

Understanding User Preferences for Video-on-Demand Platforms: A Conjoint Analysis of Attributes Impacting Adoption in Indonesia

Ni Made Aulia Sinta Dewi, Tanty Oktavia

Information System Management Department, BINUS Graduate Program – Master of Information System Management, Bina Nusantara University, Jakarta, Indonesia 11480

ni.dewi004@binus.ac.id; toktavia@binus.edu

Abstract. Video on Demand (VoD) platforms are experiencing rapid popularity, but user adoption rates in Indonesia remain low. Despite the growing user base in Indonesia, this delay indicates that there is untapped market potential. Therefore, the main objective of this research is to gain a deep understanding of user preferences in selecting Video on Demand (VoD) streaming platform services in Indonesia. Additionally, this study aims to evaluate the factors influencing users' decisions in using VoD services, such as content quality, price, ease of use, and other variables. This research uses conjoint analysis to analyze preferences for key VoD service attributes among 412 Indonesian consumers. The attributes analyzed are content type, video quality, subtitles, payment model, and ease of use. The results show that subscription payment, film genre, Full HD quality, regional subtitles, and intuitive interface are the most preferred. These findings imply that platforms capable of offering outstanding streaming quality and flexibility with reasonable subscription rates can successfully attract user preferences in this market. By aligning services with preferred attributes such as film content and intuitive navigation, VoD providers can increase interest among Indonesian consumers.

Keywords: Video on Demand, User Preference, Conjoint Analysis

1. Introduction

In the era of digital digitization, the Internet has become an important part of daily life in Indonesia, facilitating learning, work, and entertainment, including video streaming. Video on Demand (VoD) is an audiovisual content delivery service that allows users to select and watch videos or audiovisual content according to their preferences, without having to adhere to predetermined broadcasting schedules (Robert Robertson, 2015). There are three types of video-on-demand in Indonesia, namely SVOD (subscription video-on-demand), TVOD (transactional video-on-demand), and AVOD (advertising-based video-on-demand). VoD services like Netflix, Disney+ Hotstar, and HBO Max have experienced significant global growth. Based on data from (FlixPatrol, 2023a), In Indonesia, Disney+ leads with 6,000,000 subscribers, followed by Netflix with 4,000,000, and HBO Max with 150,000.

Based on data from Disney+, Netflix, and HBO Max subscribers in the World (FlixPatrol, 2023b) a graph of the number of users each year is presented. In 2021 the number of Disney+ users will reach 129,800,000, 221,844,000 Netflix users, and 73,800,000 HBO Max users. While the number of users will increase for the Netflix and HBO Max platforms in 2022 and 2023, wherein 2022 and 2023 Netflix users will reach 230,930,000 users and 232,500,000 users, for HBO Max it will reach 81,000,000 and 82,600,000 users.

Although the growth of VoD users is significant globally, the percentage of Indonesian users relative to the total population remains low. On the Disney+ platform, Indonesia has the lowest percentage at 2.13%, far below Australia which ranks first with 14.01%. Similarly, for Netflix platform usage, only 1.42% of the total population of Indonesia. Only 0.05% of HBO Max users in Indonesia out of the total population.

Some of the data above may indicate that individual intent to use Video on Demand services is still relatively low, prompting users to consider several factors before deciding to use the service. These factors include service integrity, available content, high-quality content, various types of content, subtitles, the type of payment model used, and the ease of using platform functions. Therefore, the ultimate goal of this research is to gain a deep understanding of user preferences in selecting Video on Demand (VoD) streaming platform services in Indonesia. Additionally, this study aims to evaluate the factors influencing user decisions in using VoD services, such as content quality, pricing, ease of use, and other variables. As in the research conducted by (Jiyoung Cha, 2013), it has significant relevance in the context of changes in consumer behavior related to media and entertainment, as well as the importance for content providers and broadcasters to understand the preferences and factors influencing the use of these platforms.

2. Literature Review

2.1. Video on Demand (VoD)

Video on Demand (VoD) has emerged as a prominent form of entertainment media in the realm of video streaming. It provides users with the flexibility to select and view video or audiovisual content according to their preferences, free from predetermined broadcasting schedules. This concept has evolved from media convergence, integrating various forms of media such as television and film with information and communication technology (Shadia Imanuella Pradsmadji, 2020). VoD comes in three main variants: Subscription Video on Demand (SVOD), Transactional Video on Demand (TVOD), and Ad-based Video on Demand (AVOD). SVOD operates on a subscription basis, offering users the freedom to stream videos anytime, anywhere, without contractual obligations (Wayne, 2018). In Europe, SVOD services have significantly impacted the audiovisual market, prompting traditional players to adapt their strategies (Grece, 2021). TVOD operates on a pay-per-view model, providing users with single or limited access to content for a specified duration (Mads Kaysen, 2015). Platforms like Google

Play and iTunes offer TVOD services. AVOD, on the other hand, is a free service supported by advertisements, exemplified by platforms like YouTube (Grece, 2021).

2.2. User Preference

Preference is a choice made by a user/consumer among a wide selection of products and services with a variety of different options. Meanwhile, according to (G Armstrong, 2013) user preference is the consumer's attitude toward choosing a product or service, which arises from an evaluation of the various options available. Therefore, companies that offer products or services need to know the factors that can influence user preferences (Rutinaias, 2021). Some of these factors include:

- **Quality:** The degree to which a product or service provides satisfaction to users is an important consideration when making purchasing decisions.
- **Appearance:** A unique appearance that is different from the others can influence a user's decision when choosing a certain product or service.
- **Price:** Price differences, even if the benefits are the same as similar products or services, can be an important consideration for users before deciding to purchase.
- **Distinctive characteristics:** The uniqueness of each product or service compared to the competition can attract attention and influence user preferences.

A good understanding of user preferences is key to providing added value to consumers and creating successful products or services in a competitive market. An in-depth analysis of these preferences can help companies optimize their marketing and product development strategies, so they can meet consumer expectations and compete effectively in the market).

2.3. Conjoint Analysis

Conjoint Analysis is a research method that identifies attribute elements and their levels to understand consumer preferences for a product or service (Song et al., 2009). Conjoint analysis is based on the belief that complex decisions involve not only one attribute but several attributes and their levels are considered JOINTly, hence the term conjoint (Milena Popović, 2018). The process involves identifying relevant attributes and levels, designing attribute combinations, collecting respondent evaluations, analyzing data, and interpreting results (Naresh Malhotra, 2010). Based on the results of this joint analysis, companies can identify the combination of attributes most desired by the market. Therefore, this analysis can be used to measure consumer sensitivity to changes in attributes, such as price increases or changes in product features in a company.

2.4. Previous Studies

In research conducted by (Gimpel, 2015), that analyzed and provided insights into changes in the video entertainment ecosystem, there were three main questions related to the future of the video business. One of those questions is: "Who will dominate the video market as the transformation progresses?" The answer to this question suggests the possibility that content producers will remain in power and that large media companies offering different types of content will become more powerful. Additionally, there are predictions of power competition between the companies that manage search, matching people with the content they want. Therefore, video service platforms should focus on producing exclusive content and entering into exclusive licensing agreements. Likewise, production companies are recommended to seek agreements to produce content that can be transmitted through multiple media.

The study conducted by (Dennis Oskarsson, 2021) analyzes the influence of perceived values on consumer decision-making in selecting subscription video-on-demand (VoD) services. Through multiple case studies, this research identifies several values that are most important to consumers, such as content quality, availability of relevant content, user convenience, appropriate pricing, and enjoyable user experience. The study also highlights that preferences for perceived values can vary among

consumers. The findings of this research provide valuable insights for VoD service providers in enhancing their services and optimizing marketing strategies to increase customer satisfaction.

Another study (Kim et al., 2017) focused on testing the willingness to pay for Over-The-Top (OTT) services in China and Korea. OTT is a digital content service that utilizes the Internet without involving conventional service providers (Federal Communication Commission, 2015). The authors identified several crucial attributes of OTT services, including recommendation system, resolution, and display options. According to the research findings, the attribute that most influences the willingness to pay (WTP) of Chinese consumers is resolution, followed by the recommendation system, and lastly, display options. This indicates that OTT service providers in China can market their services by offering UHD content resolution. In contrast to China, in Korea, the most important attribute influencing consumer WTP is the recommendation system, followed by display options, and lastly, resolution. This is due to a significant increase in the quantity of content used as a marketing strategy by OTT service providers.

3. Methodology

3.1. Data Collection

In this study, to obtain the necessary data completeness for the analysis, the data collection technique used was questionnaire distribution. This questionnaire includes several statements given to active users of VoD service platforms aged 17-55 years in Indonesia. The method used in this Conjoint Analysis utilizes metric data, which is data obtained from the ratings or scores of each combination of attribute levels (stimuli) by respondents. Ratings or scores can be given using a Likert scale ranging from 1, indicating "Strongly Dislike," to 5, indicating "Strongly Like".

3.2. Conjoint Design

Conjoint analysis is used to analyze consumer decisions in selecting or purchasing products by considering the characteristics of each attribute. Furthermore, in this conjoint analysis, respondents will be asked to evaluate the outcomes of various combinations of attributes and their levels. The attributes and levels selected in this research method are based on considerations relevant to the research objectives and the characteristics desired to be learned about user preferences for VoD service platforms. Based on user opinions presented in the above background, various attributes can be used as material to determine user preferences for VoD service platforms. Among them are user preferences related to the types of content they prefer, such as LIVE/Sports, Reality, Movies, and Music. The diversity of content types like LIVE/Sports, Reality, Movies, and Music is an essential aspect in determining user preferences for VoD platforms. Users have different preferences depending on the type of content they enjoy, making it important for service providers to understand these preferences. Additionally, by knowing the types of content users prefer, platform providers can design and display content based on user preferences.

Then, the second attribute relates to the quality of content. Content quality is a crucial factor that affects user experience. In this regard, considering resolution levels such as Standard Definition, High Definition, and Full HD will assist VoD service providers in delivering content of appropriate quality according to user preferences. Another attribute is Subtitles, where users prefer to use subtitles in English or based on region (Indonesian). The inclusion of subtitle options in English or regional languages like Indonesian is an important consideration because it aids in enhancing accessibility and understanding of the content presented, especially for those who do not speak the native language of the content. Furthermore, the payment model is also utilized as an attribute of each user's preference so that VoD service providers can ascertain the type of payment model preferred by users. Payment model options such as Subscription, Pay-Per-View, Advertising-Supported, and Hybrid reflect user preferences for how they access and pay for content. Understanding these preferences will help service

providers in designing payment strategies that align with user needs and preferences.

The last attribute is the user interface, where ease of use is a critical factor in enhancing user experience. Observing whether users prefer a platform that is easy to use or not will aid service providers in improving the design and user experience of their platform. Additionally, the selection of these attributes and levels is based on a study conducted by (Rahul Sharma, 2019), the growth potential of the video-on-demand (VOD) market in Asia, especially in China and India, was analyzed. To achieve success in the Indian market, companies are advised to implement proper pricing strategies and make program schedules accordingly. Some of the key attributes that influence VOD customer preferences in India include type of content, payment model, nature of content, and language. The payment model is considered the most important attribute for the average consumer of VoD services in India, followed by the nature of the content, type of content, and language. Thus, this research shows that the main focus of Indian consumers is on payment models, reflecting their preference for the concept of value for money. Another relevant study is conducted by (Paul E. Green and V. Srinivasan, 1990). They use conjoint analysis to identify consumer preferences for attributes across various products. Their research findings indicate that attributes such as brand, price, and product features significantly influence consumer purchasing decisions. This underscores the importance of considering relevant attributes in designing product and marketing strategies. And the research conducted by (Nissa et al., 2020), aims to identify consumer preferences regarding Netflix services and evaluate the various attributes contained in this service. The main objective of this research is to determine the attributes that consumers like the most and what attributes drive people's interest in subscribing to Netflix services. Based on the results of the analysis, it can be concluded that, in general, consumers' preferences for Netflix are based on the most important value of the perceived price attribute. Thus, these results show that respondents give high priority to the price aspect, considering that Netflix offers several pricing options that can be adapted to consumer needs

By referring to this literature, research on user preferences for VoD service platforms can gain valuable insights into the most important attributes for consumers. This can assist VoD service providers in designing a better user experience and optimizing their marketing strategies to enhance the attractiveness of their products in the market.

Table 1. Attributes and their Levels

Attribute	Level
Content Nature	LIVE/Sports
	Reality
	Movies
	Music
Quality of Content	Standard Definition
	High Definition
	Full HD
Subtitles	English
	Regional
Payment Model	Subscription
	Pay-Per-View
	Advertising-Supported
	Hybrid
User Interface	The platform is easy to use
	The platform is difficult to

	use
--	-----

3.3. Statistical Analysis

In this research, once the operational variables have been established, the next step involves creating stimuli using an orthogonal design in IBM SPSS software version 20. An orthogonal design ensures that each level of each attribute appears an equal number of times and is balanced across all combinations, thereby eliminating bias in the evaluation process.

Specifically, 16 combinations of stimuli are generated, which represent different combinations of attribute levels. These combinations are carefully crafted to cover the full range of possibilities across the selected attributes and their respective levels. For example, each combination might include a different combination of content nature, quality of content, subtitles, payment model, and user interface. After the stimuli are generated, respondents are asked to evaluate each combination using a 5-point Likert scale. The Likert scale ranges from 1, indicating "Strongly disagree," to 5, indicating "Strongly agree." This scale allows respondents to express their opinions and preferences regarding each combination of attributes and levels. By collecting responses using the Likert scale, researchers can quantify the preferences of respondents for different combinations of attributes. This data can then be analyzed statistically to identify patterns and relationships between the attributes and levels, as well as to determine the relative importance of each attribute in influencing respondents' preferences.

Overall, this approach allows researchers to systematically explore how different combinations of attributes affect respondents' preferences for VoD service platforms and provides valuable insights for optimizing platform design and marketing strategies.

Table 2. Stimulus

Combination	Content Nature	Quality of Content	Subtitles	Payment Model	User Interface
1	Movies	High Definition	Regional	Subscription	The platform is difficult to use
2	Music	Standard Definition	Regional	Hybrid	The platform is difficult to use
3	LIVE/ Sports	High Definition	English	Hybrid	The platform is difficult to use
4	Movies	Full HD	English	Advertising-Supported	The platform is difficult to use
5	LIVE/ Sports	Standard Definition	Regional	Advertising-Supported	The platform is easy to use
6	Movies	Standard Definition	English	Pay-Per-View	The platform is easy to use
7	Music	Standard Definition	English	Pay-Per-View	The platform is difficult to use
8	LIVE/ Sports	Standard Definition	English	Subscription	The platform is easy to use
9	Music	Full HD	Regional	Subscription	The platform is easy to use

Combination	Content Nature	Quality of Content	Subtitles	Payment Model	User Interface
10	Reality	Standard Definition	Regional	Advertising-Supported	The platform is difficult to use
11	Music	High Definition	English	Advertising-Supported	The platform is easy to use
12	LIVE/Sports	Full HD	Regional	Pay-Per-View	The platform is difficult to use
13	Reality	Full HD	English	Hybrid	The platform is easy to use
14	Reality	Standard Definition	English	Subscription	The platform is difficult to use
15	Reality	High Definition	Regional	Pay-Per-View	The platform is easy to use
16	Movies	Standard Definition	Regional	Hybrid	The platform is easy to use

4. Results and Discussion

4.1. Respondent Profile

Data was collected using Google Forms to create surveys and distributed through social networks such as Instagram, Twitter, Telegram, Whatsapp, and Line to obtain responses from respondents. This questionnaire contains several questions on the profile of the respondent and several options for statements of the stimulus results regarding the VoD service platform that respondents can rate according to their preferences. From the data collection that has been carried out, 412 respondents use VoD services out of a total of 458 respondents. There were 265 female respondents (64%) and 147 male respondents (36%), with 75% of respondents having an average age of 17 to 25 years, followed by those aged 26 to 35 years, i.e. 17%, respondents. Then there were 5% of respondents aged 36 to 45 years and 3% of respondents aged 46 to 55 years. The VoD platform most used by respondents is Netflix, where up to 362 users use this platform. Disney+ followed, with 246 respondents using it. And thirdly, 71 respondents used the HBO Max platform. Apart from that, the additional platforms used by the respondents are Vidio, Viu, Prime Video, WeTv, Youku, Iqiyi, and YouTube Premium. Of these platforms, of course, respondents must pay monthly subscriptions and, of course, prices vary: 67% of respondents pay monthly costs for VoD service platforms of around Rp. 25,000 - Rp. 100,000. Then, up to 24% of respondents chose to spend more than Rp. 100,000. And up to 9% of respondents spent less than Rp. 25,000. When subscribing to the VoD service platform, the majority of respondents (96%) made their usage decisions based on their own decisions, and 4% of respondents made decisions based on their family.

4.2. Utility Estimate Result

The following are the results of the Utilities and Coefficients that have been carried out:

Table 3. Utilities and Coefficients

Attribute	Level	Utility Estimates	Std. Error
Content Nature	LIVE/Sports	-0.146	0.054
	Reality	-0.036	0.054
	Movies	0.106	0.054

Attribute	Level	Utility Estimates	Std. Error
	Music	0.077	0.054
Quality of Content	Standard Definition	-0.088	0.042
	High Definition	-0.028	0.049
	Full HD	0.115	0.049
Subtitles	English	-0.025	0.031
	Regional	0.025	0.031
Payment Model	Subscription	0.171	0.054
	Pay-Per-View	-0.283	0.054
	Advertising-Supported	0.022	0.054
	Hybrid	0.091	0.054
User Interface	The platform is easy to use	0.317	0.031
	The platform is difficult to use	-0.317	0.031
(Constant)		3.525	0.033

Table 3 presents the SPSS output in this study, wherein the highest Utility Estimate values for the Content Nature variable are observed for Movies (0.106). This signifies that respondents or users of VoD services in this research prefer content categorized as Movies over Live/Sports, Reality, and Music. Moving on to the Quality of Content variable, the highest Utility Estimate value is attributed to Full HD (0.115), indicating a preference among respondents or VoD service users for content with Full HD quality. Regarding the Subtitles variable, the highest Utility Estimate is associated with Regional (0.025), suggesting that respondents or users of VoD services in this study prefer watching content with regional subtitles or in the Indonesian language rather than in English. As for the Payment Model variable, the highest Utility Estimate is linked to Subscription (0.171), signifying that respondents or users of VoD services in this study lean towards subscription-based models. Lastly, in the User Interface variable, the highest Utility Estimate value is assigned to Platform Easy to use (0.317), implying that respondents or users of VoD services in this research favor platforms that are easy to navigate compared to those that are more challenging to use.

4.3. Credibility Test

Table 4 presents the results of the Pearson R and Kendall Correlations values obtained in this study, each of which has a value of 0.984 and 0.941 with a significance value for both of them 0.000. Because the requirement for a significance test with a value of <0.05 can be stated as a fairly strong correlation, it can be concluded that the data obtained can be stated to have a fairly strong correlation. The number of samples collected in this research was 412 respondents who used VoD services out of a total of 458 respondents who completed the online survey of this research. There were 265 female respondents (64%) and 147 male respondents (36%), with 75% of respondents having an average age of 17 to 25 years, followed.

Table 4. Correlations

	Value	Sig.
Pearson's R	0.984	0.000
Kendall's tau	0.941	0.000

a. Correlations between observed and estimated preferences

4.4. Result of Relative Importance Rank

In Table 5, the ranking between the five attributes is presented according to user preferences. The first ranking is the ranking considered the most important or most influential, while the fifth ranking is the ranking considered the least important or least influential. Based on the analysis results, the Payment Model attribute is the first and most important ranking attribute in users' decisions to subscribe to VoD services with an importance value of 27.418. Then followed by the Content Nature attribute which is the second most important attribute with an importance value of 25.250. The third position is the User Interface whose importance value is 21.627. After that, the fourth rank has Content Quality, namely 17.415 and the attribute that is considered not very important or is ranked fifth is Subtitles with an importance value of 8.291.

Table 5. Averaged Importance Score

Attribute	Relative Importance	Rank
Content Nature	25.250	II
Quality of Content	17.415	IV
Subtitles	8.291	V
Payment Model	27.418	I
User Interface	21.627	III

4.5. Data Interpretation

The attribute that is considered most important in the use of VoD services, according to user responses in this research, is the payment model. Due to the significant utility value of this payment model attribute. The Payment Model at the Subscription level shows the highest level of utility, reaching a value of 0.171. Meanwhile, at other levels of this attribute, Hybrid has a utility value of 0.091, Advertising Supported is around 0.022 and Pay-Per-View has the lowest utility level i.e. -0.283. Therefore, the Subscription model allows users to access unlimited content with greater flexibility, allowing them to enjoy various programs, movies, or other content without having to pay each time for access. When users experience the added value, financial benefits, and convenience of Subscription, they are more likely to choose this option as their top preference when using VoD services. This option can build long-term relationships between businesses and users, support customer loyalty, and increase user retention. Furthermore, the interpretation of these results aligns with the research objective of understanding users' preferences regarding their most preferred payment model.

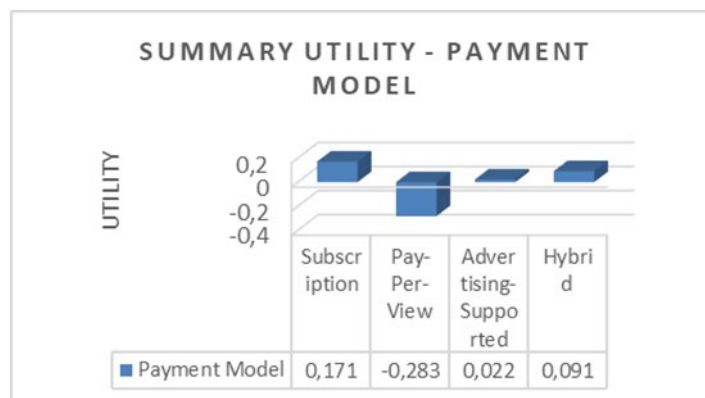


Fig. 1: Payment Model Attribute Utility Level

Content Nature is the second most important attribute compared to other attributes. Each level of this attribute has a different utility value, with the Movies level having the highest utility value of 0.106. This value exceeds three other levels: Music by 0.077, Reality (-0.036), and LIVE/Sports (-0.146). Therefore, users of the VoD service show a preference for content categorized as Movies. The Movies category covers a variety of genres, including drama, action, comedy, horror, and more. This allows users to personalize their content based on their preferences. Furthermore, user preferences for the “Movies” category provide valuable information for VoD service providers to design and select content that matches users' desires and expectations. This way, companies can optimize their content portfolio and improve the overall user experience. The interpretation of these results is beneficial for VoD service providers to adjust their content offerings to match user preferences dominated by the film genre.

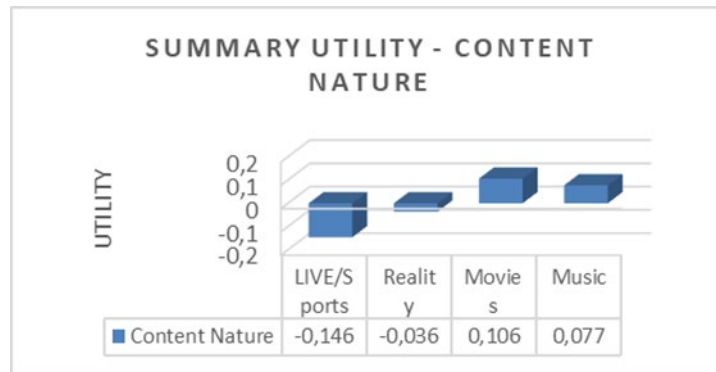


Fig. 2: Content Nature Attribute Utility Level

User interface attributes are included in the third category of influence level that is significant for users in this study when using VoD services. There are two levels of this attribute, namely platforms that are easy to use and platforms that are difficult to use, and each level has a utility value of 0.317 and -0.317. Therefore, it is clear that users prefer platforms that are easier to use, that can increase efficiency and provide them with convenience. An easy-to-use user interface is key to creating a positive experience and ensuring users can explore and enjoy the service with minimal friction. Companies that can provide an intuitive and efficient user interface will gain an advantage in retaining and attracting new users. This interpretation provides insights for service providers to enhance their user interfaces to improve user experience.

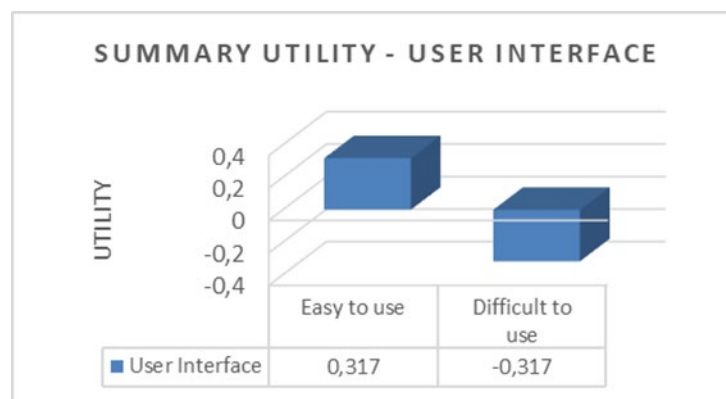


Fig. 3: User Interface Attribute Utility Level

Then, user preferences for VoD services are reflected in the utility value at the Quality of Content level, where Full HD is the favorite option with a value of 0.115. In contrast, the qualities of high definition and standard definition have negative utility values of -0.028 and -0.088, respectively. The selection of Full HD as the user's preference in this study may reflect their desire to experience the highest quality in their viewing experience. Full HD quality content not only provides better aesthetics, especially for visual content such as movies, TV shows, or streaming videos but also creates a professional and high-quality impression. Therefore, companies must take steps to ensure that the content they offer has optimal visual quality to meet user expectations and satisfaction. This interpretation can help service providers to focus on offering high-quality content to meet users' expectations and satisfaction.

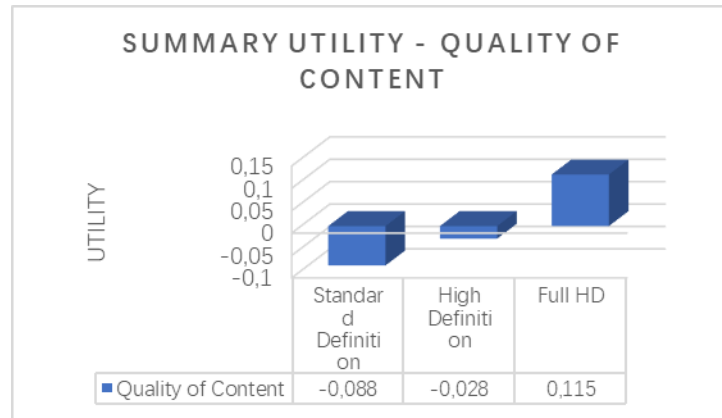


Fig. 4: Quality of Content Attribute Utility Level

The attribute that is considered least significant is the Subtitle. The attribute of subtitles has minimal influence because the utility value for English subtitle usage is nearly the same as usage without subtitles (utility value approaching zero). This shows that the presence of subtitles does not influence the respondents' decision to use VoD services. However, the research results show that the subtitles most frequently used by respondents or users in this study are regional or Indonesian, with a utility value reaching 0.025. In contrast, using English subtitles has a utility value of -0.025. By selecting regional subtitles as a preference, users can get a better accessibility and content viewing experience, especially for those who prefer certain languages. To improve the user experience, service providers should consider the variety of their captioning options and understand the cultural needs and preferences of their users. This interpretation provides insights into the importance of providing subtitle variations to meet cultural needs and user preferences.

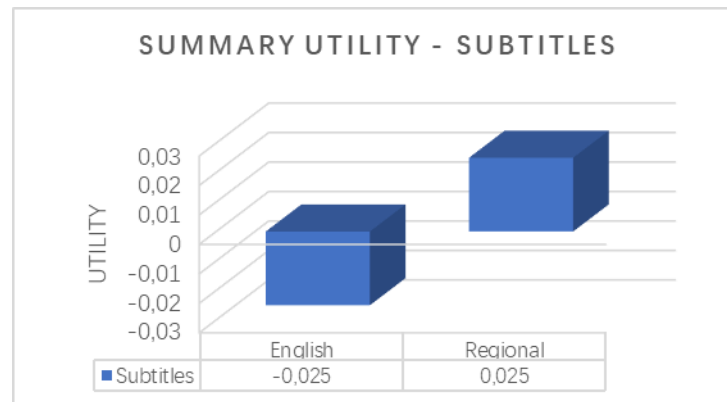


Fig. 5: Subtitle Attribute Utility Level

Therefore, interpreting the output values from this research can provide valuable insights for VoD service providers in designing marketing strategies, product development, and enhancing user experience that aligns with the identified user preferences.

4.6. Implications

Based on the test results using the Conjoint Analysis method that has been conducted, the implications of this research are as follows.

A. Theoretical Implications

Based on the analysis of user preferences using conjoint analysis, the payment model attribute is the most important attribute that can influence users to start using VoD services with an importance level of 27.418. The next attribute is Content Nature (importance level = 25.250), followed by the User Interface attribute with an importance level of 21.627), Quality of Content (importance level = 17.415), and Subtitle (importance level = 8.291).

From the results of the conjoint analysis, consistent with the research conducted by (Rahul Sharma, 2019), it is stated that this payment model symbolizes the preferences of VoD service users in India towards value for money, hence the payment model also has a significant influence when users want to use VoD services. Additionally, this analysis result is also supported by the study conducted by (Nissa et al., 2020) that the highest importance value based on user preferences for the Netflix application is the price attribute, wherein generally the respondents in this study consider various prices so they need to adjust to their needs.

B. Managerial Implications

Managerial implications that can be developed by VoD platform companies include developing more attractive payment strategies and offering a variety of options to meet user needs. Additionally, for user preferences regarding Movie content, companies would be better off focusing on producing and offering compelling movie content for users. Moreover, for user interface preferences, users naturally choose platforms that are easy to use. Therefore, companies need to innovate their user interface to enhance user navigation ease. Regarding the available content quality, companies need to ensure that the content provided has high resolution to provide the best experience to users. As for subtitles, providing them in Bahasa Indonesia can enhance the attractiveness of content for users in Indonesia. Therefore, VoD service providers can offer accurate and diverse translations in the local language.

5. Conclusion

The objective of this research is to identify user preferences regarding Video-on-Demand (VoD) services. In this research, five attributes are analyzed: nature of content, quality of content, subtitles, payment model, and user interface. The data is collected using the full profile method, where users provide a rating or ranking of each stimulus, starting with the most important or of interest to those considered less important or of lesser interest. A total of 412 respondents using VoD services participated in the evaluation of 16 stimulus combinations that had been previously created using an orthogonal design.

The analysis results show that users consider subscription to be the most important and preferred level in the Payment Model attribute. Additionally, Movies is the top preference in the Nature of Content attribute and User Interface is easy to use in the User Interface attribute. Full HD is the preferred option in the Content Quality attribute and Region in the Subtitle attribute. This is consistent with findings from previous research, such as research by (Rahul Sharma, 2019) which states that payment models such as Subscription reflect the preferences of VoD service users in India in terms of value for money, so Payment models have a significant influence on services.

In this study, there are limitations due to very limited time for testing, which has affected the demographic coverage of respondents in this research, so some users from various regions in Indonesia may not be able to provide different preferences regarding VoD services. Therefore, it is hoped that future research can ensure that the research sample represents the VoD user population more broadly by using random sampling techniques and reaching various users from different demographics and geographical regions. Additionally, another limitation is that the data collected in this study is cross-sectional, meaning it depicts user preferences at a specific point in time. This limits the ability to assess changes in preferences over time or identify user behavior trends. Longitudinal data would provide a more comprehensive understanding of how user preferences evolve. Therefore, a suggestion for further research is to conduct longitudinal studies to track changes in user preferences over time. By collecting data at multiple points in time, researchers can gain insights into how preferences evolve in response to changes in technology, market dynamics, or content offerings.

References

Dennis Oskarsson, F. E. & V. S. (2021). Perceived Values of Subscription Video on Demand Services: A multiple case study exploring perceived values' influence on decision-making when selecting subscription video on demand services. *Jonkoping University International Business School*.

- Federal Communication Commission. (2015). *Annual Assessment of the Status of Competition in the Market for the Delivery of Video Programming*.
- FlixPatrol. (2023a). *Streaming Services by Subscribers in Indonesia*. <https://flixpatrol.com/streaming-services/subscribers/indonesia/>
- FlixPatrol. (2023b). *Streaming Services by Subscribers in the World*. <https://flixpatrol.com/streaming-services/subscribers/>
- G Armstrong, P. K. (2013). *Principles of Marketing* (16th Global Edition). Pearson Education.
- Gimpel, G. (2015). The Future of Video Platforms: Key Questions Shaping the TV and Video Industry. *JMM International Journal on Media Management*, 17(1), 25–46. <https://doi.org/10.1080/14241277.2015.1014039>
- Grece, C. (2021). *Trends in the VOD market in EU28 A publication of the European Audiovisual Observatory*.
- Jiyoung Cha. (2013). Predictors of television and online video platform use: A coexistence model of old and new video platforms. *Telematics and Informatics*, 30(4), 296–310.
- Kim, M. S., Kim, E., Hwang, S. Y., Kim, J., & Kim, S. (2017). Willingness to pay for over-the-top services in China and Korea. *Telecommunications Policy*, 41(3), 197–207. <https://doi.org/10.1016/j.telpol.2016.12.011>
- Mads Kaysen. (2015, August). *Understand the “SVOD”, “TVOD” and “AVOD” terms and business models of streaming services like Netflix*. <https://www.linkedin.com/pulse/understand-svod-tvod-avod-terms-business-models-streaming-mads-kaysen>
- Milena Popović, M. and G. S. (2018). A comparative empirical study of Analytic Hierarchy Process and Conjoint analysis: Literature review. *Decision Making: Applications in Management and Engineering*, 1(2).
- Naresh Malhotra. (2010). An applied orientation. *Marketing Research*, 2.
- Nissa, I. A., Susilawati, W., Suseno, N., & Hamdani, N. A. (2020). Netflix Consumer Preference Analysis Keywords. *Jurnal Pendidikan Manajemen Bisnis (Strategic)*, 20(2), 42–46.
- Paul E. Green and V. Srinivasan. (1990). Conjoint Analysis in Marketing: New Developments with Implications for Research and Practice. *Journal of Marketing*, 54(4).
- Rahul Sharma, A. K. (2019). A Conjoint-Based Approach To Consumer Preferences in VoD Services. *International Journal of Engineering and Advanced Technology (IJEAT)*, 8(4C).
- Robert Robertson. (2015). *Cinema and the Audiovisual Imagination: Music, Image, Sound* (Vol. 24). Bloomsbury Academic.
- Rutinaias, H. (2021, January 6). *Pengaruh Preferensi Pelanggan, Perilaku Konsumen Dan Brand Image Terhadap Loyalitas Pelanggan (Studi Kasus pada Pengguna Sepeda Motor Honda CBR di Kalbis Institute, Jakarta Timur)*. <http://repository.stei.ac.id/id/eprint/2850>
- Shadia Imanuella Pradsmadji, I. (2020). Media Convergence in the Platform of Video-on-Demand: Opportunities, Challenges, and Audience Behaviour. *Jurnal ASPIKOM*, 5(1).
- Song, J., Jang, T., & Sohn, S. Y. (2009). Conjoint analysis for IPTV service. *Expert Systems with Applications*, 36(4), 7860–7864. <https://doi.org/10.1016/j.eswa.2008.11.016>

Wayne, M. L. (2018). Netflix, Amazon, and branded television content in subscription video on-demand portals. *Media, Culture and Society*, 40(5), 725–741. <https://doi.org/10.1177/0163443717736118>