

ABSTRACT

The development of video on demand users in Indonesia today cannot be separated from the internet. A large number of internet users in Indonesia and the emergence of the Covid-19 pandemic have made Indonesia one of the target market for video on demand which is considered to have good potential. On the other hand, this has also made more video on demand services appear in Indonesia, such as Disney+ Hotstar, Viu, Vidio, and Netflix which have almost similar services and make the competition more competitive. Therefore, the service needs to provide the best service quality to create a good perception in the minds of consumers. To see more clearly how consumers perceive the service quality of the four objects, positioning analysis is needed to determine the competitive position and to improve or evaluate service performance in the face of this business competition.

This study aims to find out what the dominating respondents' profiles are and their perceptions of video on demand services in Indonesia, to map the positioning of video on demand services in Indonesia based on the dimensions of e-service quality, and to find out which video on demand service is the most superior based on the positioning mapping that has been done.

This study uses quantitative methods with descriptive research type and surveys to 400 respondents who are Indonesian people who have subscribed or are currently subscribing to Disney+ Hotstar, Viu, Vidio, and Netflix. In addition, the sampling technique used is purposive sampling with multidimensional scaling as the analysis technique.

The results showed that the respondents who dominated were respondents aged 18 – 23 years with female gender. The last education is SMA/SMK, has a monthly income of IDR 2,000,001 - IDR 3,000,000 and has a work status as a student. Based on the results of the descriptive analysis, they perceive that Viu is ranked first based on e-service quality, followed by Vidio, Netflix, and Disney+ Hotstar. Then Disney+ Hotstar and Netflix are in their respective quadrants. Then Viu and Vidio are in the same quadrant, so there is high competition. And based on the results of the euclidean distance, Disney+ Hotstar is perceived as the most superior video on demand service compared to other services based on the positioning mapping that has been done.

Keyword: *Positioning, E-Service Quality, Video on Demand, Multidimensional Scaling*