

Influence Perceived Ease of Use, Perceived Usefulness and Social Influence Against Intention to Use Video on Demand Services at Netflix

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Abstract

As the number of users of Video on Demand services such as Netflix continues to grow, interest in examining the factors that influence the intention to use these platforms is also increasing. This inquiry aims to explore consumer behavior toward such services from the perspective of Islamic Economics and to analyze the effects of perceived usefulness, perceived ease of use, and social influence on the intention to use Netflix among residents of Sukrame, Bandar Lampung. A quantitative approach was employed, using purposive sampling to select 96 respondents. The data were analyzed using the Structural Equation Modeling Partial Least Square method. The discoveries indicate that all three independent elements perceived usefulness, ease of use, and social influence have a positive and significant impact on the intention to use Netflix. These outcomes can serve as a valuable reference for service providers seeking to improve user experience and for scholars conducting further research on technology adoption within an Islamic framework.

Keywords

Perceived Ease of Use; Perceived Usefulness; Social Influence

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1. INTRODUCTION

New developments from service providers including e-commerce, online news portals, and platforms that offer video streaming services, often known as Video On Demand (VoD), are influenced by the rise in internet users (Azalia & Magnadi, 2020). Video streaming service on demand or commonly known as Video On Demand (VoD) is a platform that offers a variety of content such as TV services, movies, dramas with various genres. Users can easily access all this content through mobile phones connected to the internet. Reported by CNBC Indonesia, President Director of the Research Institute Clarity Research Indonesia, Bettina Cavenagh, said about the world of streaming in Indonesia continues to grow in the past few years. In Indonesia, the number of video on demand (SvoD) subscribers continues to increase. One of the leading video on demand (VoD) streaming service providers in



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Indonesia is Netflix, which in 2022 managed to occupy the top position as the platform with the most users in Indonesia.

Netflix provides a subscription-based streaming service that enables users to view movies and TV series on internet-connected devices (Pasma Sanrawati Sitanggang, 2022). Since 2016, Netflix has operated in India. With 269.60 million customers worldwide, Netflix is the most widely used streaming service worldwide. However, Netflix saw a drop in Indonesian subscribers in 2024, when it was placed third. Video is the most popular online entertainment content among Indonesians, per a poll conducted by the Association of Indonesian Internet service providers (APJII). Netflix has a lot of users in Indonesia, but a number of problems often overwhelm the. Some common obstacles include errors when accessing netflix, interruptions when playing content, applications that crash, or even don't respond at all. In addition, netflix does not offer a free trial feature on potential users, which causes it to lose competition with similar service providers in Indonesia.

The video on demand (VOD) service on Netflix, as one of the largest streaming platforms, is closely related to the intention to use (Sulaiman & Tjhin, 2023). This intention is formed from a variety of factors, ranging from the perceived ease of use of the platform (such as an intuitive interface and smooth navigation), perceived usability (for example, the availability of diverse and exclusive content relevant to the user's interests), to social factors such as recommendations from friends or family, as well as the influence of positive reviews. When users have a firm intention to use Netflix, this not only encourages them to subscribe but also to continue using the service on an ongoing basis, enjoying the content offered and even recommending it to others.

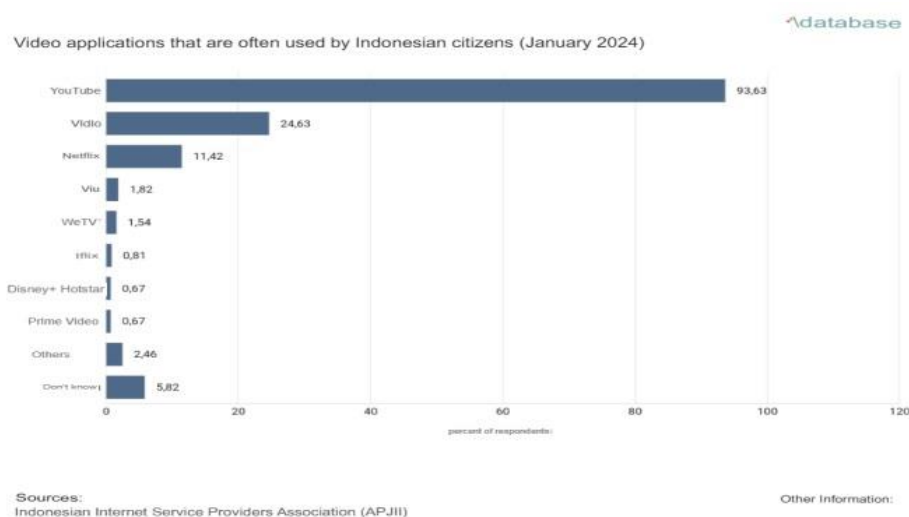


Figure 2. The most VoD platform users in Indonesia 2024

Reference: <https://databoks.katadata.co.id/>

Globalization and technological advances have made it easier to communicate and access information, especially for Generation Z, who grew up in the digital age (Cindy Maharani Aulia et al., 2023). And as per the outcomes of the Indonesia Millennial & Gen Z Report 2024 survey released by IDN Research Institute at the end of 2023, it states that Generation Z Indonesians choose to watch movies or series through streaming platforms. With this great potential, it is expected that Generation Z can make a significant contribution to economic growth, encourage innovation, and create new jobs, all of which support the development of the nation (Fadillah et al., n.d.). Sukarame as one of the sub-districts in the city of Bandar Lampung which is dominated by young students or Generation z is an area that has the potential to have the number of uses of video on demand streaming services with a large percentage. The study of Generation Z can also reveal the factors that drive intention to use and customer loyalty, as well as how feature innovation and content personalization can affect their experience. Thus, research in this age group is not only relevant for academics who want to understand the shift in media culture, but it is also very important for the VOD industry to design more effective and engaging services. Considerations in choosing a location in addition there are problems related to the research to be carried out also researchers consider the affordability of the research location, both in terms of personnel, funds and in terms of time efficiency.

To be able to survive and compete with competitors, Netflix management needs to formulate a proper business strategy (Kabir, 2019). The strategic approach required not only focused on the acquisition of new users, but also on maintaining and increasing consumer intentions to continue using the netflix service. One approach that can influence the customer's decision to choose etflix's video on demand service is the perceived ease of use offered by the platform. According to experts, perceived ease of use (perception of ease) is the level at which the service is easily understood or formerly be able to help customers achieve their goals easily and reduce efforts both time and energy (Subagio & Jessica, 2020). As per previous research conducted by (Syahri & Yanita Setyawati, 2023) the tendency to use a particular system increases when users find it simple and uncomplicated. This research adopts the Technology Acceptance Model (TAM) introduced by Davis and colleagues, which highlights that both how useful a technology is perceived to be and how easy it is to operate significantly shape an individual's willingness to adopt it.

Perceived usefulness is a belief (belief) about the decision-making process (Humaidi et al., 2022). If the individual believes that an order of information is useful for him, it will be used, on the contrary, if the individual does not believe it, he will not use it. Therefore, the benefits that are believed by potential users of Information Technology are one of the determining factors in considering the decision to use or not (Kristiani & Putri, 2022). In research conducted by (Waluyaningtyas & Hari Laksana, 2023) The discoveries indicate that when users believe a service offers clear benefits, their willingness to engage

with it grows notably. Additionally, the role of social dynamics emerges as a critical element in shaping consumer interest. Social influence operates when individuals rely on the experiences, suggestions, or opinions of others to guide their choices particularly in situations where they lack sufficient familiarity with the service or product in question (Christy, 2022). Social influence can occur through family, friends, social networks, reference groups, or professional associations so as to influence consumers in choosing products and brands (Suziana et al., 2024).

Social influence on Generation Z in the context of the Netflix service from an Islamic perspective, often manifested through promoted entertainment and lifestyle trends, which can shape their views on moral and ethical figures. Islam is a perfect religion, governing all aspects of life as per the Qur'an and Hadith (Ridwan et al., 2021). One of them is consumption behavior. In the perspective of Islamic economics, it teaches consumption behavior, such as what should be consumed and the reasons and extent of consumption. One must prioritize the benefits (maslahah) so as to avoid the dangers (mafsadah) excessive consumption (Bahrudin, 2024). In addition, the human connection with Allah SWT must also be reflected by making consumption activities in everyday life as a form of worship by consuming halal goods, in moderation, and in order to achieve falah (Prayogo & Hapsari, 2021). The command is contained in QS. Al-Baqarah: 168.

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

It means: "O people, eat of the Earth lawful and good and do not follow the footsteps of Satan. Indeed, he is for you a clear enemy." (QS. Al-Baqarah: 168).

God told man to eat good food found on Earth, which is a planet known as the abode of living things such as humans, animals, plants and others (Sholehuddin, 2021). All of these explanations are closely related to the things that consumers need to consider in their intention to use a product. Islam does not prohibit the use of video on demand services, but rather emphasizes the responsibility of individuals to ensure that any use of technology is used as a means of good. In Islam, the concepts of halal and haram are not only limited to food or drink, but also include any form of activity, including entertainment. Therefore, Muslim users are encouraged to select and consume Netflix content that is aligned with Islamic teachings, that is, that does not feature things that are contrary to the Shari'a, such as extreme violence, pornography or the promotion of figures that undermine morals. More than that, Netflix consumption can also be a means to enrich knowledge and spirituality if formerly watch educational documentary content, inspiring films, or even series that elevate universal human figures that are in line with Islam. As such, Islamic figures serve as an ethical guide for individuals in navigating a digital world filled with a wide selection of content, ensuring that time spent on entertainment is not only enjoyable but also brings blessings and keeps away from things that are forbidden.

The aim of the study was to examine and evaluate the partial or simultaneous effects of perceived utility, perceived ease of use, and social impact on the intention of Netflix customers in Sukaramé, Bandar Lampung, to use the Netflix video on demand service. It is anticipated that this inquiry will offer a more thorough comprehension of the elements that influence people's intentions to utilize streaming services, particularly Netflix. "The effect of Perceived Ease of Use, Perceived Usefulness, and Social Influence on the Intention to Use Video On Demand services on Netflix (study on Netflix users in Sukaramé, Bandar Lampung)" is the title that researchers are interested in using.

2. METHODS

A sample of Netflix video-on-demand customers in Sukaramé, Bandar Lampung, are used in this quantitative analysis. The term "quantitative research methods" refers to this approach relies on a positivist worldview, focusing on studying a defined group by utilizing structured tools for data collection and employing numerical and statistical methods to evaluate and confirm predetermined assumptions or hypotheses (Sugiyono, 2020). Research instruments using SEM PLS. In contrast to covariance-based SEM which requires the assumption of data normality and large sample sizes, PLS-SEM is more flexible because it is a non-parametric and variance-based method. This allows researchers to analyze predictive and exploratory models more easily, making it a strong choice for research in the social sciences, business, and health that often have data challenges.

Population and sample

The research targets individuals in Sukaramé, Bandar Lampung, who actively use the Netflix Video on Demand platform as its population. To select participants, the study adopts a non-probability sampling method, specifically utilizing purposive sampling to identify respondents deemed relevant to the research objectives. Non-probability sampling is a sampling method that does not offer every component or member of the population an equal chance of being chosen as a sample (Muin, 2023). The Lemeshow formula was employed by the authors to determine the sample size. Because the population size is either unknown or unlimited, the Lemeshow formula is utilized (Ayun et al., 2024). Up to 96 respondents' samples were gathered by applying the Lemeshow formula. The researcher has established criteria for the sample in this inquiry.

Data Collection Techniques

This inquiry collected primary data via questionnaires shared through social media using Google Forms. The questionnaire was adapted from proven instruments in prior research, ensuring relevance and reliability while being tailored to fit the study's specific context and objectives. Before being widely distributed, these questionnaires have gone through careful validity and reliability tests using initial samples. This testing process ensures that the instrument is able to measure what should be measured

(validity) consistently and accurately (reliability), so that the data collected can later be relied upon for analysis and conclusion. The measurement technique used in the study was likert scale. The likert scale consists of a set of statements about the respondent's attitude to the object under study. Netflix's intention to use video-on-demand services is measured by the Likert scale, which also considers perceived usefulness, perceived ease of use, and social influence.

The strategy for disseminating the questionnaire will be focused on social media platforms relevant to the target audience of Netflix users, such as Whatsapp and Instagram, mainly through groups or communities that discuss movies, TV series or streaming services. In addition, Twitter can also be utilized to spread questionnaire links with relevant hashtags. The data collection period will last for two weeks, counting from the time the questionnaire was first published, to ensure an adequate and representative number of respondents.

3. FINDINGS AND DISCUSSION

This research employs the Partial Least Square method within Structural Equation Modeling as its analytical framework. The analysis consists of two components: the structural model, which examines connections between element s, and the measurement model, which assesses how constructs are represented by observed indicators. A total of 96 individuals comprising both active and former Netflix users were involved in evaluating how perceived benefits, user-friendliness, and social pressures influence the intention to use the streaming platform. The majority of respondents are women (71%) compared to men (29%), with 63 orange (65.6%) are students aged 20-25 years who live in Sukrame, Bandar Lampung. The study examined how perceived ease of use, perceived benefits from Netflix features, and influences from respondents ' social environment influenced their intention to continue using or return to using the service. The outcomes of this inquiry are expected to provide a deeper understanding of the factors driving the adoption and sustainability of the use of video on demand services such as Netflix among these demographics.

Outer Model (Measurement Model)

The outer model test is formerly measure whether the indicators in the element s are valid and reliable to be used as a measuring tool (Syahri & Yanita Setyawati, 2023). Outer model is done by using the validity test and reliability test.

Validity Test

Validity test is a test that serves to see if a measuring instrument is valid (sahih) atau tidak valid (Saputri et al., 2023). Validity test consists of convergent validity test and discriminant validity test. If the loading factor is more than 0.70, the convergent validity test is considered valid. Additionally, the Average Variant Extracted (AVE) of every construct in the model can be formerly gauge the importance of convergent validity. It is deemed legitimate if the AVE is more than 0.50 (Asari, 2023).

Table 1. Convergent Validity Test Result (Outer Loading)

Variable	Indicator	Outer Loading	AVE
<i>Perceived Ease of Use</i>	X1.1	0,800	0,564
	X1.2	0,721	
	X1.3	0,774	
	X1.4	0,704	
<i>Perceived Usefulness</i>	X2.1	0,823	0,661
	X2.3	0,778	
	X2.4	0,837	
<i>Social Influence</i>	X3.1	0,804	0,626
	X3.2	0,770	
	X3.4	0,800	
<i>Intention to Use</i>	Y1	0,859	0,721
	Y2	0,812	
	Y3	0,863	
	Y4	0,861	

Reference: SmartPLS 4 outcomes (2025)

According to Table 1's discoveries, the indicator element in this inquiry has a figure greater than 0.70, and each element 's AVE figure is greater than 0.50, indicating that convergent validity is valid. If the HTMT figure is less than 0.90 and the cross loading of the construct being measured is greater than that of other constructs, discriminant validity can be accepted (Syahri & Yanita Setyawati, 2023).

Table 2. Discriminant Validity Test Outcomes (Cross Loading)

	<i>Perceived Ease of Use</i> (X1)	<i>Perceived Usefulness</i> (X2)	<i>Social Influence</i> (X3)	<i>Intention to Use</i> (Y)
X1.1	0,800	0,416	0,435	0,638
X1.2	0,721	0,431	0,351	0,444
X1.3	0,774	0,594	0,476	0,563
X1.4	0,704	0,378	0,306	0,509
X2.1	0,544	0,823	0,457	0,591
X2.3	0,437	0,778	0,287	0,485
X2.4	0,488	0,837	0,469	0,547
X3.1	0,411	0,380	0,804	0,522
X3.2	0,475	0,407	0,770	0,450
X3.4	0,378	0,410	0,800	0,547
Y1	0,630	0,559	0,549	0,859
Y2	0,607	0,526	0,516	0,812
Y3	0,644	0,573	0,553	0,863
Y4	0,586	0,610	0,566	0,861

Reference: SmartPLS 4 outcomes (2025)

As per the analysis of the above data, cross loading element measurement construct being measured is higher than the other constructs so that cross loading can be accepted. Furthermore, determination of discriminant validity figure can be measured as per HTMT ratio Matrix (Heterotrait-Monotrait).

Table 3. Discriminant validity test (HTMT) outcomes

	<i>Intention to Use (Y)</i>	<i>Perceived Ease of Use (X1)</i>	<i>Perceived Usefulness (X2)</i>	<i>Social Influence (X3)</i>
<i>Intention to Use (Y)</i>				
<i>Perceived Ease of Use (X1)</i>	0,891			
<i>Perceived Usefulness (X2)</i>	0,825	0,809		
<i>Social Influence (X3)</i>	0,818	0,728	0,687	

Reference: SmartPLS 4 outcomes (2025)

The outcomes of Table 3 in this inquiry also show that all element have HTMT figures less than 0.90. So that the validity of discriminant in this inquiry can be accepted.

Reliability Test

Reliability test is a test instrument formerly determine the consistency of research element s (Taopik et al., 2023). Cronbach's alpha and composite reliability figures are declared reliable if the figure is more than 0.70.

Table 4. Reliability Test Outcomes

Variable	Composite Reliability	Cronbach Alpha
<i>Perceived Ease of Use</i>	0,838	0,743
<i>Perceived Usefulness</i>	0,854	0,745
<i>Social Influence</i>	0,834	0,702
<i>Intention to Use</i>	0,912	0,871

Reference: SmartPLS 4 outcomes (2025)

According to Table 4's discoveries, the reliability test is deemed acceptable since each element 's Cronbach alpha and composite reliability figures are greater than 0.70.

Inner Model (Structural Model)

To assess the strength of the structural model, the analysis relies on the T-statistic for each pathway. The model's explanatory power is measured through the R-square figure for the dependent element , while the path coefficient reflects the influence exerted by each independent element (Rininda & Nurmalina, 2023). The degree to which one element influences another is indicated by the coefficient of determination (R squared Adjusted). R square figures of 0.67 (strong), 0.33 (moderate), and 0.19 (weak) are generally (Arsani, 2024).

Table 5. R-square test outcomes

	R-square	R-square adjusted
<i>Intention to Use</i>	0,666	0655

Reference: SmartPLS 4 outcomes (2025)

The R-square element intention to use has a figure of 0.666, according to Table 5's R-square outcomes. Therefore, the ability of the element s perceived utility, perceived ease of use, and social influence on intention to use equals 67%, indicating that these element s have a significant impact on intention to use. As a result, the development and marketing strategy for the product or service should highlight its ease of use, the tangible advantages it offers customers, and the utilization of suggestions or encouragement from the user's social network.

Hypothesis Test

Hypothesis testing research formulated in this inquiry was conducted using T-statistics, while the significance level used is alpha 5% the statistical figure used is 1.96. If Ttable is less than -1.96 or more than 1.96 then it is declared significant. In the practice of hypothesis testing the significance figure used is p figure less than 0.05 to determine whether the hypothesis is accepted or rejected.

Table 6. Hypothesis Test Outcomes (Path Coefficient)

	<i>Original sample (O)</i>	<i>Sample mean (M)</i>	<i>Standard deviation (STDEV)</i>	<i>T-statistics (O/STDEV)</i>	<i>P figures</i>
<i>Perceived Ease of</i>					
<i>Use -> Intention to Use</i>	0,406	0,414	0,102	4,064	0,000
<i>Perceived</i>					
<i>Usefulness -></i>	0,276	0,265	0,087	3,183	0,001
<i>Intention to Use</i>					
<i>Social Influence -</i>					
<i>> Intention to Use</i>	0,290	0,294	0,087	3,282	0,001

Reference: SmartPLS 4 outcomes (2025)

The T-statistic figure for the perceived ease of use element to intention to use is 3.990 greater than 1.96, indicating a significant connection between the two elements, and the p-figure for the perceived ease of use element to intention to use is 0.000 less than 0.05, indicating an accepted connection, according to the data in Table 6. The first hypothesis, according to which the desire to use Netflix's video-on-demand services is positively and significantly impacted by perceived ease of use, is accepted. If the perceived usefulness element's t-statistic figure is 3.183 greater than 1.96, then there is a significant connection between the two elements; if the perceived usefulness element's p-figure is 0.001 less than 0.05, then the connection is accepted. The intention to utilize Netflix's video-on-demand service is positively and significantly impacted by the second hypothesis, which is perceived utility. When the p-figure of the social influence element to intention to use is 0.001 less than 0.005, the connection between the two elements is accepted, and when the t-statistic figure for the social influence element to intention to use is 3.329 more than 1.96, the association between the two elements is significant. The third hypothesis, according to which social impact significantly and favorably influences the inclination to utilize Netflix's video-on-demand services, is approved.

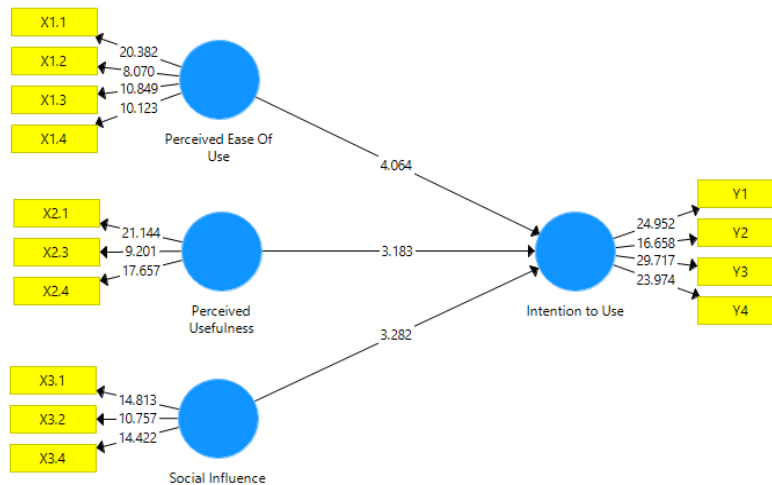


Figure 3. Research Model Outcomes

Discussion Of Research Outcomes

Influence Perceived Ease Of Use against Intention to Use

The study's discoveries indicate that Netflix customers in Sukrame, Bandar Lampung, are significantly influenced by the perceived ease of use when it comes to their intention to utilize the video-on-demand service. The first hypothesis test's statistical t-test figure and p-figure demonstrate that there is a significant connection between the perceived ease of use element and intention to use, supporting the validity of the first hypothesis.

In large urban areas with very high technology penetration and more digitally proficient users, the perceived usefulness factor may have more weight than ease of use. However, in Sukrame, Bandar Lampung, which may have diverse demographic characteristics and digital literacy levels, the ease of accessing and using Netflix services becomes crucial. This unique phenomenon may reflect that for most users in the region, the slightest technical bottleneck can be a major determining factor in the adoption and continued use of the service. This indicates that education and socialization efforts regarding the ease of use of digital services may still be very relevant in regions like Sukrame, even for platforms as large as Netflix.

According Jogiyanto in the Journal of research conducted by (Rahadiyan & Hendrawan, 2023), perceived ease of use is the degree to which a service is easily understood or formerly help customers achieve their goals easily and reduce effort both in time and energy. Perceived ease of use more emphasis on the extent to which someone believes that the use of a particular technology will be free of effort, so according to previous research, users will choose to use technology that is considered easy to use than other technologies (Subagio & Jessica, 2020).

The outcomes of this inquiry are supported by research (Prasetya & Lestari, 2024), The discoveries revealed that when users find the application easy to navigate, it significantly boosts their willingness and favorable mindset toward using it. This outcome aligns with the conclusions drawn from previous studies conducted by (Wiradarma & Piartrini, 2022), The study reveals that users' willingness to adopt a technology is closely linked to how effortless they believe it is to operate. In other words, the easier a system appears to use, the stronger the motivation to engage with it becomes. People are more inclined to embrace technological tools when they perceive them as straightforward and accessible.

Influence Perceived Usefulness against Intention to Use

The study's discoveries indicate that Netflix customers in Sukarama, Bandar Lampung, are significantly influenced by perceived utility when it comes to their intention to utilize the video-on-demand service. The statistical t-test and p-figure outcomes of the second hypothesis test demonstrate that there is a significant connection between the perceived usefulness element and the intention to use, supporting the acceptance of the second hypothesis.

Perceived Usefulness is defined as the user's perception of the extent to which the application of a particular technology will improve their performance (Dalimunthe et al., 2020). Perceived usefulness can also be used as a factor to predict user behavior and the development of the system itself, because users believe there is a connection between the use of the system and its performance (Purwanto, 2020). In the video on demand service can mean the ease of service to watch movies, TV series, movies and dramas can be accessed through a mobile phone or tablet connected to the internet so that it can be enjoyed anytime and anywhere (Kurniawan et al., 2024). Perceived usefulness is the consumer's perception of whether using the service can improve performance, productivity, and efficiency in carrying out certain activities (Setiawan, 2020).

This may be in contrast to studies in other regions that may show elements such as perceived ease of use or social influence have greater dominance. The unique phenomenon in Sukarama, Bandar Lampung, may lie in user profiles that prioritize the use figure and direct benefits of a digital entertainment service, compared to other aspects such as ease of access that may have been assumed or the influence of the surrounding environment that is less prominent in decision making. The benefit of the outcomes of this inquiry is that it provides a deeper understanding for VoD service providers such as Netflix, to design marketing and product development strategies that are more focused on a clear demonstration of figure and benefits. That way, user acquisition and retention efforts in similar regions can be more effective, because it guarantees that users feel the real benefits of subscribing to the service.

The outcomes are supported by research (Fariz et al., 2024) the outcomes demonstrate that recognizing the benefits of the service strongly and positively influences users' willingness to adopt it,

a finding that is further supported by prior studies conducted by (Prayogo & Hapsari, 2021), studies reveal that when users recognize the figure and advantages of a technology, their likelihood to adopt it increases significantly. Therefore, it can be inferred that the more beneficial a system is perceived to be, the stronger the motivation to utilize it.

Influence Social Influence against Intention to Use

The discoveries of this research reveal that social influence plays a crucial role in shaping the intention to use Video on Demand services among Netflix users in Sukarama, Bandar Lampung. This conclusion is supported by the statistical analysis, where both the t-test and p-figure indicate a meaningful connection between social influence and usage intention, leading to the acceptance of the third hypothesis.

Social influence refers to the individual is an environment that requires a person to be able to follow his behavior (Handayani & Rianto, 2021b). Social influence arises from the orders, actions and behaviors that arise and social influence can affect the communication of both individuals and groups (Handayani & Rianto, 2021a). Social influence is the degree to which a person perceives an interest believed by many or others affected by that belief to use a technology (Triana & Arif, 2023). Social influence can occur through family, friends, social networks, reference groups, or professional associations so as to influence consumers in choosing products and brands (Hakim et al., 2021). So that social influence can trigger someone to do something new one of them is in the interest of using the video on demand platform (Aminda et al., 2022).

One of the unique phenomena observed in the Sukarama area, Bandar Lampung, is how social influence has a significant impact on the intention to use video on demand services such as Netflix. This suggests that an individual's decision to subscribe to or continue using Netflix is not only as per personal preference or content quality, but is also strongly influenced by the recommendations of friends, family, or even trends in social media within their community. The benefit of this research finding is that it provides a deeper understanding for video on demand service providers, especially Netflix, that marketing strategies in similar regions cannot only focus on content promotion, but must also actively engage and utilize the social networks of its users. Thus, referral programs, testimonials from local influencers, or community-based campaigns can be key to increasing user adoption and retention in areas with strong social characteristics such as Sukarama.

The outcomes are supported by research (Amaral & Watu, 2021), the outcomes showed that social influence affects the continuity of intention, and research conducted by (Handayani & Rianto, 2021a), social influence affects intention to use. This means that the greater the social influence to use the

application, the higher a person's intention to continue using. So much social influence on a person's decision to do or not do something.

Intention to Use Video On Demand service in Islamic Economic Perspective

Intention to use is a consumer behavior in the form of encouragement of the desire to have so trying to get it (Gunawan et al., 2023). In the context of islam, the intention to use video on demand services is related to the good purpose of providing useful content and not wasting time. Factors that can influence a person's intentions in using technology are peceived ease of use, perceived usefulness and social influence. The intention of using VoD in islam must be utilized for a balance between entertainment (world) and self-development (hereafter), the importance of selecting content that is accessed so as not to be trapped in things that are not useful or neglect (NAFIAH, 2021). According to the Quran a Muslim is one who has absolutely surrendered to Allah and (QS. Adz-Dzariyat: 56)

وَمَا خَلَقْتُ الْجِنَّ وَالْإِنْسَ إِلَّا لِيَعْبُدُونِ

"I did not create the jinn and mankind except to worship me."

No one can benefit or harm because everything is by the will of God. This verse reinforces the command to remember Allah swt and memerin-tahkan man to worship Allah swt. This verse reminds that all human activities, including the use of technology such as VoD, should be directed to a good cause and support the worship of Allah.

It is related that the intention to use video on demand services is not only influenced by conventional factors such as convenience and expediency, but also by alignment with Sharia principles. Muslim users will tend to have a higher intention to use services that offer halal content, are free from immorality, and promote positive and educational figures. In addition, transparency in business models, fairness in pricing, and the absence of riba or gharar (vagueness) elements in transactions will also be important considerations. Therefore, video On demand service providers who want to appeal to the Muslim market need to ensure that their offerings are not only innovative and accessible, but also meet Islamic ethical and morality standards.

4. CONCLUSION

The study's discoveries reveal that Netflix users in Sukarama, Bandar Lampung, are more likely to intend to use Video on Demand services when they perceive the platform as easy to operate. This suggests that simplicity in use enhances user interest in Netflix's offerings. Additionally, the perceived benefits of the service significantly boost users' willingness to engage, indicating that the more figure users associate with the service, the stronger their intention to use it. Furthermore, social factors including influences from family, friends, organizations, and social media networks play a meaningful

role in shaping users' decisions to utilize and subscribe to Netflix's Video on Demand features. In the Islamic context, the intention to use video on demand services is related to the good purpose of providing useful content and not wasting time.

Research discoveries that show the strong influence of perceived ease of use, perceived usefulness, and social influence on the intention to use Netflix's video on demand service on users in Sukaramé, Bandar Lampung, have important implications. Theoretically, this further reinforces the relevance and validity by adding a dimension of social influence, affirming that external factors other than the characteristics of the system are also crucial in the formation of the intention of use. In practical terms, service providers such as Netflix can prioritize marketing efforts and development of features that emphasize ease of access and use, highlight the real benefits users get (for example, unlimited entertainment, exclusive content), as well as actively encourage word-of-mouth recommendations or testimonials from influential users to attract more subscribers in similar regions. The contextual implication is that in areas such as Sukaramé, Bandar Lampung, where social dynamics and ease of access to technology may vary, strategies that combine these three elements will be more effective in driving adoption and use of digital services.

In the perspective of Islamic economics, it teaches consumption behavior, such as what should be consumed and the reasons and extent of consumption. One should prioritize the benefits (maslahah) so as to avoid the dangers (mafsadah) excessive consumption. In addition, the human connection with Allah SWT must also be reflected by making consumption activities in everyday life as a form of worship by consuming halal goods, in moderation, and in order to achieve falah.

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