

ABSTRACT

This research focuses on analyzing the determinants of consumers in subscribing to Vidio's "Premier" Video on Demand service. Streaming applications with the VoD business model are experiencing development and improvement, especially in Indonesia. Vidio is an application with the SVoD system in Indonesia

The research was conducted using the Unified Theory of Acceptance and Use of Technology 2 (UTAUT2) research model which used the independent variables Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, Content, and the dependent variable Behavioral Intention. Besides this study uses Age, Gender, and Income moderation. The data obtained was obtained through distributing questionnaires to produce 206 respondents, with the general criteria being users of Vidio's "Premier" service. This study used the SmartPLS version 3.0 software tool to produce a t value > 0.7 .

The conclusion of this study is based on the assessment of Vidio's "Premier" service users on the factors contained in the modified UTAUT2 research model for each variable, namely the variables (Performance Expectancy, Effort Expectancy, Social Influence, Facilitating Conditions, Hedonic Motivation, Price Value, Habit, and Content) on Behavioral Intention is included in the category of "Passively".

Keywords: *Intention to Subscribe, Modified UTAUT2*