The Effect Of Relative Advantage, Consumer Inertia, And Subjective Norm On Switching Intention Of Pay-Tv Consumers

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Abstract

Entertainment media in the digital era will never stop, previously from analog television and radio, now experiencing developments with the emergence of pay television such as MNC Vision, podcasts, video on demand subscriptions such as Netflix, VIU, IQIYI, etc. Society began to shift away from the previous media due to the emergence of more satisfying media. This research is a quantitative study that aims to analyze the effect of relative advantage, consumer inertia, and subjective norm on switching intention. Respondents were 200 MNC Vision pay-TV consumers. Sampling research using non-probability techniques with the judgmental sampling method. Data processing through multiple linear regression analysis. The variables of relative advantage, consumer inertia, and subjective norm have a significant effect on the switching intention from this study.

INTRODUCTION

In this digital era, information or entertainment can be searched through various media, such as magazines and newspapers as print media, television, and radio as electronic media. Based on current developments, the emergence of online media has eroded public interest in conventional media such as newspapers, magazines or radio. Following the development of information and entertainment media along with technological developments, the trend of people seeking information and entertainment is turning to online media. There are many innovations that have been produced in the current era, such as online streaming media, the emergence of podcasts or recordings for connoisseurs of information media, and entertainment through audio. Television as a medium of information and digital entertainment has now developed and evolved into subscription television.

The lack of attractive local television programs, viewers' desire for better picture quality, and the emergence of subscription television that can provide more information internationally are factors that have prompted some people to switch to pay television (Utomo, 2019). This is referred to as behavior that adopts switching intentions or switching intentions in the study of marketing science. According to Lee & Jung (2018), switching intention is an individual's opportunity to switch from a

current product or service provider to a competitor or other service and product provider. Meanwhile, switching intention, according to Zhang (2009), is an estimate for the transfer of a consumer from one company to another.

Essentially, a brand creates innovation to attract the attention of consumers, as well as consumers who are always looking for a specific advantage or advantage from their needs. According to Rogers (1983: 212), relative advantage is defined as the degree to which an innovation is perceived to be superior to a previously existing innovative idea. Relative advantage can be measured from a variety of perspectives, including economic factors, social prestige factors, and comfort and satisfaction. Furthermore, the relative advantage is defined as the extent to which new technology is considered useful in comparison to previous technologies so that it is comparable to consumer expectations. The greater a product's perceived relative advantage, the more favorable the product will be.

In the context of the emergence of intention in brand switching by customers is when there is little commitment by customers and finds the previous product does not provide other advantages and benefits. Customer inertia (consumer inertia) refers to a consistent pattern of buying the same brand almost every time a consumer purchases, where the brand is purchased simply out of habit and because less effort is required compared to brand switching. Brand switching is sometimes rare for consumer inertia, in the sense that customers buy the same brand passively and without much thought, a practice known as 'false loyalty.' According to (D. M. Gray et al., 2017), consumer inertia or customer sluggishness is defined as a customer consciously making repeated purchases for the same brand without giving it much thought and with little commitment to the product.

Subjective norms or normative beliefs are one of the factors that influence consumers' awareness of the specific products and brand information. Consumers tend to share their knowledge of technology through interactions with others in person as well as through social media. As a result, the knowledge and opinions of other relevant parties have a significant impact on the use and transfer of their decisions (Ajzen, 2005). External and interpersonal influences influence normative beliefs. External influences include media, advertising, and other indirect platforms, whereas interpersonal influences include direct references from one's social circle (T. C. Lin & Huang, 2014). Those who believe that the majority of motivated references are motivated to believe that they should perform the same behavior; conversely, if the majority of people believe that the majority of motivated references disagree, they will have normative beliefs that will put pressure on them to avoid this behavior (Ajzen, 2005).

Despite the fact that Nailufar (2019) stated that MNC Vision is a pay television service provider that has ranked highest among pay television brand indexes in recent years according to the 2021 Top Brand Index data, there is data indicating that the number of subscribers continues to decline from year to year. In addition to the emergence of pay television, the emergence of subscription video on demand or SVOD technology has more or less changed the lifestyle of enjoying digital visual

entertainment by providing more alternatives that are attractive. By doing so, viewers no longer have to sit in front of the television, because now people can enjoy the program and can use technology SVOD to download or stream content of their favorite videos anytime, anywhere that is freely accessible via multiple devices, such as smartphones or PCs (Digiads.id, 2018). SVOD service development has been increased and many application service providers SVOD started popping up in Indonesia. Consumers start to shift to SVOD due to the viewing experience as desired, this is what causes content connoisseurs to have different criteria than before in enjoying a show (Eka, 2017).

According to Jayani (2019), when compared to other video-on-demand subscription service providers, Indonesian Netflix users show a rapid growth trend from year to year. Table 1 describes a Populix survey conducted in 2020 with 3423 respondents, the results of which show that Netflix ranked first as the video-on-demand service most frequently used by Indonesians, with up to 31 percent of the vote. Netflix, which was founded in 1997, has grown to become a behemoth in the video-on-demand subscription service sector.

Table 1. The most used Subscription Video On Demand app

Platform	User Proportion
Netflix	31%
VIU	17%
Video.com	15%
Iflix	12%
HBO GO	3%
Disney+	2%
Goplay	2%

Source : Populix (2020)(Populix, 2020)

According to the findings of Zhou (2018), the relative advantage relationship has a significant and positive influence on switching intentions. This is demonstrated by the fact that when users receive expected utilities such as dependable services and products that cover a wide range of areas, they may intend to switch from the old provider to the new provider. This is consistent with the findings of Lin & Huang (2014) research, which found that relative advantage has a significant positive effect on switching intentions. However, Lin et al. (2017) found that relative advantage had no effect on switching intentions. This is because customers believe that alternative standards offer insufficient advantages, and they do not find competitive advantages that can outperform all other standards on the market, causing customers to be turned off by competing products or companies. There are inconsistencies in the theory based on the study, so there is an opportunity to investigate the effect of relative advantage on switching intentions.

Gray, et al. (2017), discovered that consumer inertia has a significant and negative effect on

switching intentions. Inertia has a significant impact on consumer switching behavior. As some experts have pointed out, inertia benefits companies by avoiding uncertainty when switching between companies. According to Fei (2012), Li (2018), and Lin & Huang (2014) research, consumer inertia has a significant and negative effect on switching intentions. However, according to Gray & Alessandro (2015) research, consumer inertia has no effect on switching intentions, as evidenced by user responses that are not stable, in other words, many factors that cause inertia cannot be known consciously or unconsciously. Each service user is aware there are inconsistencies in the theoretical study, so there is an opportunity to investigate the effect of customer inertia on switching intentions.

According to the findings of Sun, et al. (2017) research, there is a subjective norm that has a significant effect and a positive direction on switching intentions. The subjective norm was discovered to be the most powerful factor that attracts users to switch; it is reasonable to expect that if users receive important suggestions from others to use a new product or service, they will have high switching intentions in order to maintain their relationship. This is consistent with the findings of Pookulangara, et al. (2011), Chen & Chao (2011), Nimako (2012) who found that subjective norm have a significant and positive influence on switching intentions. According to Lin & Huang (2014), subjective norm have no effect on switching intentions because the main effect of subjective norm on intentions may be weak if consumers have developed their own attitudes toward switching. Another reason is that when deciding whether to change the standard of use of a product or service, consumers can gather relevant information from the internet. As a result, they are less reliant on information provided by brand reference groups, which is consistent with Ghasrodashti (2018) finding that subjective norm have no effect on switching intentions. There are inconsistencies in the theory based on the study, so there is an opportunity to investigate the effect of subjective norm on switching intentions.

Based on the description of the influence between variables, the research hypotheses that have been determined are as follows, (1) H1 : Relative advantage has a positive and significant influence on MNC Vision's customer switching intentions, (2) H2 : Customer inertia has a negative and significant effect on MNC Vision's customer switching intentions, (3) H3 : Subjective Norm has a positive and significant influence on MNC Vision's customer switching intention. Figure 1 shows the framework of
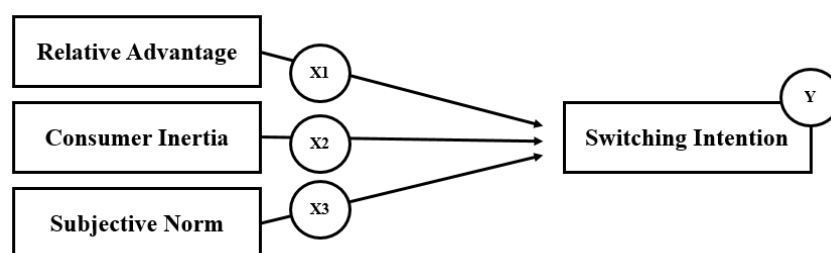

Figure 1. Research Frameowrk

this research model which is based on the hypothesis that has been determined.

METHODOLOGY

This research is a quantitative study conducted in the period from October to April 2021. The following criteria were used to select the samples for this study: (1) Respondents are MNC Vision subscription television customers. (2) Respondents aged 20 to 49 years old, based on Nielsen Consumer Media View research from 2017, which found that this age group has the largest market share for brands in the internet and film sectors. (3) Respondents seeking information about video-on-demand subscription services, particularly Netflix. The sampling technique used was non-probability sampling with a judgmental method. To test the validity and reliability, 30 respondents are required, and 200 respondents are required to test the hypothesis. A Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) is used as the measurement scale for respondents' responses. Data collection via an online questionnaire method, which involves distributing online questionnaires to research subjects. Multiple linear regression analysis was used to analyze the data in this study.

Operational Definitions and Variable Measurement Items

To make this research easier and to avoid errors in interpretation in this study, operational definitions and variable measurement items, as shown in Table 2, must be explained.

Table 2. Operational Definitions and Variable Measurement Items

Research Variable	Operational Definition	Variable Measurement
Relative Advantage (X1) (Wijaya, 2015), (Lin et al., 2017), (Ye et al., 2008)	The degree to which a given innovation Netflix rated consumers can be better than being replaced, namely MNC Vision	The advantages of the product are are still not otherwise available
		The use of new service providers is considered more profitable in activities
		Having better function
		Having better quality
Consumer Inertia (X2) (Wang, et al., 2020)	The condition where the MNC Vision customers have the tendency to retain service providers that are currently used and may be reluctant to switch to other providers (Netflix) because it will require a greater effort	New changes will be stressful
		Always feel comfortable using the previous service provider
		Always feel good to use service provider before
		Have used regularly in the past
Subjective Norm (X3)	MNC Vision user's perception of how the majority of people they	Majority of people prefer it when users switch to new products

(Xu, et al., 2013), (Peng, et al., 2016), (Chen & Chao, 2011)	consider important or have a close relationship (such as family members and friends) would think if they should perform switching to Netflix	The majority of important people (such as friends, lovers, and relatives) expect me to use other products
		The majority of important people (such as friends, lovers, and relatives) recommend me to use other products
		Many friends have moved to other products
		Public opinion will influence my choice to switch
Switching Intention (Y) (Gray, et al., 2017), (Sun, et al., 2017), (Lin & Huang, 2014)	Intention switch is a possible level of customer MNC Vision that is now in its desire to switch to other service providers that Netflix.	Planning to switch to a competing service provider in the near future
		Switching to competing service provider in the near future
		Intending to discontinue use of the previous service provider

Source: Data processed, 2021

RESULTS AND DISCUSSION

Validity Test and Reliability Test

Validity and reliability in this study was conducted on 30 respondents out of the study respondents. Data is said to be valid if r count (correlated item-total) > r table and has a positive value (Ghozali, 2018: 51). Determination of the value of r table for (df) = n - 2 = (30 - 2 = 28) so that (30 - 2 = 28) so that the value of r table is 0.3610. Meanwhile, a variable can be said to be reliable if the value of Cronbach Alpha > 0.70 (Ghozali, 2018 : 45). Based on Table 3, it can be seen that all r count (correlated item total) > r table (0.3610) so that all statement items can be declared valid, and Cronbach's Alpha value > 0.70 for all variables, so that it can be declared reliable.

Table 3. Validity and Reliability Test Results

No	Variable	Question Items	Correlated Item-Total	Cronbach Alpha
1	**Relative Advantage (X1)**	The facilities offered by Netflix are not widely owned by MNC Vision	0,741	0,765
2		Netflix makes me more flexible in enjoying video content	0,823	
3		I feel that Netflix offers better functionality	0,711	
4		I feel that Netflix has better video quality	0,689	
5		I feel that Netflix has better service quality	0,650	
6	**Consumer Inertia (X2)**	I will feel stressed if I switch to Netflix	0,767	0,742
7		I always feel comfortable when using MNC Vision	0,773	
8		I always feel happy when using MNC Vision	0,761	
9		I use MNC Vision services regularly in my daily activities	0,704	
10	**Subjective Norm (X3)**	Family members prefer it when I switch to Netflix	0,697	0,794
11		Friends prefer it when I switch to Netflix	0,765	
12		A family member recommended me to switch to Netflix	0,625	
13		Friends recommended me to switch to Netflix	0,832	
14		Many of my friends have switched to using Netflix	0,669	
15		Reviews from various online platforms influenced me to switch to using Netflix	0,632	
16	**Switching Intention (Y)**	I'm planning to switch to Netflix in the next few months	0,794	0,726
17		I'll be switching to Netflix in the near future	0,804	
18		I intend to unsubscribe from MNC Vision	0,828	

Source : Data processed, 2021

Characteristics of Respondents

Table 4. Characteristics of Respondents

Characteristics of Respondents		Amount	Percentage (%)
Gender	Men	94	47%
	Woman	106	53%
Total		**200**	**100%**
Age	20 - 34 years	89	44,5%
	35 - 49 years	111	55,5%
Total		**200**	**100%**
Status	Single	83	41,5%
	Married	117	58,5%
Total		**200**	**100%**
Latest Education	Primary School	1	0,5%
	Junior High School	1	0,5%
	Senior High School	25	12,5%
	Diploma	50	25%
	Bachelor Degree	87	43,5%
	Graduate	32	16%
	Post Graduate	4	2%
Total		**200**	**100%**
Profession	Student	11	5,5%
	Government Employees	49	24,5%
	Private Employees	93	46,5%
	Entrepreneur	47	23,5%
Total		**200**	**100%**
Monthly Income	< Rp 1.500.000,-	4	2%
	Rp 1.500.001,- – Rp 3.000.000,-	41	20,5%
	Rp 3.000.001,- – Rp 4.500.000,-	71	35,5%
	> Rp 4.500.000,-	84	42%
Total		**200**	**100%**

Source : Data processed, 2021

The characteristics of 200 respondents in this study can be seen in Table 4. Based on Table 4 it can be seen that women are the dominant respondents (53%) with an age range between 35-49 years (55.5%), married status (58.5%) , with the latest education S1 (43.5%), and private employment (46.5%), and with a monthly income of > Rp 4,500,000 (42%).

Classic Assumption Test

In this study, the normality test, multicollinearity test, and heteroscedasticity test were used as classical assumption tests. The normality test results show that the data is normally distributed, as indicated by a value greater than 0.05, which is 0.349. Furthermore, the results of the multicollinearity test in this study stated that there were no symptoms of multicollinearity in all variables, because all variables had a tolerance value > 0.01 and a VIF value < 10, where the tolerance value was 0.937 and the VIF value 1.067 was obtained by the relative superiority variable, the tolerance value 0.935 and a VIF value of 1.069 obtained by the customer inaction variable, and a tolerance value of 0.998 and a VIF value of 1.002 obtained by the normative belief variable. Then, based on the results of the heteroscedasticity test, it shows that there is no heteroscedasticity problem, because all variables produce Sig values. > 0.05, where the relative advantage variable has a value of Sig. of 0.260, the variable of consumer inertia is 0.55, and the subjective norm variable is 0.144. Based on the three classical assumption tests, the results show that this study has fulfilled the normality test, multicollinearity test, and heteroscedasticity test. Thus, this research data is feasible to proceed to further data analysis. Then, in the feasibility test the model shows the adjusted R Square value of 0.599 = 59.9%, where this figure is interpreted as the contribution between the variables of relative advantage, consumer inertia, and subjective norm on the switching intention of MNC Vision pay television consumers to subscription video on demand Netflix services of 59, 9%.

Multiple Linear Regression Analysis

Table 5 shows the results of multiple linear regression analysis.

Table 5. Multiple Linear Regression Analysis Result

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	13,128	2,282		5,753	,000		
	Relative Advantage	,194	,076	,178	2,563	,011	,937	1,067
	Consumer Inertia	-,346	,085	-,282	-4,050	,000	,935	1,069
	Subjective Norm	,214	,095	,151	2,244	,026	,998	1,002

Source : Data processed, 2021

Based on Table 5, the following multiple linear regression equation is obtained :

$$Y= 13,128 + 0,194 - 0,346 + 0.214 \tag{1}$$

Explanation:

Y   = Switching Intention

X1   = Relative Advantage

X2   = Consumer Inertia

X3   = Subjective Norm

Based on the multiple linear regression equation, it is known that, (1) The constant value (α) is 13.128. This means that if the relative advantage, consumer inertia, and subjective norm are equal to zero (0) then the magnitude of the switching intention is 13.128. Positive constant value indicates that although there is no effect of relative advantage, consumer inertia, and subjective norm, switching intention persists with a value of 13.128. (2) The value of the coefficient of relative advantage is 0.194. That is, if the relative advantages offered by Netflix grew, the intention of the respondent will increasingly switch to using the Netflix service providers. The increase in the relative superiority of one unit, will increase the switching intention of respondents is 0.194 coefficient is positive. This suggests that there is a unidirectional relationship between relative advantage and switching intention. (3) The coefficient of consumer inertia is -0.346. That is, if the customer received inertia higher respondents, an increase of one unit, the switching intention of respondents to use the Netflix service providers will be reduced or will be decreased by 0.346 coefficient is negative. This suggests that the relationship is inversely proportional between consumer inertia on the switching intention. (4) The value of the subjective norm coefficient is 0.214. That is, if the subjective norm offered by Netflix are getting bigger, the switching intention respondents will increase to use Netflix service providers. An increase in subjective norm by one unit will increase the respondent's switching intention by 0.214 with a positive coefficient. This suggests there is a direct relationship between subjective norm on the switching intention.

Hypothesis test

Based on the results of the regression analysis in Table 5, it is known that, (1) the value of Sig. relative advantage is 0.011 < 0.05 (H1 is accepted), with a value of t count > t table that is 2.563 > 1.972, so it can be said statistically relative advantage has a positive and significant effect on switching intentions. (2) Value of Sig. consumer inertia is 0.000 < 0.05 (H2 is accepted), with a value of t count > t table that is -4.050 < 1.972, so it can be said statistically that consumer inertia has a significant negative effect on switching intentions. (3) Value of Sig. subjective norm that is 0.026 < 0.05 (H3 is accepted), with a value of t count > t table that is 2.244 > 1.972, so it can be said statistically subjective norm has a positive and significant influence on intention to switch.

Discussion

Based on the tests, the researchers get the result that the relative advantage has a positive and significant effect on the intention to switch. This means that when the relative advantages offered by Netflix get bigger, the intention to switch MNC Vision consumers will increase to use Netflix service providers. On the other hand, the less relative advantage Netflix offers, the lower the perceived intention to switch to consumers. This supports the research of Lin & Huang (2014) and Zhou (2018) which states that relative advantage has a significant effect in a positive direction on switching intentions. However, the results of this study reject the research of Lin et al., (2017) which shows that there is no effect between relative advantage and switching intention. Directions influence positive and significant correlation between the relative merits of the intention to switch due to the emergence of innovations in the sector of the video content. Namely, the subscription video on demand that has products and services that are relatively more innovative and better meet the needs and desires of the market. It makes the relative superiority affect a consumer's intention to switch, but if consumers are not aware of the relative advantages that exist in the Netflix video on demand subscription service. Then, consumers may continue to use the current service, namely MNC Vision. Furthermore, based on the characteristics of the respondents, this study was dominated by women aged between 35-49 years, married, had an undergraduate education, and had a monthly income of more than Rp. 4,500,000. This is because married women spend more time at home with their children and relatives while enjoying video content that can be customized based on family favorite content. Supported by the Covid-19 pandemic which is starting to subside but still prioritizes health protocols when outside the home, this does not make consumers lose time to enjoy their favorite content, because the use of Netflix's video on demand subscription service can be adjusted on various portable devices that can be taken anywhere, and which simultaneously with income of > IDR 4,500,000 also supports consuming secondary needs such as subscribing to this subscription video on demand Netflix.

Furthermore, according to the findings of the study, consumer inertia has a negative and significant impact on switching intentions. This means that when MNC Vision customers are experiencing customer inertia, their intention to switch to Netflix service providers is lower. On the other hand, the lower the customer's perceived inertia, the higher the consumer's perceived switching intention. This study strengthens the results of previous research conducted by Fei (2012), Gray et al., (2017), Li (2018) and Lin & Huang (2014) which showed that consumer inertia has a negative and significant direction of influence on switching intentions. However, the results of this study reject the research of Gray & Alessandro (2015) which states that consumer inertia has no effect on switching intentions. The direction of the negative and significant influence between consumer inertia on switching intentions means that users of MNC Vision pay television services have a low level of indolence or laziness to continue using MNC Vision. In other words, MNC Vision users have a strong

desire to use other new providers such as Netflix. In this study, several respondents stated that they still wanted to continue using MNC Vision, because they were reluctant to pay for disconnection and verification to deactivate users. They did not want to do anything that they felt took up a lot of time when they wanted to stop using MNC Vision. This situation illustrates that MNC Vision users who have low laziness will tend to look for other new products when they feel bored or dissatisfied with the product that is currently being used.

Then, this study also suggests that subjective norm have a positive direction and significant influence on the switching intention. This means that when the subjective norm received by MNC Vision customers are getting bigger, the intention to switch customers will increase to use Netflix service providers. Conversely, if the fewer subjective norm received by the customer, the lower the consumer's perceived switching intention. This supports the research of Sun et al., (2017), Pookulangara et al., (2011), Chen & Chao (2011), Nimako (2012) states that the subjective norm direction positive influence and significant impact on the switching intention, but the results this study rejects the research of Lin & Huang (2014) and Ghasrodashti (2018) which states that subjective norm have no effect on switching intentions. When adjusted for the dominance of research respondents, subjective norm that have a positive and significant direction of influence on switching intention occur because women with an age range of 35-49 years are working women or housewives who are still active in organizational groups in the home or work environment. Therefore, this indicates that at that age a person is still easily receptive to suggestions and input both from the people around him and from the social networks they are still actively using. In this study, the majority of respondents received advice and also good experience of friends around also members of their family in order to use a new video content service provider that offers a lot of advantages and is loved by almost all people that Netflix

CONCLUSION AND SUGGESTION

Conclusion

Based on the results of the analysis and discussion, it can be concluded that (1) Relative advantage has a significant positive effect on the intention to switch from MNC Vision pay television to Netflix's video on demand subscription service, (2) Consumer inertia has a significant negative effect on the switching intention from MNC Vision pay television to Netflix video on demand subscription service (3) Subjective norm have a significant positive effect on the switching intention from MNC Vision pay television to Netflix's video on demand subscription service.

Suggestion

For further research can use variables besides relative advantage, consumer inertia, and subjective norm or adding variables such as the cost of switching, moving experience, loyalty, habit,

reference groups, and so on to be able to strengthen the existing literature or find new results. Furthermore, MNC Vision is expected to be able to swiftly pay attention to the general problems of its customers, such as network problems that are often lost-contact and take a long time, setting the response duration in handling customer complaints should also be given great attention, because in service products, services is very important for consumers. Based on the problems and complaints. MNC Vision can formulate several strategies to reduce the intention to switch to customers while at the same time improving the quality of products and the best service in order to retain existing users while at the same time attracting new potential users of MNC Vision.

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