

# The Factors Influencing Free-to-air Digital TV Viewing Behavioral Intention of the People in Greater Jakarta, Indonesia

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Received: 25 April 2023; Revised: 5 September 2023; Accepted: 8 September 2023

Published online: 29 June 2024

## Abstract

The transformative impact of the Internet on human behavioral dynamics, including the viewing habits of Indonesian individuals, particularly with regard to television consumption, has been widely acknowledged. Despite the increasing adoption of Internet technology among Indonesians, the prevalence of digital TV viewership has not surpassed that of traditional television viewers as of 2022. This study delves into the factors that influence the behavioral intentions of individuals residing in Greater Jakarta, Indonesia, with respect to their engagement with free-to-air digital television content. Framed within the theoretical construct of the Theory of Planned Behavior, the study scrutinizes the determinants associated with the behavioral intention to consume free-to-air digital television content from ABCTV among the populace of Greater Jakarta, Indonesia. Specifically, the research explores the impact of attitude toward behavior, subjective norms, and perceived behavioral control on the intention to watch ABCTV content. To analyze the demographic and behavioral data, descriptive statistics were employed, while multiple regression analysis was conducted to test the formulated hypotheses.

The results showed that the majority of respondents identified as students, bachelor's degree, with an average monthly income ranging from 1,000,000 to 5,000,000 Indonesian Rupiah. Best time to watch TV is 18:00–00:00, most preferred platform is YouTube, and most favorite program is Talkshow. The main findings reveal that all three factors include attitude toward behavior, subjective norm, and perceived behavioral control have significant and positive influence on the intention to watch ABCTV. Moreover, the study identifies that individuals in Greater Jakarta find it more convenient to watch ABCTV programs on YouTube than traditional TV platforms, including Free-to-air Digital TV and Pay TV. These findings can serve as a valuable reference for enhancing the Indonesian Television Industry and developing more engaging programs that cater to the preferences of Indonesian viewers.

**Keywords:** Digital TV, Greater Jakarta, Television, Theory of planned behavior, Viewing behavior

## I. INTRODUCTION

With increasing internet adoption in Indonesia, many television stations have transformed into an Internet based television station to capture growing numbers of online viewers. However, since traditional analog television has been major home entertainment media among Indonesian people for a long time till date, despite continued increase in number of internet users, number of traditional television viewers still exceed the number of Internet users in 2022 (Annur, 2022). According to Nielsen Indonesia, the growing number of internet users in Indonesia would not replace television as a dominant form of media. Instead, Nielsen believed that the Internet and television are mutually supportive forms of media (Haryanto, 2022).

ABC television station or ABCTV, with a head office in Jakarta, launched in 2013 with the slogan “an updated television” in English. It is one of Indonesia's private television networks that aims to attract affluent and young viewers. ABCTV positioned itself to be distinguished from other televisions that have existed in the past. According to one of its pioneers, ABCTV newscasts must be entertaining, and entertainment programs must contain facts and avoid gossip (Permana & Mahameruaji, 2019). ABCTV's mission is to provide HD quality, quality content, and an environment free of gossip. Five ABCTV programs were honored with nominations for the Asian Television Award in Singapore in 2014 (adelia75, 2017).

Despite its achievement in awards and recognition by the industry, according to Nielsen's data, the ABCTV rating has been relatively low as compared to the other top television stations in Indonesia. This might indicate that the target audience of ABCTV who are young people and the upper class people choose to seek entertainment from other media such as social media and internet television (Antariksa, 2019). ABCTV reported a net loss of 147.56 billion Indonesian Rupiah (IDR) as

of the third quarter of 2022, compared to the same time in 2021 when the company reported a net loss of 119.35 billion Indonesian Rupiah (IDR). The drop in revenue from advertising has led to a worsening loss situation.

With the above situation of ABCTV, it is questionable what are the factors associate with intention to watch ABCTV of the people in Greater Jakarta, Indonesia? This study aims to determine the factors influencing the viewing behavior of ABCTV in Greater Jakarta, Indonesia.

## II. LITERATURE REVIEW

### A. *Television Viewing Behavior*

Knowing the viewers and the shows they prefer to watch will enable television stations to produce performances and distribution (via program schedules) to attract and satisfy a more significant number of viewers. This condition will result in higher viewer ratings, which will attract more commercials and program sponsorship, leading to an increase in revenue. According to Sofia (2022), the following are some of the factors that influence TV viewing:

1) *TV Program Broadcast Schedule*: A TV program broadcast schedule is a schedule of how many times the broadcast appears on television in a specific time, usually within one week. Sofia (2022) finds that viewers like some of the programs on television, but these programs only air 2 to 3 times a week, and some of the programs that airtime are on the sidelines of people's busy activities time so that viewers rely more on media that can provide information or entertainment without requiring broadcast schedules.

2) *Duration of TV Program Broadcast*: Television stations divide the duration broadcast of a TV program ranges daily. Viewers feel that the duration presented has to be longer to obtain complete information, however the time of the program is spent on commercial breaks. Viewers who have jobs and do not have much



free time to obtain information prefer to use other media to obtain information in a shorter and more precise time (Sofia, 2022).

3) *Variety of TV Programs*: According to Sofia (2022), the TV program is a determinant of the audience where an interesting program will attract many viewers to watch the program. The number of broadcast programs creates more and more choices for viewers to choose good broadcasts for them to watch.

#### *B. Theory of Planned Behavior*

In this research, the authors will apply the Theory of Planned Behavior (TPB) to analyze ABCTV viewers' behavior regarding their intention to watch ABCTV. The efficacy of TPB in predicting intentions and behaviors has been evidenced (Ajzen, 2020), and many studies have confirmed the effectiveness of the TPB model (Zhang, Cheng, Chen, & Liu, 2017).

Three key predictors of the intention to act include attitude toward the behavior, subjective norms, and perceived behavioral control (Ajzen, 2020). The details of the three key predictors are as follows:

1) *Attitude toward the behavior*: The attitude toward the behavior is assumed to be a function of behavioral beliefs or easily accessible beliefs regarding the behavior's likely consequences (Ajzen, 2020). A behavioral belief is the subjective probability that engaging in a particular behavior will result in a particular outcome or provide a particular experience (Ajzen, 2020).

When an individual displays high levels of attitudes toward a behavior, he or she has a strong propensity to engage in that behavior. (Koay, Cheah, & Lom, 2022). Also, the tendency of viewers to watch videos was higher when they had positive attitudes toward the behavior (Koay, Teoh, & Cheung, 2023).

2) *Subjective Norm*: There are two distinct categories of normative belief, namely injunctive and descriptive.

An injunctive normative belief refers to the anticipation or personal likelihood that a specific referent individual or group (such as friends, family, spouse, coworkers, or boss) expresses approval or disapproval towards engaging in the action being discussed (Ajzen, 2020). Descriptive normative views refer to individuals' beliefs regarding the behavior of significant others. Both categories of beliefs have a role in shaping the collective perception of social pressure to take part in particular conduct, also known as the subjective norm (Ajzen, 2020).

Subjective norm is usually shaped by people who are significant and relevant to the individual (Koay, Tjiptono, & Sandhu, 2020). The more a person receives influence from people in his environment, the more their intention to do something based on the others' opinions. Villar, Araya-Castillo, Yáñez-Jara, & Acevedo Duque (2019) found that friends are social figures that can influence interest in watching TV. Peer influence is considered a reliable influence because people spend more time with groups of the same age.

3) *Perceived Behavioral Control*: Ajzen (2020) stated that perceived behavioral control is assumed to be based on accessible control beliefs, the same as attitudes are assumed to be based on accessible behavioral beliefs and subjective norms on accessible normative beliefs. These beliefs are concerned with the presence of factors that can facilitate or impede the performance of the behavior. Control factors include required skills, abilities, and other resources. A control belief is defined as a person's subjective probability that a given facilitating or inhibiting factor will be present in the situation of interest (Ajzen, 2020). Each control belief contributes to perceived behavioral control in interaction with the factor's perceived power to facilitate or impede the performance of the behavior.

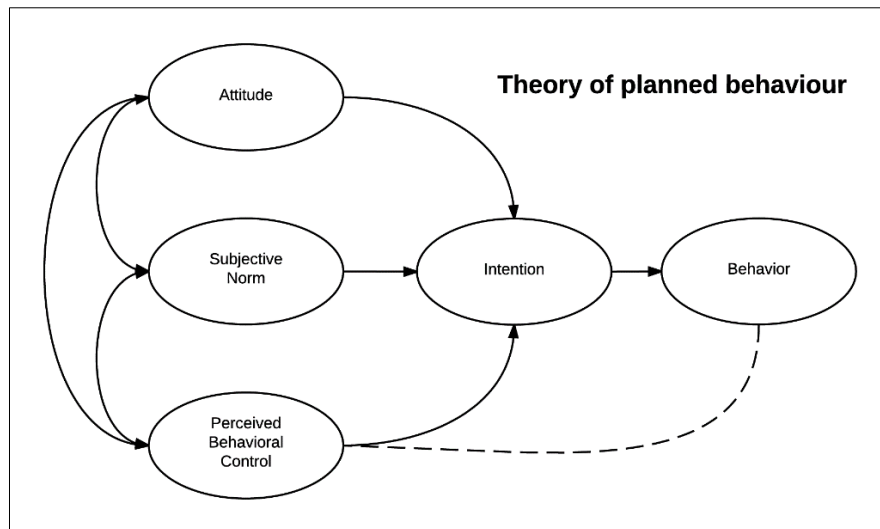


Figure 1: Theory of planned behavior

Various studies have reported that perceived behavioral control has a significant positive influence on behavioral intention (Kim, Lee, Sung, & Choi, 2016; Tariq, Sajjad, Usman, & Amjad, 2017). Based on the TPB and previous studies, it is proposed that one's perceived control over watching digital TV will have a significant effect on an individual's behavioral intention.

### *C. General Information of Indonesian Television Media Company*

1) *Television Media Company in Indonesia:* The first Indonesian television station, Televisi Republik Indonesia, or TVRI, started broadcasting in 1962. Initially, TVRI was created to broadcast the sports of the IV Asian Games in Jakarta and boost Indonesia's reputation abroad through its coverage of the event (Alimuiddin, 2017). As a state-owned channel, TVRI received a budget from the government, but this money wasn't enough to cover TVRI's costs, so the government allowed TVRI to accept advertising. However, TVRI was not permitted to air advertisements by the government in 1981.

The number of TV stations in Indonesia has increased dramatically, reaching 1,251, since the passage of the Broadcasting Act in 2002 (Ministry of Communication and Information Technology, Indonesia, 2016) which

includes public TV, private TV, pay TV, and community TV. MNC, Viva Media Asia, EMTEK, CT Corp, Indika Group, KKG, Media Indonesia, and Rajawali Citra were the eight companies that controlled broadcasting.

2) *ABCTV:* ABCTV initiated a test transmission on terrestrial television using the old television station frequencies before transforming to ABCTV in May 2013, and the transmission is still ongoing. ABCTV reached 11 transmission locations within a year after formally changing its name, which climbed to 17 cities in 2014. The year after that, in 2015, ABCTV successfully expanded its coverage to 40 additional cities throughout Indonesia. ABCTV can be received in 187 places in Indonesia because of its 40 transmission stations (Yesidora, 2022).

ABCTV's subsidiary operates in the digital media industry and is named XYZ. ABCTV material provided by XYZ is viewable on open sites like YouTube and Facebook. ABCTV division is also responsible for managing ABCTV's social media accounts, which include Twitter, Facebook, Instagram, and TikTok. YouTube ABCTV programs are seen by 18 million unique Indonesian users monthly. This statistic is based on data collected from March to June 2021. In addition, the ABCTV YouTube channel has amassed 361 million views every month (Yesidora, 2022).

As of the third quarter of 2022, ABCTV reported a more significant net loss of 147.56 billion Indonesian Rupiah (IDR) compared to the same time in 2021 when the firm reported a net loss of 119.35 billion Indonesian Rupiah (IDR). A growing loss position has been brought about as a result of the decline in revenue from advertising (Yesidora, 2022).

This study aims to determine the factors influencing the viewing behavioral intention of ABCTV in Greater Jakarta, Indonesia. Based on Theory of Planned Behavior and related literature review, hypotheses and conceptual framework for this study are proposed as follows:

**H1:** Attitude Toward Behavior has significant and positive influence on the intention to watch ABCTV.

**H2:** Subjective Norm has significant and positive influence on the intention to watch ABCTV.

**H3:** Perceive Behavioral Control has significant and positive influence on the intention to watch ABCTV.

Subsequently, the conceptual framework is presented in Figure 2.

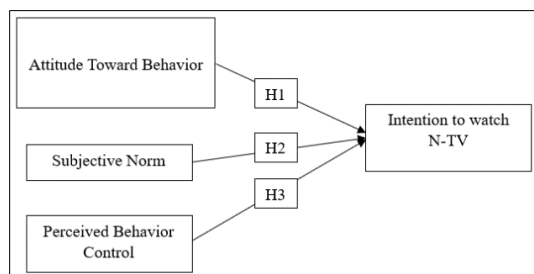


Figure 2: Conceptual Framework.

### III. RESEARCH METHODOLOGY

#### A. Population and Sample

The method of this study is quantitative, using questionnaires as an instrument for data collection. The population consist of people who have watched ABCTV for at least 6 months or people who are interested in viewing ABCTV, aged between 15 to 50, and live in the Greater Jakarta area, Indonesia.

Since the population is infinite, the sample size is calculated using Cochran's formula (Cochran, 1977) with a 95% confidence interval and a 5% error margin. Based on the formula, the result showed sample size of 384.16. Since we cannot have a fraction of people, it can be concluded that there must be at least 385 samples. The authors decided on a sample size of 400 samples to cover any error or incomplete response that might occur, using a random sampling method as convenience sampling to select the sample for the study.

#### B. Data Collection

Data were collected from a sample of 400 people using questionnaires. Four hundred questionnaires were distributed via online form, also known as Google Form, using online channels include Twitter, Line, Facebook, WhatsApp, and e-mail. The respondent would take approximately 10–15 minutes to complete the questionnaires using any device with an internet connection, such as a smartphone, notebook, personal computer, tablet, etc.

This study's measurements were adapted from Theory of Planned Behavior (Ajzen, 2020). The Theory of Planned Behavior Questionnaire (TPB Questionnaire) assesses each of the theory's major constructs: Attitude, perceived norm, perceived behavioral control, and intention. 5 points Likert scales are used to measure each respondent's metric responses, which will then be used to construct an aggregate scale for each TPB variable.

In this study, open-ended questionnaires apply Likert's valuation scale. In general, a 5-point Likert scale is an appropriate choice and would include the items: "strongly agree," "agree," "neutral," "disagree," and "strongly disagree." SPSS Statistic Version 28 was used to evaluate the data analysis.

#### IV. RESULTS AND DISCUSSION

##### A. General Information of Respondents

In this study, respondent characteristics were determined by gender, age, occupation, level of education, and monthly income. General information of respondents participated in the study shown in Table 1:

Table 1: Characteristics of the respondents

Demographic Characteristics	Frequency	Percent
<b>Gender</b>		
Male	142	35.5
Female	256	64.0
LGBTQ+	2	0.5
<b>Age</b>		
Less than 20 Years Old	80	20.0
20 - 30 Years Old	282	70.5
31 - 40 Years Old	37	9.3
More than 40 Years Old	1	0.3
<b>Educational Background</b>		
High School	114	28.5
Diploma/Vocational Certification	21	5.3
Bachelor's Degree	237	59.3
Master's Degree	27	6.8
Doctoral Degree	1	0.3
<b>Monthly Income</b>		
Less than Rp.1,000,000	130	32.5
Rp.1,000,000 – Rp.5,000,000	138	34.5
Rp.5,000,500 – Rp.10,000,000	99	24.8
Rp.10,000,500 – Rp.20,000,000	26	6.5
More than Rp.20,000,000	7	1.8
<b>Occupation</b>		
Student	202	50.5
Government Officer	20	5.0
Freelancer	28	7.0
The employee of private enterprise	130	32.5
Business Owner/Merchant	9	2.3
Others	11	2.8

From Table 1, the respondents in this study were dominated by females (64.0%) and the largest age group was 20–30 (70.5%). Most of the respondents had bachelor's degrees (59.3%), and monthly income of

Rp.1,000,000 – Rp.5,000,000 (34.5%). In terms of occupation, the majority of the respondents were students (50.5%).

##### B. Analysis of Viewing Preferences

This study investigates ABCTV viewers' habits of watching ABCTV. The results are presented as the following:

###### 1) Best time to watch ABCTV

Table 2: Best time to watch ABCTV

Time	Quantity	Percent
06.01–12.00	20	5.0
12.01–18.00	43	10.8
18.01–00.00	331	82.8
00.01–06.00	6	1.5

From Table 2, data showed that the majority of respondents i.e. 82.8% or 331 of respondents watched ABCTV from 18.01–00.00. Subsequently, 10.8% or 43 of respondents at 12.01 p.m. – 18.00 p.m., 5% or 20 of respondents watched ABCTV at 06.01 a.m. – 12.00 noon, while 1.5% or 6 of them watch ABCTV from 00.01 a.m. – 06.00 a.m.

###### 2) Platform to Watch ABCTV

Table 3: Platform to Watch ABCTV

Platform	Quantity	Percent
FTA Digital TV	113	28.3
Pay TV	89	22.3
ABC App	13	3.3
YouTube	173	43.3
ABCTV Website	12	3.0

From Table 3, respondents in this study use different platforms to watch ABCTV. The results showed that most respondents, 43.3% or 173 people, watch ABCTV from YouTube. Subsequently, 28% or 113 of respondents use free-to-air digital TV, 22.3% or 89 of respondents watch ABCTV from pay TV, and 3.3% or 13 of respondents use the application released by ABCTV, whereas 3.0% or 12 of respondents watch it on ABCTV's website.

### 3) ABCTV Favorite Program

Table 4: ABCTV favorite program

Program	Quantity	Percent
News	11	2.8
Talk Show	233	58.3
News Magazine	5	1.3
Hobbies & Lifestyle	16	4.0
Film	2	0.5
Reality Show	17	4.3
Kids	2	0.5
Comedy	10	2.5
Automotive	2	0.5
Sport	1	0.3
Religion	2	0.5
Animation/Cartoon	32	8.0
Korean Drama	31	7.8
Talent Show	27	6.8
Special Show	9	2.3

From Table 4, most ABCTV viewers' favorite program is Talk Show with 58.3%. Furthermore, 8.0 % of respondents choose animation/cartoon programs as their ABCTV favorite program. 7.8% of respondents chose Korean Drama as their favorite program, 6.8% of respondents chose a talent show, a reality show program chosen by 4.3% of respondents, and 2.5% of respondents chose a special show program. 2.0% of respondents choose comedy programs. 0.5% of respondents choose religion, automotive, film, and kids' programs. News, News magazines, hobbies, and lifestyle programs were chosen by 2.8%, 1.3%, and 4% of respondents respectively.

Whereas western and Türkiye drama had not been chosen by respondents in this study.

### C. Hypothesis Test Analysis

Based on the conceptual framework and hypotheses, the study employs multiple regression analysis to test the hypotheses.

From the regression analysis results shown in Table 5, the standard regression equation for intention to watch ABCTV can be obtained:

$$\gamma = -0.402 + 0.253*ATB + 0.144*SN + 0.092*PCB \quad (1)$$

The results showed that the three factors including attitude toward the behavior, subjective norms, and perceived behavioral control have significant and positive influence on the intention to watch ABCTV, as can be further explained in details as follows:

1) Attitude toward Behavior and Intention to Watch ABCTV.

H<sub>0</sub>: Attitude toward behavior has no significant influence on the intention to watch ABCTV ( $\beta = 0$ ).

H<sub>1</sub>: Attitude toward behavior has a significant influence on the intention to watch ABCTV ( $\beta \neq 0$ ).

The coefficient ( $\beta$ ) for attitude toward behavior is 0.253. This suggests that a one-unit increase in positive attitude toward watching ABCTV corresponds to a predicted increase of 0.253 units in the intention to watch ABCTV. The associated t-value is 11.850, and the p-value is less than 0.05. This indicates that the relationship between attitude toward behavior and intention to watch ABCTV is statistically significant.

Table 5: Multiple Regression Analysis Results

Items	Unstandardized Coefficient		Standardized Coefficients	t	Sig.
	B	SE	Beta		
(Constant)	-0.402	0.390		-1.029	0.304
Attitude toward the behavior	0.253	0.021	0.510	11.850	0.000
Subjective Norm	0.144	0.026	0.222	5.618	0.000
Perceived Behavior Control	0.092	0.022	0.159	4.154	0.000

Since the p-value is less than 0.05, we can reject the null hypothesis. This implies that attitude toward behavior significantly influences the intention to watch ABCTV. A positive attitude is associated with a stronger intention to watch the channel.

#### 2) Subjective Norm and Intention to Watch ABCTV.

$H_0$ : Subjective norm has no significant influence on the intention to watch ABCTV ( $\beta = 0$ ).

$H_1$ : Subjective norm has a significant influence on the intention to watch ABCTV ( $\beta \neq 0$ ).

The coefficient ( $\beta$ ) for subjective norm is 0.144. This means that a one-unit increase in perceived social influence (subjective norm) to watch ABCTV corresponds to a predicted increase of 0.144 units in the intention to watch ABCTV. The associated t-value is 5.618, and the p-value is less than 0.05. This suggests that the relationship between subjective norm and intention to watch ABCTV is statistically significant.

With a p-value below 0.05, we can reject the null hypothesis. This implies that subjective norms significantly impact the intention to watch ABCTV. The subjective norms or opinion of others play a role in influencing the intention.

#### 3) Perceived Behavior Control and Intention to Watch ABCTV.

$H_0$ : Subjective norm has no significant influence on the intention to watch ABCTV ( $\beta = 0$ ).

$H_1$ : Subjective norm has a significant influence on the intention to watch ABCTV ( $\beta \neq 0$ ).

The coefficient ( $\beta$ ) for perceived behavior control is 0.092. This means that a one-unit increase in the perceived control over watching ABCTV corresponds to a predicted increase of 0.092 units in the intention to watch ABCTV.

The associated t-value is 4.154, and the p-value is less than 0.05. This indicates that the relationship between perceived behavior control and intention to watch ABCTV is statistically significant.

Given the p-value being less than 0.05, we can reject the null hypothesis. This suggests that perceived behavior control significantly affects the intention to watch ABCTV. When individuals feel more in control with facilitating conditions, their intention to do so will be strengthened.

### V. CONCLUSIONS AND RECOMMENDATIONS

The results showed that attitude toward the behavior, subjective norm, and perceived behavior control have significant and positive influence on intention to watch ABCTV. Based on the result, it can be concluded that all three factors are important for ABCTV to attract more viewers to watch ABCTV. The results imply that positive attitude toward ABCTV will result in intention to watch ABCTV. Additionally, subjective norms or social influencers including opinions of others such as family and friends will influence people whether to watch the ABCTV. Finally, if the viewers perceive that it is easy for them to access and watch ABCTV with available resources that they have such as mobile devices that they use, platforms that is easily accessible, they are likely to watch ABCTV.

In addition, based on an analysis of viewing behavior, viewers most conveniently watch television programs on ABCTV YouTube channel. It indicates that viewers can view the TV program every time without waiting for the program broadcast time and this is aligned with previous research that said viewers opt for media offerings that demonstrate pervasive availability across diverse temporal and spatial contexts (Sofia, 2022).

From this research findings, the researchers have developed suggestions for businesses such as ABCTV, other television stations or broadcasters, as well as content providers as following:

1) It was found that attitude toward the behavior is significantly related to intention to watch ABCTV. It is suggested that ABCTV and other broadcasters build

positive attitude toward brands through marketing communications and brand buildings to create awareness and recognition of the brands among target audiences.

2) It was found that social influence or subjective norms have significant influence on viewers' intention to watch ABCTV. It can be suggested that the television stations can collaborate with social media influencers, thought leaders, and prominent figures in relevant fields to promote ABCTV. Their endorsement can wield considerable influence over their followers and associates, bolstering the perception that watching ABCTV is a socially approved behavior.

3) It was found that if people perceive ABCTV to be easily accessible, they are more likely to watch the programs. Therefore, it can be suggested that the broadcasters make programs easily accessible by educating people how to access and navigate the content on different platforms. Removing potential obstacles through step-by-step instructions can bolster perceived behavior control. Also designing user-friendly interfaces across various devices, ensuring ease of navigation and accessibility to the programs. A seamless and intuitive experience can enhance the perceived behavioral control.

4) Given that viewers prefer the convenience of accessing programs on the ABCTV YouTube channel, it's advisable to expand the range of content available online. This can include not only full episodes of TV programs but also behind-the-scenes clips, interviews, bloopers, and exclusive content that can't be found on conventional TV. Furthermore, ease of access, device independent, and accessible anytime are some of features that online platforms have to offer the viewers. Therefore, it is suggested that contents are available on multiple online platforms in addition to YouTube.

## ACKNOWLEDGEMENT

This work was supported by a Khon Kaen University Scholarship, Khon Kaen, Thailand. The authors would like to thank the College of Graduate Study in Management for giving a scholarship and an opportunity to expand knowledge in business and research. The researcher has learned and gained much knowledge from the courses and this study.

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