

# The Effect of Viral Marketing and E-Service Quality on Consumer Buying Interest in Disney+ Hotstar Services

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## KEYWORDS

Viral Marketing; E-Service Quality; Consumer Purchase Interest; Disney+ Hotstar

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## ABSTRACT

This research was conducted with the aim of determining the influence of Viral Marketing and E-Service Quality on Consumer Purchase Interest in the Disney+ Hotstar Indonesia service. The population in this study is residents who are users or residents who know the Disney+ Hotstar Indonesia Video on Demand service in the Yogyakarta area. This research uses a quantitative approach, with data collection techniques using questionnaires distributed online. The sampling technique used purposive sampling with a sample of 180 respondents. The data analysis used in this research is multiple linear regression analysis with the Moderated Regression Analysis (MRA) test which is processed with IBM SPSS Statistics 26.0 software. The results of this research show that Viral Marketing has a positive and significant influence on Consumer Purchase Interest. Meanwhile, E-service Quality has a positive and significant influence on Business Model Innovation. It was also found that organizational risk-taking tolerance is a factor in consumer buying interest. And the Viral Marketing and E-Service Quality variables together have a positive and significant effect on Consumer Purchase Interest.

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## 1. Introduction

Video on Demand (VOD) is a method of delivering media content that enables viewers to watch videos without being restricted by conventional playback devices or fixed broadcast schedules. During the 20th century, the dominant mode of media distribution was broadcasting via over-the-air programming. However, with the advent of internet technology and IPTV in the 1990s, there was a growing consumer demand for alternative ways to consume content, leading to the emergence of VOD services accessible on both television and personal computers (Wikipedia, 2022). The concept of VOD emerged in the media industry and is related to how video content is delivered. Video on Demand (VOD) is a technology that stores all content that can be accessed at any time that can be paused, playback, skipped, or even downloaded (Pereira & Tam, 2021).

Streaming media has gained significant traction as a method for delivering Video on Demand (VOD). Platforms such as Apple's iTunes and Smart TV applications like Amazon Prime Video offer options for renting or buying temporary video content. Additionally, there are Internet-based VOD systems that provide access to bundles of entertainment content rather than just individual titles. Among the most well-known VOD services are Netflix, Hulu, Disney+, Peacock, HBO Max, and Paramount+, all of which operate on a subscription basis, requiring users to pay a monthly fee for access to a library of movies, TV shows, and original series.

In contrast, platforms like YouTube and other internet-based Video on Demand (VOD) systems employ an advertising-supported approach, offering most of their video content for free while charging higher subscription fees for premium content access. Additionally, certain airlines offer VOD as part of their in-flight entertainment, providing passengers with access to content through in-seat video screens or external portable media players..

As technology develops, a shift from conventional media to digital media has occurred. People spend more of their time online, including on social media. This opens up new opportunities for marketers to reach their target market more interactively. Social media platforms like Facebook, Twitter, Instagram, and others have become very effective places to share information and content. Content that is unique, entertaining, or controversial has great potential to go viral. People tend to share content that grabs their attention or triggers certain emotions.

Therefore, the term viral marketing emerged. Viral marketing is a marketing strategy that aims to create buzz and generate widespread attention for a product, service, or brand through rapid and exponential content dissemination through word of mouth or online sharing. Viral marketing is one way of marketing based on the internet by taking advantage of opportunities where consumers often use social networks in everyday life.

According to Paramita, S. (2020, December). *Viral Marketing Model Through Digital Content*. In *The 2nd Tarumanagara International Conference on the Applications of Social Sciences and Humanities (TICASH 2020)* (pp. 431-434). Atlantis Press. Viral marketing is basically a form of internet-based word-of-mouth marketing (e-word of mouth marketing) whose promotional function is networking and designed like a virus spreading from one person to another quickly and widely by providing special rewards to consumers.

The trust of a consumer or customer in the company is needed, especially in a business that is carried out with a viral marketing strategy that does not meet each other face to face in transactions. The company must be able to make a consumer or customer put trust in the company through efforts to maintain and improve the quality of service to consumers or customers.

High quality can offer added value by serving as a unique incentive for customers to cultivate enduring and mutually advantageous relationships with the company. (Tjiptono, 2022). This emotional connection enables the company to gain deep insights into the expectations and individual requirements of customers, thereby enhancing customer satisfaction. By prioritizing a positive customer experience, companies can amplify enjoyable interactions while minimizing or eradicating negative ones. Put simply, service quality can be seen as a gauge of how effectively the service level meets customer expectations. (Tjiptono, 2022).

Business activities began to shift from conventional patterns to more advanced patterns, one of which was shopping activities. Shopping activities have begun to shift from offline shopping to online shopping. Online shopping is a business activity that uses information and communication technology applications in every transaction. Online shopping is not only used for buying and selling but also for promotional efforts at large. Consumers do not need to come directly to the store, they only need to visit the intended site and determine the goods / services they need.

The quality of service provided is also different when compared to the quality of service in conventional shopping models. In conventional shopping, service quality is measured directly

through activities between sellers and buyers, while the quality of online or electronic shopping is measured through services provided by companies through websites or what is often referred to as e-service quality.

E-service quality refers to the quality of services provided through electronic channels such as websites, mobile applications, or online platforms. The focus is on the customer's perception of the total service experience when interacting online with the company or organization. E-service quality is important to build customer satisfaction, trust, and loyalty in the digital world. By focusing on the above aspects, companies can deliver a seamless and satisfying online experience that meets or exceeds customer expectations.

E-service quality, commonly called E-SerQual, was developed to evaluate a service provided on the internet network. Parasuraman et al. (2005) define e-service quality or electronic service quality as the extent to which a website is able to facilitate consumer activities, including shopping, purchasing, and delivery of both products and services efficiently and effectively. Thus, customers will be more efficient in making transactions in terms of time and cost. Similarly, the availability and completeness of information and ease of making transactions are also the customer's choice in using the services of a company.

On the other hand, Walt Disney is a most influential and successful company with business models for animated and live-action films as well as television shows, theme parks and so on. The scope and volume of Walt Disney's influence was considerable in similar business environments. Disney+ Hotstar is an Indian Video on Demand (VoD) service owned by Disney Star and launched in 2015 which is a subsidiary of The Walt Disney Company. Video on Demand (VoD) services such as Disney+ Hotstar are media delivery systems that allow users to access video without the restrictions of traditional video playback devices or typical static broadcast schedules. Video on Demand (VoD) service from Disney+ Hotstar can be used on several devices, such as Android-based Smart TVs, smartphones, and tablets.

The well-known survey institute Populix (2022) calls video-on-demand (VoD) services a convenient way to watch a show, ranging from films to other visual series. This is because consumers do not need to wait for the show schedule to start because consumers can choose their favorite programs and watch them anytime and anywhere. In terms of consumer usage behavior, Populix stated that the majority of Indonesians (36 %) open and/or use Video on Demand (VoD) applications every day, 13% of those surveyed open the application more than 5 times a week, 15 percent of respondents open Video on Demand (VoD) applications 4-5 times a week, 25 percent of other respondents use applications 2-3 times a week, 6 percent of users open an app once a week, only 4 percent of respondents use Video on Demand (VoD) services once a month, and only 1 percent of respondents use Video on Demand (VoD) services once every two weeks. This number is quite extraordinary because it proves that Video on Demand (VoD) applications are increasingly popular and become the main choice of Indonesian people when looking for entertainment when tired.

Databooks (2023) states that Disney+ Hotstar is the best-selling paid streaming application in Indonesia. Its position even surpasses Netflix, Vidio, and HBO GO. Disney+ Hotstar is the best-selling app with 70% of respondents subscribing. Below Disney+ Hotstar is Netflix; the percentage of subscribers surveyed is 46%, followed by Vidio at 41%.

Based on the above, the author tried to conduct a research entitled "The Effect of Viral Marketing and E-Service Quality on Consumer Buying Interest in the Use of Disney+ Hotstar Indonesia Video On Demand (VoD) Services - Study on Disney+ Hotstar Indonesia Video On Demand Service Users at the Faculty of Business and Economics UII Yogyakarta.

The purpose of this study is to determine the influence of Viral Marketing on consumer buying interest in using Disney+Hotstar Indonesia's video-on-demand (VoD) service.

This research is expected to increase knowledge and insight into the influence of viral marketing and e-service quality on purchase intentions in the marketing field. The results of this study are also expected to help as a reference for future research related to viral marketing, e-service quality, and consumer buying interest.

## 2. Materials and Methods

This research was conducted with descriptive methods and quantitative approaches. A quantitative approach is a method of testing data where the information obtained is classified, compared, and calculated using formulas relevant to the data (Indriantoro & Supomo, 2002) (Rum et al., 2019). The object raised in this study is Disney+ Hotstar Indonesia. This study was conducted to identify the relationship between the influence of viral marketing and e-service quality on consumer buying interest.

The author will evaluate this study, in which this type of research was carried out by distributing questionnaires. The questionnaires were distributed using social media platforms such as Instagram, Twitter, Line, and Whatsapp.

The location of the research was carried out in Yogyakarta. The researcher chose this location because the researcher is currently domiciled in Yogyakarta. On the other hand, Yogyakarta is also referred to as a student city to make it easier for researchers to find and be interviewed more easily, especially Yogyakarta, where most of the population is the millennial generation who generally tend to follow technological changes. According to Databooks (2021), as many as 23.42% of the population

Yogyakarta is a millennial (1981-1996). As many as 22.76% are Generation Z (1997-2012), 22.46% Generation X (1965-1980), and 16.89% are Baby Boomer generation (1946-1964).

This study was conducted by collecting data from 180 respondents through an online survey created using Google Forms and distributed through social media platforms. Descriptive analysis showed the characteristics of respondents based on gender, age, occupation, income, and place of residence. The analysis results indicated that the majority of respondents were aged 17-25 years, students, with incomes ranging from Rp.1,000,000 to Rp.2,000,000, and from Sleman, Yogyakarta.

The analysis of variables influencing consumer buying interest, namely Viral Marketing, E-Service Quality, and Consumer Buying Interest, showed high average values, indicating positive perceptions of respondents towards Disney+ Hotstar's services and marketing. Validity and reliability tests were conducted using SPSS, with all variables showing valid and reliable values.

## 3. Result and Discussion

The study was tested with 180 respondents who were successfully collected using an online survey (questionnaire) created with Google Forms and distributed to social media platforms.

### Descriptive Analysis of Respondents

**Table 1 Characteristics of Respondents by Sex**

| Gender | Number of Respondents | Percentage |
|--------|-----------------------|------------|
| Man    | 104                   | 57,8%      |
| Woman  | 76                    | 42,2%      |
| Total  | 180                   | 100%       |

Source: Researcher's Processed Data, 2023

Table 1 shows respondent data by gender from 180 respondents. The results of the 180 respondents showed that the number of female respondents was 76 people or as much as 42.2%. While

the number of respondents who were male was 104 people or as much as 57.8%. Data shows that men know more about Disney+ services than women.

**Table 2 Characteristics of Respondents by Age**

| Age         | Number of Respondents | Percentage |
|-------------|-----------------------|------------|
| <17 Years   | 14                    | 7,8%       |
| 17-25 Years | 139                   | 77,2%      |
| 26-34 Years | 25                    | 13,9%      |
| 35-42 Years | 1                     | 0,6%       |
| >42 Years   | 1                     | 0,6%       |
| Total       | 180                   | 100%       |

Source: Researcher's Processed Data, 2023

Table 2 shows that the number of respondents with an age range of less than <17 years was 14 respondents or 7.8%. The number of respondents with an age range of 17-25 years was 139 people, or as much as 77.2%. The number of respondents with an age range of 26-34 years was 25 people or 13.9%. The number of respondents with an age range of 35 – 42 years was 1 person or 0.6%. And respondents over the age of 42 years 1 person or 0.6%. This shows that most respondents in this study were aged 17-25 years.

**Table 3 Characteristics of Respondents by Occupation**

| Work                               | Number of Respondents | Percentage |
|------------------------------------|-----------------------|------------|
| Student                            | 84                    | 46,7%      |
| Self-employed/Entrepreneur         | 20                    | 11,7%      |
| Civil Servants                     | 5                     | 2,8%       |
| SOE Employees                      | 7                     | 3,9%       |
| Private Employees                  | 43                    | 23,9%      |
| Not yet employed/looking for a job | 21                    | 11,7%      |
| Sum                                | 180                   | 100%       |

Source: Researcher's Processed Data, 2023

Table 3 shows that the number of student respondents was 84 people or 46.7%. The number of self-employed respondents/entrepreneurs was 20 people, or 11.7%. The number of civil servant respondents was 5 people or 2.8%. The number of respondents of BUMN employees was 7 people or 3.9%. The number of respondents of private employees was 43 people or 23.9%. The number of respondents for people who are not yet working/or are looking for work is as many as 21 people or 11.7%. This shows that most respondents in this study are students/students.

**Table 3 Characteristics of Respondents by Income**

| Income                        | Number of Respondents | Percentage |
|-------------------------------|-----------------------|------------|
| <IDR 1,000,000                | 22                    | 12,3%      |
| IDR 1,000,000 – IDR 2,000,000 | 58                    | 32,4%      |
| IDR 2,000,000 - IDR 3,000,000 | 32                    | 17,9%      |
| IDR 3,000,000 – IDR 4,000,000 | 21                    | 11,7%      |
| >Rp.4.000.000                 | 46                    | 25,7%      |
| Sum                           | 180                   | 100%       |

Source: Researcher's Processed Data, 2023

Table 3 shows that the number of respondents with an income of <Rp.1,000,000 was 22 people or 12.3%. The number of respondents with an income of Rp.1,000,000 – Rp.2,000,000 was 58 people or 32.4%. The number of respondents with an income of Rp.2,000,000 – Rp.3,000,000 was 32 people or 17.9%. The number of respondents with income of Rp.3,000,000 – Rp.4,000,000 was 21 people or 11.7%. And the number of respondents with an income of >Rp.4,000,000 was 46 people or 22.7%. This shows that most respondents in this study earn Rp.1,000,000 – Rp.2,000,000.

**Table 4 Characteristics of Respondents by Domicile**

| Domicile     | Number of Respondents | Percentage |
|--------------|-----------------------|------------|
| Sleman       | 68                    | 37,8%      |
| Bantul       | 24                    | 13,3%      |
| Kulonprogo   | 19                    | 10,6%      |
| Gunung Kidul | 9                     | 5%         |
| Yogyakarta   | 60                    | 33,3%      |
| Sum          | 180                   | 100%       |

Source: Data processed by researchers, 2023

The results in Table 4 show that the number of respondents from Sleman was 68 people or 37.8%. The number of respondents from Bantul was 24 people, or 13.3%. The number of respondents from Kulonprogo was 19 people, or 10.6%. The number of respondents from Gunung Kidul was 9 people, or 5%. The number of respondents from Yogyakarta was 60 people, or 2%. This shows that the domicile of most respondents in this study is from Sleman.

### Descriptive Analysis of Variables

Descriptive variables are explanations of the analysis of the results of descriptive analysis of each research variable. The descriptive results of variables include Viral Marketing, E-Service Quality, and Consumer Buying Interest. A descriptive scale is needed to analyze each of the research variables described in Table 5 as follows:

**Table 5 Descriptive Scale of Variables**

| No | Average Score | Interpretation    |
|----|---------------|-------------------|
| 1  | 1,00 – 1,80   | Strongly Disagree |
| 2  | 1,81 – 2,60   | Disagree          |
| 3  | 2,61 – 3,40   | Nervous           |
| 4  | 3,41 – 4,20   | Agree             |
| 5  | 4,21 – 5,00   | Totally Agree     |

**Viral Marketing Variable Analysis****Table 6 Descriptive Viral Marketing**

| Code                              | Viral Marketing Items                                                                                                                                  | Mean | Category Description |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------|------|----------------------|
| VM.1                              | The Disney+ Hotstar marketing message I found on social media was informative.                                                                         | 4,48 | Totally Agree        |
| VM.2                              | Disney+ Hotstar has informative pages on social networking sites.                                                                                      | 4,61 | Totally Agree        |
| VM.3                              | The website/blog I found about Disney+ Hotstar is an important source of information.                                                                  | 4,56 | Totally Agree        |
| VM.4                              | Disney+ Hotstar has pages on social media as well as entertaining social networks.                                                                     | 4,52 | Totally Agree        |
| VM.5                              | I found posts on social media and social networks about Disney+ Hotstar services to relatives or other people that made me interested in reading them. | 4,54 | Totally Agree        |
| VM.6                              | SMS in the form of marketing messages from Disney+ Hotstar are not annoying.                                                                           | 3,93 | Agree                |
| VM.7                              | Marketing messages on social media sites and social networks about Disney+ don't bother me.                                                            | 4,28 | Totally Agree        |
| VM.8                              | I trust the information provided by Disney+ Hotstar via SMS.                                                                                           | 4,13 | Agree                |
| VM.9                              | The information on Disney+ Hotstar's social media pages can be trusted.                                                                                | 4,42 | Totally Agree        |
| VM.10                             | I trust the information from the creator of the post on social media who shared information about Disney+ Hotstar.                                     | 4,45 | Totally Agree        |
| Average of overall variable items |                                                                                                                                                        |      | 4,39                 |

Judging from Table 6, it can be seen that of the 180 respondents taken as a sample, most of the respondents gave a very agreeable assessment of the variable question *viral marketing*. The highest ranking is on "Disney+ Hotstar has informative pages on social networking sites," and the lowest rating is on "SMS in the form of marketing messages from Disney+ Hotstar are not intrusive." Overall, respondents gave a high assessment of the variable *viral marketing*. This shows that *Viral Marketing* has excellent value on samples in the Yogyakarta area.

**E-Service Quality Variable Analysis**

**Table 7 Descriptive E-Service Quality**

| Code                              | E-Service Quality Items                                                                                            | Mean | Category Description |
|-----------------------------------|--------------------------------------------------------------------------------------------------------------------|------|----------------------|
| ESQ.1                             | The services on the Disney+ Hotstar Indonesia website are very responsive to consumer complaints.                  | 4,37 | Totally Agree        |
| ESQ.2                             | The content on the Disney+ Hotstar Indonesia website is always updated periodically.                               | 4,61 | Totally Agree        |
| ESQ.3                             | The content on the Disney+ Hotstar Indonesia website always follows trends and developments.                       | 4,71 | Totally Agree        |
| ESQ.4                             | The appearance of the Disney+ Hotstar website is easy to use or <i>user friendly</i> .                             | 4,65 | Totally Agree        |
| ESQ.5                             | There is a search facility on the Disney+ Hotstar website to support customers to find the required movies\series. | 4,66 | Totally Agree        |
| ESQ.6                             | To load the Disney+ Hotstar website does not take long                                                             | 4,71 | Totally Agree        |
| ESQ.7                             | Products provided by Disney+ Hotstar are as ordered                                                                | 4,66 | Totally Agree        |
| ESQ.8                             | The duration of the subscription given by Disney+ Hot-star is as ordered.                                          | 4,65 | Totally Agree        |
| ESQ.9                             | Changes or refunds take effect when the product is received incorrectly.                                           | 4,60 | Totally Agree        |
| ESQ.10                            | Consumer personal data protected by Disney+ Hotstar                                                                | 4,63 | Totally Agree        |
| ESQ.11                            | Consumer transaction data protected by Disney+ Hotstar                                                             | 4,65 | Totally Agree        |
| ESQ.12                            | Disney+ Hotstar guarantees explicit consumer privacy.                                                              | 4,66 | Totally Agree        |
| Average of overall variable items |                                                                                                                    | 4,63 |                      |

Judging from Table 7, it can be seen that of the 180 respondents taken as a sample, most of the respondents gave a very agreeable assessment of the variable question *e-service quality*. The highest ranking is on "Content on the website Disney+ Hotstar Indonesia always follows trends and



developments" and "Disney+ Hotstar website doesn't take long to load". The lowest rating is on "Services on the website Disney+ Hotstar Indonesia is very responsive to consumer complaints". Overall, respondents gave a high assessment of the variable *e-service quality*. This shows that *e-service quality* has excellent value on samples in the Yogyakarta area.

### Analysis of Consumer Buying Interest Variables

**Table 8 Descriptive Consumer Buying Interest**

| Code                              | Consumer Purchase Interest Items                                                                   | Mean | Category Description |
|-----------------------------------|----------------------------------------------------------------------------------------------------|------|----------------------|
| MBK.1                             | There is a desire to brand Disney+ Hotstar Indonesia products to others.                           | 4,28 | Totally Agree        |
| MBK.2                             | Disney+ Hotstar Indonesia products are worth recommending to others.                               | 4,25 | Totally Agree        |
| MBK.3                             | There is interest in subscribing to Disney+ Hotstar Indonesia.                                     | 4,38 | Totally Agree        |
| MBK.4                             | There is interest in resubscribing to Disney+ Hotstar Indonesia.                                   | 4,11 | Agree                |
| MBK.5                             | Disney+ Hotstar subscription fee is relatively cheap                                               | 4,15 | Agree                |
| MBK.6                             | Disney+ Hotstar products deserve to be a priority choice                                           | 4,16 | Agree                |
| MBK.7                             | There is a desire to find more detailed information about Disney+ Hotstar Indonesia products.      | 4,37 | Totally Agree        |
| MBK.8                             | There is a desire always to update information about Disney+ Hotstar Indonesia products to others. | 4,47 | Totally Agree        |
| Average of overall variable items |                                                                                                    |      | 4,27                 |

Judging from Table 8, it can be seen that of the 180 respondents taken as a sample, most of the respondents gave a very agreeable assessment of the question of consumer buying interest variables. The highest ranking is on "There is a desire to always update information about the product Disney+ Hotstar Indonesia to others.". The lowest rating is on "There is interest in resubscribing Disney+ Hotstar Indonesia.". Overall, respondents gave a high assessment of the variable consumer buying interest. This shows that consumer buying interest has a good value in the sample in the Yogyakarta area.

### Research Instrument Test

In this study, measurements were carried out by testing the validity and reliability of each variable, namely Viral Marketing, E-Service Quality, and consumer buying interest. Testing the validity and reliability of these variables was carried out with the help of the SPSS program with a total of 180 respondents.

### Validity Test

The validity test is based on indicator analysis, which involves correlating each indicator score with a variable score or the total score of all question indicators. In this study, the number of research

samples was obtained as many as 180 respondents, then obtained a value (dF) = 180-2 for a confidence level of 95% ( $\alpha = 5\%$ ) so that the r table was obtained at 0.1463. As well as testing this validity help the SPSS Statistic 26 application. The questionnaire can be said to be valid if the calculated r value is greater than the table r or if the significance level is less than 0.05. The results of the validity test can be seen in Table 9 below:

| <b>Variable</b>                 | <b>Indicators</b> | <b>R-count</b> | <b>Information</b> |
|---------------------------------|-------------------|----------------|--------------------|
| <i>Viral Marketing</i>          | VM.1              | 0,660          | Valid              |
|                                 | VM.2              | 0,636          | Valid              |
|                                 | VM.3              | 0,704          | Valid              |
|                                 | VM.4              | 0,557          | Valid              |
|                                 | VM.5              | 0,748          | Valid              |
|                                 | VM.5              | 0,707          | Valid              |
|                                 | VM.7              | 0,695          | Valid              |
|                                 | VM.8              | 0,643          | Valid              |
|                                 | VM.9              | 0,733          | Valid              |
|                                 | VM.10             | 0,682          | Valid              |
| <i>E-Service Quality</i>        | ESQ.1             | 0,633          | Valid              |
|                                 | ESQ.2             | 0,612          | Valid              |
|                                 | ESQ.3             | 0,645          | Valid              |
|                                 | ESQ.4             | 0,648          | Valid              |
|                                 | ESQ.5             | 0,634          | Valid              |
|                                 | ESQ.6             | 0,590          | Valid              |
|                                 | ESQ.7             | 0,633          | Valid              |
|                                 | ESQ.8             | 0,633          | Valid              |
|                                 | ESQ.9             | 0,762          | Valid              |
|                                 | ESQ.10            | 0,648          | Valid              |
|                                 | ESQ.11            | 0,661          | Valid              |
|                                 | ESQ.12            | 0,623          | Valid              |
| <i>Consumer Buying Interest</i> | MBK.1             | 0,687          | Valid              |
|                                 | MBK.2             | 0,625          | Valid              |
|                                 | MBK.3             | 0,776          | Valid              |
|                                 | MBK.4             | 0,686          | Valid              |
|                                 | MBK.5             | 0,783          | Valid              |
|                                 | MBK.6             | 0,723          | Valid              |
|                                 | MBK.7             | 0,679          | Valid              |
|                                 | MBK.8             | 0,648          | Valid              |

Source: Data processed by researchers, 2023

### Reliability Test

Reliability testing, according to Ghozali (2018), is the stability, reliability, and consistency of a series of measurements. In this study, reliability tests used SPSS 26 software. The following are the results of the reliability test calculations presented in Table 10:

| <b>Variable</b>          | <b>Cronbach's Alpha</b> | <b>Information</b> |
|--------------------------|-------------------------|--------------------|
| <i>Viral Marketing</i>   | 0,864                   | Reliable           |
| <i>E-Service Quality</i> | 0,869                   | Reliable           |

|                   |        |       |          |
|-------------------|--------|-------|----------|
| Consumer Interest | Buying | 0,851 | Reliable |
|-------------------|--------|-------|----------|

Source: Researcher's Processed Data, 2023

A questionnaire is considered reliable if respondents' responses to the statement are consistent over time (Ghozali, 2011). This measure of reliability uses the so-called Cronbach alpha. Cronbach's alpha is a coefficient that indicates how well items in a set correlate with each other (Sekaran & Bougie, 2016). A variable is said to be reliable if the result  $> 0.60$  = reliable and the result  $< 0.60$  = unreliable (Ghozali, 2011).

The results of the reliability test showed that all variables had an Alpha coefficient of  $> 0.60$ . That way, it can be concluded that all the points of research variables are reliable and can be used as variable research instruments.

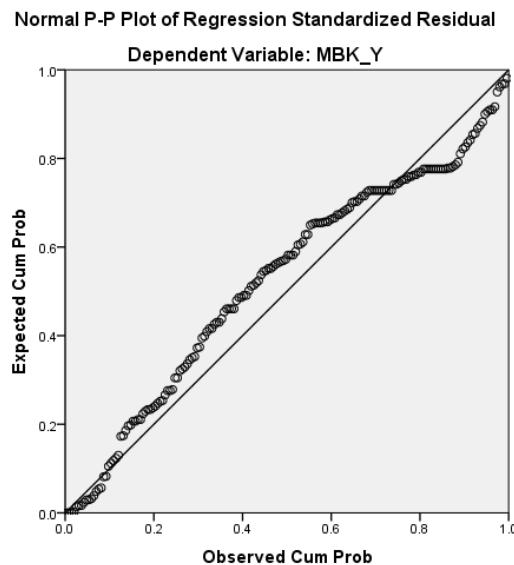
### Classical Assumption Test

#### Normality Test

The normality test is used to determine whether the residual or residual variables in the regression model are normally distributed. Kolmogorov-Smirnov statistical test analysis was used for this test. The t-test and f-test are known to assume that the residue follows the corresponding distribution. If this point of view is violated, the statistical test is considered invalid. The normality test is performed to find out whether in the regression model, the dependent variable and the independent variable are normally distributed or not. This step is carried out by looking at the distribution of residual distribution and by conducting statistical tests of *Kolmogorov Smirnov*. If the significance value is greater than 0.05 then it can be concluded that normally distributed data and regression models can be used.

The picture of the distribution of residual distribution is as follows:

**Figure 2.0**  
**Residual Distribution of Normality Test**



The figure shows that the distribution of residual distribution spreads around the line following a diagonal line. This means that the regression model is normally distributed. While statistical tests Kolmogorov Smirnov, the following figures are obtained:

**Table 12 Normality Test Results**

**One-Sample Kolmogorov-Smirnov Test**

|                                  |                | Unstandardized Residuals |
|----------------------------------|----------------|--------------------------|
| N                                |                | 180                      |
| Normal Parameters <sup>a,b</sup> | Mean           | 0E-7                     |
|                                  | Std. Deviation | 3.47617972               |
| Most Extreme Differences         | Absolute       | .101                     |
|                                  | Positive       | .096                     |
|                                  | Negative       | -.101                    |
| Kolmogorov-Smirnov Z             |                | 1.351                    |
| Asymp. Sig. (2-tailed)           |                | .052                     |

a. Test distribution is Normal.

b. Calculated from data.

Source: Data processed by researchers, 2023

**Multicollinearity Test**

In the Multicollinearity Test, a good regression model is if there is no correlation between independent variables or, in other words, the correlation is 1 or close to 1. In addition, it can also be seen from the value *Tolerance* and *Inflation Factor (VIF)*. Value *Inflation Factor (VIF)* should be less than 10 and for value *Tolerance* more than 0.1 (Priyastama, 2017). From the research data obtained the following results:

**Table 13 Multicollinearity Test Results**

| Type | Coefficients <sup>a</sup>   |                           |       |      |       | Collinearity Statistics |            |
|------|-----------------------------|---------------------------|-------|------|-------|-------------------------|------------|
|      | Unstandardized Coefficients | Standardized Coefficients | t     | Sig. |       | Tolerance               | VIF        |
|      |                             |                           |       |      |       |                         |            |
|      | (Constant)                  | -.827                     | 3.288 |      | -.251 | .802                    |            |
| 1    | VM_X1                       | .267                      | .077  | .280 | 3.485 | .001                    | .517 1.934 |
|      | ESQ_X2                      | .423                      | .082  | .414 | 5.166 | .000                    | .517 1.934 |

a. Dependent Variable: MBK\_Y

Source: Data processed by researchers, 2023

The data shows that the *Tolerance* value is 0.517 and 0.517 where the number is more than 0.1. While the *Inflation Factor (VIF)* figures are at 1.934 and 1.934, where the numbers are less than 10. Thus it can be said that the variables in the study did not occur multicollinearity.

**Heteroscedasticity Test**

This heteroscedasticity test is performed in a regression model to find out whether the residual observation is not the same as other observations fixed. This is called homoscedasticity, and when different, it is called heteroscedasticity. A good regression model is one with constant observation, homoscedasticity, or no heteroscedasticity. The test method is the Glejser test. From Table 14, it can be concluded that the significance value is  $> 0.05$ . In this case, regression does not have heteroscedasticity, so the heteroscedasticity test is fulfilled. The results of the heteroscedasticity test are presented in the following table:

**Table 14 Heteroscedasticity Test Results**

| Variable                 | Sig.  | Conclusion                   |
|--------------------------|-------|------------------------------|
| <i>Viral Marketing</i>   | 0,222 | No heteroscedasticity occurs |
| <i>E-Service Quality</i> | 0,833 | No heteroscedasticity occurs |

Source: Data processed by researchers, 2023

**Test the hypothesis**

**Significant Test T (Test T)**

**H1: *Viral Marketing* has a positive and significant effect on Consumer Buying Interest in using *Disney+Hotstar Indonesia* video-on-demand (VoD) services.**

The criterion used is that if the sigifikansi value (Sig) < 0.05, then the *independent* variable (X1) partially affects the *dependent* variable (Y).

**Table 15 T-Test Results**

| Type       | Coefficients <sup>a</sup>   |            |                           |       |      | Collinearity Statistics |       |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Tolerance               | VIF   |
|            | B                           | Std. Error | Beta                      |       |      |                         |       |
| (Constant) | -.827                       | 3.288      |                           | -.251 | .802 |                         |       |
| 1 VM_X1    | .267                        | .077       | .280                      | 3.485 | .001 | .517                    | 1.934 |
| ESQ_X2     | .423                        | .082       | .414                      | 5.166 | .000 | .517                    | 1.934 |

a. Dependent Variable: MBK\_Y

Source: Data processed by researchers, 2023

When viewed from the table above, it appears that the level of significance (Sig) of the variable *Viral Marketing* (VM\_X1) is 0.001. The number is below 0.05, which means the variable *independent* (X) *Viral Marketing* (VM\_X1) partially has a significant effect on the dependent variable (*Dependent*), namely Consumer Buying Interest (MBK\_Y).

In addition, according to Sujarweni Sujarweni (2014), if t counts > t table, then the *independent* variable (X1) affects the *dependent* variable (Y).

So, the t table is seen at 0.025; 177, if seen in the table, points to 1.973. If consulted with the table above, it can be seen that t calculates the variable *Viral Marketing* (VM\_X1) 3.485 is greater than 1.973. Thus, the *independent* variable (X) *Viral Marketing* (VM\_X1) partially has a positive and significant effect on the dependent variable, namely Consumer Buying Interest (MBK\_Y).

**H2: *E-Service Quality* (ESQ has a positive and significant effect on Consumer Buying Interest in using services *Video on Demand* (VoD) *Disney+Hotstar Indonesia*.**

When viewed from the table above, it appears that the significance level (Sig) of the *E-Service Quality* (ESQ\_X2) variable is 0.00. This number is below 0.05, which means that the independent variable *E-Service Quality* (ESQ\_X2) partially has a significant effect on the dependent variable, namely Consumer Buying Interest (MBK\_Y).

**Table 16 T-Test Results**  
Coefficients<sup>a</sup>

| Type         | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|--------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|              | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| 1 (Constant) | -.827                       | 3.288      |                           | -.251 | .802 |                         |       |
| VM_X1        | .267                        | .077       | .280                      | 3.485 | .001 | .517                    | 1.934 |
| ESQ_X2       | .423                        | .082       | .414                      | 5.166 | .000 | .517                    | 1.934 |

a. Dependent Variable: MBK\_Y

Source: Data processed by researchers, 2023

In addition, according to Sujarweni (2014), if  $t$  counts  $>$   $t$  table, then the variable *independent* (X) effect on variables *Dependent* (Y).

So  $t$  table is seen at 0.025; 177, if seen in the table points to 1.973. If consulted with the table above, it can be seen that the calculation  $t$  for the *E-Service Quality* (ESQ\_X2) variable is 5.166. greater than 1,973. Thus, the independent variable *E-Service Quality* (ESQ\_X2) partially has a positive and significant effect on the dependent variable, namely Consumer Buying Interest (MBK\_Y).

### Significant Test F (Test F)

#### H3: *Viral Marketing and E-Service Quality together affect Consumer Buying Interest in using the service Video on Demand (VoD) Disney+Hotstar New Zealand*

The Simultaneous Regression Coefficient Test (Test F) is carried out with the criterion if the significance value (Sig)  $<$  0.05, then the independent variable (X) simultaneously or together affects the dependent variable (Y). From the results of processing research data, the following picture is obtained:

**Table 17 F Test Results ANOVA**

| Type         | Sum of Squares | Df | Mean Square | F      | Sig.   |
|--------------|----------------|----|-------------|--------|--------|
| 1 Regression | 1508.573       | 2  | 754.287     | 61.724 | .000 b |
| Residuals    | 2163.005       | 7  | 12.220      |        |        |
| Total        | 3671.578       | 9  |             |        |        |

a. Dependent Variable: MBK\_Y

Source: Data processed by researchers, 2023

From the table above, it can be seen that the Significance value is 0.00, which means it is less than 0.05. If calculated by the formula F table where if F calculate  $>$  F table, then the variable *independent* (X) effect on variables *Dependent* (Y).

So, the F table is seen at number 2, 180, with the result pointing at the number 19, 49. If you consult the table above, it can be seen that F count points to the number 61.724. When connected

with F table, it appears that  $61.724 > 19.49$ . Thus, it can be concluded that the Viral Marketing Variable (VM\_X1) and the E-Service Quality Variable (ESQ\_X2) simultaneously or together have a positive and significant effect on the Consumer Buying Interest Variable (MBK\_Y).

### Results of the Coefficient of Determination

The coefficient of determination test is needed to determine the ability of the independent variable or *independent* in explaining a bound variable or *Dependent*.

**Table 18 Results of the Coefficient of Determination**

| Model Summary <sup>b</sup> |       |          |                   |                            |
|----------------------------|-------|----------|-------------------|----------------------------|
| Type                       | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1                          | .641a | .411     | .404              | 3.496                      |

a. Predictors: (Constant), ESQ\_X2, VM\_X1

Source: Data processed by researchers, 2023

From the table mentioned above, it can be seen the coefficient of determination, namely in the column *Adjusted R Square*. In the column *Adjusted R Square*, There is a number of 0.404, which means that the coefficient of determination is 40.4%. The figure 40.4% means that the ability of the independent variable or *independent* to explain a bound variable or *Dependent* is 40.4%. Thus, there are still about 59.6% which is another factor that affects the dependent variable or *Dependent*.

### Discussion of Results

If the regression equation is consulted with the results of research data processing as mentioned in the table below:

**Table 19 Regression Equation Results**

| Type       | Coefficients <sup>a</sup>   |            |                           |       |      |                         |       |
|------------|-----------------------------|------------|---------------------------|-------|------|-------------------------|-------|
|            | Unstandardized Coefficients |            | Standardized Coefficients | t     | Sig. | Collinearity Statistics |       |
|            | B                           | Std. Error | Beta                      |       |      | Tolerance               | VIF   |
| (Constant) | -.827                       | 3.288      |                           | -.251 | .802 |                         |       |
| 1 VM_X1    | .267                        | .077       | .280                      | 3.485 | .001 | .517                    | 1.934 |
| ESQ_X2     | .423                        | .082       | .414                      | 5.166 | .000 | .517                    | 1.934 |

a. Dependent Variable: MBK\_Y

Source: Researcher's Processed Data. 2023

Then the regression equation becomes:

$$Y = -0.827 + 0.267X_1 + 0.423X_2 + e$$

The regression equation means that:

1. If there is no change in the *Viral Marketing* variable (X1) and *E-Service Quality* variable (X2), there will be -0.827 units in Consumer Purchase Intent for Disney+Hotstar Indonesia users. It also illustrates the importance of activities related to *Viral Marketing* and *E-Service Quality* for Disney+Hotstar Indonesia companies so that Consumer Buying Interest is always well maintained.

2. If the *Viral Marketing* variable (X1) increases by 1% and the *E-Service Quality* variable (X2) is zero. The constant is also zero, then the *Viral Marketing* variable (X1) will contribute positively by 0.267 units to the Consumer Buying Interest variable of Disney+Hotstar Indonesia users. This is in line with research conducted by Furqon (2020), which shows that *Viral Marketing* has a significant effect on purchasing decisions. In addition, research conducted by Sembiring & Ananda (2019) and research conducted by Dima et al. (2020) also show that there is a significant impact of *viral marketing* on consumer purchase intentions.

In theory, this is in line with what Hendrayati & Pamungkas (2020) conveyed, which states that *Viral Marketing* is something that has been created by the company itself to promote its products, in the hope that people who see the campaign will be impressed so that they will convey the message to their friends and family.

3. Furthermore, if the *E-Service Quality* (X2) variable increases by 1% and *Viral Marketing* (X1) is zero and the constant is also zero, then the *E-Service Quality* (X2) variable will contribute positively by 0.423 units to the Consumer Buying Interest variable of Disney+Hotstar Indonesia users.

If you look at the results of multiple regression tests simultaneously where it turns out that *the Viral Marketing Variable (VM\_X1)* and *the E-Service Quality Variable (ESQ\_X2)* simultaneously or together have a positive and significant effect on the Consumer Buying Interest Variable (MBK\_Y) with a coefficient of determination of 0.404, it means the ability of the independent or *independent* variable to explain the dependent variable is 40.4%. Thus, there are still about 59.6%, which is another factor that affects the dependent variable.

Thus, the Disney+Hotstar Indonesia company still needs to find other factors that influence consumer purchase intentions on Disney+Hotstar Indonesia products so that the company has higher competitiveness. Other factors beyond *Viral Marketing* and *E-Service Quality* which amounted to 59.6% are a challenge for future researchers to conduct further research.

#### 4. Conclusion

Based on the analysis and discussion of the influence of *Viral Marketing* and *E-Service Quality* on Consumer Buying Interest in using Disney+Hotstar Indonesia's video-on-demand (VoD) service, several conclusions emerge. Firstly, it is evident that *Viral Marketing* significantly impacts Consumer Buying Interest in utilizing Disney+Hotstar Indonesia's VoD service. Secondly, *E-Service Quality* also plays a crucial role in influencing Consumer Buying Interest in the same service. Moreover, when considering both *Viral Marketing* and *E-Service Quality* together, they jointly exert a considerable influence on Consumer Buying Interest in utilizing Disney+Hotstar Indonesia's VoD services. These findings underscore the importance of effective marketing strategies and high-quality service provision in driving consumer interest and engagement with VoD platforms like Disney+Hotstar Indonesia.

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