

# Consumer Behavior Analysis of Interest in Subscribe to Video Streaming by Implementing 7p's Marketing Strategies Using Quality Function Deployment Method

Trinada Willya Citra S.Kom<sup>1</sup>, Dr. Riza Adrianti Supono<sup>2</sup>

<sup>1,2</sup>Master of Information System Management, Gunadarma University, Depok, Indonesia

Email address: <sup>1</sup>trinadawillyacitra@gmail.com, <sup>2</sup>adrianti@staff.gunadarma.ac.id

**Abstract**— The use of the internet has become a daily necessity because the internet provides many conveniences both in terms of providing information and facilitating communication. One of the activities carried out by internet users on mobile devices is viewing videos. This is what underlies service providers to continue to develop and innovate in video streaming applications such as Netflix, Viu, and Disney+ Hotstar. With the blocking of illegal video streaming sites, the use of video streaming applications has also increased. This study looks at and analyzes how consumer behavior in the interest in subscribing to video streaming applications in Indonesia, especially the Jabodetabek area. Consumers' subscription interest decisions are influenced by the 7Ps of marketing strategies (Product, Price, Place, Promotion, People, Physical Evidence, and Process) which are carried out through questionnaires. The data obtained from the respondents will be processed using the Quality Function Development (QFD) method. From the results of the preparation of the House of Quality, it shows that there are two elements that need to be developed for the application, Netflix namely payment transactions in various ways and easy and safe subscription payments. For the Application, the VIU accuracy of the search results based on the title of the film and a link to the relevant website address, and for the Application, the Disney+ Hotstar link to the relevant website address, and an attractive and interactive design display in order to provide consumer satisfaction for subscribing to the Application Disney+ Hotstar.

**Keywords**— Application Streaming Video, Consumer Behavior, 7P Marketing Strategy, Quality Function Development (QFD).

## I. INTRODUCTION

Internet is one of the results of technological advances. The use of internet has become a daily necessity because internet provides many conveniences both in terms of providing information and facilitating communication. One of the activities carried out by internet users on mobile devices is viewing videos. This is what underlies service provider companies to continue to develop and innovate in video streaming applications. Streaming is the process of transferring data or information from one user to another, either directly or through certain applications, which does not require downloading and will be directly displayed for data that has been successfully transferred. Therefore, internet users can immediately see movies or listen to songs without having to wait or upload.

Based on news quoted from Kompas on December 25, 2019, the Ministry of Communications and Informatics has blocked 1000 illegal film sites because it is something that has to be done and will harm various parties which will have a negative impact on the business activities of other countries. With the blocking of illegal film streaming sites, not many Indonesians have started switching to legal film streaming sites or applications such as Netflix, VIU, and Disney+ Hotstar. Especially when the COVID-19 pandemic has made many people visit the legal film streaming site. Reporting from CNN news[3], states Netflix claims to have had a 22.8 percent increase from the beginning of the year when it had 182.9 million new subscribers globally. Meanwhile the platform VIU has 41 million monthly active users based on Q1 2020 research from AMPD Research and platform Disney+ Hotstar also experienced an increase of 3 million users from the end of March 2020 to 57.5 million users at the end of June 2020.

7P's Marketing strategy includes (Product, Price, Place, Promotion, People, Physical Evidence, and Process) used to analyze consumer behavior. This strategy can influence consumer behavior and help companies to sell their movie streaming applications. By looking at consumer behavior and interest in subscribing to movie streaming applications, the right strategies and programs can be formulated for the opportunities that exist.

The right marketing strategy is needed to attract consumers' interest in the movie streaming application services offered by the company. The results received can help companies to prioritize consumer desires, to create and find new innovations against these desires, then can improve existing conditions so that maximum effectiveness can be achieved in marketing strategies. Companies can determine the right marketing strategy formulation by observing consumer behavior towards subscription interest in video streaming applications. Based on these consumer observations, it can be seen what things can make consumers interested in subscribing to video streaming applications to watch movies legally. This research focuses on video streaming applications Netflix, VIU, and Disney+ Hotstar whose consumers are in Indonesia, especially Jabodetabek

(Jakarta, Bogor, Depok, Tangerang, and Bekasi) by observing elements of marketing strategy and consumer culture.

Based on the above statement, an analysis of consumer needs is carried out on the interest in subscribing to Netflix, VIU, and Disney+ Hotstar using the 7P's marketing strategy model which includes Product, Price, Place, Promotion, People, Physical Evidence, and Process, as well as data processing using the Quality Function Deployment, to find out what aspects are needed in viewing consumer behavior on interest in subscribing to Netflix, VIU, and Disney+ Hotstar, as well as using Quality Function Deployment to determine customer satisfaction and desire for services that have been received.

## II. REVIEW OF LITERATURE

This study refers to research conducted by Rizky Ariyani, where the results of this study indicate that there are four parameters that must be developed, including the song/artist/band/music type recommendation feature, payment transactions in various ways, the song file packaging is not too large, and links to other related website addresses in order to provide consumer satisfaction with online music purchases.

Subsequent research refers to research conducted by Apriana Yusuf Nurvi, where the results of his research show that there are four factors that influence Behavioral Intention, namely Habit, Content, Performance Expectancy, and Effort Expectancy. In the moderator variable, the Age affects Habit on Behavioral Intention, while the moderator variables Gender and Income have no effect.

Based on research conducted by Venni Ariesya Hasan, the desire to subscribe is positively influenced by Richness, Perceived Usefulness, Perceived ease of use, but negatively influenced by Free Alternatives to Paid Apps and Perceived Price. On the other hand, the results show that there is no significant effect between Interactivity and Willingness to Subscribe.

Based on previous research, there are still many variables that need to be further expanded for the research. In addition, the object of research on the interest in subscribing to Netflix, Viu, and Disney+ Hotstar has not been so much researched.

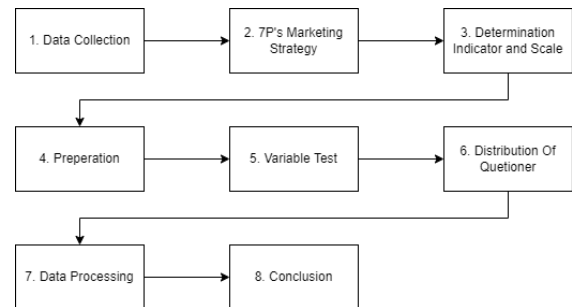
## III. RESEARCH METHODOLOGY

The object of the research is to see consumer behavior towards the interest in subscribing to video streaming applications in the Jabodetabek area by implementing 7P's marketing strategy using Qualification Function Development as data processing. The video streaming applications used are Netflix, Viu, and Disney+ Hotstar.

The first stage is data collection through library studies and field studies used in the process of preparing the questionnaire. Literature study was conducted by searching for literature and journals related to the research. The field study was conducted by distributing questionnaires to users who subscribed to video streaming applications in Greater Jakarta.

The sampling technique used in this research is random sampling. The number of samples for this study was 150 respondents whose sample size in this study was between 30 and 500 already represented[13]. Sampling was carried out

using a questionnaire distributed to users who subscribed to a video streaming application in Greater Jakarta. This study is to analyze consumer behavior in the interest of subscribing to Streaming Video Applications (Netflix, VIU, and Disney+ Hotstar) by implementing 7P marketing strategies.



The next stage is mapping the 7Ps of marketing strategy. Product manages the planning and development of the right product or service to be marketed. Pricing determines the right base price for the product or service and should define a strategy that involves discounting prices, payments, and so on. Promotion is an element used to inform and persuade the market about a new product or service to a company through advertising, personal selling, promotional sales, or publications. Everyone is an actor who plays an important role in the delivery of services so that they can influence the perception of buyers. Physical evidence is a real thing that also influences consumer decisions to buy and use the products or services offered. Processes are all the actual procedures, mechanisms, and flow of activities that are used to deliver a service.

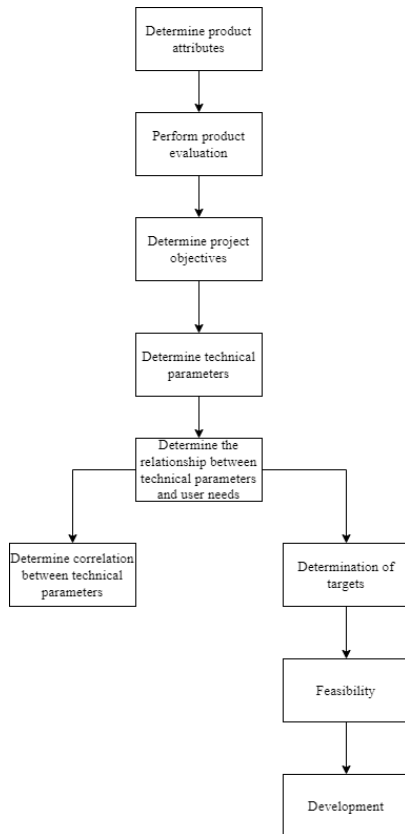
The results of the mapping of the 7Ps of marketing strategy are formed in the questionnaire questions distributed to respondents.

The last stage, Quality Function Deployment (QFD) analysis. Quality Function Deployment (QFD) is a methodology in the product design and development process that is able to integrate the voice of customers into the design process. Quality Function Deployment translates what customers need into what the organization produces, enabling organizations to prioritize customer needs, find innovative responses to those needs and improve processes to achieve maximum effectiveness.

QFD data processing will be represented in the form of a House of Quality.

- The first step that must be done is to determine the respondents. The number of respondents in this study were 150 respondents.
- Product Attributes, determine product attributes based on the questions asked in the questionnaire called the voice of costumerin the QFD method.
- Product Evaluation, evaluate the product by using the attributes in the second stage. The results of this evaluation aim to see the advantages and disadvantages of the subject of the streaming used in this study.
- Project Objective, what improvements can be made to the product. At this stage it is determined

- Target Value, using a scale of 1 – 5.
- Improvement Rate is the target value or evaluation score, obtained from the calculation by following (1).
- Weight Factor is obtained from the calculation by following (2).



$$\text{Improvement Rate (Imp.Rate)} = \frac{\text{Target Value}}{\text{Evaluation Score}} \quad (1)$$

$$\text{Weight Factor} = \text{Relative Importance Index} \times \text{Improvement Rate} \quad (2)$$

- e. Engineering Characteristics, determine the technical parameters in detail and complete.
- f. Interaction Matrix, describes the relationship between product attributes (what) and technical parameters (how). The relationship between attributes and parameters is determined to be strong, moderate, or weak.
- The value Strong Relationship is 9, with circle symbol.
  - The value of Medium Relationship is 3, with square symbol.
  - The value of Weak Relationship is 1, with the symbol of a triangle.

The value relationship is obtained from calculations with following (3).

$$\text{The Relationship Score} = \text{The Strength Of Relationship} \times \text{Weight Of Attribute} \quad (3)$$

- g. Interaction Between Parameters, determines the relationship between Responses, depicted as a roof on the House Of Quality. At this stage it will be seen whether the technical requirements or technical parameters have a relationship or not.

- h. Target Values, Defines the values of technical parameters that need attention for improvement.
- i. Feasibility determines the parameters and target values that must receive the main attention for design improvement based on priorities, feasibility and interrelationships between existing parameters.
- j. Development, decides the development to be developed based on the results of the stages that have been passed.

#### IV. RESULT AND ANALYSIS

##### a. Netflix

##### Step 1: Product Attribute (Product Attributes)

Arrange the attributes in table 1 Customer Requirements are obtained from the core questions contained in the questionnaire.

TABLE 1. Preparation of Product Attributes

Product Attributes
Films Can Be Watched On Any Media (Hp, Tablet, Pc, Laptop)
Film Packaging Is Not Too Big
Subscription Prices According to the Quality of the Downloaded Movies
Video Streaming Applications Have Advantages of
Subscription Pricing System Get Special Discounts
Applications Have Searches By Movie Title
Applications Have Searches By Actor/Actress
Promotions Subscribe To Streaming Applications On Social Media Or Email Or Sms
Streaming Applications Provide Special Promotions
Applications Provide Movie Synopsis
Video Streaming Applications Have Friendly Customer Chat Services
Very Easy To Access The Movies You Want The
Application Has Room To Give Criticisms And Suggestions
Ease Of Choosing The Type Of Film
Payment Process Can Be Done In Cash

##### Step 2: Product Evaluation

This stage evaluates the product using the attributes in the first stage The results of this evaluation aim to see the advantages and disadvantages of the Netflix application and compare them with competing products.

##### Step 3: Project Objective

For each product attribute, the target to be achieved is rated on a scale of 1 – 5. For example, Improvement Rate for films can be watched on any media (HP, Tablet, PC, Laptop) = 5/ 5 = 1; Improvement Rate for Film Packaging is not too big = 4/5 = 1.25 and so on. Calculation of weight (Weight Factor) for attributes can be calculated by equation (2). For the film packaging attribute is not too big, then weight = 2 x 1.25 = 2.50.

$$\text{Weight (\%)} = (\text{Weight} / \text{Weight}) \times 100\% = (2,50 / 36,86) \times 100\% = 7.$$

The Project Objective is carried out by taking into account the performance comparison data and the relative importance index (weight factor) of the product attributes, then we will be able to see improvement opportunities that can be done and set them as goals that must be met in the product design modification project (project objectives). The results of the three stages can be seen in table 2.

TABLE 2. Product Attribute, Product Evaluation, and Project Objective

Product Attribute	Questionnaire	Target	Imp. Rate	RII	Weight	Weight (%)
Movies can be watched on any media (HP, Tablet, PC, Laptop)	5	5	1,00	1	1,00	3
Film packaging is not too big	3	5	1,67	4	6,68	18
The subscription price is according to the quality of the downloaded movies	4	5	1,25	1	1,25	3
Video streaming applications have system advantages	4	5	1,25	1	1,25	3
Subscription prices get special discounts	4	5	1,25	4	5,00	14
Applications have a search by movie title actor/actress	5	5	1,00	1	1,00	3
Promotions for subscription to streaming applications on social media or email or sms	5	5	1,00	6	6,00	16
Streaming applications provide special promotions	4	5	1,25	4	5,00	14
Applications provide film synopsis	5	5	1,00	1	1,00	3
Applications provide film synopsis	5	5	1,00	2	2,00	5
Video streaming applications have friendly customer chat services	3	5	1,67	4	6,68	18
It is very easy to access the desired films The	5	5	1,00	1	1,00	3
application has space to provide criticism and suggestions	5	5	1,00	5	5,00	14
Ease of choosing type of film	5	5	1,00	1	1,00	3
Payment process can be done in cash	3	5	1,67	4	6,68	18

Step 4: Technical Parameters (Engineering Characteristics)

Technical parameter data is the answer to customer/consumer desires obtained from experts engaged in their fields which can be measured to determine targets to be achieved and to determine which attributes will be developed later. The results of the preparation of technical parameters can be seen in table 3.

- Strong Relationship value is 9, with circle symbol
- The value of Medium Relationship is 3, with a square symbol
- The value of Weak Relationship is 1, with a triangle image symbol.

Results in the Interaction Matrix, can be seen in table 4.

TABLE 3. Preparation of Technical Requirements – Netflix

Engineering Characteristics (Technical Parameters)
Flexibility of media in film screening Film
packaging is not too big
Accuracy of subscription prices with downloaded films
Attractive and appropriate bundling prices Attractive bundling offers
Information search by movie title Information
search by actor/ actress
Information search by type of film
Recommending film/type
of film Accurate information about films
Social media marketing tools for video streaming applications
Video streaming application has friendly customer chat service
Information search engine (Search Engine)
Navigation
Attractive and interactive design display
Space for user opinions
Payment transactions in various ways
Easy and safe subscription payments
Cuts or snippets can be seen
Fast payment process

TABLE 4. Engineering Characteristics – Netflix

Technical Parameters	Sum Scores	Priority (%)
Flexibility of media in film screening	27	1,44
Film packaging is not too big	162	8,64
Accuracy of subscription price with downloaded films	27	1,44
Bundling price is attractive and appropriate	126	6,72
Interesting bundling offers	126	6,72
Information search by film title	27	1,44
search by actor/actress	144	7,68
Information search by film type	27	1,44
Recommend films/film type	27	1,44
Information about accurate films	45	2,40
Social media marketing tools for video streaming applications	126	6,72
Video streaming applications have friendly customer chat services	162	8,64
Information search engines (Search Engine)	222	11,84
Navigation	198	10,56
Attractive design display and interactive	54	2,88
Space for user opinions	126	6,72
Payment transactions in various ways	18	0,96
Easy and secure subscription payments	18	0,96
pieces or snippets	42	2,24
Fast payment processing	45	2,40
Links to related website addresses	126	6,72

Step 5: Relationship between technical parameters and user requirements (Interaction Matrix)

At this stage, the relationship between product attributes and technical parameters is sought. What kind of relationship exists: strong, weak, or unrelated. The strength of the relationship can be seen from the value of the relationship score, equation (3). For example, the relationship score for the Film Packaging attribute is not too large with the number of segments =  $9 \times 18 = 162$ . The Sum Score for each technical parameter will indicate the priority that is used as a reference for design improvements.

The interaction matrix is the core of the Quality Function Deployment method. This stage connects product attributes with technical parameters. The relationship is then evaluated for each matrix cell, whether the relationship that occurs is a strong (strong), medium (medium), or weak (weak) relationship.

Based on the calculation results of the Interaction Matrix stage, it can be seen that there are technical parameters that have a priority value below 1, which means that these parameters need to be developed due to user needs. In table 4 it can be concluded that the parameters for payment transactions in various ways and easy and safe subscription payments are parameters needed by users to be further developed.

Step 6: Correlation Between Technical Responses (Interaction Between Parameters)

This step is the provision of relationships between fellow technical parameters / technical requirements. This relationship is shown to determine whether a technical requirement has a relationship or not with other technical requirements. This

positive or interconnected relationship is given the symbol (O) which is depicted on a Roof in the House Of Quality.

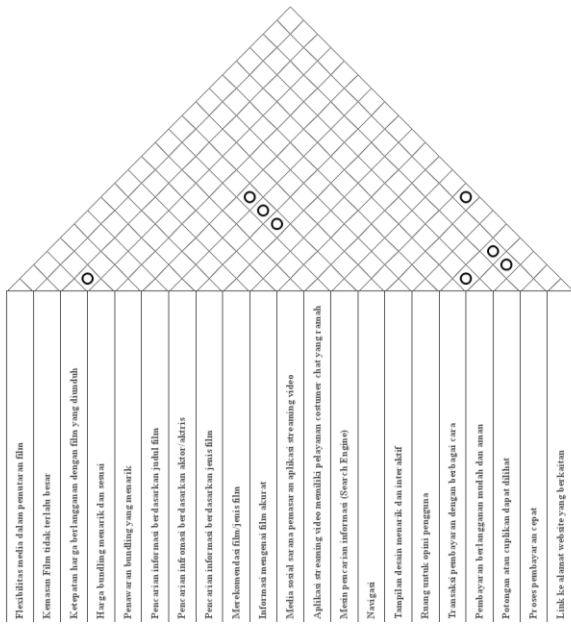


Figure 1. Interaction Between Parameters – Netflix

**Step 7: Targeting**

Determine the values of technical parameters that need to be considered for improvement. This step will give:

- i. Solution for Repair Steps.
- ii. Determination of "target values" that must be met by the design to be developed.

The determination is based on the evaluation that has been carried out in Step 5. From the calculation results of the Interaction Matrix, it can be seen that there are technical characteristics that have a priority value below 1 to be developed:

TABLE 5. Technical Parameters That Need to be Developed

Technical Parameters	Sum Scores	Priority (%)
Payment transactions in various ways	18	0,96
Easy and safe subscription payments	18	0,96

Payment transactions in various ways and easy and safe subscription payments are parameters whose priority value is below 1. This proves that these parameters are needed by users to be further developed. Currently, Netflix Application subscription payment transactions can only be done with credit cards and visa debit cards, with the development by adding payment transaction methods such as adding bank transfer media, of course, it is very helpful and makes it easier for users who do not have a credit card or visa debit card to make transactions. subscription payment. Not only that, adding payment transaction media will certainly increase the number of users to use Netflix.

**Step 8: Feasibility (Feasibility)**

Feasibility or feasibility is the improvement that will be made depending on:

- Knowledge and skills of workers both from the development (development), design (design), and other related sections.
- Availability of capacity for development.

**Step 9: Development (Development)**

The final result of the Quality Function Deployment on the Netflix Application is development planning, namely deciding the target values for the technical parameters and adjusting them to the available development capacity.

From the steps for the preparation of House Of Quality, it is concluded that what needs to be developed is the payment transaction feature in various ways and easy and safe subscription payments. After the steps are carried out, a House of Quality in Figure 2.

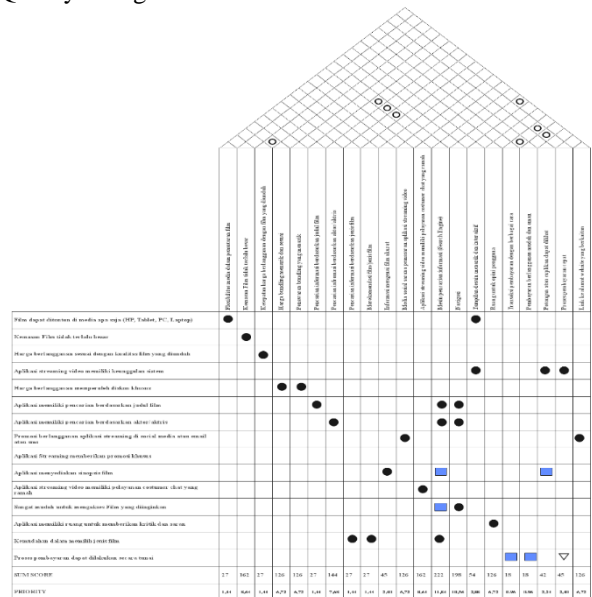


Figure 2. House Of Quality – Netflix

**b. VIU**

**Step 1: Product Attribute (Product Attributes)**

Arrange the attributes in table 6 Customer Requirements are obtained from the core questions contained in the questionnaire.

TABLE 6. Preparation of Product Attributes

Product Attributes
Films can be downloaded
Can choose films based on film genre
Subscription prices with affordable time ranges
Video streaming applications have advantages in completeness of films
Applications have convenience in the subscription process
Applications have convenience in the subscription payment process
The film selection process can responded quickly by the system
Promotion of subscription to streaming applications with certain payment systems
Promotion of subscribing to live streaming applications within the application
The application provides a film synopsis
The application has the facility to watch excerpts of the film
The application has features that are easy for users to use,
The application provides a complete collection of films
Ease in account login
Payment process can use a debit card

**Step 2: Product Evaluation**

This stage evaluates the product using the attributes in the first stage. The results of this evaluation aim to see the advantages and disadvantages of the VIU Application and compare them with competitor products.

**Step 3: Project Objective**

For each product attribute, the target to be achieved is rated on a scale of 1 – 5.

TABLE 7. Product Attribute, Product Evaluation, and Project Objective

Product Attribute	Questionnaire	Target	Imp. Rate	RII	Weight	Weight (%)
Downloadable films	5	5	1,00	1	1,00	2
Can choose films based on film genre	2	5	2,50	3	7,50	12
Subscription price with affordable time range	5	5	1,00	1	1,00	2
Video streaming application has advantages in completeness of films	3	5	1,67	5	8,35	14
Application has convenience in the subscription process	5	5	1,00	1	1,00	2
Application has convenience in the subscription payment process	5	5	1,00	1	1,00	2
The process of selecting films can be responded quickly by the system	2	5	2,50	3	7,50	12
Promotion of subscription to streaming applications with certain payment systems	5	5	1,00	1	1,00	2
Promotion of subscription to live streaming applications inside the application	4	5	1,25	4	5,00	8
The application provides a synopsis of the film	5	5	1,00	1	1,00	3
The application has facilities to watch footage from the film	2	5	2,50	3	7,50	12
The application has features that are easy for users to use. user,	4	5	1,25	1	1,25	2
The application provides a complete collection of films	2	5	2,50	4	10,00	16
Easeam login account	5	5	1,00	1	1,00	2
The payment process can use a debit card	3	5	1,67	4	6,68	11

**Step 4: Technical Parameters (Engineering Characteristics)**

Technical parameter data is the answer to the customer/consumer's desire obtained from experts engaged in their fields that can be measured to determine the targets to be achieved and to determine which attributes will be developed later. The results of the compilation of technical parameters can be seen in table 8.

TABLE 8. Preparation of Technical Parameters – VIU

Engineering Characteristics (Technical Parameters)
Feature Download/Download Movies
Completeness of content
Attractive subscription offers
Attractive and appropriate bundling prices
Attractive bundling offers
Accuracy of results search by movie title
Information search by film type
Provides easy-to-use features
Information search engine (Search Engine)
Navigation
Marketing space within the application
Payment transactions in various ways
Easy and secure subscription payments
Viewable cuts or trailers
Fast payment process
The system responds to requests quickly
Links to the relevant website address

**Step 5: Relationship between technical parameters and user requirements (Interaction Matrix)**

At this stage, the relationship between product attributes and technical parameters is sought. What kind of relationship is happening: strong, weak, or there will be a relationship. The strength of the relationship can be seen from the value of the relationship score. The results on the Interaction Matrix can be seen in table 9.

TABLE 9. Engineering Characteristics – VIU

Technical Parameters	Sum Scores	Priority (%)
Completeness of content	297	23.37
subscription offers	18	1.42
Attractive bundling prices and appropriate	18	1.42
Attractive bundling offers	18	1.42
Accuracy of search results by movie title	12	0.94
Information search by film type	108	8.50
Provides easy-to-use features	18	1.42
Search engine	144	11.33
Navigation	132	10.39
In-app marketing space	72	5.66
Transactions payment in various ways	18	1.42
Easy and safe subscription payments	123	9.68
can view the cut or snippet	108	8.50
Fast payment processing	51	4.01
The system responds to requests quickly	108	8.50
Links to related website addresses	8	0.63

Based on the calculation results of the Interaction Matrix stage, it can be seen that there are technical parameters that have a priority value below 1, which means that these parameters need to be developed due to user needs. In table 9 it can be concluded that the parameters for the accuracy of the search results are based on the title of the film and the link to the website address needed by the user to be further developed.

**Step 6: Correlation Between Technical Responses (Interaction Between Parameters)**

This step is the provision of relationships between technical parameters / technical requirements. This relationship is shown to determine whether a technical requirement has a relationship or not with other technical requirements. This positive or interconnected relationship is given the symbol (O) which is depicted on a Roof in the House Of Quality.

TABLE 9. Engineering Characteristics – VIU

Technical Parameters	Sum Scores	Priority (%)
Feature Download/Download Movies	18	1.42

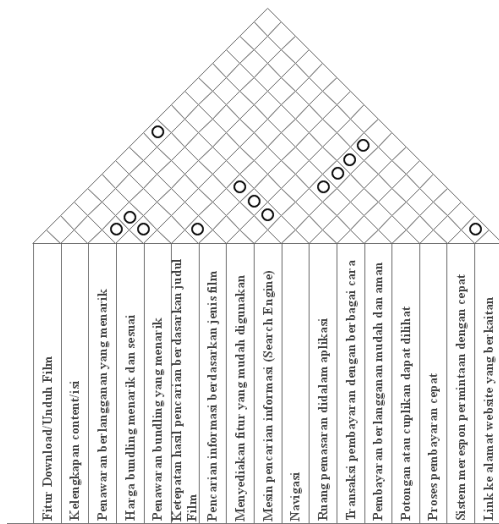


Figure 3. Interaction Between Parameters – VIU

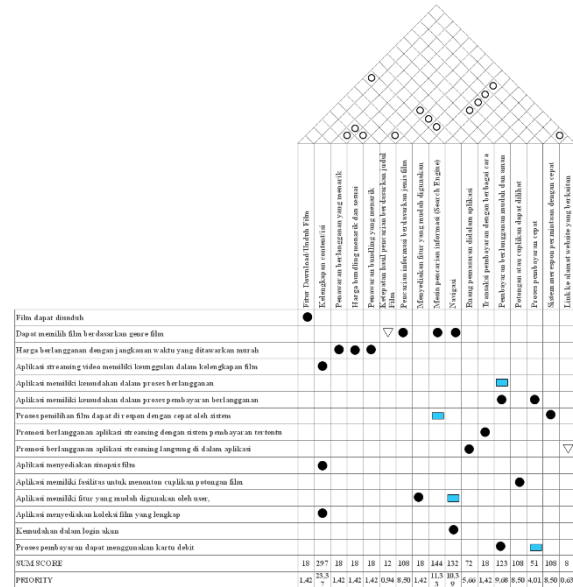


Figure 4. House Of Quality - VIU

Step 7: Target

Setting Determine the values of the technical parameters that need to be considered for improvement. This step will give:

- i. Solution for Repair Steps.
- ii. Determination of "target values" that must be met by the design to be developed.

The determination is based on the evaluation that has been carried out in Step 5. From the calculation results of the Interaction Matrix, it can be seen that there are technical characteristics that have a priority value below 1 to be developed:

TABLE 10. Technical Parameters that Need to be Developed

Technical Parameters	Sum Scores	Priority (%)
Accuracy of search results based on movie titles	12	0.94
Links to related website addresses	8	0.63

The accuracy of search results based on movie titles and links to related website addresses has a priority value below 1. This proves that these parameters are needed by users to be further developed.

Step 8: Feasibility (Feasibility)

Feasibility or feasibility is the improvement that will be made depending on:

- Knowledge and skills of workers both from the development (development), design (design), and other related sections.
- Availability of capacity for development.

Step 9: Development (Development)

The final result of Quality Function Deployment in VIU Applications is development planning, namely deciding target values for technical parameters and adjusting them to the available development capacity.

From the steps in the preparation of House Of Quality, it is concluded that what needs to be developed is the Accuracy feature of search results based on movie titles and links to related website addresses. After the steps are carried out, a House of Quality in Figure 4.

c. Disney+ Hotstar

Step 1: Product Attributes (Product Attributes)

Arrange the attributes in table 11. Customer Requirements data is obtained from the core questions contained in the questionnaire.

TABLE 11. Preparation of Product Attributes – Disney+ Hotstar

Product Attributes
Movies can be watched on any media (HP, Tablet, PC, Laptop)
Movies can be downloaded
Video streaming applications have system advantages
Subscription prices get special discounts
Video streaming applications have advantages in
Application has the convenience of searching for movies
The application has online payments
The application provides complete information
Promotion of subscription to streaming applications with a certain payment system
Streaming application provides special promotions
The application has facilities to watch footage of film clips
The video streaming application has friendly customer chat service
The process of selecting movie titles is fast and convenient
Application provides a complete collection of films
Ease of account login
The payment process can be done in cash

Step 2: Product Evaluation.

This stage evaluates the product using the attributes in the first stage. The results of this evaluation aim to see the advantages and disadvantages of the Disney Hotstar Application and compare them with competitor products.

Step 3: Project Objective

For each product attribute, the target to be achieved is rated on a scale of 1 – 5.

TABLE 12. Product Attribute, Product Evaluation, and Project Objective

Product Attribute	Questionnaire	Target	Imp. Rate	RII	Weight	Weight (%)
Movies can be watched on any media (HP, Tablet, PC, Laptop)	4	5	1,25	1	1,25	3
Movies can be downloaded	4	5	1,25	4	5,00	10
Video streaming applications have system advantages	5	5	1,00	1	1,00	2
Subscription prices get special discounts	3	5	1,67	4	6,68	14
Video streaming applications have advantages in promotion	3	5	1,67	5	8,35	17
Applications make it easy to search movies	5	5	1,00	1	1,00	2
Applications have online payments	4	5	1,25	3	3,75	8
Applications provide complete information	4	5	1,25	2	2,50	5
Promotion of subscription to streaming applications with certain payment systems	5	5	1,00	1	1,00	2
Streaming Applications provide special promotions	4	5	1,25	4	5,00	20
Applications have facilities to watch movie clips	5	5	1,00	1	1,00	2
Video streaming application has friendly customer chat service	5	5	1,00	1	1,00	2
The process of selecting movie titles is fast and convenient	5	5	1,00	1	1,00	2
The application provides a collection of films complete	3	5	1,67	4	6,68	14
Ease of account login	5	5	1,00	1	1,00	2
The payment process can be done in cash	4	5	1,25	5	3,25	7

Step 4: Technical Parameters (Engineering Characteristics)

Technical parameter data is the answer to customer/consumer desires obtained from experts engaged in their fields which can be measured to determine targets to be achieved and to determine which attributes will be developed later. The results of the compilation of technical parameters can be seen in table 13.

TABLE 13. Preparation of Technical Requirements – Disney+ Hotstar Application

Engineering Characteristics (Technical Parameters)
Flexibility of media in film screening
Features Download/Download Movies
Completeness of content
System responds to requests quickly
Link to website address offers
Attractive and appropriate bundling prices Attractive bundling
Information
search by film title Information
search by actor/actress
Information search by film type
Accurate film information
Video streaming application has friendly customer chat service
Information search engine (Search Engine)
Navigation
Design display attractive and interactive
Payment transactions in various ways
Easy and safe subscription payments
You can view snippets or snippets
Fast payment processing

Step 5: Relationship between technical parameters and user requirements (Interaction Matrix)

At this stage, the relationship between product attributes and technical parameters is sought. What kind of relationship exists: strong, weak, or unrelated. The strength of the relationship can be seen from the value of the relationship score. The results on the Interaction Matrix can be seen in table 14.

Based on the calculation results of the Interaction Matrix stage, it can be seen that there are technical parameters that have a priority value below 1, which means that these parameters need to be developed due to user needs. In table 14 it can be concluded for the parameters of the link to the relevant website address, and the attractive and interactive design display that is needed by the user to be developed again.

TABLE 14. Engineering Characteristics – Disney+ Hotstar

Technical Parameters	Sum Scores	Priority (%)
Technical Parameters	45	3.48
Flexibility of media in movie playback	108	8.36
Download/Download Movie	189	14.63
Complete content/ content	54	4.18
The system responds to requests quickly	6	0.46
Links to related website addresses	279	21.59
Attractive and appropriate bundling	297	22.99
bundling offers	24	1.86
Information searches by film title	24	1.86
searches by actor/actress	24	1.86
Information searches byfilms	15	1.16
Information about accurate films	18	1.39
Video streaming applications have friendly customer chat services	18	1.39
Information search engines (Search Engines)	72	5.57
Navigation	6	0.46
Attractive and interactive design displays	39	3.02
Payment transactions in various ways	25	1.93
Easy and simple subscription payments safe	24	1.86
Cuts or snippets d viewable	25	1.93

Step 6: Correlation Between Technical Responses (Interaction Between Parameters)

This step is the provision of relationships between technical parameters / technical requirements. This relationship is shown to determine whether a technical requirement has a relationship or not with other technical requirements. This positive or interconnected relationship is given the symbol (O) which is depicted on a Roof in the House Of Quality.

Step 7: Target

Setting Set the technical parameter values that need to be considered for improvement. This step will give:

- i. Solution for Repair Steps.
- ii. Determination of "target values" that must be met by the design to be developed.

The determination is based on the evaluation that has been carried out in Step 5. From the calculation results of the Interaction Matrix, it can be seen that there are technical characteristics that have a priority value below 1 to be developed:



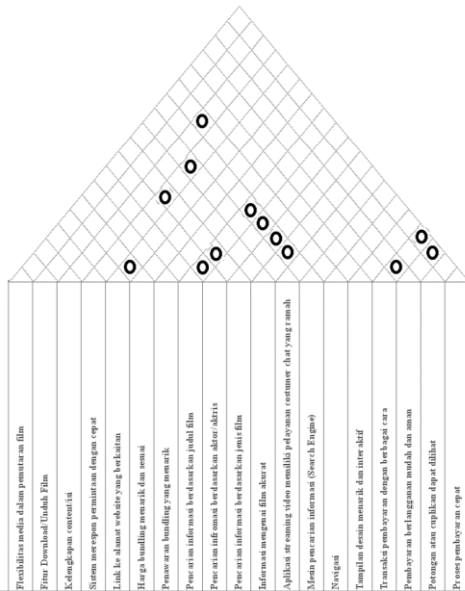


Figure 5. Interaction Between Parameters – Disney+ Hotstar

TABLE 15. Technical Parameters that Need to be Developed

Technical Parameters	Sum Scores	Priority (%)
Links to related website addresses	6	0.46
Display attractive and interactive designs	6	0.46

The accuracy of search results based on movie titles and links to related website addresses has a priority value below 1. This proves that these parameters are needed by users to be further developed.

Step 8: Feasibility (Feasibility)

Feasibility or feasibility is the improvement that will be made depending on:

- Knowledge and skills of workers both from the development (development), design (design), and other related sections.
- Availability of capacity for development.

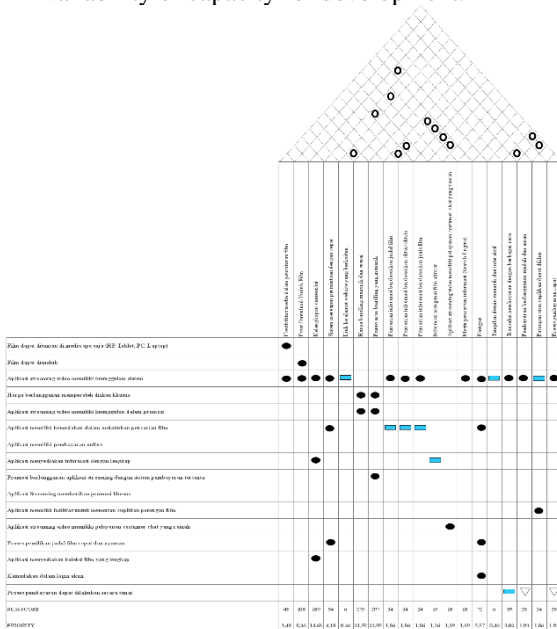


Figure 6. House Of Quality – Disney+ Hotstar

Step 9: Development (Development)

The final result of Quality Function Deployment on Disney Hotstar Applications is development planning, namely deciding target values for technical parameters and adjusting them to the available development capacity.

From the steps in the preparation of the House Of Quality, it is concluded that what needs to be developed is the link feature to related website addresses and makes the design display more attractive and interactive. After the steps are carried out, a House of Quality in Figure 6.

V. CONCLUSION

This research has succeeded in conducting an analysis to see consumer behavior in asking for subscriptions to Streaming Video Applications (Netflix, VIU, and Disney+ Hotstar) which can be used by system analysts in developing Video Streaming Applications (Netflix, VIU, and Disney+ Hotstar). Consumer behavior is obtained through the distribution of questionnaires that have been made based on the 7Ps of marketing strategy. As a benchmark that is assessed, namely aspects that include Product (Product), Price (Price), Place (Distribution), Promotion (Promotion), People (People), Physical Evidence (Physical Evidence), and Process (Process).

Based on the results of the questionnaire management that has been carried out, respondents who live in Jakarta have the highest interest in subscribing to the Netflix, VIU, and Disney+ Hotstar Applications, which are 65 people out of 150 respondents.

From the results of the preparation of the House of Quality, it is concluded that what needs to be developed for the Netflix is payment transactions in various ways and easy and safe subscription payments in order to provide consumer satisfaction with subscribing to the Netflix. For the VIU, the accuracy of the search results based on the title of the film and a link to the related website address in order to provide consumer satisfaction with subscribing to the VIU, and for the Disney+ Hotstar, a link to the relevant website address, and an attractive and interactive design display in order to provide consumer satisfaction with subscribing to the Disney+ Hotstar.

REFERENCES

- [1] Armstrong, Gary., Philip, Kotler. (2012). Dasar-Dasar Pemasaran. Jilid I, Alih Bahasa Alexander Sindoro dan Benyamin Molan. Jakarta: Penerbit Prenhalindo.
- [2] Ariyani, Rizky., Tristyanti Yunitasari, Teddy Oswari, Reni Diah Kusumawati, Saurabh Mittal (2019). Behaviour Analysis in Online Music Purchases in Indonesia by Implementing 7P's Marketing Strategy Using Quality Function Deployment (QFD). American Journal of Engineering and Technology Management 2019; 4(3): 57-65 [Daring]. Available at <http://www.sciencepublishinggroup.com/j/ajetm> [Accessed 15 October 2020].
- [3] CNN (2020). Bioskop Tutup, Streaming Film akan Tumbuh Kala Pandemi [Daring]. Available at <https://www.cnnindonesia.com/teknologi/20200702074618-185-519838/bioskop-tutup-streaming-film-akan-tumbuh-kala-pandemi> [Accessed 15 October 2020].
- [4] Ekasari, Ratna et al. Analisis Kualitas Pelayanan Puskesmas Dengan Metode Servqual. Jurnal Darussalam: Jurnal Pendidikan, Komunikasi dan Pemikiran Hukum Islam, [S.l.], v. 9, n. 1, p. 86-93, oct. 2017. ISSN 2549-4171 [Daring]. Available at:

- <http://ejournal.iaida.ac.id/index.php/darussalam/article/view/118> [Accessed 2 November 2020]
- [5] Farida, I., Tarmizi, A., November, Y. (2016). Analisis pengaruh bauran pemasaran 7p terhadap kepuasan pelanggan pengguna gojek online. *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT*, 1(1), 31-40.
- [6] Hasan, Venni Ariestya (2017). Analisis Faktor-Faktor Yang Mempengaruhi Willingness to Subscribe : Telaah Pada Layanan Video On Demand Netflix. *Ultima Manajemen : Jurnal Ilmu Manajemen Vol 9 No.1* [Daring]. Available at <https://ejournals.umh.ac.id/index.php/manajemen/article/view/595> [Accessed 16 Oktober 2020]
- [8] Hintze, Stephanie. (2015). *Value Chain Marketing*. Springer: London.
- [9] Ilyas, Pratomo. (2017). Analisis Website Digital Library Dengan 7C's Framework Serta Pengolahan Data Menggunakan Quality Function Deployment (QFD) Dan Importance Performance Analysis (IPA). SIB/Tesis/T3216/PSUG/17. Available at <https://library.gunadarma.ac.id/deposit-system/epaper/baca/N2k2RE1kK0ZiVnA5UIJhUWJYYzFkVVRHV3VmU0I5ZDlpTHp4OUJcHJZQnN2UXdDWEE2QmM0cVdKYTFGWm9kWA> [Accessed 2 April 2021].
- [10] Indotelko. (2020). Viu miliki 41 juta pengguna aktif [Daring]. Available at <https://www.indotelko.com/read/1592368888/viu-pengguna> [Accessed 15 Oktober 2020].
- [11] Kompas (2019). Kementerian Kominfo Blokir 1.000 Situs "Streaming" Film Ilegal [Daring]. Available at <https://tekno.kompas.com/read/2019/12/25/18320467/kementerian-kominfo-blokir-1000-situs-streaming-film-ilegal> [Accessed: 15 Oktober 2020].
- [12] Kumparan (2020). Riset: 64% Penduduk Indonesia Sudah Pakai Internet [Daring]. Available at <https://kumparan.com/kumparantech/riset-64-penduduk-indonesia-sudah-pakai-internet-1ssUCDbKILp/full> [Accessed: 15 Oktober 2020]
- [13] Maranti, Estu (2020). Jumlah Pelanggan Disney+ Capai 57 Juta [Daring]. Available at <https://www.marketeers.com/jumlah-pelanggan-disney-capai-57-juta/> [Accessed 15 Oktober 2020].
- [14] Sugiyono. (2017). *Metode Penelitian Kombinasi*. Bandung : Alfabeta.
- [15] Sugiyono. (2017). *Metode penelitian pendidikan pendekatan kuantitatif dan kualitatif dan R&D*. Bandung : Alfabeta.
- [16] Yusuf Nurvi, Apriana., Indrawati. (2018). Analisis Faktor Yang Mempengaruhi Pembentukan Minat Berlangganan di Industri Video On Demand di Indonesia. *Almana : Jurnal Manajemen dan Bisnis Vol. 3 No. 1/ April 2019* [Daring]. Available at <http://journal.unla.ac.id/index.php/almana/article/view/461> [Accessed 16 Oktober 2020].