

# MOBILE SUBSCRIPTION VIDEO-ON-DEMAND (SVOD) USER EXPERIENCE MODELING TO IMPROVE USER BEHAVIOR INTENTION

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## ABSTRACT

*Subscription Video-On-Demand (SVOD) is an application that provides a variety of movies, dramas or soap operas that can be viewed online via mobile phone. WeTV and Vuu are examples of mobile subscription video-on-demand (SVOD) applications in Indonesia. The thing that must be considered by SVOD players is how users can feel satisfied so that it will increase behavior intention to always use the SVOD application. One of the things that affects behavior intention significantly is the user experience. Therefore, this study aims to find out what factors can affect user behavior intentions in making the decision to always use SVOD applications based on user experience. The model used was adapted from various models such as Hassenzahl's, TAM, UTAUT, DeLone and McLean as well as the addition of perceived utilitarian and perceived hedonicity as dimensions representing the IT user experience, the calculation method used by PLS-SEM. The results of the study are social influence, satisfaction, perceived hedonicity, perceived utilitarian influence on Behavior Intention WeTV and social influence, satisfaction, perceived hedonicity affect behavior intention VIU.*

**Keywords:** *Application mobile, Subscription Video-On-Demand (SVOD), WeTV, Vuu, behavior intention, user experience, PLS-SEM.*