IJORER : International Journal of Recent Educational Research
Homepage : https://journal.ia-education.com/index.php/ijorer
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p-ISSN : 2721-852X ; e-ISSN : 2721-7965
IJORER, Vol. 6, No. 4, July 2025
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Analysis of Students' Interest in The Use of National Streaming Service

Imanuddin Hasbi[1], Diki Wahyu Nugraha[2], Mahir Pradana[3]
[1.3]Telkom University, Bandung, Indonesia
[2]Universitas Logistik dan Bisnis Indonesia

DOI: https://doi.org/10.46245/ijorer.v6i4.902

Sections Info

Article history:
Submitted: May 28, 2025
Final Revised: July 24, 2025
Accepted: July 30, 2025
Published: July 31, 2025

Keywords:
Streaming Service; Use Interest; Technology Management

ABSTRACT

Objective: This study explores Generation Alpha and Z's inclination to utilize national streaming services through the lens of the Theory of Planned Behavior (TPB). It aims to examine how attitudes, subjective norms, and perceived behavioral control shape their intention to use these platforms. **Methods**: A quantitative research approach was employed, collecting data from a diverse sample of Generation Z individuals. The study measured their attitudes towards national streaming services, the influence of social norms, and their perceived control over using these platforms. Results: The findings indicate that positive attitudes, particularly regarding content diversity and affordability, significantly drive user interest. Additionally, subjective norms and perceived behavioral control also play crucial roles in shaping intentions to adopt national streaming services. **Novelty**: This research contributes to the understanding of digital media consumption behavior among younger generations, offering insights for national streaming service providers to better engage Generation Alpha and Z through targeted strategies aligned with behavioral drivers.

INTRODUCTION

Streaming platforms typically offer a wide variety of content, from live broadcasts, television shows, movies, to original productions, to cater to the diverse needs and tastes of their audiences. By offering services on demand, they allow viewers to set their own viewing schedules, a freedom not possible offered by traditional TV(Budianto et al., 2019). In addition, streaming services have changed the dynamics of content production and distribution. With data available from digital platforms, creators can now more accurately tailor their productions to meet audience tastes and preferences (Sabilla & Pradana, 2024). This means that instead of creating programs that aim to attract the largest audience possible, creators can now focus on more specific niche markets, resulting in more diverse and segmented programs.

In an ever-evolving media landscape, the role of traditional television is being redefined. While VOD streaming platforms are gaining momentum, the challenge for TV stations is how they can innovate and adjust their content strategies and business models to remain relevant and exciting for the growing digital generation (Hasanuddin & Pradana, 2023). Additional reasons that encourage them to subscribe are the availability of the latest movies, ease of use of the app, uninterrupted viewing experience by ads, and reasonable subscription price.

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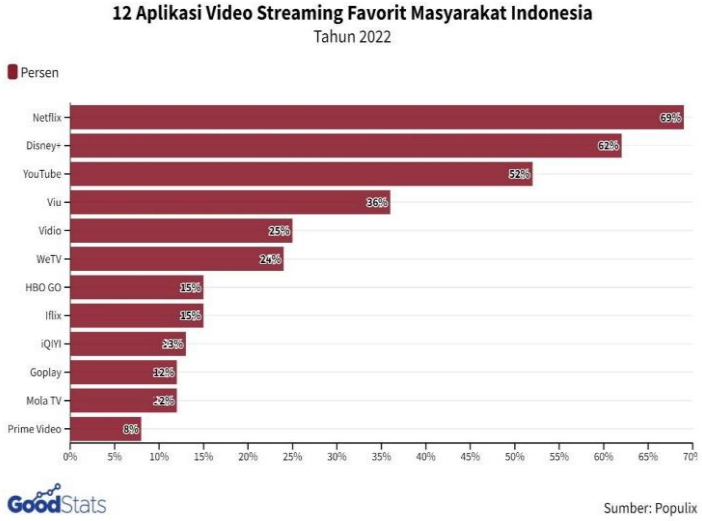

Figure 1. 12 Favorite Video Streaming Applications of Indonesian People

Based on figure 1, the favorite video streaming application of the Indonesian people is Netflix with the number of respondents of 69%, followed by Disney+, Youtube, Viu, and others. The surveyee was Generation Z, which is the generation born between 1997 and 2012, and a young generation and has never known life without technology since birth. They became the first generation to grow up with smartphones and social media (Romadhona, 2023; Rosariana, 2021). Generation Z is very familiar with technology and the internet that makes them unable to escape the consumption of digital media. Every day, there is at least one social media accessed by Generation Z. Generation Z also uses social media as their daily communication tool. Born in a generation that is very tech-savvy, Generation Z is accustomed to using streaming services such as YouTube and rarely uses Conventional TV. Therefore, Generation Z is very suitable as the main consumers of streaming services such as Netflix which is the topic of conversation in this study. This service fulfills their need for instant access to a wide range of content that can be watched or downloaded at any time, according to their wishes. Social media adds to this consumption dynamic by encouraging trends and a sense of not wanting to miss information or FOMO, which reinforces their habit of following and discussing popular content. People nowadays, especially Generation Z, are now starting to switch to Video on Demand applications because they offer ease of access and diversity of existing content. One of the Video on Demand applications that are often used is Netflix.

Video on demand (VoD) is an interactive technology that allows us to choose the video content we want to watch. Video on Demand (VoD) services give users the freedom to watch, download, and choose content as they see fit, anytime, and through various devices. Unlike conventional television which requires us to wait according to the broadcast schedule, Video on Demand (VoD) provides greater flexibility. In Indonesia, VoD-related awareness describes internet-based video content that charges fees based on the amount of content consumed (Sahara & Triwardhani, 2023).

According to Yanda in Video on Demand (VoD) is a service that contains various TV service content, movies, dramas, with various genres, and TV series whose use is simply accessed using a smart phone connected to internet services. According to Yanda, along with the development of increasingly marketable technology, there has been a shift in consumer behavior in watching a movie, films that initially could only be enjoyed when

p-ISSN : 2721-852X ; e-ISSN : 2721-7965
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going to the cinema, are now becoming easier to enjoy anytime and anywhere, this can be done because of the development of technology called Video on Demand. Netflix is the most widely used Video on Demand (VoD) application in Indonesia, the percentage reaches 69%, there are at least twelve Video on Demand (SVoD) Streaming services that are legal in Indonesia, namely Netflix, Disney+, YouTube, Viu, Vidio, We TV, HBO Go, Iflix, IQIYI, Goplay, Mola TV, Prime Video. The existence of application-based Internet Over the Top (OTT) content services clearly have a major impact on the entertainment industry, especially films globally and nationally. This is what causes a decrease in people who want to come to the cinema or just watch a concert because there are other alternatives such as watching or just downloading movies on streaming platforms. According to Suryanto, in this graph, Netflix has succeeded in becoming an alternative for people to take advantage of time (Indriani & Hermana, 2023).

Theory Planned of Behavior is the theory used by the author as the basis of this study. The Planned Theory of Behavior initiated by Ajzen in stating that a person's behavior depends on the desire to behave which consists of three components, namely attitudes, subjective norms, and control of perceived behavior. Theory Planned of Behavior is a tool that can be used to predict individual behavior when the individual does not have full volitional control. The individual has obstacles or obstacles so that his behavior can not be arbitrary (Afdalia et al., 2014; Mahyarni, 2013).

The author uses the Theory of Planned Behavior in the study because this theory has a view of individuals regarding attitudes, subjective norms, and behavior control. By using this theory, the author can find out how individual Netflix users behave so that they prefer the streaming platform over other streaming platforms. First, this theory enables in-depth research into individual attitudes toward Netflix by evaluating factors such as user experience and perceptions of the quality of content provided. Secondly, through the concept of subjective norms, this theory facilitates understanding of social influences in users' decisions to use, by examining the extent to which social norms, such as the support of friends or family, influence user intent. Third, the theory also allows the identification of behavioral control factors, such as time availability and personal control, that influence the extent to which individuals feel able to control their Netflix use. As such, the Theory of Planned Behaviour provides a systematic analytical framework for investigating the motivations, social norms, and personal controls that shape media consumption behaviour, particularly in the context of streaming service use.

LITERATURE REVIEW

Theory Of Planned Behaviour

The Theory of Planned Behavior (TPB) is a development derived from the Theory of Reason Action (TRA) developed in 1967, then the theory continues to be developed and expanded by Icek Ajzen and Martin Fishbein. In the 1980s the theory was used to study human behavior and to develop more effective interventions. In 1988, another thing was added to the existing Reasoned Action model and later named the Theory of Planned Behavior (TPB).

Yuliana in Theory Planned of Behavior has a foundation for a belief perspective that can influence a person to carry out specific behaviors. The perspective of belief is carried out through the combination of various characteristics, qualities and attributes of certain information which then form the will to behave (Seni & Ratnadi, 2017). According to

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Dharmmesta in the Theory of Planned Behavior is a person's intention to perform a behavior because intention is an intermediate variable that causes the behavior of an attitude or other variables. Factors of the Theory of Planned Behavior there are three independent variables, namely attitude, subjective norm, and perceived behavioral control.

Attitude toward behavior

Ajzen suggests that attitudes toward this behavior are determined by beliefs obtained about the consequences of a behavior or also called behavioral beliefs. Belief relates to a person's subjective judgments of the world around him, an understanding of himself and his environment. Ajzen states that belief can be expressed by relating a behavior that we will predict with various benefits or disadvantages that may be obtained if we do or do not do that behavior. This belief can strengthen attitudes towards behavior based on the evaluation of the data obtained that the behavior can provide benefits for the perpetrato (Mahyarni, 2013). Dimensions The measurement of the theory of planned behavior by which was redeveloped by Ajzen in 2020, divides the attitude toward behavior dimension into 2 (two), namely (Ajzen, 1991):

a. Behavioral belief is defined as an individual's behavioral beliefs based on the results caused and experiences gained when the individual behaves certain
b. Outcome Evaluation is defined as the evaluation of positive or negative consequences/impacts on the behavior chosen to be displayed based on individual beliefs.

Subjective Norms

According to Ajzen, in the opinion that a person's perception of social pressure or expectations comes from people who influence their lives to do or not do certain behaviors is the understanding of subjective norms. Suarjana Dalam also argues that a person's behavior depends on intention, then intention in behaving depends on attitude (attitude) and subjective norms. On the other hand, beliefs in behavior and evaluation will determine behavior. Normative beliefs and the motivation to follow the opinions of others will determine subjective norms (Mahyarni, 2013).

The relationship of attitudes towards behavior is very decisive, then subjective norms are also influenced by beliefs, the difference is that if the relationship of attitudes towards behavior is a function of belief in the behavior to be carried out (behavioral belief) then subjective norms are a function of a person's beliefs obtained from the views of other people who are related to him (normative belief). The measurement dimension of the theory of planned behavior by which was redeveloped by Ajzen in 2020, divides the subjective norm dimension into 2 (two), namely (Ajzen, 1991):

a. Normative belief is defined as an individual's belief in behavior that results from perceived social pressure to engage in behavior.
b. Motivation to Comply is defined as the encouragement of individuals to follow the expectations of others/groups of people in their environment to display/not display certain behaviors.

Perceived of Behavioral Control

The perception of behavioral control or also called behavioral control is a person's feelings about the ease or difficulty of realizing a certain behavior, according to Ajzen in Ajzen explains the feelings related to control behavior by distinguishing it from the

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(Mahyarni, 2013) *locus of control* or control center proposed by Rotter's. Control center deals with a person's beliefs that are relatively stable in all situations. According to Rotter's in perception, behavioral control can change depending on the situation and the type of behavior to be performed. The control center deals with the individual's belief that his success in doing everything depends on his own efforts. This belief is related to specific achievements, for example the belief that you can master a skill using a computer well is called perceived behavioral control (Mahyarni, 2013).

The measurement dimension of the theory of planned behavior by which was redeveloped by Ajzen in 2020, divides the dimension of perceived behavioral control into 2 (two), namely(Ajzen, 1991):

a. Control belief is defined as an individual's belief to behave influenced by the ease and difficulty encountered in behaving
b. Power of Control Factor is defined as an individual's belief to control the obstacles he encounters in behavior.

Use Interest

(Ajzen, 1991) also said that Intention or interest is the first step in the process of using technology. Interest is very important in human life because it can have a great influence on the actions taken by a person. Interest is one of the psychological factors that has an important impact on behavior and serves as a motivational drive that drives individuals to perform certain actions. Focusing on interest levels allows researchers to understand user behavior in depth before they actually use the bargain feature. Our hypotheses are formulated as:

H1: Attitudes Influence on Perceived Control of Netflix subscribers' behavior.
H2: Subjective Norms Affect Netflix's Perceived Behavioral Control
H3: Influential attitudes towards interest in using Netflix
H4: Subjective norms affect interest in using Netflix
H5: Perception Behavioral control affects interest in using Netflix
H6: Attitudes influence Interest through perceived behavioral control.
H7: Subjective norms influence interest through perceived behavioral control.

Previous studies have shown that behavioral intentions can best predict technology use. According to Basrah and Samsul in, interest can be identified dimensions as follows(Pratiwi et al., 2018; Wonok & Loindong, 2018):

a. Transactional interest, which is the tendency of consumers to always rebuy products that have been consumed.
b. Reference interest, namely the willingness of consumers to recommend products they have consumed to others.
c. Preferential interests, namely consumer behavior that makes the products they have consumed the main choice.

The theory has been used several times to research Video on Demand. Based on research entitled Analysis of Continuance Intention to Use Video on Demand Services with a Theory of Planned Behavior approach (Case Study on Netflix App Users in Surabaya City). If users feel enjoyment such as comfort and pleasure when using the Netflix application service, then it will generate a positive attitude from users towards the application. This positive attitude can be reflected in user satisfaction when using

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Netflix's video on demand service, which can increase their interest in continuing to use the application (Putri Nuriska & Azizah, 2021).

The research framework serves as a basis for answering research problems, by detailing these variables in a literature that includes various theories, relating them to previous research that has relevance related to the problem being studied. Our research framework can be seen as figure 2.

RESEARCH METHODS

In this study, we researchers used quantitative methods. According to (Tannady et al., 2022) quantitative research is a research method that uses the process of data in the form of numbers as a tool to analyze and conduct research studies, especially about what has been studied. Quantitative research is the clarity of elements such as objectives, approaches, subjects, samples, data sources, planned and arranged research steps, the existence of hypotheses, designs, data allowing it to be represented, and the implementation of data analysis after the data is collected. The sample is part of the number and characteristics of the population. To determine the size of the sample taken from the population, researchers used the formula proposed by Isaac and Michael. Many samples from a population of 183 with an error rate of 1% are 148, if the error rate of 5% is 128, while if the error rate of 10% is 112 (Waruwu, 2023).

In this study, because there is no information about how many students use the streaming application, therefore the sampling method applied is non-probability sampling with purposive sampling techniques. Non-probability sampling is a sampling technique that does not provide opportunities for every element or member of the population to be selected as a sample (Sugiyono, 2012). *Purposive sampling* is a sampling technique with certain considerations. The application of this sampling method aims to ensure accuracy in the selection of data sources that are in accordance with research criteria. The use of purposive sampling techniques was chosen because not all samples could meet the research criteria being proposed. In the context of this study, researchers determine samples based on certain considerations and criteria that must be met.
This study uses *effect size* 0.15, *alpha error probability* 0.05, *power* 0.95, and 3 *predictors*, so that the minimum number of samples is 119 respondents. According to (Hair et al., 2011) that the appropriate sample size ranges from 100-200 respondents. Based on the study, researchers will take a sample of 150 respondents consisting of Generation Z people who use the streaming application with a range of 18-26 years.

The questionnaire is the primary data of this study. According to Narbuko and Achmadi in, a questionnaire is a series of questions made related to a problem in the field to be studied. Meanwhile, according to (Sugiyono, 2012),the questionnaire is a data collection technique that provides several questions to respondents to fill out and answer. In this study, researchers decided to make a questionnaire using the Likert Scale. This technique is used to measure attitudes and opinions. There are 5 options in this technique consisting of strongly agree, agree, doubt, disagree, and strongly disagree (Giri Prawiyogi et al., 2021).

Structural Equation Modeling (SEM) is a statistical modeling technique that is very cross-sectional, linear and general. Included in this SEM are factor analysis, path analysis and regression. According to Chin in that Structural Equation Modeling (SEM) essentially offers the ability to perform path analysis with latent variables (Sarwono, 2010). Partial Least Square (PLS), PLS for short, is an equation model in Structural

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Equation Modeling (SEM) that focuses on components or variants. PLS was first widely introduced by Herman would in 1974. PLS is an alternative approach that shifts the focus from covariance-based SEM to variant-based. The advantage of PLS lies in its strength as an analytical method that is not fixated on many assumptions, such as normal distribution of data or the need for large samples (Irwan & Adam, 2015). Our research framework using PLS analysis is shown by Figure 2, which is divided into two sub-models, namely the structural model or inner model, which shows the strength of estimation between constructs, and the measurement model or outer model, which describes how indicators represent the latent variable being measured (Irwan & Adam, 2015).

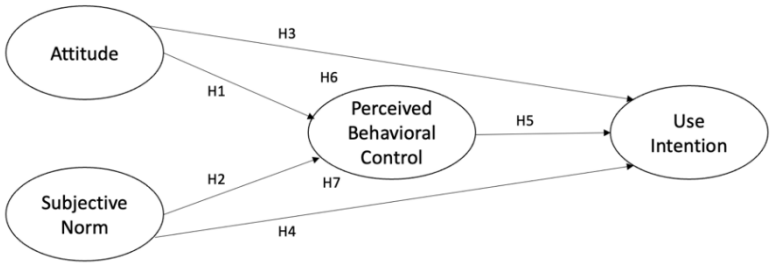

Figure 2. Research Framework

Measurement Model (Outer Model)

The measurement model or outer model illustrates the relationship between indicator blocks and latent variables. In particular, the model establishes a connection between the latent variable and its indicator, or in other words, the outer model provides a definition of how each indicator relates to the other variables. The tests carried out in the (Candana et al., 2020), measurement model *(outer model)* are as follows:

a. Convergent Validity

Scoring is based on the loading factor, which is the correlation between item scores or component scores and construct scores. The validity of the indicator is considered fulfilled if it has an Average Variance Extracted (AVE) value above 0.5 or if the entire outer loading of the variable dimension shows a loading value of more than 0.5. Thus, it can be concluded that the measurements meet the criterion of convergent validity. The AVE value reflects the average percentage of variance scores extracted from a group of latent variables estimated through loading Standardize its indicators in the process of algorithmic literacy in PLS, according to Jogiyanto in (Candana et al., 2020).

b. Discriminant Validity

Assessment based on cross loading, a model is considered to have sufficient discriminant validity if the cross loading value between constructs of 51 is higher than the value of cross loading between constructs and other constructs in the model, in accordance with Jogiyanto's view (Candana et al., 2020)

c. Composite Reliability

According to Jogiyanto in, reliability testing uses Cronbach's Alpha and Composite Reliability values. Cronbach's Alpha is used to assess the lower limit of a construct's reliability, while Composite Reliability is used to measure the true reliability value of a construct. However, composite reliability is considered more effective in estimating the

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internal consistency of a construct. The reliability of a construct or variable is considered sufficient if it obtains Cronbach's Alpha and Composite Reliability values that are each greater than 0.7

RESULTS

This study was conducted on respondents who used the Netflix application. Data collection in this study used a questionnaire based on Google Form and involved 200 samples domiciled in Bandung. The questionnaire was disseminated to respondents through a Google Form and conducted online using social media platforms such as Whatsapp and Line to collect data. Questionnaires are distributed online to find out how big Generation Z people's interest in using National streaming On Demand using the Theory Of Planned Of Behavior approach. If all statements in the questionnaire are answered and meet the criteria that have been set, then the questionnaire is considered valid. The following is a questionnaire distribution process:

Table 1. Questionnaire Table

Questionnaire Classification	Number
Completed questionnaires	100
Valid questionnaire	100

Source: Author's Processed Data (2024)

Based on table 1, the sample in this study is individuals who know or use the Netflix App, live in Bandung City, and are Generation Z or aged 16 – 26 years. Then, the number of questionnaires that have been filled out and verified, determined the number of valid questionnaires as many as 200 respondents are used as primary data. After the data is collected, the author processes the data and analyzes it using SmartPLS 3.0.

Characteristics of Respondents

In this study, 200 respondents' characteristic data were needed to find out the background of respondents who knew or used the National streaming On Demand Application, domiciled in Bandung City, and were Generation Z or aged 16-26 years. As many as 108 respondents or 54% of respondents are men, while as many as 92 respondents or 46% of respondents are women. Therefore, it can be concluded that in this study men are the most consumers of the National streaming On Demand application in Bandung City compared to women. According to Kompas.id written by (Budianto et al., 2019) that while in terms of gender, men use Video on Demand services more than women.

The age that uses Netflix's Video On Demand application the most is 21 years around 60 respondents (30%). While the lowest age using the National streaming On Demand Application is 26 years around 4 respondents (2%). According to Sabilla and Pradana (2024), there are 57.2% of Gen Z who use smartphones in accessing video/TV streaming services. Also, as many as 134 respondents or 67% are students, as many as 28 respondents or 14% are employees, as many as 27 respondents or 13.5% are students, and 10 respondents or 5% are entrepreneurs. Therefore, it can be concluded based on the data above, that the majority of National streaming on Demand application users are students.

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Model Measurement Test Results (Outer Model)

The measurement model, also referred to as *the outer model,* designs the relationship of latent variables with their indicators (Irwan & Adam, 2015). According to (Hair et al., 2011) the outer model evaluation is carried out by looking at the values of Convergent Validity, Average Variance Extracted (AVE), Cronbach's Alpha and Composite Reability (CR) with outer loading criteria >0.6.The results of data management show that Interest in Using (Y) is influenced by Attiude (X1) with a value of 0.371, Subjective Norms (X2) with a value of 0.145, and Perception of Behavior Control (X3) with a value of 0.478. Perception of Control Behavior (X3) is influenced by Attitude (X1) with a value of 0.446, Subjective Norm (X2) with a value of 0.201.

a. Convergent Validity

Convergent Validity is Convergent Validity Convergent Validity is measuring the validity of reflexive indicators as a variable gauge that can be seen from the outer loading of each variable indicator. An indicator is said to have good reliability, if the outer loading value is above 0.70.

Table 2. Validity Table

Indicator	Attitude (X1)	Subjective Norm (X2)	Perceived Behavioral Control (X3)	Intention to Use (Y)	Verdict
X1.1	0.779				Valid
X1.2	0.782				Valid
X1.3	0.781				Valid
X1.4	0.733				Valid
X2.1		0.720			Valid
X2.2		0.781			Valid
X2.3		0.733			Valid
X2.4		0.797			Valid
X2.5		0.716			Valid
X3.1			0.815		Valid
X3.2			0.781		Valid
X3.3			0.733		Valid
X3.4			0.810		Valid
Y1				0.781	Valid
Y2				0.733	Valid
Y3				0.781	Valid
Y4				0.733	Valid
Y5				0.819	Valid
Y6				0.801	Valid

Source: Author's Processed Data (2024)

Based on table 2, it shows that outer loading The above has a value of >0.7, so the indicators in this study have convergent loading, It became feasible to use in this study and needs further analysis.

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Structural Measurement Test Results of the Model (Inner Model)

Structural model measurement is also referred to as Outer Model which is used to predict causality (causality) relationships between variables. Structural testing of models or Inner Model uses the R-square value to determine the dependent construct, the F-valueSquare for latent variable predictors, Q- valuesSquare to predict relevance, and Path coefficients to demonstrate the level of significance and test the research hypothesis. R-Square

R-squared value (R2) is used to assess how much influence a particular independent variable has on the dependent variable. There are three grouping categories in the R square value, namely the strong category, the moderate category, and the weak category. The R square value of 0.75 is included in the strong category, the R square value of 0.50 is included in the moderate category and the R square value of 0.25 is included in the weak category of (Hair et al., 2011).

Table 3. R-square Table

	R Square
Perceived Behavioral Control	0.174
Interest in Using	0.324

Source: Author's Processed Data (2024)

Based on Table 3, the R-Square value in the variables Perception of Behavior Control is 0.174 and Interest in Use is 0.324. Judging from the results of R Square, it can be concluded that the Behavioral Control Perception variable is included in the weak category and the Interest using variable is included in the Moderate category.

a. F- Square

The F-Square value is 0.02 for small effect effect, 0.15 for medium effect effect, and 0.35 for large effect effect. Based on table 6, it is found that the influence of the Behavioral Intention variable on the Use Behavior variable has an F-Square value of 0.341.it shows that the value of F- Square The Attitude variable and the Behavioral Control Perception variable had a moderate effect effect of 0.261. Subjective Norms and Perceptions Behavioral control had a small effect effect of 0.053. Attitude and Interest in Using had a moderate effect effect of 0.279. Subjective Norms and Interest in Using had a small effect effect of 0.051. Perceived Control of Behavior and Interest Use had a large effect effect of 0.444.

b. Q- Square

Predictive relevance is a test carried out in showing how well the observation value is produced using the blindfolding procedure by looking at the Q square value(Suntara et al., 2023). According to Suntara et al., (2023), the valid Q2 value ranges are 0.02 (Small), 0.15 (Medium), and 0.35 (Large). A Q2 value greater than 0 (Zero) indicates that the model has predictive relevance.

$$Q2 = 1- (1- R2) \dots (1- R2)$$
$$Q2 = 1- (1- 0.2742) (1- 0.6242)$$
$$Q2 = 0.435219$$

Based on the calculations that have been done produce values predictive relevance amounted to 0.435219. This indicates that the results predictive relevance > 0, it can be concluded that this assessment has relevant predictive value.

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DISCUSSION

Hypothesis testing in this study was carried out by Path Coefficients by using the procedure bootstrapping through Software SmartPLS 3.0. Criteria for acceptance or rejection of the hypothesis, if the significance value of T- value >1.96 and / or p- value <0.05 at a significance level of 5% (a 5%). Ha accepted and Ho was rejected. Conversely, if the significance value of the T-value < 1.96 and/or the significance value of the P-value >0.05 at a significance level of 5% (a 5%), Ha is rejected and Ho accepts. In this study, hypothesis testing was carried out using two methods, namely direct testing and indirect testing. The explanation of hypothesis testing can be seen as follows:

Table 4. Hypothesis Table (direct)

Variabel	Original Sampel	P- Value	Verdict
Attitude's effect on perceived behavioral control	0.406	0.000	Support
Attitude's effect on use interest	0.301	0.000	Support
Subjective norm on perceived behavioral control	0.101	0.004	Support
Subjective norm on perceived use interest	0.105	0.000	Support

Source: Author's Processed Data (2024)

H1: Attitude (X1) affects Perception of Behavior Control (X3)
With a T- value of 7.535 and a P- value of 0.000. The result is considered significant because the T- value is greater than 1.96 and the P- value is less than 0.05. Thus, hypothesis 1 states that Attitude (X1) has a significant effect on Perceived Behavioral Control (X3) is accepted.

H2: Attitude (X1) affects Interest in Using (Y)
With a T- value of 4.732 and a P- value of 0.000. The result is considered significant because the T- value is greater than 1.96 and the P- value is less than 0.05. Thus, hypothesis 2 states that Attitude (X1) has a significant effect on Interest in Using (X3) is accepted.

H3: Subjective Norms (X2) affect Perception of Behavioral Control (X3)
With a T-value of 2.868 and a P- value of 0.004. The result is considered significant because the T-value is greater than 1.96 and the P- value is less than 0.05. Thus, hypothesis 3 states that the Subjective Norm (X2) has a significant influence on the perception of behavioral control (X3).

H4: Subjective Norm (X2) affects Interest in Using (Y)
With a T- value of 2.956 and a P- value of 0.003. The result is considered significant because the T-value is greater than 1.96 and the P-value is less than 0.05. Thus, hypothesis 4 states that the Subjective Norm (X2) has a significant effect on the Interest in Using (Y) accepted.

H5: Perceived Behavioral Control (X3) Affects Interest in Using (Y)
With a T- value of 5.603 and a P- value of 0.000. The result is considered significant because the T- value is greater than 1.96 and the P- value is less than 0.05. Thus,

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p-ISSN : 2721-852X ; e-ISSN : 2721-7965
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hypothesis 5 states that Perceived Behavioral Control (X3) has a significant effect on Interest in Using (Y) is accepted.

Table 5. Hypothesis Table (direct)

Variables	*Status*	P-*Value*	*Verdict*
X1 > X3 > Y	VALID	0.000	*Support*
X2 > X3 > Y	VALID	0.000	*Support*

Source: Author's Processed Data (2024)

Based on table 5 *Specific indirect effects* is to ascertain whether the relationship between the independent and dependent variables is affected by the inclusion of additional components in the model. In this study, the mediating variable is customer satisfaction. According to Darwin & Umam (2020), indirect effect is aimed at analyzing how strong the influence of a variable with other variables both between exogenous and endogenous.

Based on hypothesis testing, the results of the Attitude variable (X1) affect the Perception of Behavioral Control (X3) with a T-value of 7,535 and a P-value of 0.000. These results are significant because the T-value is greater than 1.96 and the P-value is smaller than 0.05. So hypothesis two stating that Attitude (X1) has a significant effect on Perception of Behavioral Control (X3) is accepted. This is in line with research conducted by Ajzen, attitude towards behavior is someone who believes that displaying certain behaviors will lead to positive results and has a favorable attitude towards displaying behavior, while people who believe that displaying certain behaviors will lead to negative results, then he will have an unfavourable attitude.

Attitude (X1) affects Interest in Using (Y)

Based on hypothesis testing, the Attitude variable (X1) affects Interest in Using (Y) with a T-value of 4,732 and a P-value of 0.000. These results are significant because the T- value is greater than 1.96 and the P- value is smaller than 0.05. Thus, hypothesis two stating that Attitude (X1) has a significant effect on Interest in Using (Y) is accepted. This is in line with research conducted by Lee and ma'ruf in (Rahmatika & Fajar, 2019) which states that attitudes towards the use of technology have a positive effect on interest in using technology.

Subjective Norms (X2) affect Perception of Behavioral Control (X3)

Based on hypothesis testing, the Subjective Norm variable (X2) affects the Perception of Behavior Control (X3) with a T-value of 2,868 and a P-value of 0.004. These results are significant because the T- value is greater than 1.96 and the P-value is smaller than 0.05. So hypothesis three states that Subjective Norms (X3) have a significant effect on Behavioral Control Perception (X3) are accepted.

Subjective Norms (X2) affect Interest in Using (Y)

Based on hypothesis testing, the Subjective Norm variable (X2) affects the Perception of Behavior Control (X3) with a T-value of 2,956 and a P-value of 0.003. These results are significant because the T-vaue value is greater than 1.96 and the P- value is smaller than 0.05. So hypothesis four states that the Subjective Norm (X2) has a significant effect on Interest in Using (Y) is accepted. This is in line with research that Subjective Norms (X2) have an actual influence on Interest in Using (Y).

Perceived Behavioral Control (X3) affects Interest in Using (Y)

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Based on hypothesis testing, the Behavioral Control Perception variable (X3) affects Interest in Using (Y) with a T-value of 5,603 and a P-value of 0.000. These results are significant because the T- value is greater than 1.96 and the P- value is smaller than 0.05. So hypothesis five states that Perceived Behavioral Control (X3) has a significant effect on Interest in Using (Y) is accepted. This is in line with research conducted by Jogiyanto (Rahmatika & Fajar, 2019)that the greater the perception of behavioral control, the stronger a person's interest in using technology

Attitude (X1) through Perceived Behavioral Control (X3) affects Interest in Using (Y)
Based on hypothesis testing, the Attitude Variable (X1) through Behavioral Control Perception (X3) affects Interest in Using (Y) with a T-Value value of 3,710 and a P-value of 0.000. This result is significant because the T- value is greater than 1.96 and the P- value is smaller than 0.05. Thus, the mediating role between Behavioral Control Perception (X3) and Attitude (X1) has a significant influence on Interest in Using (Y). This is in line with research conducted by (Awaluddin et al., 2023) that Attitudes, Subjective Norms, Perceptual Behavior Control simultaneously have a significant effect on the interest in use behavior.

Subjective Norms (X2) through Perceived Behavioral Control (X3) affect Interest in Using (Y)
Based on hypothesis testing, the Subjective Norm Variable (X2) through Behavioral Control Perception (X3) affects Interest in Using (Y) with a T-value of 2.144 and a P-value of 0.033. These results are significant because the T- value is greater than 1.96 and the P-value is smaller than 0.05. Thus, the mediating role between Behavioral Control Perception (X3) and Subjective Norms (X2) has a significant influence on Interest in Using (Y).

CONCLUSION

Fundamental Finding: This study demonstrates that attitudes and subjective norms significantly influence Generation Z's perceived behavioral control, which in turn affects their intention to use national streaming services. Positive attitudes toward content diversity and affordability, alongside social influences, play a crucial role in shaping behavioral intention. These findings reinforce the applicability of the Theory of Planned Behavior (TPB) in understanding digital media consumption among younger demographics. **Implication:** The results suggest that streaming platforms such as Netflix can increase engagement among Generation Z by enhancing social media campaigns that promote awareness of appropriate content consumption. Practical strategies such as implementing age warnings and offering flexible pricing or package options can further stimulate interest and responsible use. Service providers can leverage these behavioral insights to align offerings with user expectations and values. **Limitation:** This research was limited to a sample of 200 respondents within the Generation Z age group (16–26 years) who currently use national streaming platforms. The focus on a single generational cohort and limited geographical scope may restrict the generalizability of the findings. Additionally, the study relied solely on a quantitative approach, which may not fully capture the depth of individual motivations and experiences. **Future Research:** Future studies are encouraged to expand the range of variables to include other behavioral, psychological, or cultural factors influencing streaming habits. It is also recommended to adopt mixed-methods approaches for a more comprehensive understanding. Employing

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different analytical techniques or targeting other generational groups (such as Generation Alpha) may reveal new insights and validate the robustness of the TPB framework across broader contexts.

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p-ISSN : 2721-852X ; e-ISSN : 2721-7965
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*__Imanuddin Hasbi (Corresponding Author)__
Department of Business Administration,
Telkom University,
Jl. Telekomunikasi Terusan Buah Batu, Bandung 40257, Indonesia
Email: imanhasbi@telkomuniversity.ac.id
Diki Wahyu Nugraha
Faculty of Information,
Universitas Logistik dan Bisnis Indonesia,
Bandung, Indonesia
Email: dikiwahyunugraha@poltekpos.ac.id
Mahir Pradana
Department of Business Administration,
Telkom University,
Jl. Telekomunikasi Terusan Buah Batu, Bandung 40257, Indonesia
Email: mahirpradana@telkomuniversity.ac.id