

# The Effect of Content Quality and Perceived Enjoyment on Subscribe Intention in YouTube Channel

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## ABSTRACT

Subscribe Intention on Raditya Dika's YouTube channel can be influenced by Content Quality and Perceived Enjoyment, where Content Quality contained on a website or platform can influence consumer consideration in making subscription decisions (subscribe intention). The purpose of this paper is to find out people's intention in watching and subscribing Raditya Dika's YouTube channel. The research method in this scientific work was quantitative research by using path analysis. Data collection techniques used was accidental sampling techniques on 236 respondents who have seen Raditya Dika's videos on YouTube. There was a simultaneous influence of Content Quality and Perceived Enjoyment on the Subscribe Intention on the Raditya Dika's YouTube Channel positively and significantly. The implication of this study is that Raditya Dika knows why people watch and subscribe his YouTube channel.

**Keywords:** *content quality, perceived enjoyment, subscribe intention.*

## 1. INTRODUCTION

The most popular social media platforms used by Indonesians include YouTube 88%, WhatsApp 84%, Facebook 82%, Instagram 79%, Twitter 56%, Line 50%, FB Messenger 50%, LinkedIn 35%, Pinterest 34%, WeChat 29%, Snapchat 28%, Skype 25%, TikTok 25%, Tumblr 22%, Reddit 18% and Sina Webo 17% [1]. This data shows the magnitude of the positive response from the public towards YouTube in Indonesia, both from creators and consumers of video content on YouTube's social media.

YouTube has become a popular social media platform because people tend to prefer watching information compared to reading information that is relatively more boring. Every month, more than 2 billion logged users open YouTube and everyday people watch more than one billion hours of video and generate billions of views. Nearly a third of people on the internet actively use YouTube. More than 70% of YouTube's watch time comes from mobile devices [2]. That means that unlike passive viewing on most platforms, viewers or consumers are far more involved

with video messages. YouTube is now the most influential platform today (YouTube Impact Lab).

Content quality is an important element in the YouTube channel because the better the audience's perception of content quality, the more enjoy the audience in visiting the website [3]. Then people's experience in visiting the website will have an impact on the frequency of the YouTube channel visited and a positive effect on consumer behavior [4]. Therefore, YouTube creators need to understand how to pay attention to the quality of content by creating quality content that can attract consumer behavior to subscribe their channel. If a channel is able to produce interesting video content, then YouTube users can spend time enjoying these contents and forget about the things around them [5]. The situation where YouTube users enjoy a content is called enjoyment [6]. Research by [5, 7] revealed that atmospheric websites and content quality could create enjoyment situations for consumers. An atmospheric website is the appearance of a website that the site owner wants to shape to influence customers, while content quality is how good the content is for consumers which consists of several

elements such as informative, entertaining, inspiring, and educative.

One of the most popular YouTuber from Indonesia is Raditya Dika. Raditya Dika joined YouTube on June 28, 2007 [8]. Raditya Dika is the first person in Indonesia to receive YouTube Partner Rewards, which is an award given by YouTube to its users who have succeeded in attracting a large number of masses, namely at least one million followers on the related channel. According to the data from [8] (as of March 24, 2020), Raditya Dika has 8.55 million subscribers. His video is watched by an average of 1.28 million viewers and a total of 11 thousand videos. The estimated monthly income is Rp601.31 Million - Rp2.1 Billion with the Cost Per Minute is Rp11 thousand- Rp. 38.51 thousand and estimated income for each video is Rp159.44 Million.

Based on the issue discussed above, this research aimed at finding out the effect of content quality and perceived enjoyment on subscribe intention in Raditya Dika's YouTube channel.

**1.1. Theory**

Reference [9] defines content quality as information, features, or services offered on a website. In the research conducted by [9], content measurement focused on three features measured according to the function of the website itself, namely providing information, can be used for transactions and the availability of entertainment. Information itself is divided into two, namely commercial (product specifications and company information) and non-commercial. According to the results of the study above, content quality is the consumer's perception of the quality of a content that is measured by certain indicators.

Adopting the dimensions measured on website quality studied by [5, 10, 11] related to the formation of content quality, there are four components namely information benefits, entertainment, aesthetic appeals, and trends.

Perceived enjoyment is defined as the level of individual conditions in feeling pleasure and happiness experienced when undergoing certain activities [12]. In this research it was also explained that enjoyment is an intrinsic motivation of an individual in carrying out an activity because of the feeling of pleasure felt when carrying out the activity. This study adopted a definition from [12] who describes perceived enjoyment as a positive emotion of consumers which is described in feelings of pleasure experienced when undergoing certain activities.

Reference [13] stated that attitudes are evaluative statements both positive and negative about an object,

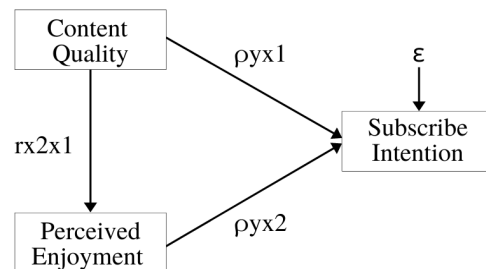
another person, or event. Attitude has three components, one of which is the affective component, which is the feeling aspect of an attitude. The dimensions of the affective component are positive affective aspects and negative affective aspects.

Reference [14] indicate that purchase decision or purchase intention can be used to measure the likelihood of buying a certain product. Purchasing decisions are part of behavioral intention and subscribe intention belongs to behavioral intention because they are both classified as behavioral intentions. Meg, adapted from [14], states that the purchase intention is the intention and desire of consumers in buying something. Then subscribe intention itself is the intention and desire of consumers in subscribing to a YouTube channel. It was also said that a person's desire to respond or behave is directly affected by the affective conditions experienced by someone in carrying out certain activities, where affective conditions are influenced by the stimulus given to an individual.

According to [7], the dimensions of subscribe intention are perceived ease of use, trust, social influences, enjoyment, and perceived behavioral control.

**1.2. Framework**

Based on the study of each variable, namely content quality and perceived enjoyment of subscribe intentions (adopted from purchasing decisions), a framework of thought can be seen in Figure 1.



Research Framework

*Hypothesis*

Based on the description of the relationship between content quality and perceived enjoyment on subscribe intention on Raditya Dika's YouTube channel, the hypotheses proposed are:

- There is a correlation between content quality and perceived enjoyment.
- There is a partial influence of content quality and perceived enjoyment on subscribe intention on the Raditya Dika's YouTube channel.

- There is a simultaneous influence of content quality and perceived enjoyment on subscribe intention on the Raditya Dika YouTube channel.

## 2. METHODS

The research method in this scientific work was quantitative which was descriptive verification. Descriptive aimed at obtaining a picture of the content quality variable as the independent variable and the subscribe intention variable as the dependent variable. Whereas the verification aimed at testing the hypothesis with statistical calculations [15]. This research used technical analysis of the path by distributing online questionnaires to Raditya Dika's YouTube subscriber using simple random sampling technique.

The population in this study were all people who have seen the content on Raditya Dika's YouTube channel. From the data, the number of people who have watched and subscribed to the Raditya Dika YouTube channel during the January-March 2019 period was as many as 576 people. Based on calculations using the Slovin formula with an error level of 5%, there were 236 samples used in this study. To get a more representative number of samples, then the sampling technique or calculation of the number of samples used was incidental sampling.

The intended technical analysis was Path Analysis. Path Analysis is a technique for analyzing cause and effect relationships that occur in multiple regression whether the independent variables affect the dependent variable not only directly, but also indirectly. This technique was used to test the amount of the contribution shown by the path coefficient on each diagram path of the causal relationship between variables content quality and perceived enjoyment to subscribe intention.

## 3. RESULTS AND DISCUSSION

### 3.1. Result

Based on the results of the questionnaire, the content quality variable on Raditya Dika's YouTube channel obtained a total score of 8,039 with an average score of 893.2 in the scale range of 802.4 - 991.2. This means that the content quality on the Raditya Dika YouTube channel in general received a good response. In terms of the perceived enjoyment on the Raditya Dika YouTube channel, the results of the questionnaire data showed that it obtained a total score of 3,825 and an average score of 765 in the scale range of 613.6 - 802.4. This means that overall, the perceived enjoyment of the YouTube channel Raditya Dika is quite good in the consumers' point of view. Whereas, in the subscribe intention variable on the Raditya Dika YouTube channel, the results of the questionnaire obtained a total

score of 3,644 and an average score of 728.8 in the scale range of 613.6 - 802.4. This means that, overall, the Subscribe Intention variable on Raditya Dika's YouTube channel is quite good.

The correlation between content quality and perceived enjoyment has a coefficient value of 0.632 and has a level of strong relationship in the same direction because the value is positive. The influence of partial content quality on subscribe intention is 25.4%. Content quality has a positive contribution to subscribe intention. The influence of partial perceived enjoyment on subscribe intention is 29%. Perceived enjoyment has a positive contribution to subscribe intention. Content quality and perceived enjoyment affect subscribe intention with sig. (0,000) <math>< \alpha (0,05)</math> and F table (139,102) > F table (3,041), which means that  $H_0$  is rejected.

### 3.2. Discussion

Overall, the content quality variable on Raditya Dika's YouTube channel showed a good response from the respondents. This is in accordance with the statement by [9] that content quality itself is information, features, and products or services provided on the website. In addition, according to [10], content quality is the quality of the content of a website, which is seen from various aspects such as clarity. Overall, the perceived enjoyment on Raditya Dika's YouTube channel is quite good. This is in accordance with the statements from [5, 7] who stated that atmospheric websites and content quality could create a situation of perceived enjoyment in consumers which can be formed by site owners to influence consumer feelings. In this study, it refers to the feelings of consumers when visiting Raditya Dika's YouTube channel. Overall, the subscribe intention variable on Raditya Dika's YouTube channel is in a quite good category. This is in accordance with the statement of [5] who explained that the more consumers were satisfied, the more consumers had the intention to contact buyers in the context of the C2C marketplace. Consumers who feel a positive experience will pay attention to all the contents on the website and feel immersed in the online activities. In this study, this interest can affect one's intention to subscribe to a YouTube channel.

If one variable increase or decreases, then the other variable will also change, which indicates a strong and unidirectional direction. This was confirmed in the study of [16] which mentioned that in the context of the entertainment world, one's enjoyment was influenced by content quality. It was also said that with good content quality, users will feel happier and more entertained while watching TV and its programs. The influence of content quality on subscribe intention is strengthened by the opinion stated by [9] that when a website was rated as quality by consumers, they would pay attention to the

website. When consumers are interested in the content, then they will have the intention to subscribe to the channel so as not to miss any further content. The influence of perceived enjoyment on subscribe intention is reinforced by the opinion of [17] who stated that perceived enjoyment could affect usage intention or the intention to use a website that contains information content about tour service. In other words, making consumers feel enjoy with the content created had a positive effect on behavioral intentions. When consumers have a good and happy feeling in watching videos on YouTube, the higher the intention to subscribe to a channel on YouTube.

Based on the results, the total effect of content quality and perceived enjoyment on subscribe intention is 54.4%. This shows that there are still other variables that affect subscribe intention on Raditya Dika's YouTube channel by 45.6%, which are variables not examined in this study. This is in line with [18] which examined the effects of web interface features on consumer purchase intentions on online shopping activities, which further explained that one of the causes of people being in the condition of enjoyment was because of the features provided by the website. Enjoyment which is characterized by feeling comfortable, enjoy, and happy gained consumers' tendencies in terms of intention to behave.

#### 4. CONCLUSION

The results of this study reveal that there is a strong positive correlation and direction between Content Quality and Perceived Enjoyment. There is a partial effect of Content Quality on Subscribe Intention. There is a partial effect of Perceived Enjoyment on Subscribe Intention. Then there is the simultaneous influence of Content Quality and Perceived Enjoyment on the Subscribe Intention on the YouTube Channel Raditya Dika positively and significantly.

#### ACKNOWLEDGMENTS

We would like to express our deepest gratitude to School of Postgraduate Studies Universitas Pendidikan Indonesia, lecturer Prof. Dr. Hj. Ratih Hurriyati, M.P, and Dr. Henny Hendrayati, S.Ip.,MM, who have facilitated and helped the research from the beginning till its completion

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