

ABSTRAK

PENGARUH PERCEIVED EASE OF USE, TERHADAP CONTINUANCE INTENTION PADA PENGGUNA NETFLIX DENGAN PERCEIVED USEFULNESS, USER SATISFACTION, DAN PERCEIVED ENJOYMENT SEBAGAI VARIABEL MEDIASI

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Penelitian ini bertujuan untuk mengetahui pengaruh *perceived ease of use* terhadap *continuance intention* pada pengguna Netflix dengan *perceived usefulness*, *user satisfaction*, dan *perceived enjoyment* sebagai variabel mediasi. Populasi dalam penelitian ini adalah pengguna Netflix di Daerah Istimewa Yogyakarta. Penelitian ini menggunakan teknik pengambilan sampel *non-probability sampling* dengan metode *purposive sampling*. Jumlah sampel dalam penelitian ini sebanyak 96 responden yang diperoleh melalui penyebaran kuesioner online menggunakan *Google Form*. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* (PLS) dengan bantuan aplikasi SmartPLS 4. Hasil penelitian menunjukkan bahwa *perceived ease of use* tidak berpengaruh secara langsung terhadap *continuance intention*. *Perceived usefulness* juga tidak berpengaruh terhadap *continuance intention*. Sementara itu, *user satisfaction* dan *perceived enjoyment* berpengaruh secara langsung terhadap *continuance intention*. Selain itu, *perceived ease of use* berpengaruh terhadap *continuance intention* melalui *user satisfaction* sebagai variabel mediasi. Namun, *perceived usefulness* dan *perceived enjoyment* tidak mampu memediasi pengaruh *perceived ease of use* terhadap *continuance intention*. Hasil penelitian ini menunjukkan bahwa kepuasan pengguna dan pengalaman penggunaan yang menyenangkan memiliki peran penting dalam meningkatkan niat pengguna untuk terus menggunakan layanan Netflix. Sebaliknya, manfaat fungsional dan kemudahan penggunaan belum menjadi faktor utama yang mendorong keberlanjutan penggunaan layanan streaming digital.

Kata kunci: *Perceived Ease of Use, Perceived Usefulness, User Satisfaction, Perceived Enjoyment, Continuance Intention, Netflix.*

ABSTRACT

THE EFFECT OF PERCEIVED EASE OF USE ON CONTINUANCE INTENTION AMONG NETFLIX USERS WITH PERCEIVED USEFULNESS, USER SATISFACTION, AND PERCEIVED ENJOYMENT AS MEDIATING VARIABLES

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This study aims to determine the effect of perceived ease of use on continuance intention among Netflix users with perceived usefulness, user satisfaction, and perceived enjoyment as mediating variables. The population in this study consisted of Netflix users in the Special Region of Yogyakarta. This study used a non-probability sampling technique with a purposive sampling method. The total sample in this study was 96 respondents obtained through the distribution of online questionnaires using Google Forms. The data analysis technique used in this study was Partial Least Square (PLS) with the assistance of SmartPLS 4 software. The results showed that perceived ease of use does not directly affect continuance intention. Perceived usefulness also does not affect continuance intention. Meanwhile, user satisfaction and perceived enjoyment have a direct effect on continuance intention. In addition, perceived ease of use affects continuance intention through user satisfaction as a mediating variable. However, perceived usefulness and perceived enjoyment are not able to mediate the effect of perceived ease of use on continuance intention. The findings of this study indicate that user satisfaction and enjoyable user experiences play an important role in increasing users intention to continue using Netflix services. On the other hand, functional benefits and ease of use are not the main factors driving the continuance intention of digital streaming services.

Keywords: Perceived Ease of Use, Perceived Usefulness, User Satisfaction, Perceived Enjoyment, Continuance Intention, Netflix.