ANALYSIS OF THE INFLUENCE OF EWOM, PROMOTION AND EASE OF USE OF DISNEY+ HOTSTAR SERVICES ON SUBSCRIPTION DECISIONS IN JAKARTA CITY

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Abstract: The purpose of this study was to analyze the effect of EWOM, Promotion and Ease of Use on Disney+ Hotstar Subscription Decisions. To obtain all the data needed, the researchers used Primary Data, namely by using an Online Questionnaire. The analytical method in this study used quantitative primary data, the test stages carried out were: Test Validity, Reliability, Normality, Multicollinearity, Heteroscedasticity, t test, F test, Multiple Linear Regression and Coefficient of Determination. The data used in this study used a questionnaire instrument, and 100 respondents collected valid data. The sampling method in this study was Non-Probability Sampling with Purposive Sampling technique. The testing tool used is SPSS Ver 25. The results showed that (1) EWOM and Ease of Use have no partial effect on Subscription Decisions (2) Promotion has a partial effect on Subscription Decisions (3) EWOM, Promotion and Ease of Use have an effect simultaneously on purchasing decisions.

Keywords: *EWOM, Ease of Use, Subscription Decision, Promotion.*

INTRODUCTION

Film is one form of entertainment that can be enjoyed and consumed by anyone. And in obtaining the films they want to watch, people usually visit cinemas or film theaters. However, with the rapid development of technology, it has greatly facilitated community activities where there is no need to go to the cinema or film theater, but can be done at home using smartphones, computers and others.

Currently, people who want to watch movies can do so by using the preferred streaming application, which saves more time and effort. The Film Streaming application is a digital platform containing subscription-based local or foreign films for its users. One of the streaming applications for watching movies in Indonesia is Disney+ Hotstar. Disney+ Hotstar is a subscription-based streaming service that users can use to watch selected TV shows and movies without ads anywhere and anytime. There are several streaming applications available in Indonesia such as Netflix, Hooq, WeTV, Viu, Vidio and others.

Disney+ Hotstar succeeded in occupying the first position with 70% of respondents subscribing, followed by Netflix and Vidio with 46% and 41% of respondents subscribing. As we know, on September 5 2020 the Disney+ Hotstar Streaming application was the last application to appear officially in Indonesia. However, it is possible that the number of paying customers using Disney+ Hostar can be quite large. With TV shows and local and foreign films, not a few people want to subscribe to Disney+ Hotstar and use it as the application of choice for watching online.

Before a consumer will make a purchase decision, according to Schiffman & Kanuk (2008) in Rahmawati, et al (2022) consumers will tend to choose brands that are more well-known among the public and personally liked if they have no experience with these products.

As an application-based company, Disney+ Hotstar needs a strong marDescriptioning strategy to attract consumers. One of the strategies used is EWOM. According to Firnanda and Asnawati (2017) EWOM or Electronic Word of Mouth is the dissemination of information using internet media to help people get information quickly and accurately. With its use, EWOM can also contain a positive or negative review of a product so that it can help new consumers in making purchasing decisions.

According to Noviany (2021) Perceived Price, Promotion and Ease of Use are also factors in a consumer's Subscription Decision. Price perception is a consumer's thoughts on the price given, whether the price is expensive or cheap. This study aims to present a literature review regarding the factors that influence customer decisions to use the Disney+ Hotstar service. The results of this study are expected to provide

information and references to increase the profitability of companies specifically in the field of customer service.

REFERENCES
MarDescriptioning

MarDescriptioning is the activity of a marDescriptioner in running his business in order to achieve company goals. MarDescriptioning activities themselves can turn on, promote and also bring down a company. According to Kotler (2016) MarDescriptioning is a social and managerial process in which individuals and groups obtain what they need by creating, offering and exchanging products of value with other parties.

MarDescriptioning Mix

MarDescriptioning Mix or MarDescriptioning Mix is defined as a set of marDescriptioning tools combined by the company to get the desired response from the target marDescription (Kotler & Armstrong, 2008). The marDescriptioning mix strategy, better known as 7P according to Kotler & Keller (2008), namely: Product, price, place, promotion, people, process, physical appearance.

Consumer behavior

Consumer Behavior or Consumer Behavour is the science of how individuals, groups and organizations select, buy and use and obtain goods, services, ideas or experiences to satisfy their wants and needs (Kotler & Keller, 1992). Meanwhile, according to Schiffman and Kanuk in Utami (2017) Consumer behavior is how individuals make a decision to spend available resources (time, money and effort) to obtain goods or services for consumption.

Electronic Word of Mouth or EWOM

Electronic Word of Mouth or EWOM according to Firnanda and Asnawati (2017) is word of mouth communication carried out by a consumer through social media. Meanwhile, according to Litvin, et al (2008) EWOM is informal communication shown to consumers through internet-based technology related to the brand image of a company.

Promotion

In marDescriptioning a product or service, a person or company will carry out a promotion. According to Kotler & Armstrong (2014) "Promotion refers to activities that communicate the merits of the product and persuade targets customers to buy it" which means that Promotion refers to activities that communicate the benefits of the product and persuade target customers to buy it. According to Swasta and Irawan (1981) in Hidayat (2020) Promotion is a one-way flow of information or persuasion made to direct a person or organization to actions that create exchanges in marDescriptioning. Besides having the aim of providing an introduction to a product or service in the community, Promotion also aims to increase sales volume

Ease of Use

The ease of use of an application can be an additional point for a company that creates the application. Because users do not need to spend more effort to use the application. A company definitely needs to make the features provided in an application as easy as possible so that users are interested in using the application. According to Davis (1989) states that convenience is a level where a person believes that a technology can be easily used.

Subscription Decision

Subscription Decision or Subscription Decision is the determination of one or more service alternatives which will be subscribed by the buyer (Armstrong & Kotler, 2016). Subscription Decision or can be referred to as Purchase Decision is one of consumer behavior which is the final step for consumers to buy a product or service. In making a purchase decision, a consumer does not merely make a decision without reason, but there are several factors that will influence the purchase decision.

Research Model

Based on similar research studies, according to Rufaida (2020), Nuraini and Hidayani (2022), Isfahani (2020), Noviany (2021) and Nandha (2022) that the results of their research show that EWOM, Promotion and Ease of Use have a significant effect on Purchase Decisions. This research model shows an overview of

the independent variables, namely EWOM (X1), Promotion (X2) and Ease of Use (X3) that affect the Bound Variable, namely Subscription Decision (Y) positively or negatively.
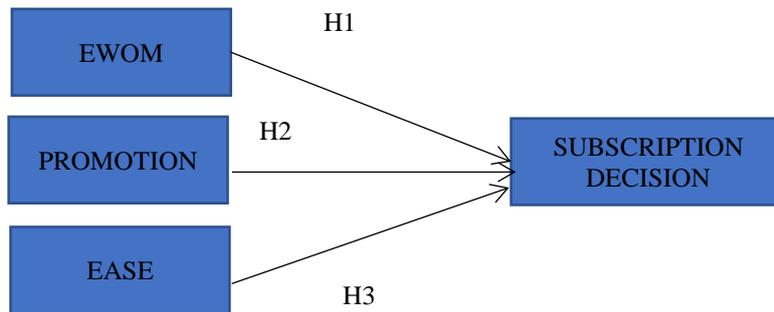

Figure 1. Research Model

RESEARCH METHODS

This study examines 10 similar studies that have similar topics. Therefore there are several previous studies that discuss the influence of EWOM, Promotion and Ease of Use on Disney+Hotstar Subscription Decisions. The data is used to identify and analyze the factors that influence consumer purchasing decisions which are analyzed qualitatively and use multiple linear regression analysis tools and test the hypothesis T test, Coefficient of determination.

DISCUSSION RESULT

This discussion presents the characteristics of the respondents, the results of multiple linear regression tests, the f test, the T test and a discussion of the effect of each variable.

Characteristics of Respondents
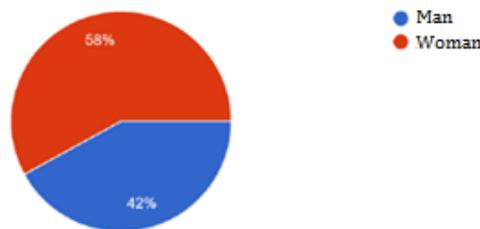**Characteristics of respondents based on gender**

Figure 2. Characteristics of respondents based on gender

it can be seen that most of the respondents who filled out this questionnaire were women with a total of 58% of respondents. While male respondents who filled out this questionnaire amounted to 42% of respondents. This is understandable because women are figures who prefer to make transactions online to make it more practical. So they prefer to buy Disney+ Hotstar subscriptions with the aim of watching movies that are more practical. Therefore, the following is a diagram depicting the gender of the respondent.

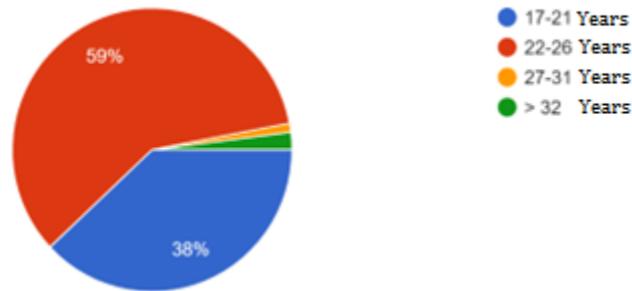**Respondent characteristics based on age**

Figure 3. Characteristics of Respondents by Age

it can be seen that most of the respondents who filled out this questionnaire were aged 22-26 years with a total of 59% of respondents. Respondents aged 17-21 years amounted to 38% of respondents. Meanwhile, respondents aged 27-31 years and > 32 years were 1% and 2% of respondents.

Validity test

In this study, the validity of the data will be measured by comparing the r count with the r table. The validity test will test each of the variables used in this study, where there are 23 statements that must be answered by respondents related to these variables. In the validity test, it will take 30 respondents first to determine the validity of the research data. The criteria used in testing the validity of the data are as follows:
1. n = 30.
2. The significance level is 5% or 0.05.
3. Degrees of freedom (df = n – 2). So 30 – 2 = 28, so that the r table is 0.361 (the value of the two-way test
4. If r count > r table, then the questionnaire questions can be said to be valid.
5. If r count <r table, then the questionnaire questions can be said to be invalid.

Table 1. Validity Test Results

No	EWOM	R Count	R Tabel	Description
1	X1.1	0.833	0.361	Valid
2	X1.2	0,822	0.361	Valid
3	X1.3	0.856	0.361	Valid
No	PROMOTION	R Count	R Tabel	Description
4	X2.1	0.762	0.361	Valid
5	X2.2	0.687	0.361	Valid
6	X2.3	0.838	0.361	Valid
7	X2.4	0.879	0.361	Valid
8	X2.5	0.860	0.361	Valid
No	EASE	R Count	R Tabel	Description
9	X3.1	0.848	0.361	Valid
10	X3.2	0.775	0.361	Valid
11	X3.3	0.858	0.361	Valid
No	DECISION	R Count	R Tabel	Description
12	Y1	0.987	0.361	
13	Y2	0.830	0.361	
14	Y3	0.889	0.361	
15	Y4	0.827	0.361	
16	Y5	0.880	0.361	

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Based on the table above, it can be seen that the validity test on the variables EWOM, Promotion, Ease of Use and Subscription Decisions obtains a value of r count greater than r table with a significance level of 5%. So, it can be concluded that each questionnaire statement from the research variable is declared valid.

Reliability Test

In this study, the reliability test was used to measure the consistency of the questionnaire which is an indicator of the research variable. This test is used to determine whether the data can be trusted according to the actual situation. In the reliability test will test 30 respondents first. The reliability test will use the Cronbach's Alpha formula which has the following criteria:
1. If the Cronbach's Alpha value is > 0.6 then a variable can be said to be reliable
2. If the value of Cronbach's Alpha <0.6 then a variable can be said to be unreliable

Table 2. Reliability Test Results

No.	Variabel	Cronbach's Alpha Value	Standard Cronbach's Alpha	Description
1.	EWOM (X1)	0.801	0.60	Reliabel
2.	PROMOTION (X2)	0.782	0.60	Reliabel
3.	EASE (X3)	0.807	0.60	Reliabel
4	DECISION Subscription (Y)	0.905	0.60	Reliabel

dapat dilihat bahwa Cronbach's Alpha Value pada masing – masing variabel lebih besar dari standard *Cronbach's Alpha* (0,60). Maka, dapat disimpulkan masing – masing variabel dalam penelitian ini dinyatakan Reliabel.

Hypothesis testing
Partial Test (t test)

In this study, the t test was used to determine how far the influence of the independent variables individually or partially in explaining the dependent variable. The criteria used for partial testing are as follows:

1. 5% confidence level.
   Degrees of Freedom (df = n – k). n = Number of Samples, k = Number of Research Variables.
   So, 100 – 4 = 96, so that the t table value is 2.31
2. If t count > t table, then Ho is rejected and Ha is accepted, which means that the independent variable significantly affects the dependent variable.
3. If t count <t table, then Ho is accepted and Ha is rejected, which means that the independent variable does not significantly affect the dependent variable.

1. The EWOM variable (X1) obtains t count (0.087) < t table (2.31). So it can be concluded that Ho is accepted and Ha is rejected which means that EWOM has no individual significant effect on Disney+ Hotstar Subscription Decisions.
2. Promotion variable (X4) obtains t count (2.939) > t table (2.31). So it can be concluded that Ho is rejected and Ha is accepted which means that Promotion has an individual significant effect on Disney+ Hotstar Subscription Decisions.
3. The Ease of Use variable (X5) obtains t count (1.697) < t table (2.31). So it can be concluded that Ho is accepted and Ha is rejected which means that Ease of Use does not have an individual significant effect on Disney+ Hotstar Subscription Decisions.

Multiple Linear Regression Analysis

In this study, multiple linear regression analysis was used to determine the direction of the relationship between the dependent variable and the independent variable. The equation model used to analyze multiple linear regression is as follows:

$Y = a + b1X1 + b2X2 + … + bnXn$
Information:
Y : Dependent Variable
a : Constant
b1, b2, b3 : Regression Coefficient Values
X1, X2, X3 : Independent Variables

then the multiple linear regression model will be calculated as follows:
$Y = 1.219 + 0.010 X1 + 0.249 X2 + 0.225 X3$
Based on the model equation above, it can be explained that:

1. Constant Value (a) = 1.219, shows the magnitude of the influence of all independent variables on the dependent variable. If the independent variables are constant, namely EWOM, Promotion and Ease of Use, then the value of the dependent variable, namely Subscription Decision, is 1,219.
2. The value of the EWOM Coefficient (X1) = 0.010, indicating that if EWOM increases by one – unit, it will increase the Subscription Decision by 0.010 assuming other variables are constant.
3. The value of the Promotion Coefficient (X4) = 0.249, indicating that if the Promotion increases by one - unit, it will increase the Subscription Decision by 0.249 assuming other variables are constant.
4. The value of the Ease of Use Coefficient (X5) = 0.225, indicating that if the Ease of Use increases by one - unit, it will increase the Subscription Decision by 0.225 assuming other variables are constant.

DISCUSSION
Based on the analysis carried out above, the results and discussion of the influence of EWOM, Brand Image, Perceived Price, Promotion and Ease of Use on Disney+ Hotstar Subscription Decisions will be explained as follows:

1. The Effect of Electronic Word of Mouth on Subscription Decisions
Based on the results of the t test, EWOM obtained t count (0.087) < t table (2.31) with a regression coefficient value of 0.010. So partially, EWOM has no significant effect on Disney+ Hotstar Subscription Decisions. In this case, the lack of effect of EWOM on subscription decisions can be caused by a person's lack of trust in information spread on social media. Thus, the people in the South Jakarta area are not too affected by reviews or comments on social media in the process of making Disney+ Hotstar Subscription Decisions.

2. The Effect of Promotion on Subscription Decisions
Based on the results of the t test, Promotion obtained t count (2.939) > t table (2.31) with a regression coefficient value of 0.249. So partially, Promotion has a significant effect on Disney+ Hotstar Subscription Decisions. In this case, the many creative and informative Promotions by Disney+ Hotstar can help increase sales of their products and increase subscription purchases by consumers. Thus, Promotion becomes the influence of the community in the South Jakarta area in making Disney+ Hotstar Subscription Decisions.

The results of this study are in line with previous research conducted by Cynthia Eddja and Sylvia Sari Rosalina (2021) entitled "The Influence of Service Quality, Price and Promotion on the Purchase Decision of Netflix Users in Indonesia."

3. Effect of Ease of Use on Subscription Decisions
Based on the results of the t test, Ease of Use obtains t count (1.697) < t table (2.310) with a regression coefficient value of 0.225. So partially, Ease of Use has no significant effect on Disney+ Hotstar Subscription Decisions. In this case, Ease of Use has no effect on Subscription Decisions, which can be caused by the lack of ease that a person feels in using or accessing an application. Therefore, Disney+ Hotstar still needs improvement in its application services so that it can be more easily used or accessed by all generations. Thus, Ease of Use does not become the influence of the people in the South Jakarta area in the Disney+ Hotstar Subscription Decision-making process.

CONCLUSION

Based on calculations that have been carried out by distributing questionnaires online to 100 respondents in the South Jakarta area about the Influence of EWOM, Promotion and Ease of Use on Disney+ Hotstar Subscription Decisions, the conclusions obtained from this study are as follows:

1. Electronic Word of Mouth (EWOM) has no effect and is partially significant
2. Promotion has a partial and significant influence on Disney+ Hotstar Subscription Decisions.
3. Ease of Use has no effect and is partially significant on Disney+ Hotstar Subscription Decisions.

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