



The influence of social influence, habit, and price value on use behavior of streaming applications among gen z using the utaut2 model

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ABSTRACT

This research, titled "The Influence of Social Influence, Habit, and Price Value on Use Behavior in Streaming Applications Among Gen Z Using the UTAUT2 Model (Case Study of Netflix, Viu, Disney)," employs a quantitative approach based on positivist philosophy, aiming to test hypotheses through statistical analysis. The study investigates the relationships between variables such as social influence, habit, and price value, and their impact on user behavior in streaming apps, specifically focusing on platforms like Netflix, Viu, and Disney. The Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) model is used to analyze factors influencing technology adoption by incorporating constructs such as habit, price value, and social influence. Using purposive sampling, data was collected from 100 students, specifically those from the Management Program at the School of Economics and Business involved in the ornamental plant and fruit seedling business. The dependent variable, use behavior, measures app engagement, while independent variables include social influence, habit, and price value. Behavioral intention, the mediating variable, reflects commitment influenced by attitudes and social norms. Data was collected using closed-ended questionnaires with Likert scale items, and Structural Equation Modeling (SEM) was applied for analysis. The findings revealed that social influence had a positive but insubstantial impact on behavioral intention, while habit and price value had substantial positive effects. Behavioral intention positively influenced use behavior, while habit and price value also positively affected use behavior. Social influence and habit had no substantial impact on use behavior via behavioral intention, and price value had an insubstantial effect.

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1. INTRODUCTION

Technology serves as a key instrument for facilitating the provision of essential goods and services necessary for human survival and overall well-being. The journey of technology

began with humans transforming everyday items into more durable and functional tools (Pangkey et al., 2020). Advancements in technology, particularly in the realm of digital innovation, have reshaped the ways in which we access and engage with information and entertainment (Yolanda, 2021).

Recent technological innovations such as printing presses, telecommunication devices, and the internet have revolutionized society (Prasetyo & Wardhani, 2022). The surge in internet usage has notably simplified numerous processes across various domains, ranging from personal activities to corporate tasks. As per data from We Are Social and Databoks, Indonesia witnessed 213 million internet users by January 2023, accounting for about 77% of its population of 276.4 million (Dini Kartika et al., 2023). This highlights the substantial role the internet plays in the daily lives of individuals and businesses alike.

One of the most revolutionary features of internet technology is streaming, which enables users to access audio and video content instantly, without the need for bulky devices or waiting for downloads. The ability to stream content has led to widespread accessibility, enabling users to watch their favorite media conveniently through smartphones and other portable devices. Platforms such as Netflix, Viu, and Disney+ Hotstar have gained substantial popularity, particularly among younger generations like Gen Z, who enjoy the on-demand nature of these services (Rahmadani et al., 2023).

In addition, Netflix offers a variety of films and TV shows across multiple genres through a subscription-based model. Launched in 1997, it expanded globally, reaching audiences in countries like Indonesia by 2018. Viu, another streaming platform, focuses primarily on Asian dramas, particularly Korean and Chinese content, appealing to users who prefer such genres. Disney+, owned by The Walt Disney Company, is another key player in the streaming market, particularly in Indonesia, where it was found to be the most widely used paid service (Anugrah et al., 2024). These platforms offer different subscription options to cater to diverse user needs, with varying access to content and features (Juliandhono et al., 2022). Social influence also plays a substantial role in shaping the usage of these services, as the flexibility of streaming platforms, including the option to download content for offline viewing, provides convenience and aligns with users' preferences for personalized entertainment (Agustin & Kurniawati, 2022).

Despite the growing popularity of streaming applications, research on the key factors influencing their usage behavior among Gen Z remains limited. While prior studies have explored various determinants of technology adoption, few have comprehensively examined the combined impact of social influence, habit, and price value within the framework of the UTAUT2 model. Understanding these factors is crucial for both academia and industry, as it can offer theoretical insights into digital consumption behavior while also guiding streaming service providers in enhancing user engagement and subscription retention. This study aims to bridge this research gap by analyzing how social influence, habitual usage, and price considerations shape Gen Z's behavior in adopting streaming applications, thereby contributing to both scholarly discussions and practical industry strategies.

2. RESEARCH METHOD

This research uses a quantitative approach based on positivist philosophy, aiming to validate hypotheses through statistical analysis of data gathered using research instruments. It adopts a causal-associative design to investigate the connections between variables such as social influence, habitual behavior, and perceived price value, assessing their effects on Gen Z's usage patterns of streaming applications, specifically Netflix, Viu, and Disney. The research applies a purposive sampling technique, selecting a sample of 100 students from the Management Program within The School of Economics and Business, specifically those involved in the ornamental plant and fruit seedling

business. The dependent variable, "use behavior," measures the frequency and manner of app engagement, including feature adoption and usage patterns, while independent variables include social influence, habit, and price value. Social influence is assessed through family and friend recommendations and media personalities' impact, habit is measured by automatic app usage behaviors, and price value is based on consumers' cost-benefit perceptions. Behavioral intention, the mediating variable, reflects the commitment to specific actions shaped by attitudes and social norms. The primary data is collected using closed-ended questionnaires featuring Likert scale items. Data analysis is carried out through Structural Equation Modeling (SEM), incorporating regression and factor analysis. To evaluate the model's validity, confirmatory factor analysis is employed, Path analysis is employed to assess the significance of the relationships between variables. A p-value less than 0.05 is typically regarded as indicating statistical significance.

To ensure the validity and reliability of the SEM analysis, several assumption tests were conducted. The normality test was performed using skewness and kurtosis values, ensuring that the data distribution met the assumptions for SEM. Multicollinearity was assessed through Variance Inflation Factor (VIF) values, with a threshold of $VIF < 10$ indicating no severe multicollinearity issues among independent variables. The model's goodness-of-fit was evaluated using multiple fit indices, including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), and Root Mean Square Error of Approximation (RMSEA), ensuring the structural model's adequacy. These diagnostic checks confirm that the data meets the necessary criteria for robust statistical analysis, enhancing the credibility of the findings.

3. RESULTS AND DISCUSSION

3.1 Data Description

This study presents a descriptive analysis of respondent characteristics based on the collected questionnaire data. The questionnaire was administered online via Google Forms to a total of 163 participants.

3.2 Data Processing Results

a. Evaluation of the Outer Model

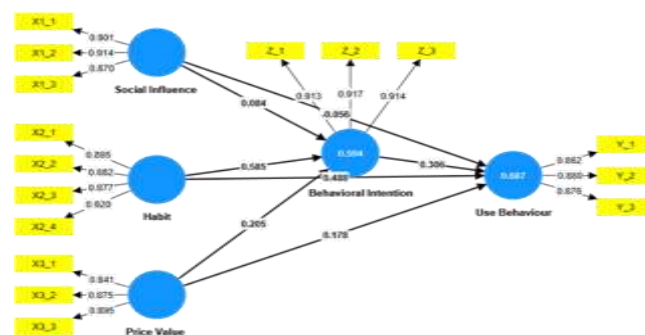


figure 1. Outer Model
(Source: Researcher's Data Processing, 2025)

b. Validity Test Convergent Validity

Table 1. Factor Loading

Variable	Indicator	X1	X2	X3	Z	Y	Remarks
Social Influence	X1_1	0.901					Valid
	X1_2	0.914					Valid
	X1_3	0.870					Valid
Habit	X2_1		0.895				Valid
	X2_2		0.882				Valid
	X2_3		0.877				Valid
	X2_4		0.920				Valid
Price Value	X3_1			0.841			Valid
	X3_2			0.875			Valid
	X3_3			0.895			Valid
Behaviorial Intention	Z_1				0.913		Valid
	Z_2				0.917		Valid
	Z_3				0.914		Valid
Use Behaviour	Y_1					0.862	Valid
	Y_2					0.880	Valid
	Y_3					0.876	Valid

(Source: Researcher's Data Processing, 2025)

It is evident that all indicators in this study have values exceeding 0.05. This indicates that none of the indicators have values below 0.05. Consequently, all indicators meet the requirements for convergent validity and are deemed valid. As a result, they can be utilized in further analysis, as each indicator has satisfied the necessary criteria for convergent validity.

The validity of the research indicators is assessed using the Average Variance Extracted (AVE) value, which should be greater than 0.05. Based on the results presented in the table, the AVE values for the variables social influence (X1), habit (X2), price value (X3), behavioral intention (Z), and use behavior (Y) were 0.801, 0.799, 0.759, 0.837, and 0.762, respectively. As all of these values exceed the threshold of 0.05, it can be concluded that the research variables satisfy the validity requirements according to the AVE criterion.

c. Discriminant validity

A discriminant validity test is deemed valid when a variable's correlation value in cross-loading exceeds its correlation with other variables. Referring to the presented table, it is evident that each research variable indicator exhibits the highest cross-loading value compared to other variables. This confirms that all indicators utilized in this study demonstrate a sufficient level of discriminant validity, ensuring that the variables meet the criteria for discriminant validity.

d. Reliability Test

Cronbach alpha, The Cronbach's Alpha coefficient, which ranges from 0.50 to 0.60, is typically regarded as reflecting an adequate level of reliability. Based on the provided table, the Cronbach's Alpha values for the variables—social influence (X1), habit (X2), price value (X3), behavioral intention (Z), and use behavior (Y)—are 0.876, 0.916, 0.841, 0.903, and 0.844, respectively. These values are all above 0.6, indicating that the research variables are reliable according to the Cronbach's Alpha coefficient. Furthermore, the Cronbach's Alpha values for these variables fall within the high reliability category.

Composite reliability, The minimum required Composite Reliability value is 0.70, with an ideal range between 0.80 and 0.90. Based on the table, the Composite Reliability coefficients for the variables of social influence (X1), habit (X2), price value (X3), behavioral intention (Z), and use behavior (Y) are 0.924, 0.941, 0.904, 0.939, and 0.906,

respectively. This shows that all variables in the study exceed the 0.7 threshold, meeting the reliability standards. Moreover, these values demonstrate a very high level of reliability.

3.3 Evaluation of the inner model

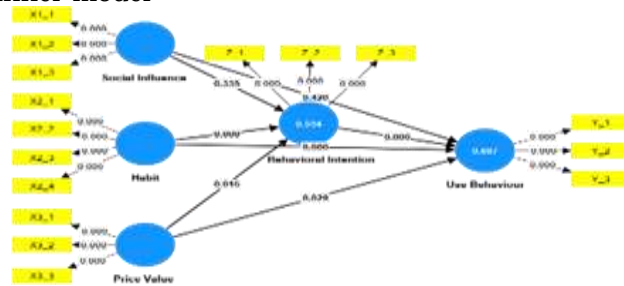


Figure 2. Inner Model
(Source: Researcher's Data Processing, 2025)

a. Coefficient Determinant (R²)

The R-squared value for the impact of the variables social influence (X1), habit (X2), and price value (X3) on behavioral intention (Z) is 0.594. Meanwhile, the R-squared value for the effect of these variables on use behavior (Y) is 0.687. The R-squared criteria for evaluation are as follows: a value below 0.25 indicates a weak model, below 0.50 indicates a moderate model, and below 0.70 indicates a strong model. This suggests that the variables have a substantial and strong influence.

b. The Goodness-of-Fit test

The Goodness-of-Fit test is used to evaluate the model's feasibility in research. A model is considered appropriate or fit if the F-test results are significant, indicating that the data aligns with the regression equation. The model's feasibility assessment can be conducted by measuring the coefficient of determination, F-statistic, and t-statistic. The Q-Square value ranges between $0 < Q^2 < 1$. The following is the Q-Square calculation: $Q\ Square = 1 - (1 - R^2_1) \times (1 - R^2_2)$, $Q\ Square = 1 - (1 - 0,687) \times (1 - 0,594)$, $Q\ Square = 1 - (0,313) \times (0,406)$, $Q\ Square = 1 - 0,1271 = 0,873$

Based on the calculation results above, the Q-Square value is 0.873 or 87.3%, which falls within the range of $0 < Q^2 < 1$. This indicates that the independent variables can explain 87.3% of the dependent variable, while the remaining 12.7% is influenced by other factors outside the research model.

c. Effect Size Test (f²):

The influence of Social Influence on Behavioral Intention is limited, while Habit exerts a substantial effect on it. Likewise, Price Value has a slight impact on Behavioral Intention. Regarding Use Behavior, Social Influence has a minor effect, Habit has a moderate impact, and Price Value also shows a small influence. Lastly, Behavioral Intention has a minimal effect on Use Behavior.

3.4 Hypothesis Testing

a. Direct Effects

Table 2. Direct Effects

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
Social Influence ->	0.084	0.090	0.088	0.964	0.335	Positive and

Behavioral Intention						
Habit -> Behavioral Intention	0.585	0.574	0.097	6.056	0.000	insubstantial influence Positive and substantial influence
Price Value -> Behavioral Intention	0.205	0.211	0.086	2.400	0.016	Positive and substantial influence
Behavioral Intention -> Use Behaviour	0.306	0.304	0.080	3.836	0.000	Positive and substantial influence
Social Influence -> Use Behaviour	-0.056	-0.055	0.069	0.807	0.420	Negative and insubstantial influence
Habit -> Use Behaviour	0.488	0.498	0.077	6.380	0.000	Positive and substantial influence
Price Value -> Use Behaviour	0.178	0.169	0.081	2.179	0.029	Positive and substantial influence

(Source: Researcher's Data Processing, 2025)

The first hypothesis posits that social influence positively affects behavioral intention, but this impact is statistically insubstantial, as evidenced by an Original Sample of 0.084, a p-value of 0.335, and a T statistic of 0.964. Consequently, H1 is rejected. The second hypothesis suggests that habit has a strong and positive effect on behavioral intention, with an Original Sample of 0.585, a p-value of 0.000, and a T statistic of 6.056, leading to the acceptance of H2. The third hypothesis indicates that price value positively and substantially influences behavioral intention, shown by an Original Sample of 0.205, a p-value of 0.016, and a T statistic of 2.400, confirming H3. The fourth hypothesis demonstrates that behavioral intention positively impacts use behavior, supported by an Original Sample of 0.306, a p-value of 0.000, and a T statistic of 3.836, thus validating H4. Conversely, the fifth hypothesis shows that social influence negatively and insubstantially affects use behavior, as indicated by an Original Sample of -0.056, a p-value of 0.420, and a T statistic of 0.807, leading to the rejection of H5. The sixth hypothesis affirms that habit substantially and positively influences use behavior, with an Original Sample of 0.488, a p-value of 0.000, and a T statistic of 6.380, resulting in the acceptance of H6. Finally, the seventh hypothesis confirms that price value has a positive and substantial effect on use behavior, demonstrated by an Original Sample of 0.178, a p-value of 0.029, and a T statistic of 2.179, validating H7.

b. Indirect effect

Table 3. indirect effect

Hyphotesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Results
Social Influence -> Behavioral Intention -> Use Behaviour	0.026	0.028	0.029	0.891	0.373	Positive and insubstantial influence
Habit -> Behavioral Intention -> Use Behaviour	0.179	0.172	0.045	3.984	0.000	Positive and substantial influence
Price Value -> Behavioral Intention -> Use Behaviour	0.063	0.067	0.037	1.696	0.090	Positive and insubstantial influence

The eighth hypothesis posits that social influence positively affects use behavior through behavioral intention. However, the Original Sample value of 0.026 indicates a positive relationship between social influence (X1) and use behavior (Y) via behavioral

intention (Z). Despite this, the p-value of 0.373 (greater than 0.05) and the T-statistic of 0.891 (below 1.96) suggest the effect is not statistically substantial, resulting in the rejection of H8. In contrast, the ninth hypothesis asserts that habit has a positive and substantial impact on use behavior through behavioral intention. The Original Sample value of 0.179, a p-value of 0.000 (less than 0.05), and a T-statistic of 3.984 (above 1.96) confirm that habit substantially influences use behavior, thereby supporting H9. Finally, the tenth hypothesis suggests that price value positively affects use behavior through behavioral intention. While the Original Sample value of 0.063 shows a positive relationship between price value (X3) and use behavior (Y) via behavioral intention (Z), the p-value of 0.090 (greater than 0.05) and T-statistic of 1.696 (below 1.96) indicate the effect is not statistically substantial, leading to the rejection of H10.

3.5 Discussion

a. The Influence of Social Influence on Behavioral Intention

The analysis indicates that social influence is beneficial, yet statistically insubstantial, effect on behavioral intention when it comes to streaming applications. In the case of streaming platform users, social influence tends to encourage the intention to use such services. Suggestions from personal connections, including family and friends, can play a role in shaping the decision to engage with platforms like Netflix, Viu, and Disney+. If individuals consistently receive positive recommendations, they are more likely to use the application more often, which aligns with previous research (Sutisna & Sutrisna, 2023), which a notable positive connection was discovered between social influence and behavioral intention. In contrast, a study by Nadea, (2024), Asmita & Hamid, (2022) and Rantung et al., (2020) The analysis suggests that social influence generally has a positive effect on users' behavioral intentions with food delivery apps. However, in this study, the effect of social influence on behavioral intention was positive but not statistically substantial, implying that while social influence may have a beneficial impact, some innovations could still exert a negative influence on users' intentions.

b. The Role of Habit in Shaping Behavioral Intention

The results indicate that habit has a substantial positive effect on behavioral intention for streaming applications. Among Gen Z, the habit of using streaming platforms strongly influences their intention to continue using these services. The habit of watching films through streaming services like Netflix, Viu, and Disney helps cultivate a greater intention to use these platforms, especially as they provide easy access without the need to purchase cinema tickets. The availability of diverse content also strengthens Gen Z's subscription intentions to these platforms. This finding is consistent with Fatihanisya, (2021), Pangestu, (2022) and Shafly, (2020), who concluded this habit positively and substantially influences behavioral intention, indicating that the more accustomed Gen Z becomes to these streaming apps, the greater their intention to continue using them.

c. The Influence of Price Value on Behavioral Intention

The analysis indicates that price value substantially influences behavioral intention in a positive way. This suggests that the price value is a key factor in determining consumers' behavioral intentions. For Gen Z, the value they associate with the money spent on streaming services heavily influences their intention to use these platforms. Price is a key factor that contributes to a company's revenue and is crucial for consumer decisions. This finding aligns with the research of Hafifah et al., (2022), Nasution et al., (2024) and Rahmiati et al., (2022), who highlighted that price substantially impacts repurchase intentions. The better the price-value ratio offered by a streaming platform, the higher the behavioral intention among users.

d. The Impact of Behavioral Intention on Use Behavior

According to the analysis, behavioral intention has a positive and substantial effect on use behavior. This suggests that the stronger the intention among Gen Z to use streaming services, the more likely they are to engage consistently with the platform. This outcome is in line with previous research by Chairia et al., (2020), Onibala et al., (2021) and Zhao et al., (2021), it has been demonstrated that behavioral intention plays a crucial role in shaping usage behavior, especially within the realm of e-commerce. The present findings support this by showing that as behavioral intention increases, so does the frequency of use behavior in streaming services among Gen Z.

e. The Effect of Social Influence on Use Behavior

The analysis shows that social influence has a negative and insubstantial effect on use behavior. Despite its substantial influence on behavioral intention, social influence does not directly translate into use behavior. This implies that while social influence can shape the intention to use streaming services, it does not necessarily lead to consistent usage. This result contradicts research by Astuti, (2016) and Fitria et al., (2020), which found that social influence had a positive and substantial effect on use behavior in the context of Gojek in Medan. The results of this study indicate that social influence does not have a substantial impact on Gen Z's actual use of streaming applications, as some individuals tend to explore and use these services on their own, without relying on recommendations from others.

f. The Role of Habit in Influencing Use Behavior

The analysis indicates that habit has a substantial and positive effect on use behavior. Habit plays a crucial role in influencing the use behavior of streaming applications among Gen Z. The study found that users' habits substantially impact their behavior, meaning that the more a person is accustomed to using streaming apps, the more likely they are to continue using them. This aligns with the findings of (Azzahra et al., 2024), It has been reported that habit positively and substantially affects use behavior. The present study supports this finding, showing that stronger habits in using streaming services result in more frequent and consistent usage among users.

g. The Effect of Price Value on Use Behavior

The analysis demonstrates that price value substantially and positively affects use behavior. This suggests that price is a substantial factor in the usage of streaming services among Gen Z. The better the price value offered, the more likely users are to continue using the application. Consumers often associate higher prices with better quality, and this perception can drive greater use of streaming platforms. This is consistent with research by (Rizally et al., 2023), who found that price value positively and substantially influences use behavior. The current findings confirm that attractive price offers can encourage users to engage more frequently with streaming services.

h. Social Influence's Indirect Effect on Use Behavior through Behavioral Intention

The analysis indicates that social influence positively but insubstantially affects use behavior through behavioral intention. This suggests that while social influence impacts behavioral intention, it does not have a direct effect on actual use behavior. Social influence may help shape the intention to use streaming services, but it does not substantially affect users' actual behavior. This contrasts with the study by (Prasetyo & Wardhani, 2022), which demonstrated that social influence had both direct and indirect positive effects on use behavior through behavioral intention. In this case, the findings imply that social influence may contribute to the intention to use streaming apps, but it does not necessarily lead to consistent use behavior.

i. The Influence of Habit on Use Behavior through Behavioral Intention

The analysis reveals that habit positively and substantially affects use behavior through behavioral intention. This means that Gen Z's habitual use of streaming platforms influences their usage both directly and indirectly through their behavioral intention. This result supports the findings of (Dini Kartika et al., 2023), who demonstrated that habit has a positive and substantial effect on use behavior through behavioral intention. In this study, habitual use substantially contributes to the increased use behavior of Gen Z in streaming services through their intentions.

j. The Impact of Price Value on Use Behavior through Behavioral Intention

The analysis shows that price value has a positive but insubstantial effect on use behavior through behavioral intention. This implies that while price influences the intention to use streaming services, it does not have a substantial impact on actual usage behavior. This finding differs from research by (Azzahra et al., 2024), Previous research demonstrated that an appealing price-value proposition boosted both the intention to use and actual usage behavior for QRIS in UMKM services. However, the present study indicates that while price value positively influences behavioral intention, it does not have a substantial impact on actual usage behavior. This suggests that the perceived price-value ratio affects users' intentions but does not directly influence their actual behavior in the context of streaming apps.

4. CONCLUSION

The study titled "The Impact of Social Influence, Habit, and Price Value on Streaming Application Usage Behavior Among Gen Z Using the UTAUT2 Model (Case Study of Netflix, Viu, Disney)" reveals several important findings. Social Influence was shown to have a positive, yet statistically insubstantial, effect on Behavioral Intention, resulting in the rejection of the first hypothesis. In contrast, both Habit and Price Value were found to substantially and positively affect Behavioral Intention, supporting the second and third hypotheses. Behavioral Intention was also shown to substantially influence Use Behavior, supporting the fourth hypothesis. However, Social Influence did not substantially affect Use Behavior, which led to the rejection of the fifth hypothesis. In contrast, both Habit and Price Value were found to positively and substantially influence Use Behavior, confirming the sixth and seventh hypotheses. The study further revealed that Social Influence and Habit had no substantial impact on Use Behavior through Behavioral Intention, The eighth and ninth hypotheses were rejected, and Price Value was found to have no substantial impact on Use Behavior through Behavioral Intention, resulting in the rejection of the tenth hypothesis. The study's limitations include a sample size of just 163 respondents and the examination of only five variables. Future studies should aim to increase the sample size and include additional variables, such as performance expectancy, effort expectancy, facilitating conditions, and hedonic motivation, for a more comprehensive analysis.

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