

ABSTRACT

This study aims to determine the factors that shape sustainable interest in using Video On Demand services with the Theory of Planned Behavior (TPB) approach which has three constructs, namely Attitudes, Subjective Norms, and Perceptions of Behavioral Control which are modified by the Interest in Using variable for Netflix Video On Demand users in Bandung City. Netflix is a very popular platform that presents several movies which are also very widely watched in the world. Netflix is also one of the Video On Demand service providers that offers a monthly subscription system to customers.

This research is classified as research with a quantitative approach. The data obtained is primary data obtained through data collection using a questionnaire to 200 respondents who use Netflix Video On Demand and live in Bandung City. The questionnaire was distributed to respondents via Google Form and conducted online using social media platforms such as Whatsapp and Line to collect data. Data analysis and data processing were carried out using SmartPLS 3.0.

The results of this study indicate that Attitude affects the perception of Behavior Control, Attitude affects Interest in Using, Subjective Norms affect Perception of Behavior Control, Subjective Norms affect Interest in Using, Perception of Behavior Control affects Interest in Using, Attitude through Perception of Behavior Control affects Interest in Using, Subjective Norms through Perception of Behavior Control affect Interest in Using.

Keywords: Interest in Using, Netflix, Theory of Planned of Behavior, Video On Demand