

CHAPTER III

THE PERCEIVED EASE OF USE, PERCEIVED PRICE VALUE OF BUNDLING PROMOTION, PERCEIVED ATTRACTIVENESS OF ORIGINAL SERIES, AND DISNEY+ HOTSTAR SUBSCRIPTION INTENTION

This chapter elaborates on research findings on the perception of ease of use, price value of bundling promotion, and attractiveness of original contents, towards Disney+ Hotstar subscription intention. In this research, the population is 100, with respondents that have fulfilled the criteria, namely: SVOD users under 18 to 34 years old that haven't subscribed to Disney+ Hotstar yet, from all around Indonesia.

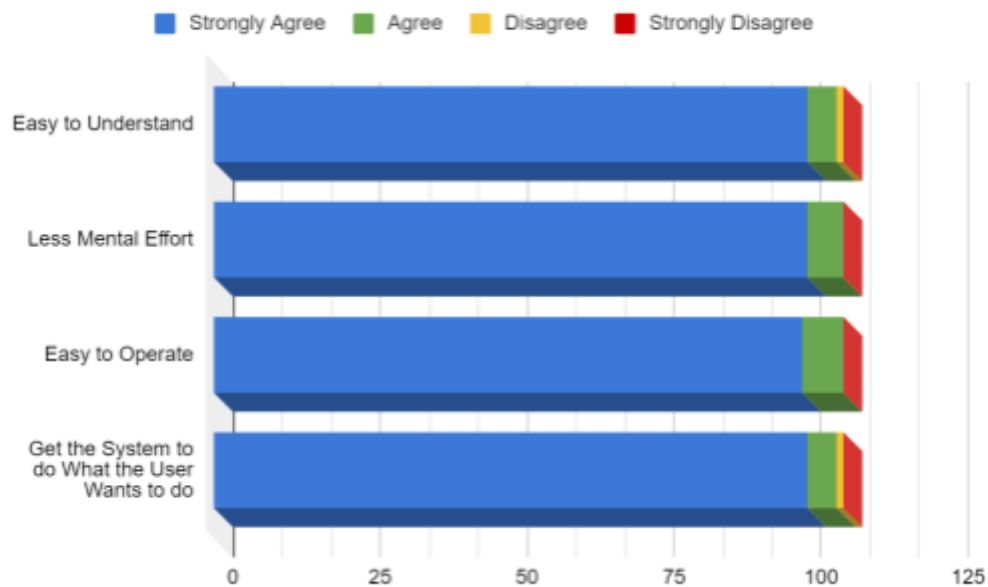
From the questionnaire, 107 responses were obtained, with the majority of the respondents being female aged around 21 to 22 years old. The youngest respondents that have filled out the form are aged 19 years old, and the oldest is 26 years old. The responses came from various cities around Indonesia. Jakarta came in first place with the largest number of responses, followed by Bekasi and Semarang. Responses from other cities were also obtained, namely Bogor, Depok, Tangerang, and Solo.

3.1. Perceived Ease of Use

Ease of use can be seen as the degree in which consumers perceive a system as user friendly and doesn't require much effort and hassle when using it. For this scope of research, ease of use is believed to be one of the top determinants for consumers when deciding to purchase a technological-based product, which in this case is Disney+ Hotstar as a SVOD service provider.

Four questions were provided in the questionnaire, in accordance with the four indicators of consumers' perceived ease of use when using a system; *clear and understandable*, *does not require a lot of mental effort*, *easy to use*, and *easy to get the system to do what the user wants to do*.

Chart 3.1.
Respondent's Perceived Ease of Use of Disney+ Hotstar



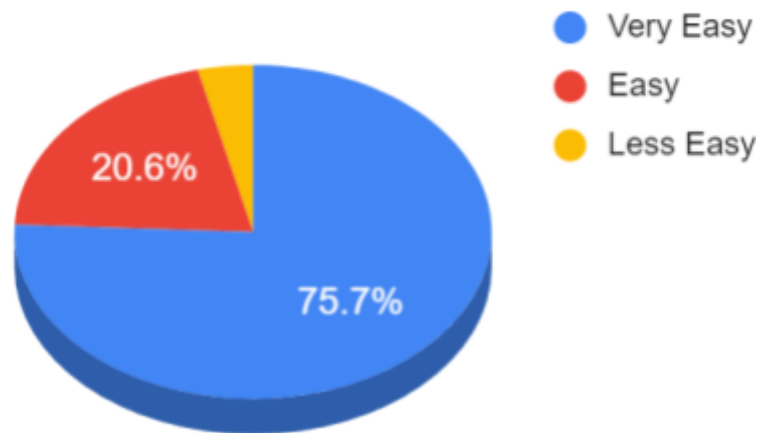
To see consumers' perception of ease of use towards Disney+ Hotstar, the first indicator is that consumers have to understand the function of each available feature. Features that are available on the platform include the download tab, content genre section, audio and subtitle buttons, and et cetera. Users of the platform are willing to use the program optimally when they can understand and operate the features with ease.

The second indicator is that consumers have to think that it doesn't have to require a lot of their mental effort when operating the system. Mental efforts affect the mood and feelings of the user of the system. When they're feeling at ease, and when the system doesn't require them too much mental effort, it is most likely for them to use and operate the program.

For the third indicator, respondents have to feel that Disney+ Hotstar's system is easy to operate. A system that is easy to use and operate can give several benefits to the user of the system. Not only it saves time for them, the user of the system can also execute their activities efficiently and precisely.

The last indicator of the perceived ease of use variable is that consumers can use Disney+ Hotstar to get the system to do what they want to do. As the initial function of Disney+ Hotstar as a SVOD provider, consumers of Disney+ Hotstar chose to use the service to watch various movies and series alongside its numerous benefits, with enjoying the provided high quality contents that are free from advertisement being one of them.

Chart 3.2.
Respondent's Overall Perceived Ease of Use
towards Disney+ Hotstar



The preceding four indicators then compiled all together to further measure respondents' perceived ease of use. The collected responses then inferred that the majority of the respondents tend to feel that Disney+ Hotstar is very easy to use, in which it reflected their positive responses towards their perceptions of Disney+ Hotstar's ease of use.

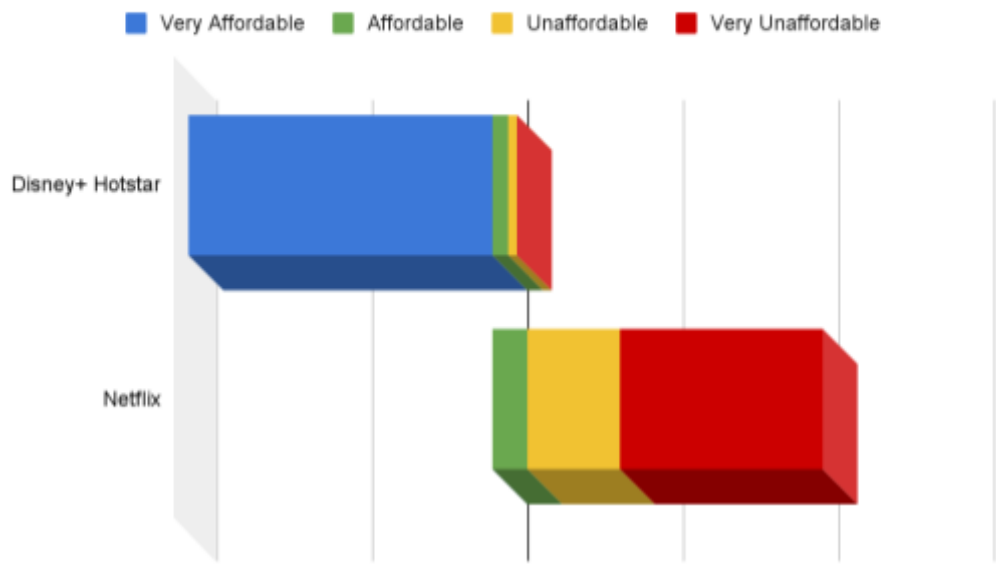
3.2. Perceived Price Value

Price value is consumers' overall assessment of the price that they have to pay with the benefits that they will get from purchasing the product. Perceived price is one of the considerations in decision making where consumers tend to evaluate the value of a product or service compared to the price offered before deciding on a purchase.

In this research, the author provided the respondents with five questions that best measure consumers' perceived price value towards Disney+ Hotstar's bundling promotion with Telkomsel. The questions were also made based on the initial three price value's indicators, namely *price consciousness*, *value consciousness*, and *price-quality perceptions*.

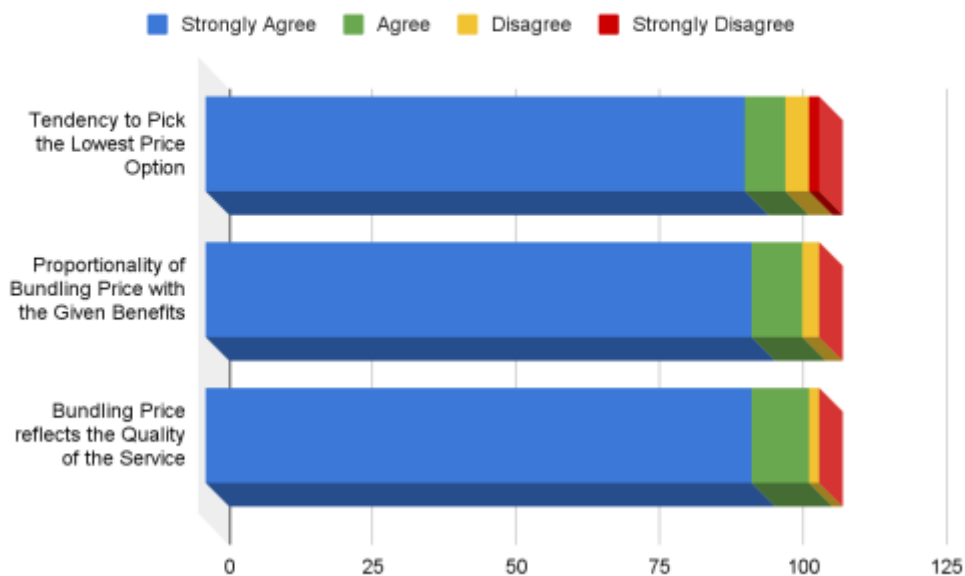
Chart 3.3.

Respondent's View on the Affordability of the Two Equivalent Bundling Products



The first indicator, which is price consciousness, is the degree in which the consumer focuses exclusively on paying low prices among multiple choices of products. To best measure this indicator, the author provided them with the first three questions. Respondents were first asked about their view on the price points of Disney+ Hotstar's bundling promotion with Telkomsel, followed by the question about their view on the price of bundling promotion of Telkomsel with Netflix as the substitute product, so that the author can compare the two equivalent products with different price points. The result shows that the majority of the respondents perceive the Disney+ Hotstar bundling product as very affordable, while the Netflix bundling package is seen as rather more expensive. Some of them also still consider the package as affordable. This might indicate that the respondents have different priorities of expenses for entertainment. It might also indicate that some of them might perceive that the quality of Netflix overshadows the relatively high price offering.

Chart 3.4.
Respondent's Perceived Price Value of Disney+ Hotstar's Bundling Promotion

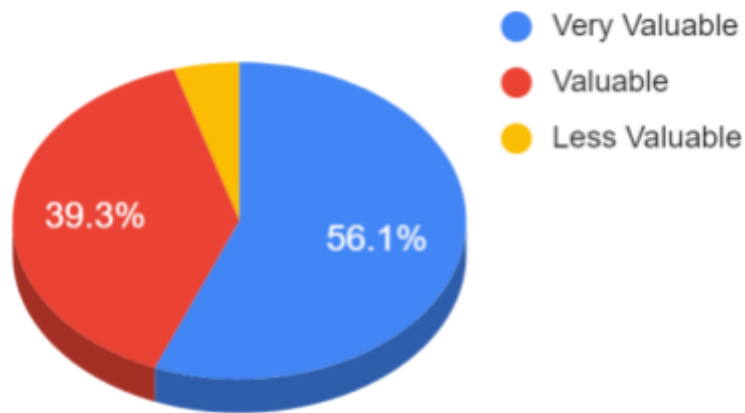


Still related to the price consciousness indicator, respondents were presented with a statement that they tend to choose the lowest price offerings between the two mentioned product bundlings. The result shows that the majority of the respondents agree with the statement. Some of them also agreed to moderately agree, and there are few respondents that won't pick the lowest price over the expensive one. This might infer that some respondents have certain assessments of quality towards both products, and they are willing to sacrifice higher cost for benefits that they think suits them best.

The second indicator of consumers' perceived price value of Disney+ Hotstar is value consciousness, which is the awareness of the perceived value that comes from the comparison between the expected benefits of a product and the price paid by the consumer. The benefits in question include the internet quota you get, as well as the benefits you get from subscribing to Disney+ Hotstar itself including the content richness and et cetera.

The third indicator of perceived price value is price-quality perception which is related to the consumer's belief that price is a strong indicator of quality. The quality of the service that is being mentioned is the Disney+ Hotstar service, which includes the resolution quality of the contents, as well as the quality service of Telkomsel which includes the speed of the internet from the quota to access Disney+ Hotstar.

Chart 3.5.
**Respondent's Overall Perceived Price Value of Disney+
Hotstar's Bundling Promotion**



After collecting all the answers related to the preceding indicators, they were all collectively ranged from very valuable to very invaluable. The result then showed that most of the respondents agree that the bundling promotion of Disney+ Hotstar with Telkomsel is very valuable to them, and that all of them have positive assessment towards it.

3.3. Perceived Content Attractiveness

Perceived content attractiveness is consumers' perceptions that a visual appearance and functionality of a product in the form of content is seen as an important feature of product attractiveness for them. Content attractiveness plays an important role in consumer perception and evaluation of the brand in the process of consumer decision making.

Attractiveness of original content as a product is based on two predictors, namely *Design and Quality*. To further measure their perceptions of Disney+ Hotstar's original contents' attractiveness, the author provided the respondents with four questions regarding their view towards the attractiveness and importance of both visual appearance and quality of Disney+ Hotstar's original contents.

The responses that have been collected indicate a strong attractiveness tendency for the visual appearance and quality of the original contents of Disney+ Hotstar. The positive notation can also be seen in terms of respondents' importance towards both visual appearance and quality of originally produced contents that are available in Disney+ Hotstar.

Chart 3.6.
Respondent's Attractiveness Assessment
of Disney+Hotstar's original contents' Design and Quality

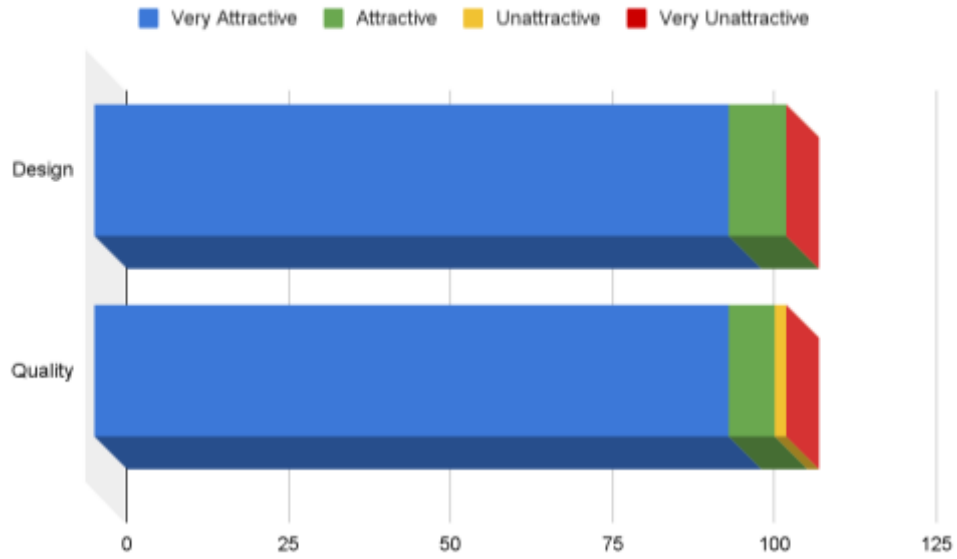
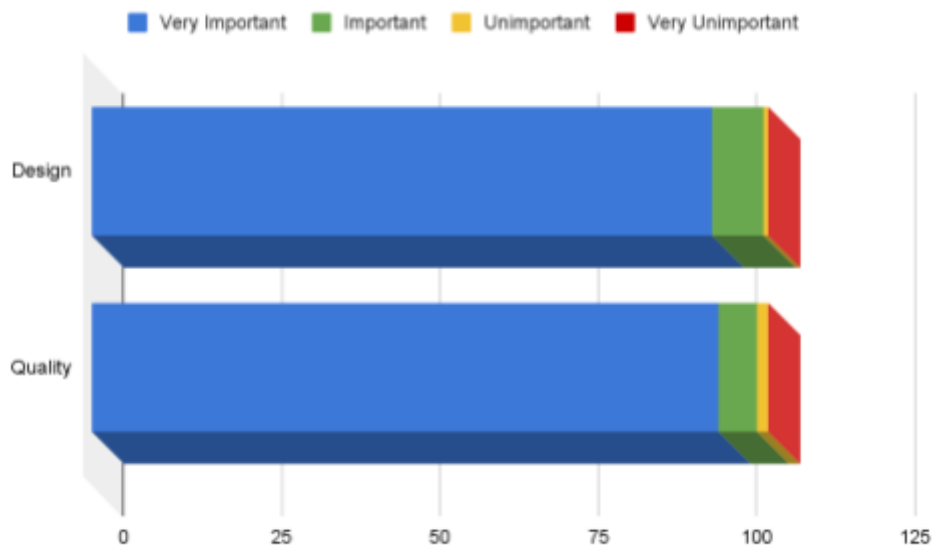


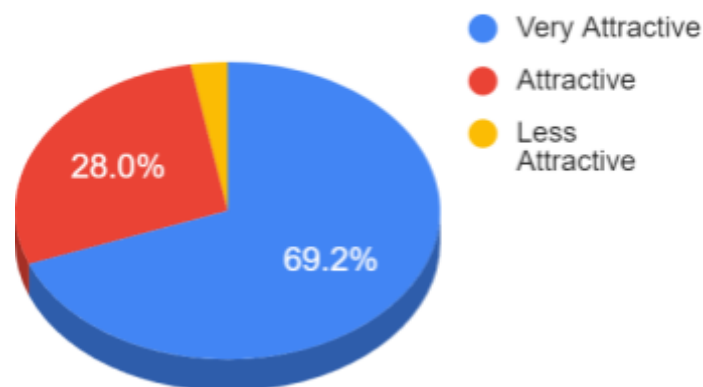
Chart 3.7.
Respondent's Importance Assessment
of Disney+Hotstar's original contents' Design and Quality



The first aspect of a contents' attractiveness is Design, which was measured with their attractiveness of it and their view on the importance of this aspect when deciding whether a content is attractive to them or not. Content design is related to the visual appearance of Disney+ Hotstars' original contents, which can include the visual posters and ads for promotional purposes. Content design plays a big role in attracting consumers to purchase our products, as visual appearance is most likely the thing that stands out the most when a consumer sees a product.

The second aspect is Quality, which was also measured by their perception of attractiveness and importance towards original content as a product. Quality of an original content is related to how well-produced the contents are, how reputable they are of their quality, and how the contents can be fully enjoyed by the consumers. In attracting consumers to purchase a product, a content's quality is seen as a strong predictor, since quality often determines the value of a product.

Chart 3.8.
Respondent's Overall Perceived Content
Attractiveness of Disney+ Hotstar

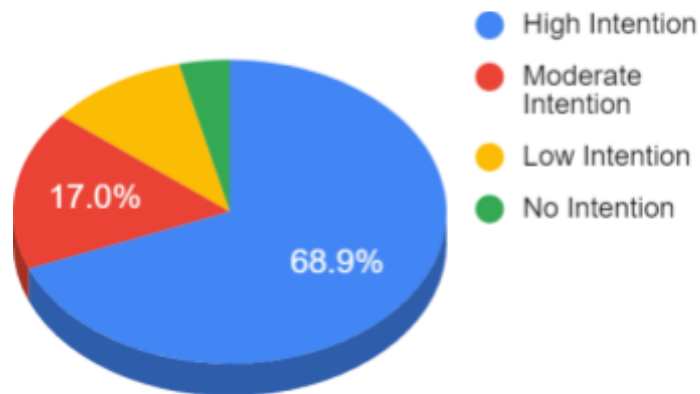


In conclusion, the overall answer was categorized to see consumers' perception of the attractiveness of Disney+ Hotstar's original contents. It can be inferred that the majority of the respondents are all very attracted towards the original contents of Disney+ Hotstars, and all of them perceive the original contents available on Disney+ Hotstar positively.

3.4. Purchase Intention

In this study, the purchase intention of Disney+ Hotstar only has one indicator. The indicator is the respondents plan to purchase a subscription to Disney+ Hotstar.

Diagram 3.9.
Respondents' purchase intention towards Disney+ Hostar



In the purchase intention of Disney+ Hotstar variable, the score variation of the answer will be categorized into 4 classes, namely high intention, medium intention, low intention, and no intention. In measuring this variable, there is one indicator consisting of one question. Respondents were asked whether they have a plan to purchase a Disney+ Hotstar or not. Respondents that have a plan to purchase a Disney+ Hotstar in a span of one month will be categorized as having a high intention, a span of 3 months as medium intention, a span of 6 months as low intention, and having no intention to subscribe at all as no intention.

The chart above translates that a big number of respondents plan to subscribe to Disney+ Hotstar in a span of one month, meaning that they have a high intention to subscribe to Disney+ Hotstar. There's also a small part of respondents that have a moderate intention, and the minority of them choose to subscribe to Disney+ Hotstar in a span of 6 months that indicates low intention, to no intention to subscribe at all.