
**PERCEIVED CONVENIENCE TOWARDS SUBSCRIPTION INTEREST IN
NETFLIX: A CASE STUDY OF CONSUMERS**

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Abstract

This study aims to examine the effects of content richness, service features, and perceived ease of use on subscription interest, with perceived convenience acting as a mediating variable among Netflix users. The research was conducted in Bali as an international tourism destination characterized by a high level of streaming service usage. A quantitative approach was employed using a survey method involving 100–150 respondents selected through purposive sampling. Data were collected through an online questionnaire utilizing a Semantic Differential scale (1–10) and analyzed using statistical techniques. The findings reveal that content richness, perceived ease of use, and perceived convenience have positive and significant effects on subscription interest, while service features do not exert a significant direct effect. Furthermore, content richness and service features significantly influence perceived convenience. Mediation analysis indicates that perceived convenience does not mediate the relationship between content richness and subscription interest, but it successfully mediates the effects of service features and perceived ease of use on subscription interest. These findings underscore the importance of user convenience in enhancing subscription interest in digital streaming services.

Keywords: Content Richness, Service Features, Perceived Ease Of Use, Perceived Convenience, Subscription Interest

INTRODUCTION

Information technology has disrupted human life, bringing significant changes across various aspects of society. Gunawan (2022) states that rapid technological advancements have encouraged many individuals to utilize technology to support their daily activities, including in the entertainment sector. Traditionally, people consumed entertainment by watching television; however, this habit has gradually shifted toward Video on Demand (VoD) services. VoD refers to an online streaming service that provides various types of video content, such as films, television series, documentaries, and others. Users can control the playback process, including fast-forwarding, rewinding, replaying, as well as saving or downloading content according to their preferences (Prayogo & Hapsari, 2021). Rahmawati (2022) further explains that Subscription Video on Demand (SVoD) services operate as subscription-based entertainment platforms, allowing users to access a wide range of content by paying a monthly fee.

This phenomenon presents a significant opportunity for streaming companies, as it enables people to perform various activities anytime and anywhere, including enjoying movies without the need to visit cinemas (Prayogo & Hapsari, 2021). In Indonesia, numerous streaming service providers have emerged, one of the most popular being Netflix. According to Fadilla et al., (2022), Netflix is a streaming platform that provides users with access to television series, films, documentaries, and other entertainment content. The increasing demand for entertainment has driven people to seek alternative options, one of which is paid streaming services (Hutauruk et al., 2021).

Based on current phenomena, audiences tend to feel bored with conventional television due to its monotonous content and fixed broadcasting schedules, leading them to shift toward digital streaming services such as Netflix. Netflix offers ad-free content and allows users to watch films flexibly according to their preferences (Auditya & Hidayat, 2021). This is one of the factors contributing to Netflix's popularity, as reflected in the continuous growth of its global subscriber base, which reached 277.65 million subscribers in the second quarter of 2024 (katadata.co.id), as illustrated in the following figure:

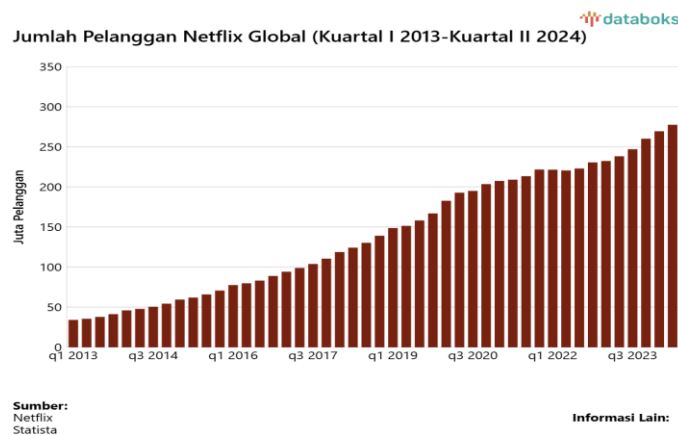


Figure 1.
Global Netflix Subscribers (Q1 2023 – Q2 2024)

Source: katadata.co.id

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Based on these data, the number of Netflix subscribers globally has continued to increase significantly, reaching more than 277 million users in 2024. This indicates a high level of public interest in digital streaming services. However, this condition does not fully reflect Netflix's dominance in the Indonesian market. According to data from the Indonesian Internet Service Providers Association (2024), platforms such as YouTube and Vidio still record higher usage rates compared to Netflix. This suggests that Netflix continues to face intense competition in the local market, highlighting the need for appropriate strategies to increase users' subscription interest.

Although the use of Netflix services appears to be increasing, many competing companies are also striving to offer exclusive content and innovative features, as shown in the following data:

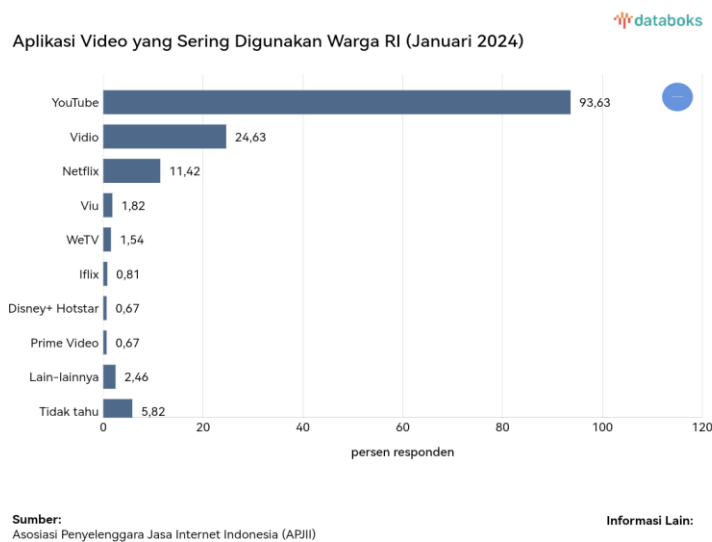


Figure 2.
Usage Rate of Video Streaming Platforms in Indonesia (2024)

Source: Indonesian Internet Service Providers Association (APJII), 2024

Based on Figure 2, it can be observed that YouTube is the most dominant video platform used in Indonesia, with a usage rate of 93.63%. Meanwhile, other platforms such as Vidio and Netflix have lower usage rates compared to YouTube. This indicates that although Netflix has experienced significant global user growth, its position in the Indonesian market still faces intense competition. This condition suggests that factors such as content richness, service features, ease of use, and perceived convenience are crucial aspects in increasing users' subscription interest in the Netflix platform.

Therefore, strategies are required to maintain and enhance users' subscription interest in the Netflix application, one of which is strengthening the aspect of content richness. According to Lin et al. (2012) in Gunawan (2022), content richness refers to the extent to which users can find a variety of engaging content that aligns with their interests within a platform. Hutaaruk et al., (2021) further argue that the abundance of content offered encourages many individuals to be willing to pay for streaming subscriptions. In terms of

content, Netflix offers a collection of original films and series that cannot be found on other platforms, commonly known as “Netflix Originals.” In addition, Netflix provides various types of content, including series, films, documentaries, anime, reality shows, and family-friendly content with diverse genres. This enables users to feel more comfortable, as they can easily find content that matches their personal preferences.

Squid Game Season 2 became one of the most popular shows among audiences toward the end of 2024. According to [katadata.co.id](#), *Squid Game 2* ranked seventh on the list of the most popular non-English series of all time on the Netflix platform. *The Trauma Code: Heroes on Call* is one of the latest Korean dramas that premiered on Netflix on January 24, 2025. Based on data from Netflix, the drama recorded 4.7 million views during its first week of release. Furthermore, according to [katadata.co.id](#), the series *Gadis Kretek (Season 1)* achieved the 10th position in the global ranking of the most popular non-English series on Netflix over the past week. According to Netflix.com, the series was viewed 1.6 million times during the period of November 6–12, 2023.

To achieve effective content richness, careful planning and creativity are required in producing engaging and meaningful content. This must also be supported by adequate service features that help users explore diverse content. According to Humaidi et al., (2022), features are one of the aspects that encourage consumers to choose a product. Service features are a key element in attracting potential consumers, as appropriate features can assist users and lead them to perceive the product as a daily necessity (Endriyanto & Indrarini, 2022). Service features include various technologies and tools provided by the platform to enhance viewer convenience. Netflix offers several service features, such as content recommendations, downloads, subtitles, smart search, multiple device support, and others.

According to Hutaaruk et al., (2021), the convenience provided by paid streaming applications allows users to freely choose films or TV series according to their preferences without waiting for scheduled broadcast times. Ease of use is characterized by technology that is simple to operate, easy to understand, and does not create difficulties during use (Robaniyah & Kurnianingsih, 2021).

Perceived convenience is a psychological concept referring to the extent to which individuals feel that interacting with a product or service is easy, efficient, and free from obstacles. User convenience is a crucial element in every business activity, particularly in digital service provision, where products or services must be designed by considering users’ perspectives and needs to deliver optimal and satisfying experiences (Chandra & Wulandari, 2024). This convenience is not only related to technical aspects but also encompasses a holistic experience, including ease of use, service flexibility, and responsiveness to individual needs.

Azalia & Magnadi (2020) emphasize that the emergence of various streaming services encourages business actors to design diverse strategies to attract consumers, as the decision to subscribe ultimately lies in the hands of customers. Therefore, Netflix must continuously innovate, not only in terms of content but also in developing service features. In addition, one aspect that has rarely been examined in previous studies is user convenience as a factor influencing subscription interest. Users who feel comfortable when interacting with a platform tend to exhibit higher levels of loyalty and are less likely to discontinue their

subscriptions (churn). This creates a significant research gap, as studies that comprehensively examine the roles of content richness, service features, and ease of use on subscription interest, with perceived convenience as a mediating variable, remain limited, particularly in the context of Netflix subscriptions.

By introducing perceived convenience as a mediating variable, this study offers a new perspective in the development of marketing strategies, service quality improvement, and user experience management on streaming platforms such as Netflix. This research is also expected to enrich understanding and assist Netflix and other streaming service providers in designing more integrated and engaging user experiences, while addressing the existing gap in the literature on streaming services in the Indonesian market.

REVIEW OF LITERATURE

Technology Acceptance Model (TAM)

According to Wardana et al., (2022), the Technology Acceptance Model (TAM) is an approach used to explain the extent to which individuals accept the use of information technology systems. This theory aims to understand the underlying reasons behind individuals' decisions to accept or reject a technology (Camilleri, 2020). TAM serves as a fundamental framework for understanding and predicting users' acceptance and adoption of new technologies (Marela & Alfansi, 2024).

Content Richness

According to Suziana et al. (2024), *content richness* is a feature in streaming applications that provides a wide variety of video content tailored to user preferences. Mahfudzi (2022) further explains that content richness refers to the diversity of content that offers users engaging options, influencing their purchase decisions based on the quantity and variety of available content. Wu et al., (2025) highlight that exclusive content not available on other platforms is particularly appealing due to its uniqueness. In the context of Netflix, the availability of diverse programs and films leads users to perceive the platform as a valuable and suitable entertainment option (Marela & Alfansi, 2024). The greater the variety of content offered, the stronger its positive influence on users' subscription intentions (Mahfudzi, 2022).

Service Features

Features are product characteristics designed to create uniqueness and attractiveness for consumers (Endriyanto & Indrarini, 2022). Ease of use is a crucial factor in increasing user interest in digital systems. Studies indicate that systems that are easy to use enhance user comfort and encourage usage decisions (Limna et al., 2023; Zihan & Ming, 2023).

Perceived ease of use

Ease of use refers to the degree to which an individual can complete tasks effortlessly using a system or technology (Robaniyah & Kurnianingsih, 2021). In the context of Netflix, perceived ease of use reflects the extent to which users believe that the platform can be accessed and utilized without significant effort (Marela & Alfansi, 2024). Camilleri & Falzon (2020) define it as the level of confidence that a system can be used with minimal effort.

Perceived Convenience

Convenience represents an overall evaluation of an individual's feelings toward their environment (Pulungan, 2022). According to Zeqiri et al., (2023), According to Zeqiri et al.

(2023), convenience describes products that are routinely purchased with low involvement and are easily accessible. In digital contexts, particularly Netflix, convenience arises from factors such as relevant content availability, intuitive service features, and a smooth, uninterrupted viewing experience. Service features play a vital role in enhancing user experience, where elements such as personalization, content recommendations, and ease of navigation contribute to increased user satisfaction and loyalty (“Adoption, Satisfaction, Trust, and Commitment of over-the-Top Platforms,” 2024; Al-Adwan, 2023).

Subscription interest

Purchase intention reflects an individual’s desire that serves as a primary driver before making a purchasing decision (Lestari, 2024). According to Solihin (2020) in Suziana et al. (2024), purchase intention is a response indicating an individual’s desire to engage in a purchase. Thus, subscription interest can be defined as the likelihood that a consumer will subscribe to or use a particular service (Fadilla et al., 2022). Tanamee et al. (2022) further explain that subscription interest refers to a consumer’s tendency or willingness to purchase a product under certain conditions. In the context of streaming services, subscription interest tends to increase alongside modern lifestyle changes that demand flexibility and convenience.

RESEARCH METHOD

This study was conducted in Bali as an international tourist destination with a high level of streaming service usage, making it relevant for examining subscription interest in Netflix. The population consists of Netflix users aged at least 17 years who have used the service for a minimum of six months, with a sample of approximately 100–150 respondents selected using non-probability purposive sampling based on specific criteria. The data used are quantitative, derived from primary sources (questionnaires) and secondary sources (such as the Instagram account @netflixid), and collected through observation and online questionnaire distribution via Google Forms. The research instrument is a questionnaire using a Semantic Differential scale (1–10) to measure variables such as content richness, service features, perceived ease of use, perceived convenience, and subscription interest, which are then analyzed to identify factors influencing interest in subscribing to streaming services.

RESULTS AND DISCUSSION

Measurement Model (Outer Model) Evaluation

The initial assessment determines whether the questionnaire instrument is appropriate for representing its latent variables. A loading factor value greater than 0.70 is required to confirm indicator adequacy. Based on the outer model results after outlier removal (Figure 3), all indicators meet the required threshold, indicating that the measurement items are valid for further analysis.

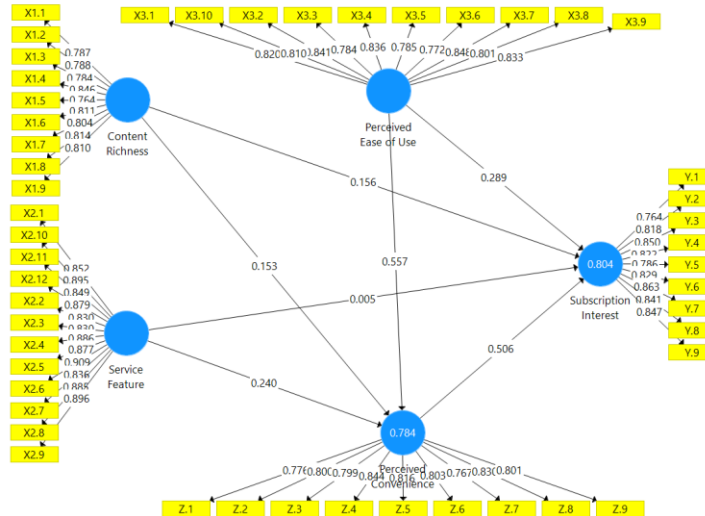


Figure 3.
Outer Model After Outlier
Source: SmartPls

Discriminant Validity

Discriminant validity can be assessed by comparing the square root of the Average Variance Extracted (AVE) for each construct with its correlations with other constructs (Ghozali & Latan, 2015), as presented in the Fornell-Larcker Criterion.

Table 1.
Discriminant Validity Test (Fornell-Larcker Criterion)

	Content Richness	Service Feature	Perceived Ease of Use	Perceived Convenience	Subscription Interest
Content Richness	0.891				
Service Feature	0.708	0.869			
Perceived Ease of Use	0.720	0.784	0.838		
Perceived Convenience	0.749	0.701	0.704	0.856	
Subscription Interest	0.747	0.762	0.813	0.725	0.874

Source: SmartPls

Based on the results shown in the table, the square root of AVE values for each construct is higher than the correlations with other constructs. This indicates that each construct is empirically distinct, and all questionnaire indicators are valid.

Another approach to assess discriminant validity is by examining the AVE values. If the AVE for each construct exceeds 0.50, the model demonstrates adequate convergent validity and no issues with discriminant validity (Hair et al., 2022).

Table 2.
AVE Results

Variabel	Syarat	AVE
Content Richness	>0.5	0.642

Service Feature	>0.5	0.755
Perceived Ease of Use	>0.5	0.661
Perceived Convenience	>0.5	0.647
Subscription Interest	>0.5	0.680

Source: SmartPls

All constructs Content Richness (0.642), Service Feature (0.755), Perceived Ease of Use (0.661), Perceived Convenience (0.647), and Subscription Interest (0.680) have AVE values above 0.50. Therefore, all variables in this study demonstrate good convergent validity.

Reliability Test

A construct is considered reliable if its composite reliability and Cronbach's alpha values are ≥ 0.70 (Ghozali & Latan, 2015).

Table 3.
Reliability Test Results

Variabel	Chronbach's Alpha	Composite Reliability
Content Richness	0.930	0.942
Service Feature	0.970	0.974
Perceived Ease of Use	0.943	0.951
Perceived Convenience	0.932	0.943
Subscription Interest	0.941	0.950

Source: SmartPls

The results indicate that all variables have Cronbach's alpha and composite reliability values above 0.70. This confirms that both exogenous and endogenous constructs meet the reliability criteria and can be categorized as having high reliability.

Composite reliability testing is intended to assess the internal consistency of measurement instruments within the research model. In addition, the Heterotrait-Monotrait Ratio (HTMT) is recommended as an alternative method for evaluating discriminant validity. HTMT values should be below 0.90 to confirm discriminant validity between reflective constructs (Ghozali & Latan, 2015).

Table 4.
HTMT Results

	Content Richness	Service Feature	Perceived Ease of Use	Perceived Convenience	Subscription Interest
Content Richness					
Service Feature	0.749				
Perceived Ease of Use	0.767	0.819			
Perceived Convenience	0.802	0.841	0.811		
Subscription Interest	0.795	0.797	0.787	0.832	

Source: SmartPls

The HTMT values for all constructs are below 0.90, indicating that all constructs satisfy discriminant validity requirements and are free from reliability and validity issues based on the HTMT criterion.

Structural Model (Inner Model) Evaluation

The inner model evaluation represents the development of a theory-based model aimed at analyzing the relationships between exogenous and endogenous variables as defined in the conceptual framework. The primary objective of structural model testing is to examine the relationships between constructs, typically assessed using t-statistics in Partial Least Squares Structural Equation Modeling (PLS-SEM) (Hair et al., 2022).

R-Square

The R-Square value ranges from 0 to 1, where 0 indicates no relationship and 1 indicates a perfect relationship. R-Square values between 0.75–0.90 indicate a very strong model, 0.50–0.75 a strong model, 0.25–0.50 a moderate model, and < 0.25 a weak model (Ghozali & Latan, 2015).

Table 5.
R-Square Results

	R Square	R Square Adjusted
Perceived Convenience	0.784	0.780
Subscription Interest	0.804	0.799

Source: SmartPLS

Based on the table above, the R-Square value for *Perceived Convenience* is 0.784 (78.4%). This indicates that the variables content richness, service features, and perceived ease of use collectively have a very strong influence on perceived convenience, as the value falls within the 0.70–0.90 range. The remaining 21.6% is explained by other variables outside the model.

Furthermore, the R-Square value for *Subscription Interest* is 0.804 (80.4%). This shows that content richness, service features, perceived ease of use, and perceived convenience collectively have a very strong influence on subscription interest, as the value also falls within the 0.70–0.90 range. The remaining 19.6% is influenced by other variables not included in the model.

Q-Square

A Q-Square predictive relevance value greater than 0 indicates that the model has predictive relevance, while a value less than 0 indicates a lack of predictive relevance (Hair et al., 2022).

Table 6.
Q-Square Results

	SSO	SSE	Q ² (=1-SSE/SSO)
Content Richness	1341	1341	
Service Feature	1788	1788	
Perceived Ease of Use	1490	1490	
Perceived Convenience	1341	722.414	0.461
Subscription Interest	1341	655.809	0.511

Source: SmartPLS

Based on the table above, the Q-Square predictive relevance values are 0.461 and 0.511. Therefore, it can be concluded that the model demonstrates adequate predictive relevance, as both values are greater than 0.

F-Square (Effect Size)

F-Square values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects of exogenous latent variables on endogenous latent variables at the structural level (Ghozali & Latan, 2015).

Table 7.
F-Square Results

	Perceived Convenience	Subscription Interest
Content Richness	0.036	0.040
Service Feature	0.070	0.021
Perceived Ease of Use	0.522	0.101
Perceived Convenience		0.282

Source: SmartPLS

The effect of perceived ease of use on perceived convenience is categorized as large, as the value exceeds 0.35. The effect of perceived convenience on subscription interest is categorized as moderate, as the value falls between 0.15 and 0.34. Meanwhile, the effects of the other variables are categorized as small, as their f-square values range between 0.02 and 0.14.

Model Fit

An SRMR value < 0.08 indicates a good fit. A model is considered perfectly fit if the Chi-Square value equals 0. A model is categorized as good fit if the NFI value is > 0.90 and marginal fit if $0.70 < \text{NFI} < 0.90$ (Ghozali & Latan, 2015).

Table 8.
Goodness of Fit Results

	Saturated Model	Estimated Model
SRMR	0.05	0.05
d_ULS	3.029	3.029
d_G	3.18	3.18
Chi-Square	2162.912	2162.912
NFI	0.742	0.742

Source: SmartPLS

Based on the model fit results above, the SRMR value indicates a good fit, as $0.05 < 0.08$. However, the Chi-Square value does not indicate a perfect fit because it is greater than 0. Meanwhile, the NFI value of 0.742 indicates a marginal fit, as it falls within the range of 0.70–0.90.

Hypothesis Testing

Hypothesis testing is evaluated based on the T-statistic and probability values (Ghozali & Latan, 2015). For a significance level (alpha) of 5% with a sample size of 150 respondents, the critical T-statistic value is 1.655. Thus, a hypothesis is accepted if the T-statistic > 1.655 . Based on probability values, a hypothesis is accepted if the p-value < 0.05 . In SmartPLS, hypothesis testing for each relationship is conducted using a bootstrapping simulation method on the sample.

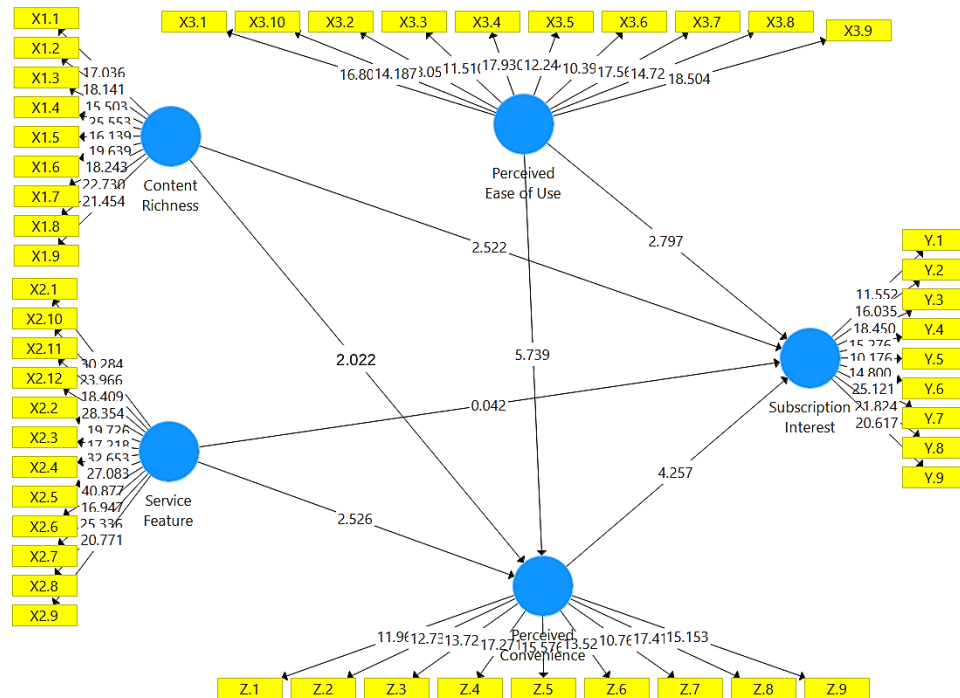


Figure 4.
Model in Hypothesis Testing

Direct Hypotheses

Table 9.
Results of Direct Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Content Richness -> Perceived Convenience	0.153	0.161	0.080	2.022	0.045
Content Richness -> Subscription Interest	0.156	0.163	0.062	2.522	0.012
Service Feature -> Perceived Convenience	0.240	0.257	0.095	2.526	0.012
Service Feature -> Subscription Interest	0.005	0.007	0.114	0.042	0.966
Perceived Ease of Use -> Perceived Convenience	0.557	0.527	0.097	5.739	0.000
Perceived Ease of Use -> Subscription Interest	0.289	0.285	0.103	2.797	0.005
Perceived Convenience -> Subscription Interest	0.506	0.498	0.119	4.257	0.000

Source: SmartPLS

The table above presents the results of direct hypothesis testing between exogenous and endogenous variables, which can be summarized as follows:

- a. The t-statistic value of $2.522 > 1.655$ with a p-value of $0.012 < 0.05$ indicates that t-statistic > t-table and p-value < 0.05. Therefore, H1 is accepted and H0 is rejected. It can be concluded that content richness has a positive and significant effect on users' subscription interest in the Netflix streaming application.

- b. The t-statistic value of $2.022 > 1.655$ with a p-value of $0.045 < 0.05$ indicates that H2 is accepted and H0 is rejected. Thus, content richness has a positive and significant effect on users' perceived convenience in the Netflix streaming application.
- c. The t-statistic value of $0.042 < 1.655$ with a p-value of $0.966 > 0.05$ indicates that H0 is accepted and H3 is rejected. This means that service features do not have a significant effect on users' subscription interest in the Netflix streaming application.
- d. The t-statistic value of $2.526 > 1.655$ with a p-value of $0.012 < 0.05$ indicates that H4 is accepted and H0 is rejected. Therefore, service features have a positive and significant effect on users' perceived convenience in the Netflix streaming application.
- e. The t-statistic value of $2.797 > 1.655$ with a p-value of $0.005 < 0.05$ indicates that H5 is accepted and H0 is rejected. Thus, perceived ease of use has a positive and significant effect on users' subscription interest in the Netflix streaming application.
- f. The t-statistic value of $5.739 > 1.655$ with a p-value of $0.000 < 0.05$ indicates that H6 is accepted and H0 is rejected. This implies that perceived ease of use has a positive and significant effect on users' perceived convenience in the Netflix streaming application.
- g. The t-statistic value of $4.257 > 1.655$ with a p-value of $0.000 < 0.05$ indicates that H7 is accepted and H0 is rejected. Therefore, perceived convenience has a positive and significant effect on users' subscription interest in the Netflix streaming application.

Indirect Hypotheses

Table 10.
Results of Indirect Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Content Richness -> Perceived Convenience -> Subscription Interest	0.078	0.081	0.048	1.617	0.106
Service Feature -> Perceived Convenience -> Subscription Interest	0.122	0.126	0.052	2.325	0.020
Perceived Ease of Use -> Perceived Convenience -> Subscription Interest	0.282	0.265	0.086	3.286	0.001

Source SmartPLS

Based on the table above, the results of indirect effect testing can be explained as follows:

- a. The t-statistic value of $1.617 < 1.655$ with a p-value of $0.106 > 0.05$ indicates that H0 is accepted and H8 is rejected. Thus, perceived convenience is not able to mediate the effect of content richness on subscription interest. In other words, content richness does not have a significant indirect effect on subscription interest through perceived convenience among Netflix users.
- b. The t-statistic value of $2.325 > 1.655$ with a p-value of $0.020 < 0.05$ indicates that H9 is accepted and H0 is rejected. Therefore, perceived convenience is able to mediate the effect of service features on subscription interest. This means that service features have

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a positive and significant indirect effect on subscription interest through perceived convenience among Netflix users.

- c. The t-statistic value of $3.286 > 1.655$ with a p-value of $0.001 < 0.05$ indicates that H10 is accepted and H0 is rejected. Thus, perceived convenience is able to mediate the effect of perceived ease of use on subscription interest. In other words, perceived ease of use has a positive and significant indirect effect on subscription interest through perceived convenience among Netflix users

CONCLUSION

Based on the results and discussion presented, this study draws the following conclusions:

1. The effect of *content richness* on *subscription interest* shows a t-value of $2.522 > 1.655$ with a p-value of $0.012 < 0.05$. Thus, it is concluded that content richness has a positive and significant effect on users' subscription interest in the Netflix streaming application.
2. The effect of *content richness* on *perceived convenience* shows a t-value of $2.022 > 1.655$ with a p-value of $0.045 < 0.05$. Therefore, content richness has a positive and significant effect on users' perceived convenience.
3. The effect of *service features* on *subscription interest* shows a t-value of $0.042 < 1.655$ with a p-value of $0.966 > 0.05$. Hence, service features do not have a significant effect on users' subscription interest.
4. The effect of *service features* on *perceived convenience* shows a t-value of $2.526 > 1.655$ with a p-value of $0.012 < 0.05$. Thus, service features have a positive and significant effect on perceived convenience.
5. The effect of *perceived ease of use* on *subscription interest* shows a t-value of $2.797 > 1.655$ with a p-value of $0.005 < 0.05$. Therefore, perceived ease of use has a positive and significant effect on subscription interest.
6. The effect of *perceived ease of use* on *perceived convenience* shows a t-value of $5.739 > 1.655$ with a p-value of $0.000 < 0.05$. Hence, perceived ease of use has a positive and significant effect on perceived convenience.
7. The effect of *perceived convenience* on *subscription interest* shows a t-value of $4.257 > 1.655$ with a p-value of $0.000 < 0.05$. Thus, perceived convenience has a positive and significant effect on subscription interest.
8. The indirect effect of *content richness* on *subscription interest* through *perceived convenience* shows a t-value of $1.617 < 1.655$ with a p-value of $0.106 > 0.05$, indicating that H₀ is accepted and H₈ is rejected. Therefore, perceived convenience does not mediate the relationship between content richness and subscription interest.
9. The indirect effect of *service features* on *subscription interest* through *perceived convenience* shows a t-value of $2.325 > 1.655$ with a p-value of $0.020 < 0.05$, indicating that H₉ is accepted and H₀ is rejected. Thus, perceived convenience successfully mediates the relationship between service features and subscription interest.
10. The indirect effect of *perceived ease of use* on *subscription interest* through *perceived convenience* shows a t-value of $3.286 > 1.655$ with a p-value of $0.001 < 0.05$, indicating that H₁₀ is

accepted and H_0 is rejected. Therefore, perceived convenience successfully mediates the relationship between perceived ease of use and subscription interest.

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