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CHAPTER V

CONCLUSION AND SUGGESTION

5.1 Conclusion

The research entitled “Analysis of Factors Influencing Enjoyment and Price Value and Its Implication on Intention to Upgrade to Premium Subscription: A Case Study on YouTube Premium Free Trial Users” aims to examine the factors influencing free subscription users' intentions to upgrade to premium subscriptions. The results of this study indicate that ubiquity and price value have a positive direct effect on the intention to upgrade to premium subscription. Meanwhile, discovery of new content and intrusiveness of advertising in free subscription positively influence the intention to upgrade to premium subscription mediated by price value. In addition, it was found that enjoyment does not affect the intention to upgrade to a premium subscription. Based on the results of data processing and analysis carried out, the following is a summary of the relationship between variables:

- 1) Ubiquity of premium subscription positively impacts enjoyment of premium subscription. This finding indicates that the more users perceive the ubiquity of YouTube Premium, the more users perceive the enjoyment of YouTube Premium.
- 2) Ubiquity of premium subscription positively impacts price value of premium subscription. This finding indicates that the more users perceive the ubiquity of YouTube Premium, the more users perceive the good value.
- 3) Ubiquity of premium subscription positively impacts intention to upgrade to premium subscription. This finding indicates the more user perceives the ubiquity of YouTube Premium, the higher their intention to upgrade to YouTube Premium.
- 4) Discovery of new content on premium subscription positively impacts enjoyment of premium subscription. This finding indicates that the more YouTube Premium can offer a wide range of new content, the more user perceives that YouTube Premium is enjoyable.

- 5) Discovery of new content on premium subscription positively impacts price value of premium subscription. This finding indicates that the more YouTube Premium can offer a wide range of new content, the more user perceives that YouTube Premium can deliver a good value.
- 6) Discovery of new content on premium subscription has no impact on intention to upgrade to premium subscription. This finding indicates that the variety of content offered by YouTube Premium does not encourage users' intention to upgrade to a premium subscription
- 7) Intrusiveness of advertising in free subscription positively impacts enjoyment of premium subscription. This finding indicates that the more user perceives the intrusiveness of advertising, the more they believe YouTube Premium can bring more enjoyment as it offers the ad-free feature.
- 8) Intrusiveness of advertising in free subscription positively impacts price value of premium subscription. This finding indicates that the more users perceive ads as intrusive, the more they believe that the benefit of removing ads is a good value for money.
- 9) Intrusiveness of advertising on free subscription has no impact on intention to upgrade to premium subscription. This finding indicates that although users perceive the intrusiveness of advertising, they do not consider it as the main reason to upgrade their subscriptions.
- 10) Enjoyment of premium subscription has no impact on intention to upgrade to premium subscription. This finding indicates that while people enjoy using YouTube Premium free trial, it does not encourage them to subscribe to YouTube Premium.
- 11) Price value of premium subscription positively impacts intention to upgrade to premium subscription. This finding indicates that the more users believe that YouTube Premium benefits are worth the money they spend, the higher their intention to subscribe to YouTube Premium.

5.2 Suggestion

The finding of this research is expected to be useful for YouTube in improving service quality. Additionally, this research is expected to provide benefits for future research that examines topics related to freemium and video-sharing platforms to provide more comprehensive and valuable findings.

5.2.1 Suggestion for Company

- 1) Based on the study results, ubiquity has a direct positive effect on the intention to upgrade to a premium subscription. Therefore, YouTube should improve the quality of service to make it easier for users to access YouTube Premium anytime and anywhere. This may be accomplished by enhancing the simplicity of the login process and the user interface/user experience (UI/UX) of the mobile application, which will make it easier for users to access YouTube Originals.
- 2) This study found that price value is the most significant factor in predicting intention to upgrade to premium subscription. As a result, YouTube should evaluate the value offered to consumers in terms of price and features. From the price perspective, YouTube can offer a variety of subscription plans for several months or years to create the impression of a more economical price. The other way to enhance the price value is to deliver more value, such as creating a new feature in YouTube Premium. However, this approach requires further study to understand consumer needs and wants and help YouTube provide the solution for the market.
- 3) Since the most advantageous feature of YouTube Premium is ad-free, YouTube has to create inconvenience among users towards ads in a free subscription. This finding is accepted by previous research, which found that freemium providers can create demand through inconvenience (Hamari et al., 2018). YouTube can optimize the placement of non-skippable ads and timer setting to create a sense of intrusiveness. In addition, YouTube also needs to promote YouTube Premium by emphasizing the benefits obtained.

- 4) To enhance the enjoyment, YouTube can improve the quality of the search result algorithm, resulting in more accurate search results. Additionally, YouTube may display trending video pages based on content type (entertainment, travel, vlogs, and so on) to help users discover new content and expand their video tastes.
- 5) YouTube should improve the appearance of YouTube Original homepage by presenting recommended series and movies. This aims to enable users to know what movies or series they can watch. YouTube should also provide Indonesian subtitles considering that not all users are proficient in the language used in the film.
- 6) YouTube can collaborate with transportation companies such as Grab to improve brand awareness and showcase the benefits of YouTube Premium. YouTube may offer a free one-month subscription in exchange for redeeming points on the Grab app.
- 7) YouTube should be more responsive and helpful in handling user complaints. It aims to keep users comfortable using YouTube and consider upgrading to premium subscription.

5.2.2 Suggestion for Future Research

The researcher recognizes that this study has various limitations and weaknesses that need further development and improvement. Therefore, the researcher suggests several things as follows:

- 1) Future research needs to consider a variable such as perceived premium fit to gain a better understanding of users' assessment of premium and free version. This variable can be used to evaluate how users perceive the difference between features and functionalities in the free version compared to the premium version.
- 2) Future research can employ performance expectancies or perceived usefulness variables to get a more comprehensive view of application functionalities that help users accomplish their objectives, which is not limited to ubiquity and discovery of new content.

- 3) Since this study only covers the Jabodetabek and Bandung area, the research findings only reflect a few locations. Therefore, further research can expand the coverage area to other big cities.
- 4) Future research may include dimensions of the intrusiveness of advertising, such as the type of advertising and the control users have in dealing with advertisements. This aims to obtain a better understanding of what kind of advertising is more intrusive.
- 5) Since the majority of respondents in this study is the student who are price-sensitive, future research may consider a different profile of respondents, such as employee. This aims to obtain a result from another point of view. As employee earns more money, it can be assumed that employee has a higher spending tolerance (not price sensitive), so the research result may be different.

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