

## CHAPTER V

### CONCLUSIONS AND RECOMMENDATIONS

In this chapter, the conclusions drawn from the explanations in the previous chapters as well as recommendations that can be useful for interested parties are presented.

#### 5.1 Conclusion

The result of this research shows that there is no simultaneous influence of the perceived ease of use, perceived price value, and perceived content attractiveness on the purchase intention of Disney+ Hotstar

#### 5.2 Recommendations

1. From the result of the study, it can be inferred that no influence of perceived ease of use, perceived price value, and perceived content attractiveness, were found on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar as a brand should not be focusing solely on the ease of use, price value, and content attractiveness factors when looking for things that influence consumers' purchase intention of Disney+ Hotstar.
2. It has been shown from the data of this research that perceived ease of use has no influence on Disney+ Hotstar's purchase intention. Regardless, Disney+ Hotstar can still make room for the improvement of the service to be more useful and user-friendly so that Disney+ Hotstar can be more enjoyable to access for all generations of potential consumers.
3. The result of this study indicates that the perceived price value of bundling promotion doesn't have any influence on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar alongside Telkomsel can increase the value and quality of both the promotion and service, even if it means that price point will be increased, since potential consumers will allegedly prioritize high value and quality over low price.

4. The result of this study shows that perceived content attractiveness has no influence on the purchase intention of Disney+ Hotstar. Therefore, Disney+ Hotstar does not need to focus on promoting and releasing original contents, because it was proven from the research that it does not influence the purchase intention. It is not a strategic move for Disney+ Hotstar if they want to increase the purchase intention. However, if the goal is to increase awareness and attractiveness of the product, it can be a better idea for Disney+ Hotstar to produce and release original contents, especially ones that are quality-wise and visually pleasing, and more universally variative so that they can attract and fit a wider segment of the market.

### **5.3 Research Limitations**

1. This research was held during the pandemic situation, in which the researcher wasn't able to identify and spread the questionnaire directly to the respondents. This situation requires the researcher to conduct the research online, so that the researcher is not able to distribute questionnaires to a more significant number.
2. The lack of experience conducting research and producing academic papers of such a large size individually that the researcher might possess, resulted in the lack of depth and generality of discussions, compared to the works of experienced scholars.