

ABSTRAK

Seiring dengan perkembangan zaman, kini masyarakat tidak perlu menggunakan televisi untuk menonton film. *Online streaming* telah memfasilitasi masyarakat untuk menonton film kapanpun dan dimanapun dengan menggunakan *handphone*. Salah satu layanan *streaming* film yang ada di Indonesia adalah VIU. VIU memiliki tiga versi yang berbeda yaitu, *trial premium version*, *freemium version*, dan *premium version*. Penelitian ini bertujuan untuk menguji pengaruh *interaction quality*, *environment quality* dan *outcome quality* terhadap *satisfaction* dan *stickiness* pengguna aplikasi VIU *trial premium version* serta *purchase intention* pada aplikasi VIU *premium version*. Penelitian ini menggunakan pendekatan kuantitatif dengan *Structural Equation Model (SEM)* sebagai teknik analisisnya. Hasil dari penelitian ini menunjukkan bahwa *interaction quality* tidak memiliki pengaruh terhadap *satisfaction*, namun *environment quality* dan *outcome quality* berpengaruh terhadap *satisfaction*. Kemudian *satisfaction* berpengaruh terhadap *stickiness* dan *purchase intention*, serta *stickiness* berpengaruh terhadap *purchase intention*.

Kata kunci: *interaction quality*, *environment quality*, *outcome quality*, *satisfaction*, *stickiness* dan *purchase intention*.

ABSTRACT

Along the times, people nowadays don't used their television to watch movies. Online streaming has facilitated them to watch movies anytime and anywhere using their mobile phones. One of the streaming movies services in Indonesia is VIU. VIU has three versions namely, trial premium version, freemium version, and premium version. This study aims to examine the effect of interaction quality, environment quality and outcome quality to the satisfaction and stickiness of users of the VIU trial premium version and purchase intention on the VIU premium version. This study uses a quantitative approach and uses the Structural Equation Model (SEM) as its analysis technique. The results of this study indicate that interaction quality doesn't have an effect on satisfaction, but environment quality and outcome quality affect the satisfaction. Then satisfaction affects the stickiness and purchase intention, and stickiness affects the purchase intention.

Keywords: *interaction quality, environment quality, outcome quality, satisfaction, stickiness and purchase intention*