

THE IMPACT OF SOCIAL INFLUENCE, HEDONIC MOTIVATION AND HABIT ON USERS' INTENTION TO CONTINUE USING NETFLIX (CASE STUDY OF GEN-Z CONSUMERS IN MANADO)

DAMPAK PENGARUH SOSIAL, MOTIVASI HEDONIS, DAN PERILAKU TERHADAP NIAT PENGGUNA UNTUK TERUS MENGGUNAKAN NETFLIX (STUDI KASUS KONSUMEN GEN-Z DI MANADO)

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Abstract: This study aims to determine the influence of Social Influence, Hedonic Motivation and Habit towards Users' Intention to Continue Using Netflix in Manado. Data analysis methods used is Multiple Regression Analysis. The sample in this research are Generation-Z Netflix users in Manado. This research requires around 90 Respondents. Sampling in this study uses by Purposive Sampling technique. The results are (1) Social Influence affects Users' Intention to Continue Using Netflix among Generation-Z in Manado. (2) Hedonic Motivation affects Users' Intention to Continue Using Netflix among Generation-Z in Manado. (3) Habit affects Users' Intention to Continue Using Netflix among Generation-Z in Manado, and (4) Social Influence, Hedonic Motivation and Habit affects Users' Intention to Continue Using Netflix among Generation-Z in Manado.

Keywords: social influence, hedonic motivation, habit, users' intention to continue.

Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh Social Influence, Hedonic Motivation dan Habit terhadap Users' Intention to Continue Using dari Netflix pada Generasi-Z di Manado. Metode analisis data yang digunakan adalah Analisis Regresi Berganda. Sampel dalam penelitian ini adalah pengguna Netflix Generasi-Z di Manado. Penelitian ini membutuhkan minimal 90 Responden. Pengambilan sampel dalam penelitian ini menggunakan teknik Purposive Sampling. Hasil penelitian ini adalah (1) Social Influence mempengaruhi Users' Intention to Continue Using dari Netflix di Generasi-Z di Manado. (2) Hedonic Motivation mempengaruhi Users' Intention to Continue Using dari Netflix di Generasi-Z di Manado. (3) Habit mempengaruhi Users' Intention to Continue Using dari Netflix di Generasi-Z di Manado, dan (4) Social Influence, Hedonic Motivation dan Habit mempengaruhi Users' Intention to Continue Using dari Netflix pada Generasi-Z di Manado.

Kata Kunci: social influence, hedonic motivation, habit, users' intention to continue.

INTRODUCTION

Research Background

One interesting phenomenon in creative industries is found in the technology application sector. There are various types of applications that have increasing users in Southeast Asia, including in Indonesia. This increase can be seen in the application social media, streaming movies, chatting apps, e-commerce, and food delivery services. Particularly, a fairly high increase can be seen in social media applications as much as 38% and movie streaming applications as much as 35% per year (Pusparisa, 2020). There are several key players of movie streaming apps in Indonesia, namely Apple TV, Netflix, Iflix, VIU, Amazon Prime, Vidio, HBO GO, and Disney+ Hotstar. Users of movie streaming apps in Indonesia have been increasing greatly. The increase of overall users of movie streaming can lead to greater competition between streaming providers to increase loyal users of their apps. This competition will be even fiercer since there are providers such as Netflix, Disney+ and Iflix that gained

more than 10% increase in market share in the first quarter in 2022, followed by other providers (Kumparan, 2023).

To address the competition problem, this study focuses in analyzing what impacts continuance intention of these movie streaming apps. Continuity intention is an action taken by someone who can foresee making decisions in the future to continue to use or do not utilize a service (Ariaeinejad and Archer, 2014). Therefore, it is necessary to know the level of acceptance and use that affects consumers in using streaming apps, due to changes in attitudes and perceptions of consumers after experiences (Schuster, Proudfoot and Drennan, 2015). The experience gained by consumer may be shaped by either external or internal factors, or both. There are numbers of approach in studying what factors cause's users to continue using application software, but this paper only focuses on one. In this research, the factors impacting continuance intentions are adopted from the UTAUT (Unified Theory of Acceptance and Use of Technology) model. UTAUT is a model acceptance of the latest technology developed by Venkatesh, Thong, and Xin In this study there are measuring variables of behavioral intention and use behavior and influenced directly by the seven main constructs namely Performance Expectancy, Effort expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, and Habits. UTAUT are chosen since it is the most comprehensive model in analyzing technology acceptance (Mahande and Jasruddin, 2018). In this case, movie streaming apps is a technology that is used directly by consumers.

Based on the UTAUT model, the researcher only picks three influencing factors – Social Influence, Hedonic Motivation and Habit. First, Social influence is the extent to which a person's perception that other parties believe that it is better to use the system/technology, which is related to the question whether consumers' intention to continue using streaming apps are affected by other person (friends, family, etc.). Social Influence is not limited to results of direct interaction with people, but may also refer to results of interactions through social media. Since streaming apps are so popular, many people are talking about them and reviewing them on the internet. The interesting problem is, is it one's decision to purchase certain streaming apps are influenced by other people's decision to use. Second, Hedonic motivation is defined as the fun or pleasure that is obtained when subscribing or using technology and has been shown to play an important role in determining the acceptance and use of systems/technology. This aspect is directly related to the more pleasing and fun experience related to the features, performance and content of the applications. Cai et al. (2018) states that Hedonic Motivation is emotive. In the case of subscribing and using of streaming apps, there may be hedonic motives. Cai et al. (2018) provided comparison that consumers may purchase goods online only for pleasure of buying or owning, not for the sake of the functionality of the goods. Akdim, Casalo and Flavian (2022) also states the same problem in social mobile apps. In comparison with movie streaming apps, this emotional motivation may create impact towards intention to continue using. Third, Habit is the extent to which individuals tend to perform behaviors automatically because of learning. This aspect is related on how a movie streaming app (or apps) is in accordance with users' habit of using technologies. Habit may be a contributing factor on consumers' continuance to use, since an entertainment apps may keep used since the user is already familiar with the application, or it may be having been installed in their device beforehand. The streaming application may also be functioning satisfyingly, so that the user has no need mind other streaming apps. Gan, Liang and Yu (2017) states that in mobile social networkin apps, when an individual repeats an action regularly and he/she is satisfied with the outcome, the action then become habitual. Based on this finding, the interesting problem is whether this case also occurred in movie streaming apps. Thus, based on discussed background, this research is titled The Impact of Social Influence, Hedonic Motivation and Habit on Users Intention to Continue Using Netflix (Case Study of Gen-Z Consumers in Manado).

Research Objectives

Based on the research problems, the objectives of this research are:

1. To analyze the simultaneous influence of Social Influence, Hedonic Motivation, and Habit on Users' Intention to Continue Using Netflix in Manado.
2. To analyze the influence of Social Influence on Users' Intention to Continue Using Netflix in Manado.
3. To analyze the influence of Hedonic Motivation on Users' Intention to Continue Using Netflix in Manado.
4. To analyze the influence of Habit on Users' Intention to Continue Using Netflix in Manado.

THEORETICAL FRAMEWORK

Consumer Behavior

Consumer behavior is a part of human behavior and therefore cannot be separated from that part. In the

field of marketing, the study of consumer behavior aims to determine the ever-changing tastes of consumers and to influence them to be willing to buy goods and services from companies when they need them. Consumer behavior is a study about how individuals, groups, and organizations select, buy, use and how goods and services, ideas, or experiences to satisfy their needs and wants (Kotler and Keller, 2018). Consumer behavior is the mental and physical activity carried out by final consumers and business customers who make decisions to pay for, buy and use certain products and services

Social Influence

Social Influence is defined as the extent to which an individual perceives interests held by others that will affect it using the new system. Social influence is the degree to which an individual perceives that it is important that others believe he or she should use the new system. Social influence is a determining factor for behavioral intention in using information technology. It is direct determinant of the behavioral intention to use a technique or technology (Venkatesh, Thong, and Xin, 2012). Venkatesh, Thong, and Xin (2012) suggested that the social environment has a major impact on people's behaviors. Subjective norm means that personal behavior is influenced by the people around you, especially those who are considered important (Lin, 2019). Social factors can be seen as the subjective culture of the individual reference group.

Hedonic Motivation

Hedonic motivation is the level of pleasure obtained from the use of information technology and has been shown to play an important role in determining the acceptance and use of a technology (Khatimah, Susanto and Abdullah, 2019). Hedonic motivation is proven to be an important factor in the use of a technology (Venkatesh, Thong, and Xin, 2012). Purchase motivation based on the individual's emotional needs for pleasure and comfort (Khatimah, Susanto and Abdullah, 2019). Hedonic motivation refers to the consumer's experiential and emotional incentives to engage in shopping activities (Solomon, 2007).

Habit

Habit is defined as the extent to which people tend to perform behavior automatically due to the learning process (Limayem, Hirth and Cheung, 2007; Rahardja, Hariguna dan Aini, 2019), while Kim, Malhotra and Narasimhan (2005) consider habit to have the same meaning as someone's automaticity in using information technology or a system. Habit is something that is usually done, a pattern for responding to certain situations that is learned by an individual and which he does repeatedly in doing the same thing. Habits are a series of one's actions repeatedly in the same way and take place without further thought processes (Siagian, 2018). Habits, namely the extent to which individuals tend to perform behaviors automatically for learning (Chang, 2012).

Continuous Intention

Muhammed, Ogubando and Abu-Bakar (2016) defines intention as how far a person is willing to try and consider a behavior in advance. Continuance intention is classified as the behavioral intention variable, which directly influences actual behavior. Blackwell, Miniard and Engel (2001) stated that behavioral intention refers to specific actions occurred after someone uses a product or service. This variable influenced jointly by attitude towards action or behavior and subjective norms. Bagozzi and Dholakia in Das and Tiwari (2021) stated that once the intention is activated, it will function as part of a self-fulfillment mechanism and propelling individuals to "must do" or "will do".

Previous Research

Supriyanto, Rolliawati and Yalina (2020) aimed to understand aspects that have an influence on the acceptance of the staffing module SIESTA with the UTAUT2 model up to the RSUD Dr. Soetomo Surabaya can utilize the results of research in implementing other SIESTA modules. The sampling technique was determined by the disproportionate stratified random sampling technique and the sample size used was 359. The analysis of the data and the results of the SEM-PLS hypothesis test prove that behavioral intention is significantly influenced by social influence and price value aspects. While aspects of facilitating conditions and habits have a significant impact on aspects of use behavior. There are no aspects of moderator age, gender, and experience that meet significant criteria. Then it can be seen that age, gender, and years of service do not strengthen the influence of core aspects on the acceptance of the staffing module SIESTA

Indrawati and Putri (2018) analyzed factors influencing continuance intention of Go-Pay adoption in Indonesia by using a Modified Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) Model with

Trust as a new variable. The data were gathered from 507 valid respondents in Indonesia chosen by purposive sampling technique. The result revealed that the factors influence continuance intention adoption of Go-Pay from the highest to the lowest respectively are Habit, Trust, Social Influence, Price Saving Orientation, Hedonic Motivation, and Performance Expectancy. The model can predict strongly the continuance intention of consumers towards Go-Pay services in Indonesia since the R^2 is 72.8%. This model can be used by Go-Pay management in making decisions to maintain the continuance intention of consumers towards Go-Pay adoption by paying attention to those factors and their indicators.

Lee, Sung and Jeon (2019) analyzed an extended Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model that augments information quality to identify the determinants of continuous use intention for food delivery software applications. A sample survey of 340 respondents who had ordered or purchased food through delivery apps was used for the analysis. The results indicate that habit had the strongest influence on continuous use intention, followed by performance expectancy and social influence. Furthermore, information quality had an indirect effect on continuous use intention via performance expectancy. Consequently, this study confirms the importance of information quality, performance expectancy, habit, and social influence as factors in inducing users' continuous use intention for food delivery apps.

Conceptual Framework

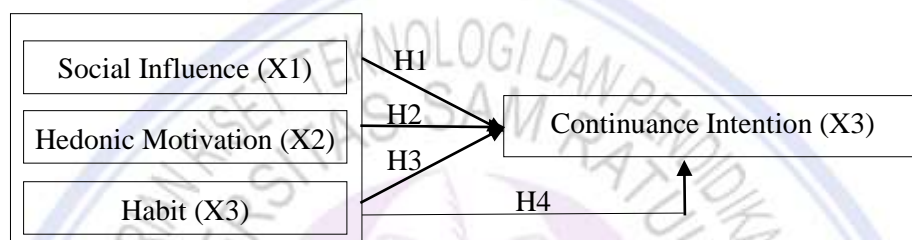


Figure 1. Conceptual Framework

Source: Theoretical Review, 2023

Research Hypothesis

Conceptual framework above implies four hypotheses as follows:

- H1: Simultaneously, Social Influence, Hedonic Motivation, and Habit affects Users' Intention to Continue Using Netflix in Manado.
- H2: Social Influence affects Users' Intention to Continue Using Netflix in Manado.
- H3: Hedonic Motivation affects Users' Intention to Continue Using Netflix in Manado.
- H4: Habit affects Users' Intention to Continue Using Netflix in Manado.

RESEARCH METHOD

Research Approach

The research used is a quantitative approach. Furthermore, the strategy used in this study is to use an associative strategy. Sugiyono (2019), associative research is a research problem formulation that analyzes the relationship between two or more variables. In this study, an associative research strategy was used to identify the extent to which the influence of variable X (independent variable) consisting of Social Influence (X1), Hedonic Motivation (X2), Habit (X3) has on variable Y, namely Continuance Intention.

Population and Sample

The population in this study are customers (users) of Netflix application in Manado, particularly young people who falls within Generation Z. In determining the number of samples, what must also be considered is the rule that samples must be more than 30 and less than 500 (currently) (Sekaran and Bougie, 2017). Pew Research (2019) defines Generation Z as people who born in 1997-2012. These criteria are used to define the term young people and limit the age range of the population. Determining the number of samples in this study was based on the Hair et al.'s method. This method states that the sample-to-variable ratio suggests a minimum observation-to-variable ratio of 5:1, but ratios of 15:1 or 20:1 are preferred (Hair et al., 2018). Thus, since there are three independent variables are utilized in this study, minimum 60 respondents are required.

Data Collection Method

Questionnaires are data collection tools in the form of questions to be filled in or answered by respondents. The reasons for using a questionnaire are that first, questionnaires are primarily used to measure factual variables. Second, to obtain information relevant to research objectives, and third, to obtain information with the highest validity and reliability.

Operational Definition of Research Variable

The definition of research variables are as follows:

Table 1. Operational Definition and Indicators

Variable	Operational Definition	Indicators
Social Influence (X ₁)	Level of Netflix users' perception whether it is important that others believe they should continue using the app.	1.Social pressure 2.Number of friends/family using the apps. 3.Perceived opinions of friends/family. (Nikopoulou, Gialamas and Lavidas, 2021; Wang, 2014; Venkatesh, Thong, and Xin, 2012)
Hedonic Motivation (X ₂)	Netflix users' level of pleasure that impacts their willingness to continue using the app.	1.Feeling of fun 2.Feeling of pleasure 3.Feeling of amusement/entertainment 4.Perceptions of content variety. (Venkatesh, Thong, and Xin, 2012; Indrawati et al., 2022)
Habit (X ₃)	Netflix users' level of automaticity that impacts their willingness to continue using the app.	1.Frequency of use 2.Difficulty of reducing the usage. 3.Emergence of a necessity. 4.Automaticity. (Venkatesh, Thong, and Xin, 2012; Nikopoulou, Gialamas and Lavidas, 2021)
Users' Intention to Continue (Y)	Netflix users' intention to keep on using the app in the near future.	1.Interest in using. 2.Desire to try. 3.Continuation in the future. 4.Intention to recommend. (Cakra, 2021; Wowor, Pangemanan and Wangke, 2019; Mandagi, Lopian and Tumewu., 2021)

Source: Previous Studies, 2023

Data Analysis Method

For multiple linear regression, it consists of two or more independent variables and one dependent variable. Considering the objectives of the research, this study uses the Multiple Linear Regression Analysis technique

Validity and Reliability Test

Riduwan (2018) states that validity test is a measure that shows the level of validity test, validity test is used as a research progress tool, validity test shows how well one of the developments has been made to measure the desired particular concept in the progress of researchers. The validity test used in this study is construct validity. Construct validity has the widest scope compared to other validities, because it involves many procedures including content validity and criterion validity. While the technique used is product moment person correlation. Riduwan (2018) states that to test the reliability or condition used for a measurement is the Alpha Cronbach coefficient. Cronbach's Alpha coefficient, indicating the overall quality of the research data collection process. If the reliability of Cronbach Alpha (α) > 0.6, it means that the statement of the variable is reliable.

Classical Assumptions Test

Normality Test

Ghozali (2018:145) states that the purpose of the normality test is to find out whether each variable is normally distributed or not. The normality test is needed because to test other variables with the assumption that the residual values follow a normal distribution. If this assumption is violated, then it becomes invalid and

parametric statistics cannot be used. If the data spreads around the diagonal line and follows the direction of the diagonal line or the histogram shows a normal distribution pattern, then the regression model meets the normality assumption. If the data spreads away from the diagonal line and/or does not follow the direction of the diagonal line, or the histogram graph does not show a normal distribution pattern, then the regression model does not meet the assumption of normality.

Heteroscedasticity Test

Riyanto and Hatmawan (2020: 139) explains that the heteroscedasticity test aims to test whether in the regression model has an inequality of variance from residual observations. The method used in this test is the scatterplot method, which looks at the graph plot between the predicted value of the dependent variable ZPRED and the residual SRESID.

Autocorrelation Test

The autocorrelation test aims to test whether in linear regression there is a correlation between errors in current and previous period. If there is a correlation, then it is called an autocorrelation problem (Ghozali, 2018: 121). The autocorrelation test is related to data in one variable that are interconnected with each other (Ghozali, 2018: 122). The magnitude of the value of a data can be influenced or related to other data. Regression test requires that the variable should not show signs of autocorrelation. If there is autocorrelation, then the regression model is bad because it will produce illogical parameters. To detect the presence of autocorrelation is carried out with the Durbin Watson (DW) test with the following conditions (Sujarweni, 2015):

- If the DW is below -2 it means there is a positive autocorrelation
- If the DW number is between -2 to +2, it means that there is no autocorrelation
- If the DW is above +2 it means there is a positive autocorrelation.

Multicollinearity Test

The multicollinearity test is intended to determine whether there is an association (relationship) between two or more independent variables (Ghozali, 2018:71). The purpose of this test is to determine the correlation between the independent variables in the study. In a good regression model, there should be no real linear relationship (correlation) between the independent variables. The test method is by looking at the Variance Inflation Factor (VIF) and the tolerance value.

Multiple Linear Regression Analysis

Riyanto and Hatmawan (2020: 140) explains that regression is divided into two, namely simple linear regression and multiple linear regression. For simple linear regression, it only consists of one independent variable and one dependent variable, while for multiple linear regression it consists of two or more independent variables and one dependent variable. This study uses the Multiple Linear Regression Analysis technique with the following model.

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Notes:

- a = *Constant*
- b₁ = *Regression coefficient*
- Y = *Continuance Intention*
- X₁ = *Social Influence*
- X₂ = *Hedonic Motivation*
- X₃ = *Habit*
- e = *Error rate*

Coefficient of Determination (R-Square)

Riduwan (2018:139) explains that the coefficient of determination shows that there is variation in the independent variable between the dependent variables (Y). The value of the coefficient of determination is between zero to one. A small determination value means that the ability of the independent variable to explain the variation in the dependent variable is limited. A value that is close to one means that the independent variable provides the information needed to predict the variation of the dependent variable for this research. The results will be found using SPSS 25.

Hypothesis Testing**T-Test (Partial Test)**

Riduwan (2018:98) explains that this test is used to test the significance of each regression coefficient, so as to find out whether the effect is partially between X1 (Social Influence), X2 (Hedonic Motivation), X3 (Habit), on Continuance Intention (Y). The formula is as follows:

- If $t\text{-count} > t\text{-table}$, then H_0 is rejected and H_a is accepted, meaning that there is an influence between the independent variables on the dependent variable.
- If $t\text{-count} < t\text{-table}$, then H_0 is accepted and H_a is rejected, meaning that there is no effect between the independent variables on the dependent variable.

F-test

Riduwan (2018:238) states that the F test is used to test the significance of the regression coefficient to determine whether the simultaneous influence of X1 (Social Influence), X2 (Hedonic Motivation), X3 (Habit), take place towards Continuance Intention (Y):

- If $f\text{-count}$ is $f\text{-table}$, then H_0 is rejected and H_a is accepted, meaning that the independent variables simultaneously have an effect towards the dependent variable.
- If $f\text{-count} < f\text{-table}$, then H_0 is accepted and H_a is rejected, meaning that the independent variables simultaneously have no effect on the dependent variable

RESULTS AND DISCUSSION**Results**

This part describes the statistical test results from data processing steps. This part contains all parts related to statistical tests, starting from validity test results, reliability test results, classical assumption test results, f-test results, t-test and R-square results

Validity Test**Table 2. Validity Test Results**

Item	R-Table	Corrected Item-Total Correlation	Valid/Not Valid
X1.1	0.171	0.654	Valid
X1.2	0.171	0.763	Valid
X1.3	0.171	0.761	Valid
X2.1	0.171	0.662	Valid
X2.2	0.171	0.757	Valid
X2.3	0.171	0.501	Valid
X2.4	0.171	0.693	Valid
X3.1	0.171	0.803	Valid
X3.2	0.171	0.777	Valid
X3.3	0.171	0.810	Valid
Y1.1	0.171	0.823	Valid
Y1.2	0.171	0.883	Valid
Y1.3	0.171	0.760	Valid
Y1.4	0.171	0.863	Valid

Source: Data Processing

From the tables above it can be seen that each item questions have $r\text{-count} > r\text{-table}$ (0.170) and have a positive value. Thus, the question items are declared as valid.

Reliability Test

From the description of the table 3, it can be seen that all variable has a Cronbach Alpha > 0.60 . Thus, the variables (Social Influence, Hedonic Motivation, Habit and Users' Intention to Continue) can be said to be reliable

Table 3. Reliability Test Results

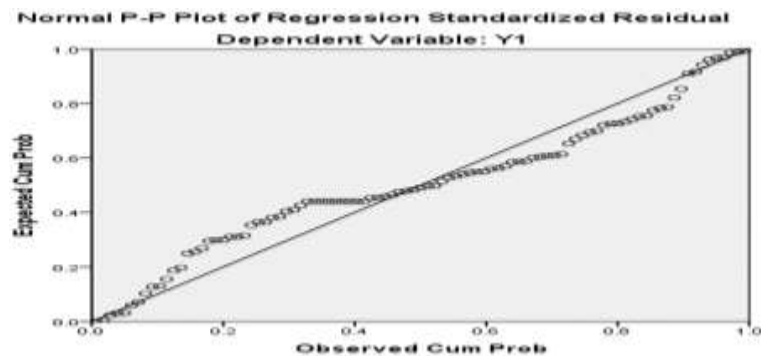
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.947	.954	14

Source: Data Processing

Classical Assumption Test Results

Normality Test

Normality test aims to test whether in the model regression of the dependent variable and the independent variable both have normal distribution or not.

**Figure 2. Normal Probability Plot**

Source: Data Processing

Figure 2 displays the normal probability plot used in normality test. Based on the normal probability plot graph, the distribution of data follows the shape of a normal line. So, the data in this study have fulfilled the assumption of normality.

Heteroscedasticity Test Results

The Heteroscedasticity test aims to test whether it is in the model regression occurs variance inequality. As for the statistical test results the Heteroscedasticity obtained in this study is as follows following.

**Figure 3. Heteroscedasticity Test Results**

Source: Data Processing

Based on the scatterplot graph on Figure 3, it is shown that there is a clear pattern clear as well as the points that spread above and below the number 0 on the Y axis. So, it can be concluded that there is no Heteroscedasticity in the model of regression.

Multicollinearity Test Results

Multicollinearity test aims to test whether in the regression model there are any correlation between the independent variables. From the results of the multicollinearity test conducted, it is known that the variance inflation factor (VIF) value for all variables is smaller than 10, so it can be assumed that there is no multicollinearity between the independent variables in the regression model.

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF
Social Influence (X1)	0,974	2.294
Hedonic Motivation (X2)	0,984	2.038
Habit (X3)	0,981	2.117

Source: Data Processing

Autocorrelation Test Results

This test is carried out to test whether a model is between the confounding variables of each independent variable are mutually exclusive influence.

Table 5. Autocorrelation Test Results

Model	Durbin-Watson
1	2.294

Source: Data Processing

Based on the value of the Durbin–Watson statistical test in the study, the test score as shown in Table 4 is above one and below three (2,136). This indicates that no autocorrelation occurs.

Multiple Linear Regression Results

Table 6. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.245	3.189		-.391	.697
Social Influence (X1)	.354	.108	.256	3.265	.002
Hedonic Motivation (X2)	.397	.130	.226	3.056	.003
Habit (X3)	.512	.078	.498	6.601	.000

Source: Data Processing

From table above, the regression equation model obtained is as follows:

$$Y1 = -1.245 + 0.354X1 + 0.397X2 + 0.512X3$$

The equation model show that:

1. The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.354, which means that the magnitude of Social Influence (X1) on Users' Intention to Continue (Y) is 35.4%.
2. The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.397, which means that the magnitude of Hedonic Motivation (X2) on Users' Intention to Continue (Y) is 39.7%.
3. The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.512, which means that the magnitude of Habit (X3) on Users' Intention to Continue (Y) is 51.2%.

R-Square

Table 7. R-Square Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.872 ^a	.761	.753	2.844

a. Predictors: (Constant), X3, X2, X1

(Source: Data processed)

The coefficient of determination test (R-square) between the Social Influence, Hedonic Motivation and Habit variable (X) and the Users' Intention to Continue variable (Y1) was obtained at 0.761. This means that, while the independent variables were able to explain the dependent variable at 76.1%, while the remaining 25.9% was explained by other variables not included in this model (not researched).

Hypothesis Tests**T-Test****Table 9. T-Test Result**

Model	t	Sig.
(Constant)	-.391	.697
Social Influence (X1)	3.265	.002
Hedonic Motivation (X2)	3.056	.003
Habit (X3)	6.601	.000

Source: Data Processing

The significance test results show that:

1. For the effect of Social Influence (X1) towards Users' Intention to Continue (Y), the value of p-value (Sig) is 0.002 which is below the 5% (0.05). This means that there is a positive influence between Social Influence (X1) on Users' Intention to Continue (Y). The results of the study can accept the hypothesis H2 which states "Social Influence (X1) affects Users' Intention to Continue (Y)". The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.354, which means that the magnitude of Social Influence (X1) on Users' Intention to Continue (Y) is 35.4%.
2. For the effect of Hedonic Motivation (X2) towards Users' Intention to Continue (Y), the value of p-value (Sig) is 0.003 which is below the 5% (0.05). This means that there is a positive influence between Hedonic Motivation (X2) on Users' Intention to Continue (Y). The results of the study can accept the hypothesis H3 which states "Hedonic Motivation (X2) affects Users' Intention to Continue (Y)". The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.397, which means that the magnitude of Hedonic Motivation (X2) on Users' Intention to Continue (Y) is 39.7%.
3. For the effect of Habit (X3) towards Users' Intention to Continue (Y), the value of p-value (Sig) is 0.002 which is below the 5% (0.05). This means that there is a positive influence between Habit (X3) on Users' Intention to Continue (Y). The results of the study can accept the hypothesis H4 which states "Habit (X1) affects Users' Intention to Continue (Y)". The beta value in the Unstandardized Coefficients of the motivation variable shows a number of 0.512, which means that the magnitude of Habit (X3) on Users' Intention to Continue (Y) is 51.2%.

F-Test**Table 10. F-Test Result**

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	2291.271	3	763.757	94.429	.000 ^b
Residual	719.847	89	8.088		
Total	3011.118	92			

Source: Data Processing

From Table above, it can be seen that the results of the F-test result obtained, to test the simultaneous effects for Social Influence (X1), Hedonic Motivation (X2), and Habit (X3) towards the dependent variable. Significance (Sig.) value shows 0.000 which is lower than 0.05. This means that all the three independent variables - Social Influence (X1), Hedonic Motivation (X2), and Habit (X3) affects Users' Intention to Continue (Y), simultaneously. The F-test results concludes that Hypothesis H4, which states "Social Influence (X1), Hedonic Motivation (X2), and Habit (X3) affects Users' Intention to Continue (Y), simultaneously". is accepted.

Discussion**Influence of Social Influence towards Users' Intention to Continue Using Netflix**

Results confirm that Social Influence affects Users' Intention to continue using Netflix, for Generation-Z consumers in Manado. This implies that Social Influence, indicated by consumers' feeling of social pressure, number of friends and family who uses Netflix, and their perceived opinions affects one's decision making to keep on using Netflix. This finding is caused by the feature of Netflix that enables family or friends to share account and/or owning account together, leads to one influence other to subscribe to Netflix together. This may also mean that a user may be influenced by friends/family members because of movie recommendation or movie/TV series preferences. Social Influence impacts Netflix users' behavioral intention to use the platform to

watch series and movies. For this study, it was hypothesized that Social Influence influences how users' intention to continue using Netflix for their entertainment need. When users feels that important persons (e.g., family, close friends, relatives) influence their use of Netflix, it is more likely for them to adopt Netflix for entertainment; users acknowledge that other people have a role to play in the process of their Netflix adoption and behavioral intention (Nikolopoulou, Gialamas and Lavidas, 2021). Li et al. (2022) states that Social Influence can be viewed as social norms - which is perceived social pressure to engage in or refrain from engaging in particular actions, primarily based on what others are likely to expect of the Netflix users. Since Netflix is regarded as one of the major streaming apps in Manado, when close relatives and friends are bingeing particular movies/series, the users will be influenced, so that they can feel up-to-date for the current movies/series. In simple words, when most of the user's relatives and friends are following certain movies/series on Netflix, it acts as 'norms' between their social circle. Furthermore, he/she will try to follow that norm and leads to continuous use. Li et al. (2022) also states that Social Influence also refers to social identity. Thus, this shows that a person's sense of identification and belonging to a particular community. The implication is that, by following the movie/series update in Netflix, a user may be easier to engage in conversation related to those movies with certain social circle. This may lead to sense of belonging to their group thus increase their desire to continue using the apps. This finding is consistent with the previous studies that states social influence was positively related to the continuance intention in the context of application. Li et al. (2022) confirms this finding, by stating that social-related factors (image, identity) influences users' intention to continue using applications.

Influence of Habit towards Users' Intention to Continue Using Netflix

Results confirm that Habit affects Users' Intention to continue using Netflix, for Generation-Z consumers in Manado. This implies that consumers' frequency of using the Netflix, the addictiveness, and the emergence of necessity of using the applications determines how the users keep on continuously using the applications. In the context of entertainment applications developing habitual behavior depends highly on the use behavior of the users and the nature of the task in the applications. Alsharo, Alnsour and Alabdallah (2020) asserts that as users grow more accustomed to the applications features and functions, habitual behavior will strengthen their feeling towards the application's usefulness and simplicity. That is what have happened to Netflix users that it is the nature of Netflix to be installed in users' mobile phones and this application has fast performance and simple interface. This clarity and accessibility may develop a strong habitual behavior, where whenever users wanted to find movies and the updates, they will easily open this apps. This leads to a continuous use of the applications. This finding is consistent with the research by Alsharo, Alnsour and Alabdallah (2020) that states Habit predicts Continuance Intention in the context of mobile application. Nikolopoulou, Gialamas and Lavidas (2021) also confirms this finding, by stating that Habit affects technology users' use behavior. His result fulfills the problem on what factors may impact a streaming applications' users' intention to continue using. It is shown that Netflix management should pay attention to Habit of young users in order to enhance their intention to continue using. Wirokarto (2013) stated Generation Z is more influenced by communication via online and social media. This is related on how they search and purchase service online. Wirokarto (2013) and Putra (2016) adds that Generation Z have high attachment on social media and internet in searching information and purchasing products. This implies that in the context of movie searching and browsing, young users are relying highly on movie streaming apps. Netflix managers may increase their apps speed performance, informational content, and promotional volume, in order to make these users more engaged as a habitual behavior. These feature additions or improvement could make these users' experience more convenient. This increase in engagement and habitual behavior in using Netflix increases their willingness to continue using.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the conclusions of the previous chapter, this section wraps up the research findings. Additionally, this chapter makes suggestions for further studies on this subject.

1. Results shows that simultaneously, Social Influence, Hedonic Motivation and Habit affects Users' Intention to Continue Using Netflix among Generation-Z in Manado.
2. Results shows that Social Influence affects Users' Intention to Continue Using Netflix among Generation-Z in Manado. This implies that Social Influence, indicated by consumers' feeling of social pressure, number of friends and family who uses Netflix, and their perceived opinions affects one's decision making to keep on

using Netflix. This finding concludes that people continue using Netflix because of social perception they received. Factors related to Social Influence can be developed to increase Netflix Users' Intention to Continue Using.

3. Results shows that Hedonic Motivation affects Users' Intention to Continue Using Netflix among Generation-Z in Manado. This shows that the association of feelings generated by using Netflix, indicated by the feeling of fun, pleasant and amusement with various titles of movies and series – creates the desire to continuously using this application for the long run. This finding concludes that people continue using Netflix for the motivation of having fun. Factors related to Hedonic Motivation can be developed to increase Netflix Users' Intention to Continue Using.
4. Results shows that Habit affects Users' Intention to Continue Using Netflix among Generation-Z in Manado. This implies that Habit, indicated by consumers' frequency of using the Netflix, consumers' addictiveness, and the emergence of necessity of using the applications determines how the users keep on continuously using the applications. This finding concludes that people continue using Netflix because their continuance intention behavior. Aspects related to Habit may be enhanced to increase Netflix Users' Intention to Continue Using.

Recommendation

Recommendation given are as follows:

1. Young consumers (Generation-Z) in Manado, Indonesia are the exclusive focus of this study. In order to make the findings even more diverse and comparable, additional research may be conducted in populations with different respondent demographics (for example, other age groups, other cities or other regions). This would allow a more thorough analysis of the impact of Social Influence, Hedonic Motivation and Habit on streaming apps user behavior.
2. Upcoming related studies might examine other factors that might increase user continuous intention to the applications. More variables should be able to be included in the upcoming studies.
3. To maintain and increase Social Influence factor, Netflix should consider how the opinions, pressures, and images of other people have an impact on their youthful users' use of their streaming service. By retaining its multi-user capabilities and adding additional titles that young users prefer in order to increase engagement, Netflix may continue to improve Social Influence. After this interaction, users could feel like they belong in social conversations and project a better social image, which encourages more people to use this technology. Thus, to conclude, management should act by maintaining multiple users feature and bring more interesting programs for Generation-Z users to keep them in social conversations.
4. To maintain and increase Hedonic Motivation factor, Netflix should continually add high-caliber films and TV shows because the service's primary goal is to provide entertainment, in order to keep users' enjoyment levels high. In the meanwhile, it's important to maintain and enhance application quality and performance so that using Netflix continues to feel convenient, pleasurable, and fun. By making this effort, Netflix will be able to keep its fun and enjoyment levels high for Generation-Z viewers and win their continued loyalty. Thus, to tackle this problem, management should act by increasing more top-quality movies to maintain sense of fun and entertainment in Netflix.
5. To maintain and increase Habit factor, Netflix managers may increase their apps speed performance, informational content, and promotional volume, in order to make these users more engaged as a habitual behavior. These feature additions or improvement could make these users' experience more convenient. This increase in engagement and habitual behavior in using Netflix increases their willingness to continue using. Thus, managers should pay attention in maintaining Habit of users by keeping the current performance of the apps and more features to engage users and increase their attachment towards the app.

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