup>2</sup> value of 0.559 which means that 55.9% of Perceived Usefulness is explained by Personal Innovativeness and 44.1% is explained by other variables. Then for Continue Intention to Use has an R<sup>2</sup> value of 0.300, meaning that it can be indicated that 30% of the variance of the Continue Intention to Use variable is explained by the Attitude to Use variable, and the remaining 70% is explained by other variables. Next, the t-value, p-value, and path coefficient are explained in Table 3.

Table 3. Hypothesis Test Results

Hypothesis	<i>Path</i>	<i>Path Coefficient</i>	<i>t-value</i>	<i>p-value</i>	Decision
H <sub>1</sub>	<i>PI-&gt; PU</i>	0.126	3.632	0.000	Accepted
H <sub>2</sub>	<i>PE-&gt; PU</i>	0.717	23.866	0.000	Accepted
H <sub>3a</sub>	<i>PU-&gt; ATU</i>	0.362	5.592	0.000	Accepted
H <sub>3b</sub>	<i>PE-&gt; ATU</i>	0.072	1.647	0.100	Rejected
H <sub>3c</sub>	<i>PC-&gt; ATU</i>	0.510	7.437	0.000	Accepted
H <sub>3d</sub>	<i>ATU-&gt; CIU</i>	0.548	12.760	0.000	Accepted

Based on the hypothesis testing shown in Table 3, hypothesis 1 (H1) which states that "Personal Innovativeness has an influence on Perceived Usefulness" is declared accepted because it obtains a t-value of 3.632 which is greater than the provisional t-value of 1.96 and p-value of 0.000 which is smaller than the p-value of 0.05. In addition, the resulting path coefficient of 0.126 shows a positive effect of Personal Innovativeness on the OTT platform on Perceived of Usefulness. This is in line with the results of previous research stated by Shanmugavel & Micheal (2022) that "Personal Innovativeness has a positive and significant effect on Perceived of Usefulness". In this study, this means that respondents will feel the use or function of the OTT platform if the respondent has a high sense of Personal Innovativeness or if the respondent first uses the OTT than the other platforms. Regarding this finding, the OTT platform can do for example creating the latest features such as gamification, random playing and the live subtitle feature where the live subtitle feature itself is supported by 5G technology and artificial intelligence (AI).

Table 3 shows Hypothesis 2 (H2) which states that "Perceived Ease of Use has an influence on Perceived Usefulness" was declared accepted because it obtained a t-value of 23,866 which was greater than the provisional t-value of 1.96 and a p-value of 0,000 which smaller than the provisions of the p-value of 0.05. In addition, the resulting path coefficient of 0.717 shows a positive effect of Perceived Ease of Use on the OTT platform on Perceived Usefulness. This research is in line with previous research conducted by Kim & Ciu (2019); Setiawan & Widanta (2021) which states that "Perceived Ease of Use has a positive influence on Perceived Usefulness" which means that in this study, respondents felt the use of the OTT platform was easy to use and understand in finding entertainment. The OTT platform needs to make features that make it easier for its users to enjoy content according to their preferences such as download and watch later features, playback settings and others, so this will increase its users' experience of the benefits of the features provided by these platforms.

From table 3, Hypothesis 3a (H3a) which states that "Perceived Usefulness has an influence on Attitude to Use" is declared accepted because it obtains a t-value of 5,592 which is greater than the provisional t-value of 1.96 and a p-value of 0,000 which smaller than the provisions of the p-value of 0.05. In addition, the resulting path coefficient of 0.362 shows a positive effect of Perceived Usefulness on the OTT platform on Attitude to Use. This is in line with previous research conducted by Muhaimin et al. (2019); Cebeci (2019) which shows that Perceived Usefulness has an influence on Attitude to Use. Which means that in this study, the usefulness felt by respondents in using the OTT platform gave a positive attitude towards using the OTT platform.

Hypothesis 3b (H3b) which states that "Perceived Ease of Use has an influence on Attitude to Use" is rejected, because it obtains a t-value of 1,647, which is smaller than the provisional t-value of 1.96. This is not in line with the results of research conducted by Ali, H (Fatmawati & Ali, 2021) on online shopping which shows that there is a positive and significant relationship between perceived ease of use and attitude, meaning that the more convenience you get someone from an application, the greater the attitude of using someone to use the application. Furthermore, research conducted by Yusuf & Zulfetri (2021) which stated that perceived ease of use has a positive and significant effect on attitudes on online shopping for fashion products, this study also explains if respondents' perceptions of the ease of use of a technology will affect their attitude, especially in internet-based technology used in online transactions when shopping for fashion. However, the researcher's findings are in line with those found by Cebeci (Cebeci et al., 2019) and (Lestari & Soesanto, 2020) who examined Netflix users, where Netflix is one of the players in the OTT industry. Both of these studies showed that there was no significant effect found between Perceived Ease of Use on Attitude to Use. This can be explained by the fact that actually using the OTT platform is considered not difficult or easy to use, so it does not affect attitudes towards using the OTT platform. We certainly know that there are lots of OTT platform companies implementing user-friendly product, in the end this situation makes all systems provide the same facilities for users so that this is not the main thing for users to make the convenience of a system as one of factors that determine user attitudes (Lestari & Soesanto, 2020). This means that if the OTT platform players still think about user convenience, this will not give significant impact to the attitude to use the OTT platform.

Hypothesis 3c (H3c) which states that "Perceived Cost has an influence on Attitude to Use" is declared accepted, because it obtains a t-value of 7,437 which is greater than the provisional t-value of 1.96 and a p-value of 0.000 which is smaller than the provision p-value is 0.05. In addition, the resulting path coefficient of 0.510 shows a positive effect of Perceived Cost on the OTT platform on Attitude to Use. This is in line with research by Lestari, E. D., & Soesanto, O. R. C. (Lestari & Soesanto, 2020) which stated that Perceived Cost has an influence on the Attitude to Use of Netflix users, they shows that these two variables have negative effects. Therefore, further research is needed to examine this relationship.

Hypothesis 3d (H3d) which states that "Attitude to Use has an influence on Continuance Intention to Use" is declared accepted because the t-value is 12,760 which is greater than the provisional t-value of 1.96 and the p-value is 0.000 which is smaller than the provisional p-value 0.05. In addition, the resulting path coefficient of 0.548 shows a positive effect of Attitude to Use on the OTT platform on Continuance Intention to Use, which is in line with research conducted by Lestari, E. D., & Soesanto, O. R. C. (Lestari & Soesanto, 2020), which states that Attitude to use has a positive effect on Continuance Intention to Use. This research also shows that the majority of respondents have opinions after using the OTT platform, and later attitudes will emerge that make respondents intend to reuse the OTT platform

as an entertainment provider.

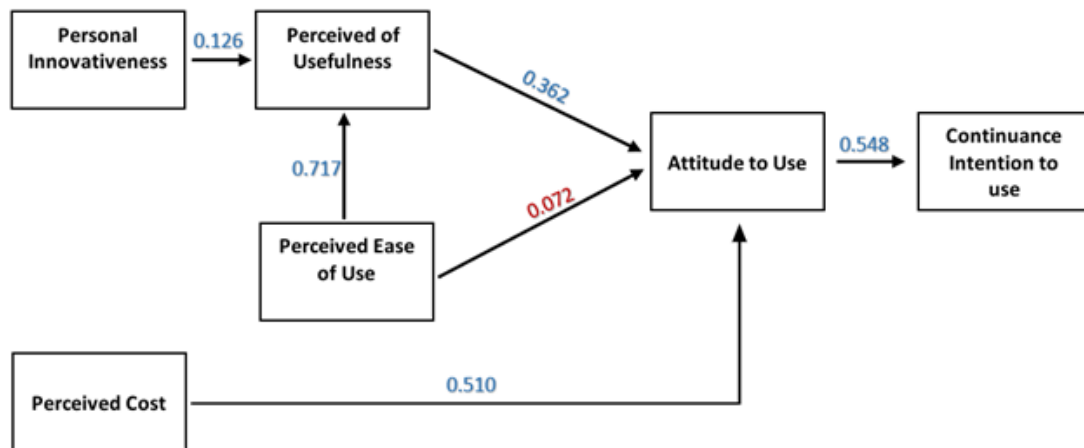


Fig. 2. Path Coefficient

## 5. Conclusion

From this study, it was found that the Personal Innovativeness as an external variable in the Technology Acceptance model, has a significant influence on the Perceived of Usefulness, meaning that if someone has high Personal Innovativeness, or is willing to try even using the latest technology first than others, then they will increase one's feelings about the usefulness or benefits of this latest technology. The Perceived Ease of Use variable has a significant influence on the Perceived of Usefulness variable in using the OTT platform. From these findings, it means that someone will feel that a technology will be useful or useful for him, if someone has felt that using technology is easy. And the Attitude to use variable which is the variable that mediates Perceived usefulness, Perceived Ease of Use and Perceived Cost has an influence on the Continuance intention to use variable in using the OTT platform. That is, someone will want to reuse the OTT platform, if someone has a positive attitude towards the OTT platform. As for how to improve or form a positive attitude towards the OTT platform, namely by providing a platform that gives users a sense of benefit or usability, and the fees charged are considered not to be burdensome to users. This research also shows that only providing an easy-to-use platform will not form a positive attitude towards a platform. In conclusion, back to the research objectives, from this research already found that the factors which influence consumers' decision to sustain their usage of OTT platforms consists of how the consumer feel that the OTT platform is useful (perceived usefulness) and feel worth it for the cost (perceived cost), furthermore to increase the usefulness perception, the OTT platform needs to be innovative (perceived innovativeness) and make the platform become easy to use (perceived ease of use).

OTT industry players can provide movies in real time, increase the efficiency and effectiveness of users in getting entertainment, provide the latest information about films, and so on. Then OTT platform actors also need to pay attention to the costs, namely subscription prices, transaction fees and how to access them. Things like that can improve user attitudes (Attitude to Use) on OTT platforms. Meanwhile, if the OTT platform industry players only provide convenience on their platforms, they will be inferior to their competitors who have considered the Perceived Usefulness and Perceived Cost aspects. For further research, you can add variables that are related to the topic so that they can help explain the research model more broadly, such as the gamification. This study has limitations in the number of respondents with an unequal gender (94.6% female majority). So it cannot directly limit the number of both sexes to be balanced. Therefore, for further research it can be tried on a balanced sample of women and men so that one side is not dominant. This study has not included moderating variables such as gender, age, or occupation to provide a clearer picture of the topics discussed. Furthermore, it is necessary to re-examine the effect of the Perceived Ease of Use variable on the Attitude to Use variable and also the Perceived Cost variable on Attitude to Use, because different findings were found in several studies.

## References

- Ali A., Narongsak T.T., & Abdul R.A. (2020), Strategic Imperatives of Mobile Commerce in Developing Countries: The Influence of Consumer Innovativeness, Ubiquity, Perceived Value, Risk, and Cost on Usage, *Journal of Strategic Marketing*, 1– 21.
- Abu A.F. & Margaret. L.S. (2020), Ride-Hailing Apps' Continuance Intention among Different Consumer Groups in Indonesia: The Role of Personal Innovativeness and Perceived Utilitarian and Hedonic Value. *Asia Pacific Journal of Marketing and Logistics*.
- Adjust. Penjelasan tentang pemasaran OTT bagi brand dan pemasar. Adjust. Retrieved August 17, 2022, from <https://www.adjust.com/id/glossary/ott-over-the-top/>
- Astha S.G. & Jaydeep M. (2022), Long-term changes in consumers' shopping behavior post-pandemic: an exploratory study, *International Journal of Retail & Distribution Management*, Vol. 50, No. 12, 1518-1534.
- Big Alpha. Bagaimana Masa Depan Video on Demand (Netflix, Vidio, VIU) Pasca Pandemi? Retrieved March 5, 2023, from <https://bigalpha.id/news/bagaimana-masa-depan-video-on-demand-netflix-vidio-viu-pasca-pandemi> (2021)
- Cham T.H., Low S.C, Lim C.S., Aye A.K., & Raymond. L.L.B, (2018), Preliminary Study on Consumer Attitude towards Fintech Products and Services in Malaysia. *International Journal of Engineering & Technology*, Vol. 7, No. 2.29, 166-169.
- Dery M.Y. & Zulfitri. (2021), Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category, *European Journal of Business and Management Research*, Vol. 6, No. 6, 266-270.
- Diana F.P., Dario B., & Kai F. (2022), A Protection-Motivation Perspective to Explain Intention to Use and Continue to Use Mobile Warning Systems, *Business & Information Systems Engineering*, Vol. 64, No. 2, 167-182.
- Elissa D.L., Oei. R.C.S. (2020), Predicting Factors That Influence Attitude to Use and Its Implications on Continuance Intention to Use SVOD: Study on Netflix Users of Indonesia. *DeReMa (Development Research of Management): Jurnal Manajemen*, Vol. 15, No. 2, 183-208.
- Fumei W., Rong J.Y., Hann J.H., & Hui M.S. (2018), A TAM-Based Study of The Attitude towards Use Intention of Multimedia among School Teachers, *Applied System Innovation*, Vol. 1, No. 3, 36, 1-9.
- H. Febrianto, Konsumen RI paling banyak akses platform OTT selama pandemi. Ekbis Sindonews.com. <https://ekbis.sindonews.com/read/370298/34/konsumen-ri-paling-banyak-akses-platform-ott-selama-pandemi-1616169809> (2021)
- H. Nurhayati-Wolff, Indonesia: online media consumption by type 2020. Statista. Retrieved August 17, 2022, from <https://www.statista.com/statistics/803554/online-activities-with-smartphones-indonesia> (2021)
- H. Nurhayati-Wolff, Indonesia: number of internet users 2026. Statista. Retrieved August 17, 2022, from <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/> (2022)
- Hanifa P.H. & Kiki S. (2022), The Influence of Digital Literacy and Digital Capability on Personal Innovativeness on Final Year Student of Telkom University. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, Vol. 5, No. 2, 10376-10383.
- Inayatullah F.M. & Hapzi A. (2021), Determination Attitude toward Using and Purchase Intention Analysis of Perceived Ease of Use and Perceived Usefulness (Case Study of Instagram Shop's Features on Social Media). *Dinasti International Journal of Management Science*, Vol. 3, No. 1, 119-133.

J. F. Hair, J. J. Risher, M. Sarstedt, C. M. Ringle, When to use and how to report the results of PLS-SEM Abstract. *European Business Review*, 31(1), 2–24 (2018)

Kaneenika, J. (2021), The Rise of OTT Platform: Changing Consumer Preferences. *EPRA International Journal of Multidisciplinary Research*, Vol. 7, No. 6, 257-261.

Karla S.B., Sofia R.C., Ahmad S.A.A., & Sergio Z.J. (2021), University Students Intention to Continue Using Online Learning Tools and Technologies: An International Comparison, *Sustainability*, Vol. 13, No. 24, 1-23.

Mei H.P. & Hsin G.H. (2021), An Empirical Study to Explore The Adoption of E-Learning Social Media Platform in Taiwan: An Integrated Conceptual Adoption Framework Based on Technology Acceptance Model and Technology Threat Avoidance Theory, *Sustainability*, Vol. 13, No.17, 9946, 1-14.

Muhaimin, Akhmad H., Amirul M., Robin P., Asrial, & Harlina H. (2019), Predicting Factors Affecting Intention to Use WEB 2.0 in Learning: Evidence from Science Education. *Journal of Baltic Science Education*, Vol. 18, No. 4, 595-606.

Nagarajan S. & Martina M. (2022), Exploring The Marketing Related Stimuli and Personal Innovativeness on The Purchase Intention of Electric Vehicles through Technology Acceptance Model, *Cleaner Logistics and Supply Chain*, Vol. 3, 100029.

P. Agustini, Warganet meningkat, Indonesia perlu tingkatan nilai budaya di internet. Ditjen aptika. Retrieved August 17, 2022, from <https://aptika.kominfo.go.id/2021/09/warganet-meningkat-indonesia-perlu-tingkatkan-nilai-budaya-di-internet/> (2021)

Patrick A. (2018), Technology Acceptance Model Limitations and Criticisms: Exploring The Practical Applications and Use in Technology-Related Studies, Mixed-Methods, and Qualitative Researches, *Library philosophy and practice*, 1941, 1-13.

Phan H.H. (2023), Mobile Banking Adoption of Low-Income Customer: A Combination between Theory of Planned Behavior and Technology Acceptance Model, *Journal of Logistics, Informatics and Service Science*, Vol. 10, No. 1, 388-402.

Putu Y.S. & Anak A.B.P.W. (2021), The Effect of Trust on Travel Agent Online Use: Application of The Technology Acceptance Model. *International Journal of Data and Network Science*, Vol. 5, No.3, 173-182.

Ribut B., Zeplin J.H.T., Hotlan S., Liem S.L., Dwi S., & Jenny M. (2022), The Effects of Perceived Ease of Use, Usefulness, Enjoyment and Intention to Use Online Platforms on Behavioral Intention in Online Movie Watching during The Pandemic Era, *International Journal of Data and Network Science*, Vol. 6, 253-262.

Samala N., Soumya S. & Yasa V. R. (2021), Factors affecting consumers' willingness to subscribe to over-the-top (OTT) video streaming services in India, *Technology in Society*, Vol. 65, No. 101534, 1-7.

Taejung K. & Weisheng C. (2019), Consumer Acceptance of Sports Wearable Technology: The Role of Technology Readiness, *International Journal of Sports Marketing and Sponsorship*, Vol. 20, No. 1, 109-126.

The Trade Desk. The 2022 Future of TV report from Kantar and The Trade Desk. The Trade Desk. Retrieved August 17, 2022, from <https://www.thetradedesk.com/us/news/the-biggest-advertising-opportunity-in-southeast-asia-is-on-ott> (2021)

Theresa M.R. & Cristopher S.K. (2021), Bridge The Gap: Consumers' Purchase Intention and Behavior Regarding Sustainable Clothing, *Journal of Cleaner Production*, 1-36.

Thiruchelvi, A. An investigation on the role of perceived ease of use, perceived use and self efficacy in determining continuous usage intention towards an e-learning system, *The online journal of distance education and e-learning*, Vol. 7, No. 4, 268-276.

Ufuk C., Oguzhan I. & Hulya T. (2019), Understanding The Intention to Use Netflix: An Extended Technology Acceptance Model Approach, *International Review of Management and Marketing*, Vol. 9, No.6, 152–157.

Yuzong Z., Hui W., Zhen G., Mingli H., Yongtao P. & Yongrui G. (2022), Online Reservation Intention of Tourist Attractions in The COVID-19 Context: An Extended Technology Acceptance Model, *Sustainability*, Vol. 14, 10395, 1-17.

## APPENDIX

Table 4. Results of validity, convergent and reliability tests

Variabel (Item)	Convergent Validity		Discriminant Validity	
	Factor Loading	AVE	Cronbach's alpha	Composite Reliability
<b>Perceived of Usefulness (PU)</b>		<b>0.591</b>	<b>0.861</b>	<b>0.865</b>
Pu <sub>1</sub>	<b>0.810</b>			
Pu <sub>2</sub>	<b>0.740</b>			
Pu <sub>3</sub>	<b>0.789</b>			
Pu <sub>4</sub>	<b>0.748</b>			
Pu <sub>5</sub>	<b>0.721</b>			
Pu <sub>6</sub>	<b>0.798</b>			
<b>Perceived Ease of Use (PE)</b>		<b>0.703</b>	<b>0.896</b>	<b>0.910</b>
PE <sub>1</sub>	<b>0.878</b>			
PE <sub>2</sub>	<b>0.833</b>			
PE <sub>3</sub>	<b>0.882</b>			
PE <sub>4</sub>	<b>0.781</b>			
PE <sub>5</sub>	<b>0.814</b>			
<b>Attitude to Use (ATU)</b>		<b>0.666</b>	<b>0.833</b>	<b>0.835</b>
ATU <sub>1</sub>	<b>0.808</b>			
ATU <sub>2</sub>	<b>0.845</b>			
ATU <sub>3</sub>	<b>0.831</b>			
ATU <sub>4</sub>	<b>0.780</b>			
<b>Continuance Intention to Use (CIU)</b>		<b>0.619</b>	<b>0.846</b>	<b>0.855</b>
CIU <sub>1</sub>	<b>0.814</b>			
CIU <sub>2</sub>	<b>0.868</b>			
CIU <sub>3</sub>	<b>0.773</b>			
CIU <sub>4</sub>	<b>0.735</b>			
CIU <sub>5</sub>	<b>0.737</b>			
<b>Personal Innovativeness (PI)</b>		<b>0.733</b>	<b>0.816</b>	<b>0.825</b>
PI <sub>1</sub>	<b>0.780</b>			
PI <sub>2</sub>	<b>0.910</b>			
PI <sub>3</sub>	<b>0.874</b>			
<b>Perceived Cost (PC)</b>		<b>0.734</b>	<b>0.879</b>	<b>0.881</b>
PC <sub>1</sub>	<b>0.848</b>			
PC <sub>2</sub>	<b>0.876</b>			
PC <sub>3</sub>	<b>0.870</b>			
PC <sub>4</sub>	<b>0.832</b>			