Behavior in Using Video Streaming Technology:
Facilitating Conditions and Habits

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Abstract

The research was motivated by the phenomenon of active Twitch users in Indonesia, both as streamers and viewers, which had decreased from the previous few years. When compared to neighboring countries such as China, Japan and Korea, Indonesia has the lowest number of total users. The decrease in the number of users has an impact on Twitch's market penetration efforts into Indonesia and for streamers from Indonesia who are building their careers on the Twitch website. Research was conducted to obtain an overview of the level of acceptance of Twitch video streaming technology in Bandung. The use of the UTAUT2 model was implemented to obtain factors influencing the level of acceptance of Twitch usage. The research method uses quantitative, namely distributing online surveys from Google Form to the population and samples using the purposive sampling method. Distributing the questionnaire via social media then collecting the data in Microsoft Excel and SPSS for data processing. The research results show that the behavior of using Twitch video streaming is influenced by facilitating conditions and habits.

Keywords: UTAUT2, Video Streaming Technology, Twitch, Facilitating Conditions, Habit

Penelitian dilatarbelakangi oleh fenomena pengguna aktif Twitch di Indonesia baik sebagai streamer maupun viewer yang mengalami penurunan dari beberapa tahun sebelumnya. Total pengguna jika dibandingkan dengan negara tetangga seperti Cina, Jepang, dan Korea maka Indonesia memiliki jumlah paling sedikit. Penurunan jumlah pengguna berdampak pada upaya penetrasi pasar yang dilakukan Twitch ke Indonesia dan bagi streamers dari Indonesia yang sedang membangun karir di website Twitch. Penelitian dilakukan untuk memperoleh sebuah gambaran atas tingkat penerimaan teknologi video streaming Twitch di Bandung. Penggunaan model UTAUT2 diimplementasikan untuk memperoleh faktor-faktor pengaruh tingkat penerimaan penggunaan Twitch. Metode penelitian menggunakan kuantitatif yaitu penyebaran survei online dari google form terhadap populasi dan sampel menggunakan metode purposive sampling. Penyebaran kuisioner dengan perantara media sosial kemudian dikumpulkan data tersebut pada Microsoft Excel dan SPSS untuk pengolahan data. Hasil penelitian menunjukkan bahwa perilaku penggunaan video streaming Twitch dipengaruhi oleh kondisi dan kebiasaan yang memfasilitasi.

Kata Kunci: UTAUT2, Teknologi Video Streaming, Twitch, Kondisi yang Memfasilitasi, Kebiasaan

INTRODUCTION

Digital technology is experiencing rapid development, making it possible for someone to access information in the form of media on the internet directly, without having to wait first.

In line with the rapidly changing environment, society and customers are faced with unpredictable situations, this has an impact on the interaction behavior model which was previously manual (conventional) when carrying out transactions, but is now forced to change to adapt to current conditions. The application of industrial revolution 4.0 technology is a business effort to transform following technological developments in its operations by using advanced technological machines, reducing human labor and replacing it with machine power. Customers' new habits carry out their transaction activities. This change is expected to create new value through the development of digital technology, so as to reduce the gap between humans and economic problems in the future (Harahap, 2022).

The impact of this development is that a method for accessing entertainment has emerged, namely through video streaming. Video streaming is accessing video that has been compressed by the management and then can be watched by users on the internet instantly (Austerberry, 2013), (Stewart, 2017). In Indonesia, video streaming sites YouTube and Facebook already have a high level of popularity, while Twitch is still in the process of gaining popularity among Indonesian internet users. If you compare the number of streamers and viewers with neighboring countries, Twitch in Indonesia is still very low (Nabila, 2024).
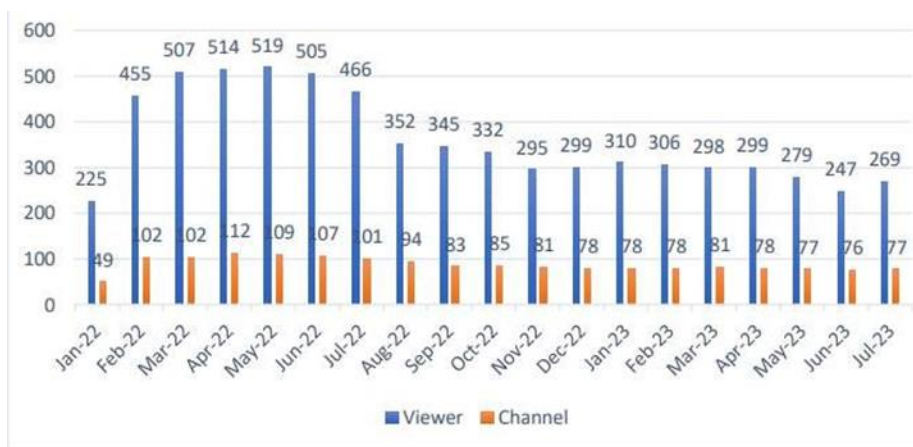

Sources: (Twitchtracker.com, 2023)

**Figure 1. Comparison of The Number of Viewers and Twitch Channels
in Indonesia, Korea, China and Japan in July 2023**

Based on Figure 1, Twitch users in Indonesia have an average of 269 and 77 viewers and channels in July 2023. Compared with neighboring countries in the same month, namely July

2023, China has an average of 56,318 and 1,430 viewers and channels. Then in Japan it has an average viewer and channel of 131,813 and 3,268. And in Korea it has an average viewer and channel of 140,660 and 2,209.

The trend of decreasing viewers and channels in Indonesia began in May 2022, when that month was recorded as having the highest number of views and channels, namely 519 and

109. Then, in the following months this number decreased further and has not experienced a significant rebound. The decline in interest from Twitch users has an impact on the sustainability of the careers of streamers from Indonesia who want to develop their channels and viewers (Figure 2).

Sources: (Twitchtracker.com, 2023)

Figure 2. Number of Indonesian Viewers and Twitch Channels January-July 2022-2023

Hidayanto, (2020) said the decline in Twitch users could be due to the fact that many content creators from Indonesia already have channels on YouTube or occupy other platforms besides Twitch. Lack of mastery of a foreign language can also hinder communication between Indonesian streamers and viewers when interacting with foreigners in their community. This happens because streamers on Twitch generally use English when interacting with viewers. If left unchecked, this problem of decreasing Twitch user numbers will result in the death of the Twitch market in Indonesia and threaten the careers of Twitch streamers from Indonesia.

Twitch has planned efforts to increase penetration of the Indonesian video streaming market to overcome this problem. As stated by Twitch's Co-founder and Chief Operating Officer (COO), Kevin Lin, at the IDBYTE event in 2019. Twitch sponsors gaming companies or e-sports teams in Indonesia to attract viewers who like watching online game tournaments. In the second attempt, Twitch launched a smartphone application to make video streaming easier without needing access to the website. However, this application has several problems, namely fewer features compared to those available on the website. Apart from that, like all technology, there are problems that often arise, such as poor connections resulting in streaming being interrupted or lagging, problems with the central server that can hinder user activity, there are bugs on cellphones or the Twitch application that has not been updated.

The limitations and problems above have prevented Twitch from entering the Indonesian

market. Evaluation is needed to get a solution that can increase user satisfaction in streaming video on Twitch. Therefore, this research aims to evaluate the interest of Twitch users in Indonesia.

Facilitating Conditions are defined as the degree to which a person believes that the organization and infrastructure were created to assist the use of the system (Venkatesh et al., 2003). The three dimensions include:

1.   Perceived Behavioral Control Perceived behavioral control is a perception that reflects internal and external barriers to behavior, as well as things that can be done successfully by oneself, conditions that facilitate resources, and conditions that facilitate technology.

2.   Facilitating Conditions This construct is used and defined as objective factors that make it easy for individuals to use certain technology.

3.   Compatibility This construct is used and defined as the extent to which the level of innovation can be considered consistent with the values, needs and experiences of potential adopters.

Habit according to (Venkatesh et al., 2012) is the level at which a person tends to carry out behavior spontaneously based on previous learning. Venkatesh conceptualizes habits into two, namely habits as a form of behavior and habits as the level of individual belief that behavior is carried out automatically.

Use Behavior is the intensity or frequency of use of information technology. Users will express their desire to use technology based on social factors, feelings (affect), and perceived consequences. A technology can be judged good or bad through the feelings the user feels after using the information technology.

The concept of Streaming Media is video or audio visual that is compressed for easy delivery by creators or managers, individuals or organizations, to audiences via the internet and can be used instantly without needing to be saved (downloaded) first on hardware (Maya, 2022), (Mushtaq & Mellouk, 2017). The use of streaming media means that files to be used or watched can be done immediately without the user needing to wait for the file to finish downloading. Videos can be paused, restarted, and speeded up or slowed down, just like when a file has been downloaded in general (Richards, 2021).
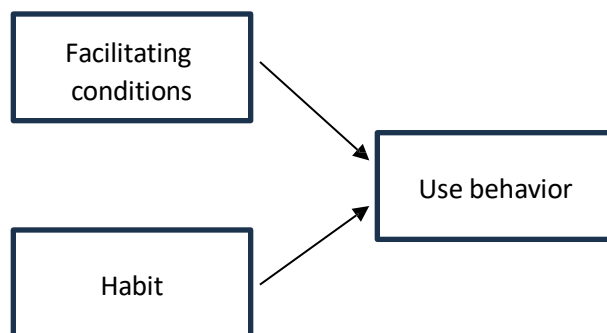
Figure 3. Research Paradigm

Based on Figure 3, 3 (three) research variables can be explained, namely facilitating conditions, habits and use behavior. will influence behavioral interest (X2) to use Twitch.tv video streaming by users. This research paradigm shows that the position of this research

compared to previous research is simpler research by modifying the UTAUT2 model to

suit the conditions of the research scope.

HYPOTHESIS

1.   Facilitating conditions have an influence on use behavior of Twitch.tv video streaming.

2.   Habit has an influence on use behavior of Twitch.tv video streaming.

RESEARCH METHODS

Researchers tested the influence of the UTAUT 2 model and the factors that influence behavior using Twitch services. A total of 215 video streaming users in West Java were used as research respondents. Survey method with data collection techniques using online questionnaires (Google form) and data analysis using statistical software (SPSS). Researchers took samples using a purposive sampling technique to select part of the population, according to specified criteria, namely Twitch.tv service users. Then sampling is carried out accidentally, meaning that the sample selection is based on chance, that is, anyone who happens to meet the researcher can be used as a sample, if the researcher finds that the person is suitable as a data source (Bougie & Sekaran, 2019), (Aityan, 2022).

RESULTS AND DISCUSSION
### Descriptive statistics

Table 1. Respondent Screening Results

Screening question	Total	Percentage (%)
Respondents did not qualify (completed but incomplete regarding Twitch.tv)	15	6.5
Respondents qualified (fill in completely about Twitch.tv)	215	93.5
Completed questionnaire	230	100

Source : Primary Data (2023)

Based on Table 1., 215 respondents have completely filled out the questionnaire about Twitch.tv but there are 15 respondents who have not completely filled out the questionnaire according to the criteria. So the total number of questionnaires ready to be analyzed is 215 questionnaires.

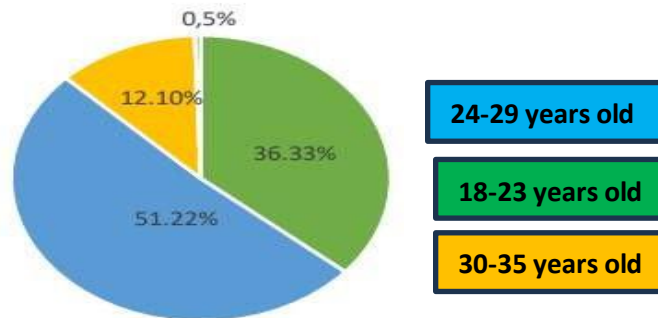### Characteristics of Respondents Based on Gender

There were 116 male respondents (54%) compared to 99 female respondents (46%). These results show that the majority of research respondents are men. Complete data can be seen in Figure 4.
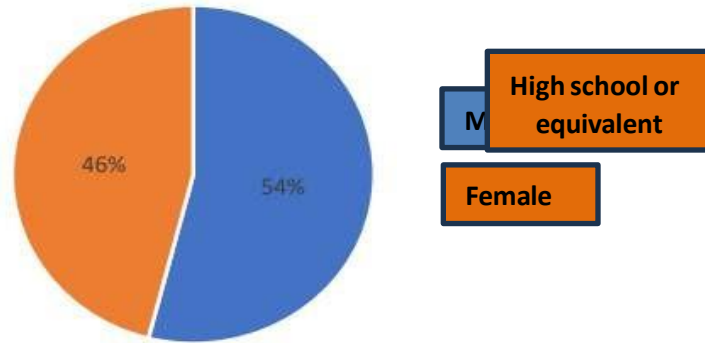
Figure 4. Respondents by Gender

Characteristics of Respondents Based on Age

Ages 24-29 years dominated with 110 respondents (51.2%), 18-23 years were 78 respondents (36.3%), and 30-35 years were 26 (12.1%). Respondents aged 35-40 years were 1 person (0.5%) and those aged 40+ years were not recorded. These results indicate that the majority of research respondents were aged 24-29 years. Complete data can be seen in Figure 5.


Figure 5. Respondent Age

Characteristics of Respondents Based on Education

SMA/K equivalent is very dominant, 93 respondents (43.3%), S1 79 respondents (36.7%), Diploma 40 respondents (18.6%), and Masters are 3 (1.4%). Doctoral education was not recorded by the questionnaire. This shows that the majority of respondents in this study have a high school or equivalent. Complete data can be seen in Figure 6.
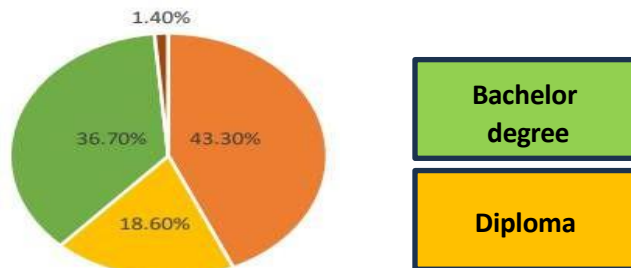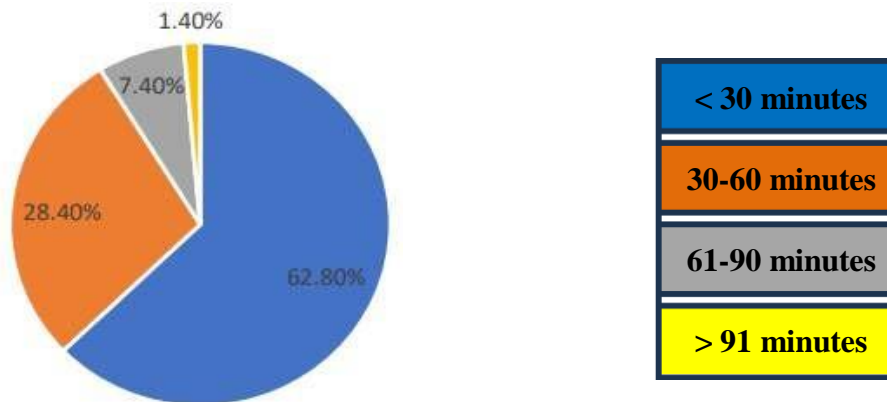

Figure 6. Respondent Education Respondents' Experience Based on Frequency of Visits

Respondents who visited Twitch.tv less than 2 times a day were 155 (72.1%), 2-4 times a day were 53 respondents (24.7%), and more than 5 times were 7 respondents (3.3%). These results show that the majority of respondents visit Twitch less than 2 times a day. Complete data can be seen in Figure 7.
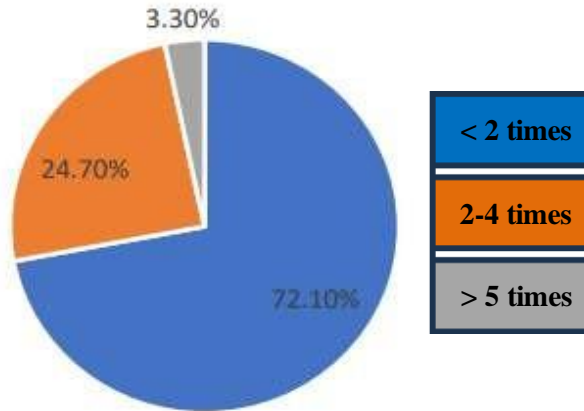
Figure 7. Frequency of Visits Respondents' Experience Based on Frequency of Use

The number of respondents who use Twitch for under 30 minutes dominates, 135 (62.8%), 30-60 minutes, were 61 respondents (28.4%), 61-90 minutes, 16 respondents (7.4%), and more than 90 minutes, 3 respondents (1.4%). Can be seen in Figure 8.


Figure 8. Frequency of Use

Respondents' Experiences Based on Reasons for Using Twitch.tv

Respondents' choices are as follows: The features offered are very numerous & varied 134 times (62.3%), the site display is easy to see 132 times (61.4%), navigation of videos according to genre/category is quite easy 89 times (41.4%), favorite streamers or events always broadcast live on Twitch.tv 69 times (32.1%), the monetization system (subscriptions, donations, bits) is very profitable for respondents 26 times (12.1%), stream layout on Twitch more complete & appropriate to the content created 30 times, and finally the interaction obtained on Twitch via chat

is more engaging & entertaining 40 times. These results show that the majority of respondents chose Twitch because of the diversity of features offered and the user interface that is easy to see. Complete data can be seen in Figure 9.
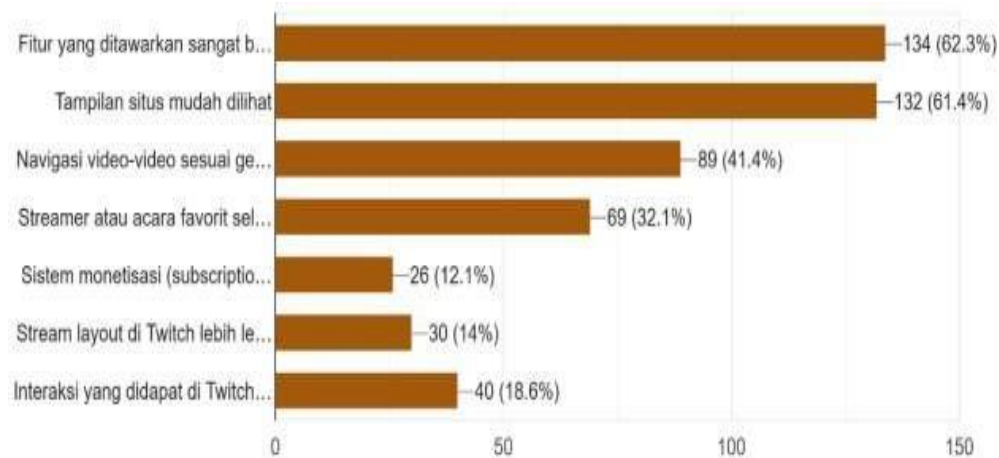
Figure 9. Reason for Using

Validity Test Results

The Pearson correlation test (product moment Pearson) is carried out as a validity test of the questionnaire with a two-sided test, significance level of 0.05, using the following criteria:

1. If r-count > r-table, then the correlation is significant to the total score or is declared valid.
2. If r-count < r-table, then the correlation is not significant to the total score or is declared invalid. Through the statement above, it is found that the total data for this research is n = 215, so the r-table is 0.133. To find validity, it is necessary to compare the values of each indicator or item in Table 2 as follows.

Table 2. UTAUT2 Validity Test Result

Indicator	r-count	r-table	Description
FC1	0.5870	0.1332	Valid
FC2	0.5100	0.1332	Valid
HB1	0.5814	0.1332	Valid
HB2	0.5374	0.1332	Valid
HB3	0.5180	0.1332	Valid
UB1	0.5851	0.1332	Valid
UB2	0.6449	0.1332	Valid
UB3	0.5994	0.1332	Valid

Source : Primary Data (2023)

From the results of the Pearson validity test, namely comparing r-count with r-table, the output obtained shows that all indicators or question items are declared valid because r- count > r-table. The results obtained can be concluded that each UTAUT2 question item is valid.

Reliability Test Results

Composite Reliability (CR) is a test of the reliability of the authenticity of values for a construct. Composite reliability is considered better than Cronbach's Alpha in estimating the internal consistency of the construct (Jr et al., 2021). To test CR, the score requirements need to be met, namely having a score above 0.70, although a score of 0.60 is still acceptable. The CR results can be explained in Table 3 regarding Composite Reliability as follows.

Table 3. UTAUT2 Validity Test Result

Variable	Composite Reliability	Description
Facilitating Condition (FC)	0.790	Reliable
Habit (HB)	0.769	Reliable
Use Behavior (UB)	0.806	Reliable

The output results in Table 3 show that the composite reliability values for all constructs exceed the requirements, namely above 0.70. Through these results, it can be concluded that all constructs have good reliability.

Verification Test Results

Table 4. Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.546[a]	0.298	0.291	0.54593

a. (Constant), Habit, Facilitating condition
b. Dependent Variable: Use behavior

Table 4 shows that the R value is 0.546, which means the correlation between the facilitating condition and habit variables on the use behavior variable is 0.546. The coefficient of determination value obtained was 0.298, which means that the influence of the facilitating condition and habit variables on the use behavior variable was 0.298, while the remaining 0.702 was influenced by other variables not included in this model.

Table 5. ANOVA[a]

Model		Sum of Square	df	Mean Square	F	Sig.
1	Regression	26.814	2	13.407	44.984	0.000[b]
	Residual	63.184	212	0.298		
	Total	89.998	214			

a. *Dependent Variable: Use behavior*
b. *Predictors: (Constant), Habit, Facilitating condition*

In Table 5, the Sig value is obtained. $(0.000) < 0.05$ then H_0 is rejected. Because H_0 is rejected, H_1 is accepted, so variables X_1 (facilitating condition) and X_2 (habit) together influence variable Y (use behavior). $F_{count} = 44.984$, $F_{table} = 3.04$. $F_{count} > F_{table}$ then H_0 is rejected, meaning there are differences in Twitch.tv use behavior based on facilitating conditions and habits.

Table 6. Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	1.464	0.201		7.280	0.000
	Facilitating condition	0.195	0.053	0.234	3.700	0.000
	Habit					

a. *Dependent Variable: Use behavior*

In Table 6 above, the multiple linear regression equation is obtained: $Y=1.464+0.195X_1+0.359X_2$ or it can be interpreted that use behavior = 0.195 facilitating

condition + 0.359 habit. The explanation is as follows:

- The constant a 1.464 means that if the facilitating condition (X_1) and habit (X_2) variables have a value of 0 then the variable use behavior (Y) has a value of 1.464.
- The variable regression coefficient facilitating conditions (X_1) is positive, namely 0.195. This figure means that for every additional value of 1 unit in the facilitating condition variable (X_1), the value of the use behavior variable (Y) will increase by 0.195 units assuming the other independent variables have constant values.
- The variable habit regression coefficient (X_2) is positive, namely 0.359. This figure means that for every additional value of 1 unit in the habit variable (X_2), the value of the use behavior variable (Y) will increase by 0.359 units assuming the other independent variables have constant values.

In the coefficients table above, the Sig value is also obtained. facilitating condition is $0.000 < 0.05$, then H_0 is rejected. Because H_0 is rejected, H_1 is accepted, so facilitating conditions partially influence use behavior. Likewise the Sig value. habit is $0.000 < 0.05$, then H_0 is rejected. Because H_0 is rejected, H1 is accepted, so habit partially influences use behavior.

Discussion
The Influence of Facilitating Conditions on Use Behavior
Based on the results of the analysis, it was found that facilitating conditions had an influence on use behavior. These findings are in line with previous research by (Venkatesh et al., 2012); (Ramdhani et al., 2017); (Desvira & Aransyah, 2023) which states that facilitating conditions have a positive and significant effect on use behavior. However, these results contradict other research by (Pertiwi & Ariyanto, 2017) and (Suntara et al., 2023) which stated that facilitating conditions did not have a positive and significant effect on use behavior. Through this statement, the researcher concluded that adequate facilities do not always have the effect of being a benchmark for triggering interest in use, but have a positive and significant effect in increasing the frequency of technology use.

The Influence of Habit on Use Behavior
Based on the results of the analysis, habit has an influence on use behavior. These findings are in line with previous research by (Pramudito et al., 2023), (Venkatesh et al., 2012); (Venkatesh et al., 2023), (Andrian & Cholil, 2023), (Aranyossy, 2022) which states that habit has a positive and significant effect on use behavior. According to (Aranyossy, 2022) habit is one of the main foundations for use behavior in online theater streaming, namely habitual behavior reflected in subscription offers, season passes, and other systems that create new habits in the post-COVID-19 era.

CONCLUSION
Based on the results and analysis in the previous chapter, the research proves that the 2 hypotheses tested have been accepted, namely facilitating conditions for use behavior, and habit for use behavior. Through the research results, it can be said that the UTAUT2 model is able to measure behavior and use of technology in society.

Twich video streaming users in Indonesia are still very small compared to neighboring countries, but this number is still dynamic over time. Of the 215 respondents tested in Bandung City, 93.5% of respondents used Twitch with 72.1% of respondents visiting Twitch less than twice a day. Then, as many as 62.8% of respondents were active on Twitch with a usage duration of under 30 minutes. Motivations for using Twitch from respondents are very diverse with two reasons that dominate, namely the many & varied features offered, chosen 134 times (62.3%) and the easy-to-see appearance of the site chosen 132 times (61.4%). Through this statement, it can be assumed that the higher the motivation for using Twitch in seeking entertainment, the greater the benefits provided through reducing an individual's effort, energy and time when consuming entertainment on that platform. Of course, Twitch's efforts to penetrate the Indonesian market will experience changes with evaluations which, according to the company, can help achieve market penetration.

RECOMMENDATIONS

It is hoped that the results of this research will contribute to Twitch users in Bandung City for parties concerned with video streaming technology. Video streaming technology on Twitch can be a means of entertainment that can be used to fulfill daily activities and also provide competitive power with other websites that already have a large number of users.

This research has limited topics, including determining the population that specifically discusses Bandung City, which should expand the population and sample to better describe the broad conditions of Twitch video streaming conditions. Future researchers are expected to expand the research coverage area not only in the city of Bandung but can include areas around the city of Bandung or other cities that are assessed based on the method as suitable to become the research population. The research model used is UTAUT2 which was previously adopted by reducing the number of variables tested due to limitations due to the topic or title taken. Future research is recommended to increase the number of variables or other factors contained in UTAUT2 such as price value, age, gender, experience because through the R-square value there are still several external variables that have not been included and influence the measurement value as well as to provide a more detailed picture of the problem. in-depth and detailed from previous research.

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