

ANALYZING MANADO YOUTH PREFERENCES ON ONLINE MOVIE STREAMING**MENGANALISA PREFERENSI REMAJA MANADO PADA STREAMING FILM ONLINE**

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Abstract: Nowadays, young people dominate the use of the internet. One thing that we can do with the internet is watch a movie. Currently, there are many online movie streaming platforms available, including Viu, Disney+ Hotstar, and Netflix. Based on the problem's background, this research aims to determine which movie streaming platforms are most demanded by young people in Manado. This research uses quantitative methods to measure data. The method used is the Analytical Hierarchy Process (AHP) method. The AHP method is for rating alternatives to decisions and selecting the best multiple criteria, allowing users to assess the relative weights of some criteria given intuitively. The study shows that young people in Manado prefer the Disney+ Hotstar streaming application over other alternatives. Ease of Use is the essential criterion for young people in Manado in deciding which movie streaming application they choose.

Keywords: *customer preferences, analytical hierarchy process*

Abstrak: Saat ini, anak muda mendominasi penggunaan internet. Salah satu hal yang bisa kita lakukan dengan internet adalah menonton film. Saat ini tersedia banyak platform streaming film online, antara lain Viu, Disney+ Hotstar, dan Netflix. Berdasarkan latar belakang masalah tersebut, penelitian ini bertujuan untuk mengetahui platform streaming film mana yang paling banyak diminati oleh anak muda di Manado. Penelitian ini menggunakan metode kuantitatif untuk mengukur data. Metode yang digunakan adalah metode Analytical Hierarchy Process (AHP). Metode AHP adalah untuk menilai alternatif keputusan dan memilih beberapa kriteria terbaik, yang memungkinkan pengguna untuk menilai bobot relatif dari beberapa kriteria yang diberikan secara intuitif. Studi tersebut menunjukkan bahwa anak muda di Manado lebih memilih aplikasi streaming Disney+ Hotstar daripada alternatif lainnya. Kemudahan Penggunaan menjadi kriteria penting bagi anak muda di Manado dalam menentukan aplikasi streaming film mana yang mereka pilih.

Kata kunci: *preferensi konsumen, analytical hierarchy process*

INTRODUCTION

Research Background

With the development of technology, almost everyone already has access to the Internet and has used it every day. In the world, about practically 4.57 billion people were active internet users as of July 2020, encompassing 59 per cent of the global population and the amount predicted to increase every year still. An increasing number of internet users are making many innovations from service providers such as website-based buying and selling services (e-commerce), online news portals, e-learning, social media, messaging platforms, and many platforms that offer streaming services movie streaming. Streaming media is an emerging force in the way that we produce, consume, and distribute media. Streaming itself means the process of transferring data from internet servers to hosts directly (Pras, 2013). Streaming is increasingly imperative to the smooth functioning of the Internet because it allows users to experience mediated content without downloading all the files or information before usage. But sometimes there are problems when we watch movie streaming such as the cost

that we have to pay when we want to subscribe the streaming application are too expensive or when we want to watch movie there are disturbance from the application like there is a problem with the movie audio or video.

Now, in Indonesia itself, there were 175.4 million people internet users in January 2020. Indonesia's number of internet users increased by 25 million (17%) between 2019 and 2020. It means there was almost 64 per cent of Indonesia's population connected to the internet. The youth generation generally dominates internet users in Indonesia. Youth or adolescence is divided into two parts, namely early adolescence, and late adolescence. The beginning of time Adolescence lasts approximately from the age of 13-16 years and the end of adolescence begins from 17-21 years old, which is the age that is considered legally mature (Hurlock, 1980). According to United Nation, youth is a period of transition from the dependence of childhood to adulthood's independence or those persons between the ages of 15 and 24 years. The internet users to download or watch movies occupy the third position in the use of the internet in lifestyle.

Today, especially young people, usually watch movies two or more episodes in a short amount of time. Because of this behavior, there is an increase in the use of streaming platforms. Then because of that, many people or companies are competing to create the best streaming platform that can attract people's attention to use it, both illegal and legal. The example of illegal streaming platforms such as layarkaca21.com, indoxxi.com, etc. and the instance of legal streaming platforms such as Netflix, Disney+, Viu, Vidio, WeTV, Prime Video, HBO Go, etc. Among all these streaming media the top three the most popular streaming service in Indonesia are Netflix, Disney+, and Viu. All these streaming platforms compete to attract people to use their platform in many ways like providing a discount for the paid streaming platform, provide trending movie, and ease to use that platform.

Besides entertaining, there are many benefits from watching movies. For example, watching horror movies can help release chemical compounds such as dopamine, serotonin, and glutamate. A horror movie can also trigger the release of adrenaline which is good for mental health because it can reduce stress and anxiety levels. Watching movies is also useful for us to read reality and also be able to understand better the values that exist in society because many bestselling movies have been adopted from contemporary culture. This reason could be an opportunity for streaming platforms to attract more attention from people to watch movies on their streaming platforms. This reason can also make people want to watch movies more often because they know that there are positive effects that can be taken by watching movies.

In Manado itself young people they usually watch movies through online streaming platforms or go directly to the cinema. However, due to the current situation, which is not suitable for watching movies in theatres, the only way to watch movies is through online streaming platforms that are available paid or free. Therefore, it is very important to know the preferences of young Manado about online movie streaming. Based on the explanation above, this research will analyze Manado Youth Preferences on Online Movie Streaming.

Research Objective

The research objective is to analyze the Manado youth preferences on online movie streaming.

THEORITICAL FRAMEWORK

Marketing

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create and satisfy individual and organizational objectives. According to Kotler (2009:7), the marketing concept emerged in the mid-1950s. The vision shifted from product-centered philosophy to consumer-centered philosophy, and 'sense-and-respond is consumer-centered. Kotler (2009:24) also stated that marketing can be found almost everywhere.

Consumer Preferences

Consumer preferences are defined as subjective (individual) tastes, as measured by the utility of the bundle of various goods. Consumers are welcome to rank the piles of goods they provide to consumers (Indarto, 2011). According to Schiffman and Kanuk (2000:146), the nature of consumer stimuli includes many variables that influence consumer preferences, such as the state of the product, its physical characteristics, packaging design, brand, print, and TV commercials.

Streaming Media

Streaming media is an emerging force in the way that we produce, consume, and distribute media. Streaming as a technological process is nominally defined as multimedia continually delivered to a user (Larson, 2007). Streaming is increasingly imperative to the smooth functioning of the Internet because it allows users to experience mediated content without downloading all the files or information before usage.

Ease of Use

Hartono (2008:152) said that ease of use can be measured through some indicators including: easy to learn, easy to control, easy to understand, flexible, easy to apply and easy to use. According to Rahadi and Zainal (2015:840), ease of use can be measured based on how the system can support operations, providing actual information, reducing error rates, easy to operate and whether the system requires other additional equipment support.

Price

Price is a representation of the economic value that must be paid by the buyer to the seller as part of the purchase agreement (Nagle and Holden, 2002). According to Lichtenstein, Bloch, and Black (1988), Price is an important market cue, being present in every market transaction, and constituting a key element of manufacturers 'and retailers' marketing strategy, whose goal is to maximize profits through optimal pricing.

Quality

Quality is a multi-faceted and intangible construct that has been subject to many interpretations and perspectives in our everyday life, in academia, as well as in industry and the public domain.

Content

Content is involves gathering relevant information, distributing, and strengthening exciting and helpful content to a clearly defined audience group to create conversations about the content (Hollensen et al., 2017).

Previous Research

Haridas and Deepak (2020) analyzed how sentiment analysis in Python has brought out the most favored service provider in terms of positive viewer reviews. For the study, the primary data was collected from reviews and was analyzed to look for patterns using the online text mining software called Voyant tool. The result of study states that Ease of use is an important aspect of e-service quality since both Amazon and Netflix are offered through technology aided platforms

Berg, Strand, and Sandell (2017) measured the relation between different dimensions, or constructs of service quality with customer satisfaction and brand loyalty; thereby identifying the most important factors of service quality that affect customer satisfaction and brand loyalty, in the context of subscription video on demand (SVOD) services in the Swedish market. This study utilized a mixed methods approach divided into two stages, whereof the first involved multiple focus groups for collecting qualitative data. The second stage consisted of quantitative data collection through online questionnaires from 122 valid respondents, ranging from the age of 18 to 29 by a nonprobability sampling method. SPSS was used to analyse the data with three statistical analysis methods: bivariate correlations, for establishing evidence of construct validity; a reliability analysis to test Cronbach alpha for internal consistency; and multiple regression analysis to examine the relationship between independent and dependent variables. The research findings indicate that there is a positive, significant relationship between customer satisfaction and certain constructs of service quality. Also, findings indicate that the statistical relationship between the constructs of service quality and brand loyalty are partially mediated by customer satisfaction.

Sardanelli et al. (2019) investigated the factors influencing consumers' intentions to subscribe to online movie streaming services. These services have challenged the dramatic growth in their illegal counterpart in recent years. Taking the theory of planned behavior as a starting point, we extended existing models in the literature by incorporating factors that are specific to consumer behavior in this particular field. A quantitative survey was conducted for the Italian market, and structural equation modeling was used for data analysis. Attitudes, involvement with products, moral judgment and frequency of past behavior were found to be the most important factors in explaining the intention to pay for movie streaming services.

Conceptual Framework

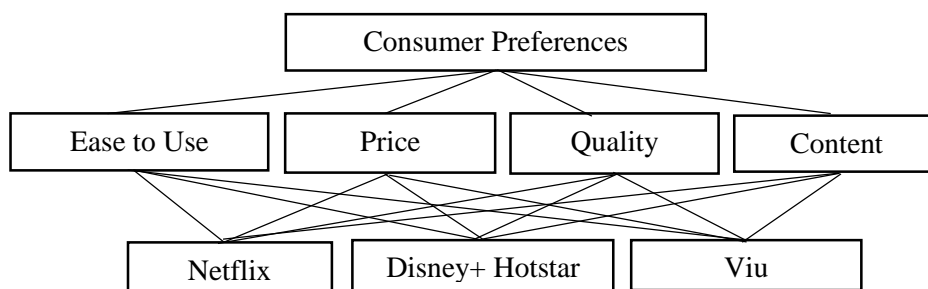


Figure 1. Conceptual Framework

Source: Literature Review

RESEARCH METHOD

Research Approach

This research uses quantitative methodology to study the Analyzing Manado Youth Preferences on Online Movie Streaming. According to Babbie (2010:54), quantitative method emphasizes objective measurements and the statistical, mathematical, or numerical analysis of data collected through polls, questionnaires, a survey, or by manipulating pre-existing statistical data using computational techniques. The method used in this research is Analytical Hierarchy Process (AHP).

Population, Sample and Sampling Technique

Population is geographic generalization there are: object/subject has quality and certain of characteristic that set by researcher to learning then make the conclusion (Sugiyono, 2010:117). The population of this research is young people in Manado who are watching movie through a streaming media. Sample is a smaller group drawn from the population that has the characteristics of the entire population. According to Sekaran and Bougie (2010), Sample is the subset or subgroup of population. The sample of this research is males and females aged 15 to 24 years old as many as 100 respondents who have experienced purchases in Netflix, Viu, and Disney+. The sampling technique is purposive, purposive sampling as a type of sampling in which particular settings, persons, or events are deliberately selected for the important information they can provide that cannot be gotten as well from other choices (Maxwell, 1997). The sampling of this research is 100 respondents who are representative enough to be studied.

Data Collection Method

Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study (Sekaran and Bougie, 2010). The data needed in this research will be collected using questionnaire. Secondary data is the data already collected in some other context than the present study (Robson and McCartan, 2016). Secondary data of this research will be gain from books, articles, and previous research that support and related with the topic that are being discussed in this research.

Data Analysis Method

The data analysis used in this research is the AHP (Analytical Hierarchy Process) method. The Analytic Hierarchy Process (AHP) is by Saaty (1980) and is often referred to, eponymously, as the Saaty method. It allows users to assess the relative weight of multiple criteria or multiple options against given criteria intuitively. Saaty established a consistent way of converting such pairwise comparisons (X is more important than Y) into a set of numbers representing the relative priority of each of the criteria. The AHP generates a weight for each evaluation criterion according to the decision maker's pairwise comparisons of the criteria. The higher the weight, the more critical the corresponding criterion. Next, the AHP assigns a score to each option for a fixed criterion according to the decision maker's pairwise comparisons of the options based on that criterion. One standard scale for AHP (adapted from Saaty) is:

Table 1. Rating Scale

Intensity of importance	Definition	Explanation
1	Equal importance	Two factors contribute equally to the objective
3	Somewhat more importance	Experience and judgment slightly favor one over the other.
5	Much more importance	Experience and judgment strongly favor one over the other.
7	Very much more importance	Experience and judgment very strongly favor one over the other. Its importance is demonstrated in practice.
9	Absolutely more importance	The evidence favoring one over the other is of the highest possible validity
2, 4, 6, 8	Intermediate value	When compromise is needed

Taylor (2013:445) Following is a summary of the mathematical steps used to arrive at the AHP recommended decision:

1. Develop a pairwise comparison matrix for each decision alternatives (site) for each criterion.
2. Synthesization:
 - a. Sum the value in each column of the pairwise comparison matrices.
 - b. Divided each value in each column of the pairwise comparison matrices by the correspondent column sum- these are the normalized matrices.
 - c. Average the values in each row of the normalized matrices- these are the preference vectors.
 - d. Combine he vectors of preferences for each criterion (from step 2c) into one preference matrix that shows the preference for each site for each criterion.
3. Develop a pairwise comparison matrix for the criteria.
4. Compute the normalized matrix by dividing each value in each column of the matrix by the corresponding column sum.
5. Develop the preference vector by computing the row averages for the normalized matrix.
6. Compute an overall score for each decision alternative by multiplying the criteria preference vector (from step 5) by the criteria matrix (from step 2d).
7. Rank the decision alternatives, based on the magnitude on their scores computed in step.

RESULT AND DISCUSION

Result

Table 2. Result of Overall Criteria

Ease of Use	Price	Quality	Content
0.4154	0.13	0.36	0.08

Source: Data Processed

The highest score is ease of use (0.4154), it means ease of use is the criteria the factor that influencing the most people to subscribe the streaming application. The second highest score is quality (0.3670). The next highest score is price (0.1331), and the lowest score is content (0.084). Overall inconsistency 0.2. In general, the degree of consistency is satisfactory (acceptable) if overall inconsistency ≤ 0.10 it means the data comparison in the result is valid and consistent.

Table 3. Result of AHP (Most Preferred Online Movie Streaming)

Netflix	Disney+ Hotstar	Viu
0.25	0.43	0.30

Source: Data Processed

Based on the overall result, youth people in Manado choose Disney+ as the most preferred online movie streaming. Following in the second position is Viu (0,3097), and in the last position is Netflix (0.2583). In general, the degree of consistency is satisfactory (acceptable) if overall inconsistency ≤ 0.10 it means the data comparison in the result is valid and consistent.

Discussion

Analyzed data in this result has shown that price, quality, content, and ease of use criteria influence the preference of youth in The Manado City to choose Netflix, Disney+, and Viu. The first criterion with the most decisive influence is ease of use, with a total score of 0.4154. When choosing movie streaming media, young people prefer easy-to-use or access applications because the more effortless the streaming application, the easier it will be for customers to access the films or features available in the streaming application. The second criterion affecting movie streaming application selection is quality, with a total score of 0.3670. In choosing streaming applications, young people choose applications with good quality, both in terms of video quality, audio quality, or the quality of the application itself, because the audio and video quality of movie streaming applications will significantly affect the appearance of the film. The third criterion that influences the selection of a streaming media is the price, with a total score of 0.1331. When choosing a movie streaming application, the price is one factor influencing the decision to select which application you want. Young people prefer movie streaming applications at the right and affordable prices because not all young people already have their income or steady income. Therefore, they prefer applications with the right and reasonable prices that match the features available in the application. The last criterion influencing a movie streaming application is content, with a total score of 0.0846. The content available in the movie streaming application is also one of the criteria influencing the customer in choosing the movie streaming application to be used. Although most of the content available in the movie streaming application is much the same, each movie streaming application has its content, which is only available on its streaming app and not on any other movie streaming app. Based on the overall result, youth people in Manado choose Disney+ as the most preferred online movie streaming compared to the other alternative. The result shows in Table 4.12 that when people want to subscribe to an online movie streaming, they choose to subscribe to Disney+ rather than another alternative. Following in the second position is Viu with a total score of 0.3097, and in the last position is Netflix with a total score of 0.2583.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

1. Based on the overall result it is found that Disney+ is the most preferred online movie streaming with a total score of 0.4319, the second is Viu, with a total score of 0.3097, and the last is Netflix with total score 0.2583.
2. Based on all criteria (ease of use, quality, price, and content), ease of use is chosen as the most influencing criteria for youth in Manado to select the online movie streaming. Following in the second position is quality, next in the third position is price, and in the last position is content.

Recommendations

1. The authorized management parties of Netflix, Disney+ and Viu in the Manado City must enhance the understanding of price, quality, content, and ease of use to ensure many people in this city choose one of those platforms or all of them as entertainment channel.
2. The authorized management parties of Netflix, Disney+ and Viu in the Manado City must consider other aspects that can influence many people in this city to choose one of those platforms or all of them as entertainment channel.
3. The most preferences alternative (Disney+) is keep creating more interesting content to attract more customers and maintain the current quality or even better if you can improve the quality so that is stays better.

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