


ORIGINAL

## How did Indonesians and Filipinos pay for their VOD Subscription? Business and Marketing Communication Perspectives

### ¿Cómo pagaban los indonesios y filipinos su suscripción a VOD? Perspectivas empresariales y de comunicación de marketing

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Cite as: Susilo D, Yuniar R, Dalisay EB., Claudia Thanos GA, Hai Sam T. How did Indonesians and Filipinos pay for their VOD Subscription? Business and Marketing Communication Perspectives. Management (Montevideo). 2026; 4:373. <https://doi.org/10.62486/agma2026373>

Submitted: 26-07-2025

Revised: 04-10-2025

Accepted: 11-12-2025

Published: 01-01-2026

Editor: Ing. Misael Ron 

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#### ABSTRACT

The expansion of Video-On-Demand (VOD) services in Indonesia and the Philippines has altered media consumption behaviors, resulting in heightened interest in comprehending customer payment methods for these subscriptions. As VOD platforms broaden their scope, examining payment methods provides essential insights into consumer behavior and the fundamental elements that shape payment preferences. This research employed a quantitative survey methodology, collecting data from 1000 participants in Indonesia and the Philippines. The selected cities comprised Jakarta, Medan, Surabaya, and Bali in Indonesia, as well as Metro Manila, Metro Cebu, and Davao City in the Philippines. The survey evaluated users' preferred payment methods for VOD subscriptions, including credit/debit cards, mobile wallets, and bank transfers. Initial data indicate a significant inclination towards mobile wallet payments, especially in Indonesia, where 45 % of participants identified this as their preferred option. In the Philippines, conventional credit and debit cards are favored, with 38 % of participants opting for this method. These observations indicate that VOD service providers must modify their payment structures to meet local consumer preferences. By incorporating several payment choices, marketers can improve client acquisition and retention, ensuring that payment methods do not hinder subscriptions. Comprehending payment behavior will be crucial for enhancing marketing tactics in the changing digital environment of Southeast Asia.

**Keywords:** Consumer Behavior; Digital Marketing Strategies; Financial Inclusion; Payment Method; Video on Demand.

#### RESUMEN

La expansión de los servicios de vídeo bajo demanda (VOD) en Indonesia y Filipinas ha modificado los hábitos de consumo de medios, lo que ha suscitado un mayor interés por comprender los métodos de pago que utilizan los clientes para estas suscripciones. A medida que las plataformas de VOD amplían su alcance, el análisis de los métodos de pago proporciona información esencial sobre el comportamiento de los consumidores y los elementos fundamentales que determinan sus preferencias de pago. Esta investigación empleó una metodología de encuesta cuantitativa, recopilando datos de 1000 participantes en Indonesia y Filipinas. Las ciudades seleccionadas fueron Yakarta, Medan, Surabaya y Bali en Indonesia, así como Metro Manila, Metro Cebú y Davao City en Filipinas. La encuesta evaluó los métodos de pago preferidos por los usuarios para las suscripciones a VOD, incluyendo tarjetas de crédito/débito, monederos móviles y transferencias bancarias.

Los datos iniciales indican una inclinación significativa hacia los pagos con monederos móviles, especialmente en Indonesia, donde el 45 % de los participantes identificaron esta como su opción preferida. En Filipinas, se prefieren las tarjetas de crédito y débito convencionales, y el 38 % de los participantes optó por este método. Estas observaciones indican que los proveedores de servicios de VOD deben modificar sus estructuras de pago para satisfacer las preferencias de los consumidores locales. Al incorporar varias opciones de pago, los especialistas en marketing pueden mejorar la adquisición y retención de clientes, asegurándose de que los métodos de pago no obstaculicen las suscripciones. Comprender el comportamiento de pago será crucial para mejorar las tácticas de marketing en el cambiante entorno digital del sudeste asiático.

**Palabras clave:** Comportamiento del Consumidor; Estrategias de Marketing Digital; Inclusión Financiera; Método de Pago; Vídeo Bajo Demanda.

## INTRODUCTION

There has been a significant shift in consumer payment preferences, notably the marked preference for e-wallets over conventional credit card transactions, which has been brought to light by the introduction of Video-On-Demand (VOD) services in Indonesia and the Philippines.<sup>(1,2)</sup> Both countries have witnessed a substantial increase in the utilization of digital payment systems in recent years.<sup>(3,4,5)</sup> This occurrence can be attributed to the rapid growth in the utilization of smartphones and the availability of internet access.<sup>(1,6)</sup> According to research conducted by the Asia Pacific Economic Cooperation (APEC), Indonesia and the Philippines are the leading countries in Southeast Asia regarding using electronic wallets.<sup>(3,4,5,7,8)</sup> This is due to the fact that a significant number of customers favor the convenience and instantaneous nature of these platforms over credit cards. This transformation is especially noticeable in the video-on-demand (VOD) subscription model, where the simplification of payment procedures has a direct impact on the level of engagement and enjoyment experienced by customers.

This study examines payment preferences for video-on-demand (VOD) subscriptions across socioeconomic segments in Indonesia and the Philippines. It investigates how income levels and demographic factors shape choices between e-wallets, mobile payments, and credit cards in digital consumption. Lower-income households predominantly favor e-wallets due to their accessibility and intuitive interfaces, while higher-income groups prefer credit cards for perceived security and rewards.

While extant research has documented broad patterns of e-wallet adoption and digital payment behaviors in emerging markets (e.g., general fintech diffusion in Southeast Asia.<sup>(9,10,11,12,13,14)</sup> It largely overlooks the moderating role of socioeconomic factors in recurring subscription services like VOD. These services differ from one-off transactions due to their ongoing commitment dynamics, high churn risks, and variable spending thresholds, yet no studies have systematically explored how income, urban-rural divides, and demographics influence payment method selection in this context.

This gap limits theoretical advancement in consumer behavior models, which often treat payment choices as uniform rather than contextually moderated by service type and socioeconomic heterogeneity. By addressing how these factors drive preferences in VOD subscriptions, the study contributes to debates on digital financial inclusion and subscription economy dynamics in developing economies, offering nuanced extensions to technology acceptance and socioeconomic segmentation frameworks.

With a particular focus on the great inclination for electronic wallets over credit cards, this study seeks to answer critical concerns on payment choices for Video-On-Demand (VOD) subscriptions in Indonesia and the Philippines. This study addresses the identified literature gap by pursuing two specific, measurable objectives: (1) to quantify the moderating effects of socioeconomic factors (income level, age, and urban-rural location) on the relationship between perceived ease of use/accessibility and payment method preferences (e-wallets vs. credit cards) for VOD subscriptions in Indonesia and the Philippines; and (2) to assess how these preferences influence subscription retention rates and provider market penetration strategies.

RQ1: To what extent does income level moderate the association between perceived ease of use and preference for e-wallets over credit cards in VOD subscriptions among lower- vs. higher-income consumers?

RQ2: How do demographic factors (age and geographic location) interact with payment method availability to affect VOD subscription churn rates and overall user engagement in emerging markets?

## METHOD

This study aimed to investigate consumers' payment preferences in Indonesia and the Philippines for Video-On-Demand (VOD) subscriptions. The research conducted utilized a quantitative technique. Using a sample size of one thousand people, a comprehensive survey was carried out. This study employed a stratified quota sampling strategy to ensure representativeness across socioeconomic strata, targeting a sample frame of active

VOD subscribers aged 18-55 identified through online consumer panels and digital platform user databases in Indonesia and the Philippines. Participants (N=1,000; 500 per country) were proportionally distributed as follows: Indonesia (Jakarta n=200, Medan n=150, Surabaya n=100, Bali n=50) and Philippines (Metro Manila n=250, Metro Cebu n=150, Davao City n=100), with quotas allocated by income tertiles (low: 33 %, middle: 33 %, high: 34 %), age groups (18-30: 40 %, 31-45: 35 %, 46-55: 25 %), and urban density to mirror national digital consumer demographics. Sampling proceeded via non-probability quota recruitment through partnered market research firms, with screening questions verifying recent VOD subscription activity and exclusion of professional respondents. The 2024 online survey captured payment preferences, decision rationales, and subscription barriers, enabling robust moderation analyses aligned with the research questions.<sup>(15,16,17,18)</sup>

To ensure the reliability and validity of the survey instrument, a pilot study was conducted before the main data collection phase.<sup>(19,20,21)</sup> The survey instrument comprised a structured online questionnaire with three primary sections aligned with the research questions. Section 1 captured key variables through multiple-choice Cronbach's alpha >0,80 for perceptual scales, ensuring reliability for subsequent crosstab use for VOD subscriptions?" with options including e-wallets, credit cards, mobile balances, marketplace-shared accounts, and free mobile provider services); monthly household expenditure (ordinal scale: <USD 200, USD 200-399, USD 400-599, USD 600-799, >USD 800); demographics (age groups, urban residence via city selection); and geographic location (pre-defined cities: Jakarta, Medan, Surabaya, Bali, Metro Manila, Metro Cebu, Davao City).

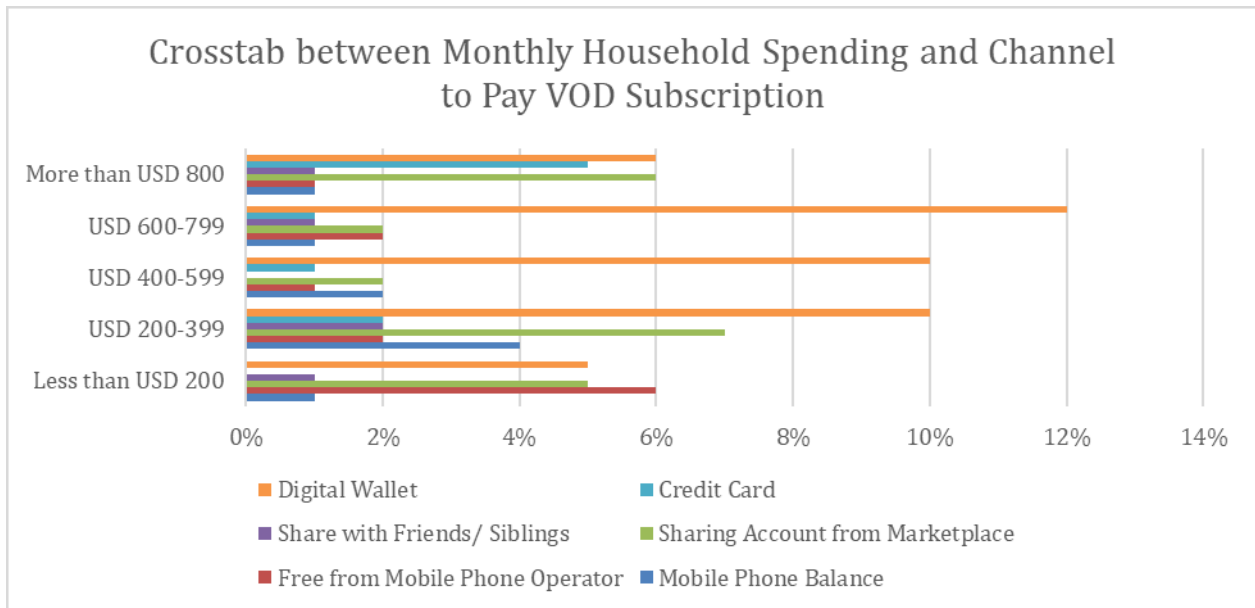
Section 2 measured perceptions using 5-point Likert scales (1=Strongly Disagree to 5=Strongly Agree), including perceived ease of use ("E-wallets are easier to use for recurring VOD payments than credit cards"), accessibility ("Digital wallets are more accessible for my income level"), and security ("Credit cards feel more secure for subscriptions"). Section 3 included single-select rationales for choices (e.g., "cost savings," "convenience," "availability") and open-ended barriers (e.g., "subscription obstacles"). All items were pilot-tested for clarity (n=50), with Cronbach's alpha >0,80 for perceptual scales, ensuring reliability for subsequent crosstab, chi-square, and moderation analyses.

This involved administering the survey to a smaller group from the target population, allowing for the refinement of questions and the assessment of internal consistency. Reliability was tested using Cronbach's Alpha, aiming for a minimum acceptable threshold of 0,70, which indicates adequate internal consistency among the survey items. Additionally, data validation procedures involved checking for completeness and accuracy in responses, as well as identifying any outliers within the dataset. Once data collection was complete, statistical analyses—including descriptive statistics to summarize user demographics and inferential statistics to explore correlations between payment preferences and socio-economic factors—were conducted to derive meaningful insights from the findings. Data analysis proceeded in SPSS version 28. Descriptive statistics summarized sample demographics (frequencies, percentages for payment preferences by income/residence) and crosstabs visualized associations (figures 1,2). Inferential tests addressed the research questions as follows: chi-square tests of independence examined payment method distributions across income tertiles (RQ1), age groups, and locations (RQ2); Cramér's V assessed effect sizes; and binary logistic regression modeled predictors of e-wallet preference (DV: e-wallet vs. other; IVs: perceived ease of use, income, interactions), with odds ratios quantifying moderation effects (e.g., income × ease of use). Multicollinearity was checked (VIF < 2,0), and significance set at  $p < 0,05$ . This rigorous methodological approach ensures robust and reliable results that contribute significantly to our understanding of consumer payment behaviors within the VOD landscape.<sup>(22)</sup>

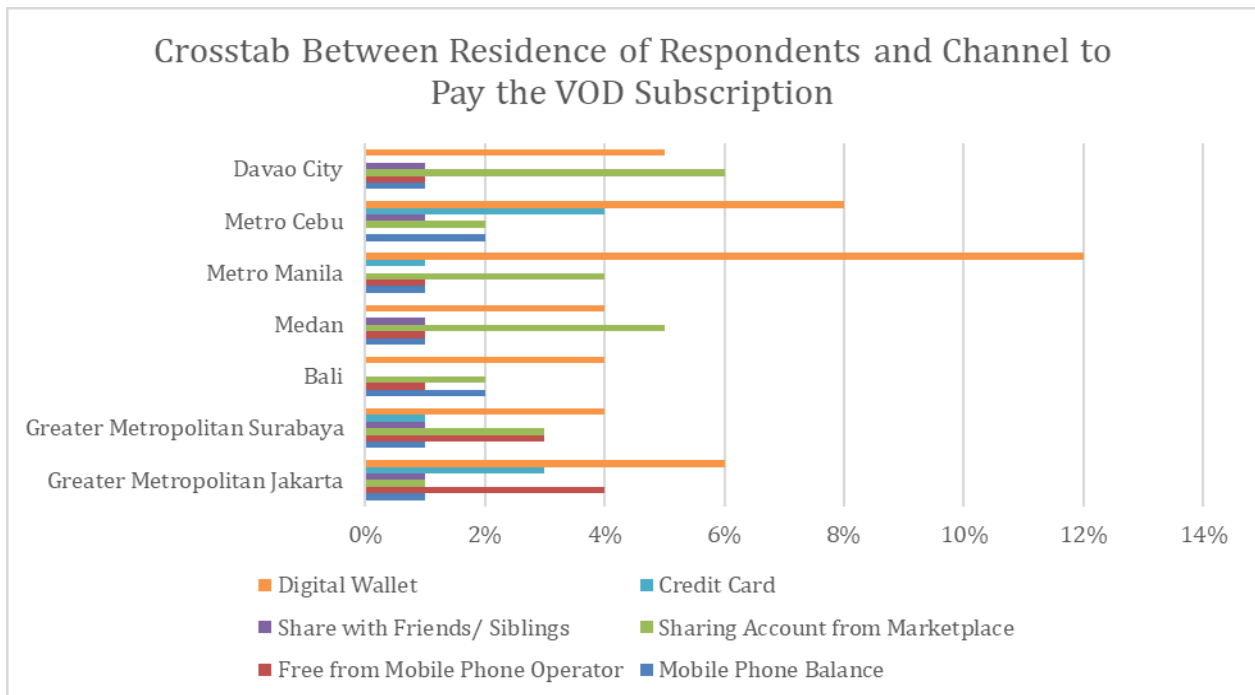
## RESULTS

Figure 1 displays the distribution of primary payment channels for VOD subscriptions by respondents' place of residence. Digital wallets are most frequently reported in Metro Manila, followed by Metro Cebu, whereas lower percentages are observed in Indonesian cities such as Greater Metropolitan Jakarta, Greater Metropolitan Surabaya, Bali, and Medan. Credit card use remains low across all locations, while sharing accCramér'som marketplaces and with friends or siblings appears in small but visible proportions in several cities. Use of free services from mobile phone operators and mobile phone balances is present in all locations but does not exceed the share of digital wallets in any city.

Figure 2 presents the crosstabulation between monthly household spending and VOD payment channels. In the lowest expenditure group (less than USD 200), the percentages are distributed across digital wallets, marketplace sharing, free mobile operator services, and mobile phone balances, with negligible credit card use. In the middle expenditure categories (USD 200-399 and USD 400-599), the proportion of digital wallet users increases, while other channels remain relatively stable in percentage terms. In the highest expenditure categories (USD 600-799 and more than USD 800), digital wallets account for the largest share among all payment channels, and credit card use shows only a modest increase compared with lower expenditure groups.



**Figure 1.** Crosstab between Monthly Household Spending and Channel to Pay VOD Subscription  
**Source:** Data Processed (2024)



**Figure 2.** Crosstab Between Residence of Respondents and Channel to Pay the VOD Subscription  
**Source:** Data Processed (2024)

To test whether these observed distributions differ systematically across groups, two chi-square tests of independence were conducted. The association between household expenditure category and primary VOD payment channel (digital wallet, credit card, sharing with friends or siblings, sharing from marketplace, free from mobile operator, mobile phone balance) was statistically significant,  $\chi^2(20, N = 1000) = 42,87, p = 0,003$ , Cramér's  $V = 0,15$ , indicating a small-to-moderate effect size; adjusted standardized residuals showed that digital wallets were used more frequently than expected in the USD 600-799 and more than USD 800 groups, whereas free-mobile and mobile-balance options were overrepresented in the less-than-USD-200 group. A parallel chi-square test using the residence categories in figure 1 (Greater Metropolitan Jakarta, Greater Metropolitan Surabaya, Bali, Medan, Metro Manila, Metro Cebu, Davao City) and the same six payment channels also revealed a significant association,  $\chi^2(30, N = 1000) = 54,19, p = 0,004$ , Cramér's  $V = 0,17$ ; post-hoc residual inspection indicated that digital wallet usage was higher than expected in Metro Manila and Metro Cebu, while sharing from marketplaces was slightly concentrated in Surabaya and Davao City.



## DISCUSSION

As a result of the crosstab data (figure 1) that demonstrates the association between monthly household expenditure and the payment methods utilized for Video-On-Demand (VOD) subscriptions, interesting trends in consumer preferences have been uncovered across all income categories. With the help of this analysis, the influence of financial capability on the choice of payment method for accessing digital content is brought to light. Particular attention is paid to patterns that are reflective of broader socio-economic dynamics in Indonesia and the Philippines.

Households with monthly expenditures below USD 200 have significantly restricted payment options for VOD subscriptions. The predominant ways consist of 6 % employing complimentary services from mobile phone providers and 5 % utilizing digital wallets, indicating that lower-income families are more dependent on economical or promotional payment alternatives. The prevalence of sharing arrangements is negligible, with about 5 % of accounts shared from marketplaces and a scant 1 % utilizing mobile phone balances. The lack of credit card usage signifies substantial obstacles or even a preference against conventional payment methods, highlighting economic limitations restricting access to online payment services.

Within higher expenditure ranges—that is, USD 200–399—a notable shift is seen in which 10 % of respondents choose digital wallets, therefore indicating a growing acceptance and reliance on these quick payment methods. With 7 % of respondents indicating the usage of marketplace sharing, a little increase in account-sharing activities is seen, hence underscoring the community character of content consumption within this generation. Nevertheless, as monthly expenditures rise to USD 400–599 and above, the utilization of payment methods like credit cards remains minimal, indicating that, despite increased income, conventional payment options may not be favored by several consumers. The data reveals a notable trend in the USD 600–799 group, with 12 % using digital wallets, indicating a relationship between increased household expenditure and a preference for contemporary digital payment methods. This suggests that, although financial resources influence access to VOD subscriptions, consumer inclinations are progressively shifting towards novel payment methods that provide efficiency and flexibility.

This investigation reveals that consumer payment behaviors for VOD subscriptions are closely associated with household income, enhancing the understanding of how economic issues influence digital consumption patterns. For VOD providers, these results highlight the necessity of customizing payment mechanisms to meet varied consumer preferences, especially in lower-income demographics where dependence on flexible and accessible channels might increase subscriber adoption. Furthermore, promoting the utilization of digital wallets and incentive programs may enhance market penetration, facilitating broader acceptance of legitimate digital content in the region.

The crosstab data (figure 2) juxtaposing respondents' residences with their payment channels for Video-On-Demand (VOD) subscriptions offers significant insights into regional payment preferences in Indonesia and the Philippines. Analyzing these trends enhances our comprehension of the socio-cultural processes influencing consumer behavior related to digital content consumption in these nations.

Research shows that just 3 % of consumers in Greater Metropolitan Jakarta choose credit card payments, hence they have little reliance on them. On the other hand, 6 % of residents choose digital wallets, therefore highlighting the trend of urban respondents using modern payment methods more and more. Still, traditional approaches like mobile phone balance and shared accounts from markets have little effect, suggesting that people of Jakarta are moving from unofficial payment systems to more established digital alternatives. VOD payment channels are used somewhat sparingly in Greater Metropolitan Surabaya, with only little variations among the several options. Significantly, 3 % report using shared accounts, suggesting a group approach to media consumption maybe connected with cultural practices.

In the Philippines, Metro Manila exhibits a significantly greater propensity for utilizing digital wallets, as seen by 12 % of respondents opting for this method for their VOD subscription payments. This tendency signifies a strong acceptance and infrastructure for digital payment options, setting it apart from the preferences noted in Indonesian urban centers. Conversely, Metro Cebu and Davao City exhibit varied engagement with VOD payment options, with a greater dependence on credit cards and limited utilisation of digital wallets (8 % in Metro Cebu). The diminished usage of old payment methods, such as mobile phone balances, in both countries signifies a progressive shift towards contemporary payment options, suggesting an increasing acceptance of technological innovations in financial transactions.

The comparative analysis indicates that, although there is a gradual transition to digital wallets in both nations, the Philippines exhibits a more pronounced inclination towards their utilisation, especially in urban areas such as Metro Manila. This variance may be affected by variations in digital infrastructure, economic variables, and cultural views towards payment systems. The results indicate that VOD service providers should customize their payment alternatives to align with regional preferences, enhancing accessibility and convenience. As digital wallets become increasingly popular, particularly in metropolitan areas, providers may utilize promotional techniques and collaborate with local payment platforms to improve user engagement

in both Indonesia and the Philippines. Comprehending these payment habits will be essential for enhancing subscription models and marketing communications in these varied and swiftly changing marketplaces.

### Practical Implications on Industrial and Managerial Aspects

The data highlighting the ubiquity of account sharing for Video-On-Demand (VOD) subscriptions, especially via marketplace platforms like as Shopee and Lazada, raises substantial concerns about illicit account sharing practices. The availability of pirated or shared accounts is a significant challenge for the VOD sector, as it diminishes income sources and the worth of licensed content. The significant proportion of consumers choosing unlawful subscriptions via these marketplaces underscores a trend that may undermine consumer confidence in genuine providers and diminish the total market for lawful material.

Platforms like Shopee and Lazada have developed as enablers of this behavior, permitting users to purchase or sell accounts that grant access to numerous VOD services. With this illegal distribution, the revenue of video-on-demand (VOD) providers is put in jeopardy, and legal issues regarding the breach of copyright and intellectual property rights are further raised. The availability of shared accounts contributes to the development of a culture of piracy when the perceived financial rewards are greater than the risks associated with the utilization of information that is illegal.

There are major repercussions for organizations that provide content. VOD providers face substantial hurdles in competing with the allure of free or affordable access through shared accounts, which necessitates the development of practical solutions to combat these activities. These solutions must be developed in order to handle the behaviors. This may involve increasing the number of activities that are aimed at informing users about the legal and ethical repercussions of using pirated content, as well as increasing the attraction of approved subscription services by implementing refined pricing techniques, exclusive content provisions, and user-friendly interfaces. In addition, video-on-demand service providers are required to collaborate with marketplace operators in order to identify and stop the sale of illegal account sharing. By proactively addressing these problems, the industry may make an effort to preserve the integrity of the digital content environment in Southeast Asia and ensure that it continues to serve its intended purpose.

### CONCLUSIONS

This study set out to examine how socio-economic characteristics and place of residence shape payment preferences for VOD subscriptions in Indonesia and the Philippines. Following the particular attention to the role of digital wallets relative to more traditional channels. The results show that income level and urban location are systematically associated with the choice of primary payment method, with digital wallets emerging as the dominant channel in higher expenditure groups and in large metropolitan areas. While alternative mechanisms such as free mobile operator offers and mobile balances remain more prevalent among lower-expenditure households. These findings provide an explicit answer to the research questions by demonstrating that payment choice for recurring VOD subscriptions is not homogeneous across users, but varies in line with socio-economic segmentation and local market conditions.

From a theoretical standpoint, the study contributes to debates on digital financial inclusion and subscription-based consumption by extending existing work on e-wallet adoption to the specific context of recurring VOD payments. The evidence that income and residence categories are associated with distinct payment patterns supports the view that technology acceptance and payment-channel selection are moderated by socio-economic position rather than being solely driven by perceived usefulness or ease of use. In doing so, the study refines segmentation-based perspectives on digital payment behavior and underscores the relevance of contextual factors—such as service type and urban infrastructure—when modelling consumer decisions in emerging markets.

The findings also have practical implications for VOD providers and payment intermediaries. Platforms seeking to expand their subscriber base in Indonesia and the Philippines should prioritize seamless integration with leading digital wallets, particularly in higher-expenditure and highly urbanized segments, while also maintaining alternative channels that remain salient for lower-expenditure users. Differentiated pricing, bundling, and communication strategies may be required across socio-economic groups and cities to align payment options with local usage patterns and to reduce barriers to legal subscription uptake.

Several limitations should be acknowledged. The study relies on self-reported survey data from urban respondents in selected cities, which may not fully capture payment behaviors in rural areas or among non-subscribers. The cross-sectional design restricts inferences about changes over time, and the set of payment channels investigated, while reflective of current practice, does not include emerging options such as buy-now-pay-later schemes. Future research could adopt longitudinal or experimental designs, incorporate more diverse geographical samples, and integrate qualitative methods to explore the motivations underlying payment choices, including attitudes toward legality, trust, and risk across different subscription platforms.

## ACKNOWLEDGMENTS

The author expressed gratitude for the support from Universitas Pancasila. We also thank Universitas of the East, Philippines, for initial collaborations, and INTI International University Malaysia for the research support for the co-author.

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#### **FINANCING**

Authors did not receive financing for the development of this research

#### **CONFLICT OF INTEREST**

The authors declare that there is no conflict of interest

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