
ANALYSIS OF THE MOTIVES AND LEVEL OF SATISFACTION OF USERS OF VIDIO.COM AS STREAMING MEDIA IN INDONESIA

By

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ABSTRACT

This research is entitled "Analysis of the Satisfaction Level of Vidio.com Users as Streaming Media in Indonesia" and has the purpose of measuring the level of satisfaction of Vidio.com users. In disruption era 4.0, which allows technology to develop rapidly resulting in all forms of change. For example, there is a transition from the usage of television to streaming media or Over-The-Top (OTT) such as Vidio.com. Vidio.com is an OTT service, that offers content delivery directly to consumers who are number 1 in Indonesia. This research uses descriptive quantitative research methods with the theory applied, which is Uses and Gratifications, measured by the motive of use and the motive of satisfaction which can be measured by the motive of need. With 400 respondents, the majority of age between 19-34 years old and domiciled in Jakarta, the research found that the motives of personal integration and social integration provided satisfaction to Vidio.com users. With $GS < GO$ values, the results are $9.8100 < 9.8925$ for personal integration and $9.6875 < 9.7850$ for social integration. This indicates that Vidio.com has not been able to provide satisfaction to its users because three of the five existing motives have not been fulfilled.

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1. INTRODUCTION

Entering the era of disruption 4.0, where technology is growing rapidly, allowing all forms of change to occur. One form of change that occurs is the emergence of the internet. The internet offers people to obtain entertainment in the latest way, for example with the emergence of Over-the-top (OTT). The reason for the emergence of online streaming media or OTT is because of the ease of accessing the internet which can be done anytime and anywhere [1]. With easy access and affordable internet connections, OTT is slowly combining the distribution of television that has dominated people's lives for years. OTT has seized the opportunity and adapted to the trend of connecting well with its consumers and capitalizing on the massive emergence of new media [1]. OTT platforms introduce structural changes in content production, presentation, and distribution to capture audience attention and gain consumer loyalty.

Advances in the current era have brought about the development of digital communications such as OTT services that offer direct delivery of content to consumers (Valentina, 2018). Many people in Indonesia have switched from television to OTT. Starting from content distribution and access in streaming media which is almost similar to websites compared to television [1] Streaming media has changed the way audiences interact with television, where audiences have the freedom to choose and access content.

In fact, according to a study from The Trade Desk[2], there are now 83 million users in Indonesia who can watch 3.5 billion pieces of content on OTT every month. This is a 25% increase in the amount of OTT consumption in previous years. OTT services in Indonesia are mostly enjoyed by Gen Z and other millennials. These groups are heavy consumers who can enjoy OTT services for 4 (four) hours per day.

In analyzing 21 OTTs from Kantar's database, OTT services regularly have a good impact. The contribution of OTT services to brand recognition is very high and outperforms Youtube and Facebook in 2021 and 2022 [2]. Moreover, OTT services prove that they are the best among many digital channels.

Currently, Indonesians can use digital content services in the form of videos, streaming, and others through media such as Youtube, Netflix, and Vidio. These media are competing to be able to interact, educate, and provide information to the public through content services created so that the satisfaction of people who use the media can be fulfilled [3].



Figure 1. Logo of Vidio.com

One of the OTT services that are currently popular in Indonesia is Vidio.com. Vidio.com is an OTT service company managed by PT Kreatif Media Karya, a subsidiary of Emtek Digital, which provides both local and international shows for free to consumers by broadcasting advertisements on each show [4]. Vidio.com was founded in 2014 and provides live streaming and video-on-demand content for drama, sports, and other genres [5]. The presence of Vidio.com in society has the aim of becoming a forum for all creative industries originating from Indonesia, including music, culture, art, sports, films, and other video works that are worth watching by all Indonesian people.

According to an article from Merdeka.com, Vidio.com managed to maintain the best service as an OTT service by entering the list of Top Grossing applications for the Entertainment category in the Google Play Store. Based on Media Partners Asia (MPA) Q2 2022 data, Vidio.com is also the number 1 OTT service in Indonesia for the category of monthly active users and total streaming time. In addition, Vidio.com is also the leading OTT service in Southeast Asia, according to the latest data, Vidio managed to grab 35% market share of new subscribers in Southeast Asia [6]. A number that even beats global platforms, such as Netflix and Disney + Hotstar. Quoted from Liputan6.com, according to Snapcart, Vidio can beat its competitors because it has a variety of products, from TV to movies. In addition, vidio.com is also recorded to have 27.7 million active users where active users are divided into two categories, namely postpaid and prepaid.

This research uses the Uses and Gratifications approach [7], where this theory has been used in new media such as the internet. This theory emphasizes that gratification sought (GS) explains what is obtained from the media itself. This theory also explains that the Internet is a unique media and has not gone unnoticed by researchers.

This research has also been done before, with the title "Motives and Satisfaction of Generation Z Denpasar City Using Vidio as a Streaming Video Application". In this study, Katz and Blumer's Uses and Gratifications theory is still used, which still focuses on old media. Whereas in this study, researchers added the theory of Larose and Eastin which has focused on new media such as the internet. In addition, the results of the study suggest that of the 4 existing satisfaction motives, only 1 motive is satisfied. Then, it is also recommended that future researchers look for other variables to strengthen the results of this study. Therefore, the problem formulation in this study is, what are the motives and level of satisfaction of Vidio.com users in using the Vidio.com application as streaming media in Indonesia? To measure the level of satisfaction of Vidio.com users in using the Vidio.com application as streaming media in Indonesia.

From the background that has been explained by the researcher, the framework of this research is as follows:

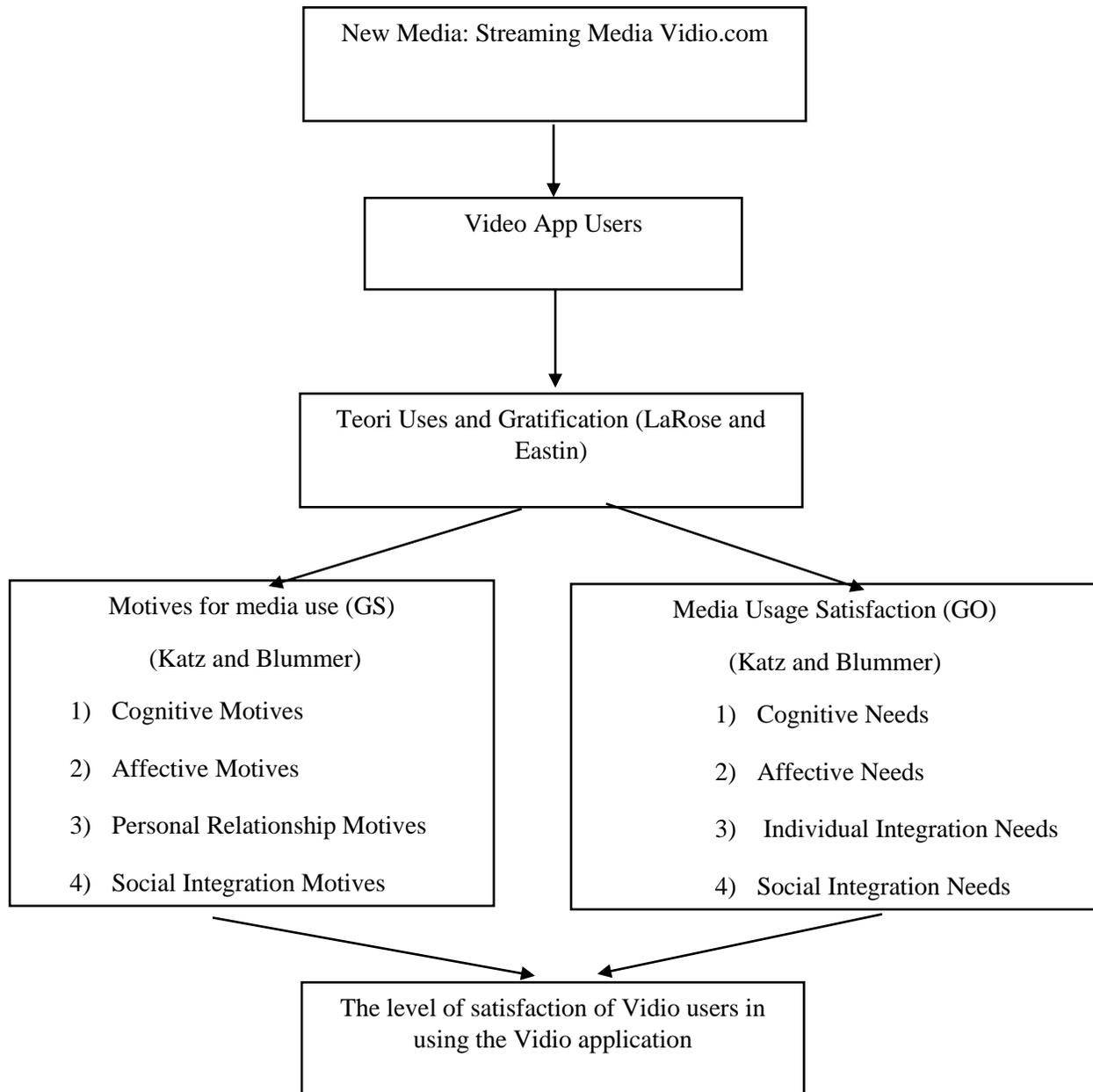


Figure 2. Framework for Thinking

Quoted from the Big Dictionary of Science, media is an intermediary/liaison located between two parties, or as a means of communication such as newspapers, magazines, radio, television, film, posters, and banners. According to Fatria [8], media is something that can be used to channel messages and can stimulate the mind, arouse enthusiasm, attention, and willingness of a person so as to encourage the communication process.

Media can also be interpreted as a tool or means of delivering messages, spreading the news, and also channeling information so that what is conveyed by the communicator can be received by the senses of the audience. Along with the times, the media also developed rapidly so new media emerged.

New Media / Digital New Media is media that contains combined content of data, text, sound, and various types of images stored in digital format and distributed via broadband optical cable-based networks, satellites, and microwave systems. [9].

According to Ardianto [10], New media is media that is currently developing and will continue to develop following the times. New media is also inseparable from digitalization because currently technology dominates new media in digital form which often has characteristics that can be manipulated, are networked, dense, easy, interactive, and impartial. One of the new media that is currently developing in Indonesia is Vidio.com.

Vidio.com is an online portal or video streaming website that was founded in 2014 (Vidio, 2021). Vidio.com allows users to watch and enjoy various videos and other services such as live chat and playing games through the internet network and enjoy live streaming and video on demand. As time goes by, Vidio can also be accessed through mobile phones and tablets (IOS and Android), personal computers, chromecast, set-up boxes, smart TVs, and other devices that have the Vidio application installed. With the advantages possessed by Vidio.com, it is not surprising that Vidio.com has become the number 1 OTT in Indonesia (Faqih, 2022). This is also inseparable from the intervention of Vidio.com users themselves, which will be associated with the Uses and Gratifications theory.

Uses and Gratifications theory believes that audiences have a complex set of desires to seek satisfaction in the use of mass media. [11]. Uses and Gratifications were built to explain mass communication, although it can also be used for face-to-face communication which postulates that we use social relationships to satisfy personal needs and drives.

Assumptions underlying the formation of the Uses and Gratifications theory [11] are explained as follows:

1. The audience plays an active role;
2. Audiences are free to choose the media and programs that are considered most capable of satisfying their needs;
3. Media is not the only need-satisfier;
4. People can be made to realize their interests and motives in certain cases;
5. Value judgments about the social significance of mass media should be expanded.

As time progresses, the Uses and Gratifications theory also follows the times, when the internet plays an important role and has many enthusiasts to be researched [7]. This old theory derived from the use of television has been extended to look for unique aspects of the Internet as a new medium. For example, Papacharissi and Rubin (2000) proposed satisfaction in interpersonal communication which made them realize that communication functions such as email and chatrooms are common in Internet use.

Uses and gratifications can be understood in terms of social-cognitive (socio-cognitive). Where when uses and gratifications researchers have sought satisfaction, social cognitive theory (SCT) has the goal of expecting results and when uses and gratifications researchers place their needs, SCT has more habits [7]

SCT provides a broad understanding of the new concept of Uses and Gratifications and its impact on media behavior itself [7]. The concept consists of:

1. Self-efficacy is the belief in one's ability to organize and perform an action.
2. Self-regulation describes how individuals observe their behavior (self-monitoring), judge it concerning personal and social standards, and apply self-responsiveness periodically to improve their behavior (self-reaction).
3. Habit strength is a concept that represents the habitual discovery pattern of past thoughts about satisfying outcomes that have not been repeated in the present. Self-habits must be preceded by self-efficacy because users are unlikely to be negligent about the behaviors they are good at.

In the Uses and Gratifications theory, gratifications sought (GS) and gratifications obtained (GO) are important formulas in proving the theory [7]. Studies using this measure have consistently explained a wide range of habits in internet usage compared to conventional media.

Gratifications sought are motives or satisfaction that media users have previously wanted to seek. While gratifications obtained are the satisfaction obtained by media users after consuming the media (Guritno 2011). Gratifications sought (GS) and gratifications obtained (GO) will affect the satisfaction gap (discrepancy gratifications) or is the difference in the satisfaction that occurs between GS and GO in using the media.

Indicators of whether there is a satisfaction gap or not are as follows [13]:

1. If the mean score (average score) of GS is greater than GO ($GS > GO$) then there is a satisfaction gap because the needs obtained are less than the desired needs. In other words, the media does not satisfy the audience.
2. If the mean score of GS is equal to GO ($GS = GO$), then there is no satisfaction gap because the desired number of needs is met.

3. If the mean score of GS is less than GO ($GS < GO$), then there is a satisfaction gap because the needs obtained are more than the desired needs, or the media satisfies its users.

Motives play an important role in taking an action taken by a person. This is because the motive contains the reason or purpose of a person in taking an action or determining behavior and attitudes. The presence of new media such as the internet allows audiences to get easier access to fulfill their needs. There are various kinds of motives that can influence a person in using the internet, one of which is the motive proposed by Katz, Gurevitch, and Haas which is divided into 5 categories [14]:

1. Cognitive Needs, which is the need to strengthen the acquisition of various information to fulfill one's curiosity.
2. Affective Needs, are needs related to beauty and one's emotional feelings.
3. Personal Needs, which is the need to improve one's quality of self and one's beliefs.
4. Social Integrative Needs, which is the need to strengthen interactions between family, friends, and the world around them.
5. Entertainment Motives (Escapist Needs), namely the need to eliminate or reduce the pressure on a problem, in other words, to escape from problems, relax, channel emotions, or even fill spare time.

In addition to motives, this study will measure user satisfaction with using Vidio.com streaming media. According to Katz (1973: 164-181), a person's level of satisfaction can be measured based on the motive of his needs [14]:

1. Cognitive needs, which is the need for information;
2. Affective Needs, the need for emotions, pleasure, and one's feelings;
3. Individual Integration Needs, namely the need for increased status or identity;
4. Social Integration Needs, is the need for interaction between fellow members such as family, friends, or certain communities;
5. Escapism is the need to release tension.

2. RESEARCH METHOD

This research uses a descriptive quantitative approach which aims to provide an overview or description of a situation subjectively and thoroughly using numbers, starting from data collection, interpretation of the data, and the appearance and results [15].

The unit of observation in this research is Vidio.com streaming service users. Meanwhile, what will be discussed is limited to how much the level of satisfaction of Vidio users as a streaming service in Indonesia. Then, the variables in this study are the variables of media use motives, satisfaction or need motives, and also the level of media use consisting of frequency, duration, and attention. The design of this research is as follows:

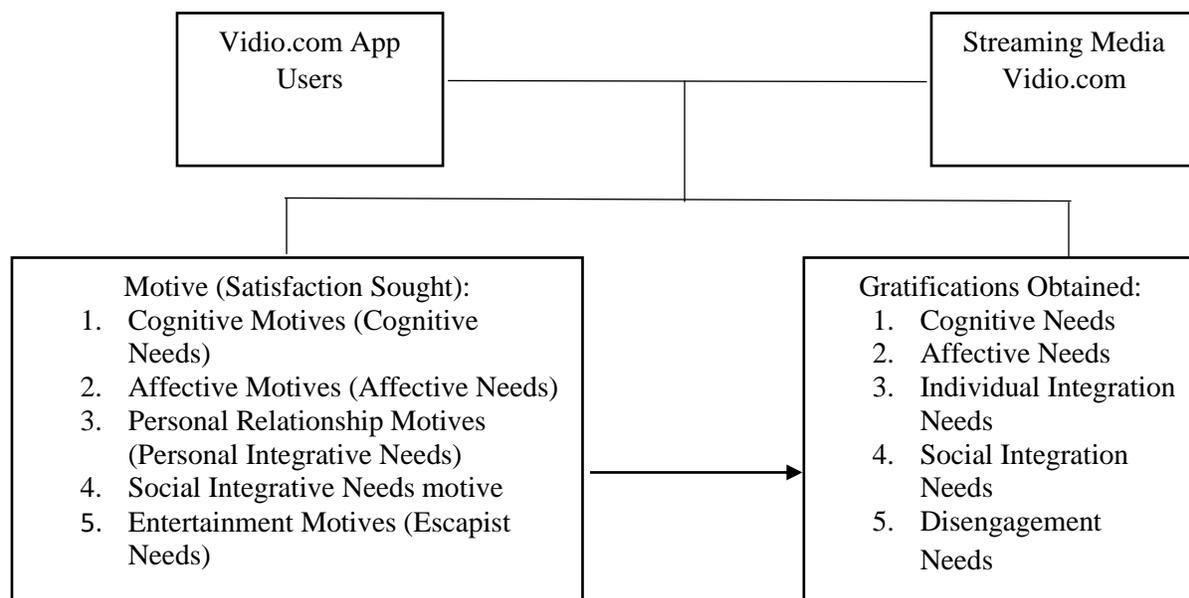


Figure 3. Research Design

The population in this study are active users of Vidio.com in Indonesia, totaling 27.7 million. A sampling technique, namely probability sampling, where this technique provides equal opportunities for each element (member) of the population to be selected as a sample member [16]. Because the population is so large, the sample size taken in this study uses the Solvin method, where the method is used to determine the sample size of a known population [17] which is 27.7 million. From the results of the Solvin formula, with a population of active Vidio.com users of 27.7 million and with a confidence level of 5%, the minimum sample size obtained is 399.9 respondents rounded up to 400 respondents.

Validity and reliability measurements are carried out on all question items, where each indicator has 3 question items which add up to 30 question items. To obtain data processing, this research was carried out using Cronbach's Alpha method for validity testing and reliability testing on SPSS.

In addition, the analysis technique used is descriptive statistics which is part of statistics to study how to collect data and present data so that it is easy to understand [18]. Descriptive statistics serve to explain the situation, symptoms, or problems.

3. RESULTS AND ANALYSIS

Table 1.
Distribution of Respondents by Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	13-18 years old	36	9.0	9.0	9.0
	19-34 years od	361	90.3	90.3	99.3
	35-54 years old	3	.8	.8	100.0
	Total	400	100.0	100.0	

Source: Primary Data Analysis 2023

Based on the results above, the distribution of questionnaires to 400 respondents shows that the most distribution is obtained from samples with an age range of 19-34 years with a total of 361 respondents (90.3%), then in second place in the 13-18 age range category with a total of 36 respondents (9%), and the third is the category with an age range of 35-54 years with a total of 3 respondents (0.8%).

From this data analysis, it can be concluded that 19-34-year-olds dominate the use of Vidio.com. This is supported by data obtained from the Indonesian Internet Service Providers Association (APPJII) in 2022 which states that the Indonesian population with an age range between 13-18 years often uses the internet with a percentage of 99.16%. While in second place, the Indonesian population in the range of 19-34 years also often uses the internet with a percentage of 98.64%.

Table 2.
Distribution of Respondents Based on Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	162	40.5	40.5	40.5
	Female	238	59.5	59.5	100.0
	Total	400	100.0	100.0	

Source: Primary Data Analysis 2023

From the results of the data above, distributing questionnaires to 400 respondents produced data, namely that the respondents who dominated this study were women. As many as 238 respondents (59.5%) are women. Then for male respondents, there were 162 respondents (40.5%) of the total number of Vidio.com users. In the data from the Indonesian Internet Service Providers Association (APPJII) in 2022, it is said that men are the most Internet users in Indonesia with a total percentage of 77.55% while women are 76.48%. However, in statistical data released by comscore.com, women spend more time on the internet than men.

The distribution of this questionnaire produced data, namely respondents who live in Jakarta dominated this study with 50 respondents (12.5%). Salatiga City came in second place with 37 respondents (9.3%). And in third place are respondents who live in Bogor City with 33 respondents (8.3%).

In this case, most of the respondents' contribution to the use of Vidio.com comes from Java Island. Data from the Indonesian Internet Service Providers Association (APPJII) provides a statement that Java Island contributes the most to internet usage with a percentage of 43.92%.



In this study, 182 respondents (45.5%) were dominated by teachers/students. In second place are private employees with 90 respondents (22.5%). Then in third place is entrepreneurship with 41 respondents (10.3%) of the total users of Vidio.com.

This is following data based on a survey conducted by the Indonesian Internet Service Providers Association (APPJII) in 2022 which states that the penetration rate of internet users in Indonesia based on occupation is dominated by students with a total percentage of 99.26%.

Table 3.
Distribution of Respondents Based on Education Level

Education Level	Total	Percentage
Diploma	68	17,1%
S1	219	54,8%
S2	8	2,0%
S3	2	0,5%
Senior High School	95	23,8%
Junior High School	8	2,0%
Total	400	100%

Source: Primary Data Analysis 2023

From the table above, distributing questionnaires to 400 respondents produced data, namely respondents with a Bachelor's degree (S1) dominated this study. With a total of 219 respondents (54.8%). In second place are respondents with high school / vocational/equivalent education levels totaling 95 respondents (23.8%). Then in third place are respondents with a diploma level of education with 68 respondents (17.1%) of the total users of Vidio.com.

Based on this analysis, which is under the survey results from the Association of Indonesian Internet Service Providers (APPJII) in 2022, where Bachelor S1) or Diploma (D1 / D2 / D3) dominates the internet penetration rate with a percentage of 93.75%.

Table 4.
Distributions of Frequency of Accessing Vidio.Com in a Day

How many times a day do you access Vidio.com	Total	Percentage
1-3 times a day	254	63,5%
3-5 times a day	106	26,5%
> than 5 times a day	40	10,0%
Total	400	100%

Source: Primary Data Analysis 2023

Based on the frequency table above, it is known that 254 (63.5%) users of Vidio.com use the application 1-3 times a day. In this case, it can be said that in a day users rarely access Vidio.com just to check whether there is the latest content or not. Many possible factors make users rarely access Vidio.com, one of which is competitors. The streaming media market in Indonesia is very competitive, with the presence of both local and international video streaming applications. Therefore, it can be said that Vidio.com users have many choices in choosing streaming applications that can be tailored to their needs so this affects the frequency of use of the Vidio.com application.

Table 5.
Distribution of Duration of Watching Vidio.com in a Day

How long a day do you watch Vidio.com	Total	Percentage
1-3 hours a day	215	53,8%
3-5 hours a day	138	34,5%
> than 5 hours a day	47	11,8%
Total	400	100%

Source: Primary Data Analysis 2023

Based on the duration table above, it is known that as many as 215 (53.8%) Vidio.com users out of 400 respondents can watch content for 1-3 hours a day. In this case, it can be said that Vidio.com users are included in light users who can watch content on Vidio.com for less than 3 hours a day. Perhaps, the reason why Vidio.com users watch content for 1-3 hours a day is due to the lack of internet infrastructure. Although internet infrastructure in Indonesia has developed rapidly, there are still many areas that have limited internet access, making it difficult for users to watch content on the Vidio.com application. According to We Are Social from Hootsuite, in 2021 around 18% of the Indonesian population will have internet access with speeds of more than 10 Mbps.

Table 6.
Distribution of Attention to Watching Vidio.com

How Often to Watch Vidio.com	Total	Percentage
Very Rare	12	3,0%
Rare	78	19,5%
Often	199	49,8%
Very Often	111	27,8%
Total	400	100%

Source: Primary Data Analysis 2023

From the attention table above, it is found that as many as 199 (49.8%) Vidio.com users out of 400 respondents often watch content on the Vidio.com application, be it movie content, series, live streams, or others. This is possible because Vidio.com provides local content such as series that cannot be found in other applications. This is an attraction for Vidio.com users who want to watch content that is thick with culture and everyday language.

Table 7.
Mean Motive Variable

Variable	Indicator	Mean	Mean Total
Motive	Cognitive	3,30	3,37
		3,46	
		3,34	
	Affective	3,33	3,29
		3,48	
		3,05	
	Personal Relationship	3,23	3,26
		3,35	
		3,21	
	Social Integration	3,32	3,23
		3,18	
		3,18	
Entertainment	3,50	3,20	
	3,46		
	2,64		



Source: Primary Data Analysis 2023

From the data obtained in the table above after distributing questionnaires online via a Google form, it shows that the average Cognitive motive indicator is the indicator with the highest mean value of the five indicators, which is 3.37. With the acquisition of cognitive indicators as the highest mean value, it shows that the biggest motive for Vidio.com users is to strengthen the acquisition of various information to fulfill their curiosity. Then in second place is the affective indicator, which is 3.29, then the personal relationship indicator with a mean value of 3.26, then the social integration indicator with a mean value of 3.23, and last is the entertainment indicator with a mean value of 3.20 of the total.

Table 8.
Mean Satisfaction Variable

Variable	Indicator	Mean	Mean Total
Satisfaction	Cognitive	3,30	3,35
		3,41	
		3,35	
	Affective	3,40	3,25
		3,38	
		2,97	
	Personal Relationship	3,25	3,30
		3,38	
		3,26	
	Integrasi Sosial	3,29	3,26
		3,25	
		3,24	
	Entertainment	3,48	3,15
		3,43	
		2,55	

Source: Primary Data Analysis 2023

From the data obtained in the table above after distributing questionnaires online via a Google form, it shows that the average Cognitive satisfaction indicator is the indicator with the highest mean value of the five indicators, which is 3.35. With the acquisition of cognitive indicators as the highest mean value, it shows that the greatest satisfaction of Vidio.com users is for the acquisition of various information to fulfill curiosity. Then in second place is the personal integrity indicator, which is 3.30, then the social integration satisfaction indicator with a mean value of 3.26, then the affective satisfaction indicator with a mean value of 3.25, and last is the entertainment satisfaction indicator with a mean value of 3.15 from the overall total.

Table 9.
Paired Sample t-Test Results in Cognitive Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	COGNITIVE GS	10.1000	400	1.16765	.05838
	COGNITIVE GO	10.0575	400	1.13022	.05651

Source: Primary Data Analysis 2023

Based on the table above, from a total of 400 respondents who were sampled, it can be said that the cognitive motive indicator does not make the satisfaction of Vidio.com users fulfilled. Because $GS > GO$, namely $10.1000 > 10.0575$ so that the satisfaction of cognitive / knowledge motives is **not fulfilled**. This means Vidio.com cannot fulfill the curiosity of its users.

Table 10.
Paired Sample Test Results in Significance of Cognitive Relationship

		Pair 1
		COGNITIVE GS – COGNITIVE GO
Paired Differences	Mean	.04250
	Std. Deviation	1.07638
	Std. Error Mean	.05382
	95% Confidence Interval of the Difference	Lower -.06330
		Upper .14830
T		.790
Df		399
Sig. (2-tailed)		.430

Source: Primary Data Analysis 2023

From the test results in the table above, to determine whether a relationship is significant or insignificant, it is necessary to find the relationship between the two variables. Following the formulation of the problem in this study, where the level of satisfaction before and after using the Vidio.com application for information acquisition will be seen using the T-test.

1. Determine the Hypothesis
 H_0 : There is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application
 H_1 : There is a significant difference between the level of satisfaction of Vidio.com users before and after using the Vidio.com application
2. Testing criteria using t-table
 H_0 accepted : t count < t table
 H_1 accepted : t count > t table
3. Testing Criteria using Probability
 H_0 accepted: P Value > 0.05
 H_1 accepted: P Value < 0.05
4. Conclusion

Based on the test results using the t table, it is known that the t count shows 0.790 smaller than the t table of 1.960 ($0.790 < 1.960$). While the probability test results, the significant number is 0.430 and greater than 0.05, so H_0 is accepted and H_1 is rejected. So there is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application.



Table 11.
Paired Sample t-Test Results in Affective Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	AFFECTIVE GS	9.8550	400	1.38157	.06908
	AFFECTIVE GO	9.7475	400	1.16065	.05803

Source: Primary Data Analysis 2023

Based on the table above, from a total of 400 respondents sampled, it can be said that the affective motive indicator does not make Vidio.com user satisfaction fulfilled. Because $GS > GO$, namely $9.8550 > 9.7475$ so that the satisfaction of affective/emotional motives is **not fulfilled**. This means that Vidio.com users cannot channel their emotions when using Vidio.com and do not get pleasure when using it.

Table 12.
Paired Sample Test Results in Significance of Affective Relationship

		Pair 1
		AFFECTIVE GS - AFFECTIVE GO
Paired Differences	Mean	.010750
	Std. Deviation	1.34181
	Std. Error Mean	.06709
	95% Confidence Interval of the Difference	Lower -.02439
		Upper .23939
t		1.602
df		399
Sig. (2-tailed)		.110

Source: Primary Data Analysis 2023

From the test results in the table above, to find out whether a relationship is significant or insignificant, it is necessary to find the relationship between the two variables. Following the formulation of the problem in this study, where the level of satisfaction before and after using the Vidio.com application on information acquisition will be seen using the T-test.

- Determine the Hypothesis
 H_0 : There is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application
 H_1 : There is a significant difference between the level of satisfaction of Vidio.com users before and after using the Vidio.com application
- Testing criteria using t-table
 H_0 accepted : t count < t table
 H_1 accepted : t count > t table
- Testing Criteria using Probability
 H_0 accepted : P Value > 0.05
 H_1 accepted : P Value < 0.05
- Conclusion

Based on the test results using the t table, it is known that the t count shows the number 1.602 smaller than the t table of 1.960 ($1.602 < 1.960$). While the probability test results, the significant number is 0.110 and greater than 0.05, so H_0 is accepted and H_1 is rejected. So there is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application.

Table 13.
Paired Sample t-Test Results in Personal Integration Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	PERSONAL INTEGRATION GS	9.8100	400	1.47456	.07373
	PERSONAL INTEGRATION GO	9.8925	400	1.36771	.06839

Source: Primary Data Analysis 2023

Based on the table above, from a total of 400 respondents who were sampled, it can be said that the personal integration motive indicator makes the satisfaction of Vidio.com users fulfilled. Because $GS < GO$, namely $9.8100 < 9.8925$ so that the satisfaction of the personal integrity motive is **fulfilled**. This means Vidio.com can fulfill the need to improve self-quality.

Table 14.
Paired Sample Test Results in Significance of Personal Integration Relationship

		Pair 1	
		PERSONAL INTEGRATION GS – PERSONAL INTEGRATION GO	
Paired Differences	Mean	-.08250	
	Std. Deviation	1.22452	
	Std. Error Mean	.06123	
	95% Confidence Interval of the Difference	Lower	-.20287
		Upper	.03787
t		-1.347	
df		399	
Sig. (2-tailed)		.179	

Source: Primary Data Analysis 2023

From the test results in the table above, to determine whether a relationship is significant or insignificant, it is necessary to find the relationship between the two variables. Following the formulation of the problem in this study, where the level of satisfaction before and after using the Vidio.com application for information acquisition will be seen using the T-test.

- Determine the Hypothesis
 H_0 : There is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application
 H_1 : There is a significant difference between the level of satisfaction of Vidio.com users before and after using the Vidio.com application
- Testing criteria using t-table
 H_0 accepted : t count < t table
 H_1 accepted : t count > t table
- Testing Criteria using Probability
 H_0 accepted : P Value > 0.05
 H_1 accepted : P Value < 0.05
- Conclusion

Based on the test results using the t table, it is known that the t count shows the number -1.347 smaller than the t table of 1.960 ($-1.347 < 1.960$). While the probability test results, the significant number is 0.179 and greater than 0.05, so H_0 is accepted and H_1 is rejected. So there is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application.



Table 15.
Paired Sample t-Test Results in Social Integration Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	SOCIAL INTEGRATION GS	9.6875	400	1.73417	.08671
	SOCIAL INTEGRATION GO	9.7850	400	1.68102	.08405

Source: Primary Data Analysis 2023

Based on the table above, from a total of 400 respondents who were sampled, it can be said that the social integration motive indicator makes the satisfaction of Vidio.com users fulfilled. Because $GS < GO$, namely $9.6875 < 9.7850$ so that the satisfaction of the social integrity motive is **fulfilled**. This means, Vidio.com is said to provide satisfaction to its users on the indicator of social integration motives, namely the need to strengthen interactions with others.

Table 16.
Paired Sample Test Results in Significance of Social Integration Relationship

		Pair 1
		SOCIAL INTEGRATION GS – SOCIAL INTEGRATION GO
Paired Differences	Mean	-.09750
	Std. Deviation	1.40995
	Std. Error Mean	.07050
	95% Confidence Interval of the Difference	Lower Upper
t		-1.383
df		399
Sig. (2-tailed)		.167

Source: Primary Data Analysis 2023

From the test results in the table above, to determine whether a relationship is significant or insignificant, it is necessary to find the relationship between the two variables. Following the formulation of the problem in this study, where the level of satisfaction before and after using the Vidio.com application for information acquisition will be seen using the T-test.

- Determine the Hypothesis
 - H_0 : There is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application
 - H_1 : There is a significant difference between the level of satisfaction of Vidio.com users before and after using the Vidio.com application.
- Testing criteria using t-table
 - H_0 accepted : t count < t table
 - H_1 accepted : t count > t table
- Testing Criteria using Probability
 - H_0 accepted : P Value > 0.05
 - H_1 accepted : P Value < 0.05
- Conclusion

Based on the test results using the t table, it is known that the t count shows the number -1.383 smaller than the t table of 1.960 ($-1.383 < 1.960$). While the probability test results, the significant number is 0.167 and greater than 0.05, so H_0 is accepted and H_1 is rejected. So there is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application.

Table 17.
Paired Sample t-Test Results in Entertainment Statistics

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	ENTERTAINMENT GS	9.6075	400	1.21949	.06097
	ENTERTAINMENT GO	9.4675	400	1.21352	.06068

Source: Primary Data Analysis 2023

Based on the table above, from a total of 400 respondents who were sampled, it can be said that the entertainment motive indicator does not make the satisfaction of Vidio.com users fulfilled. Because GS > GO, namely 9.6075 > 9.4675 so that the satisfaction of the entertainment motive is **not fulfilled**. This means that users cannot use Vidio.com as a medium to escape from problems, relax, channel emotions, and fill their spare time.

Table 18.
Paired Sample Test Results in Significance of Entertainment Relationship

		Pair 1	
		ENTERTAINMENT GS - ENTERTAINMENT GO	
Paired Differences	Mean	.14000	
	Std. Deviation	1.23459	
	Std. Error Mean	.06173	
	95% Confidence Interval of the Difference	Lower Upper	.01864 .26136
	t	2.268	
df	399		
Sig. (2-tailed)		.024	

Source: Primary Data Analysis 2023

From the test results in the table above, to determine whether a relationship is significant or insignificant, it is necessary to find the relationship between the two variables. Following the formulation of the problem in this study, where the level of satisfaction before and after using the Vidio.com application for information acquisition will be seen using the T-test.

1. Determine the Hypothesis

H_0 : There is no significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application

H_1 : There is a significant difference between the level of satisfaction of Vidio.com users before and after using the Vidio.com application.

2. Testing criteria using t-table

H_0 accepted : t count < t table

H_1 accepted : t count > t table

3. Testing Criteria using Probability

H_0 accepted : P Value > 0.05

H_1 accepted : P Value < 0.05

4. Conclusion

Based on the test results using the t table, it is known that the t count shows a number 2.268 greater than the t table of 1.960 (2.268 > 1.960). While the probability test results, the significant number is 0.024 and smaller than 0.05, so H_0 is rejected and H_1 is accepted. So that there is a significant difference between the level of satisfaction of Vidio.com application users before and after using the Vidio.com application.

This research uses the Uses and Gratifications Theory proposed by Larose and Eastin. The theory suggests that the internet plays an important role and has many enthusiasts to be researched. In addition, in the Uses and



Gratifications theory proposed by Larose and Eastin, gratifications sought (GS) and gratifications obtained (GO) are important formulas in proving the theory.

Table 19.
GS (Gratifications Sought) and GO (Gratifications Obtained) Values

Indikator	GS	GO	Keterangan
Cognitive	10,1000	10,0575	GS > GO
Affective	9,8550	9,7475	GS > GO
Personal Integration	9,8100	9,8925	GS < GO
Social Integration	9,6875	9,7850	GS < GO
Entertainment	9,6075	9,4675	GS > GO

Source: Primary Data Analysis 2023

From the acquisition of field data, the mean value of **GS on cognitive motives** is 1.1000 and the mean value of **GO on cognitive motives** is 10.0575, so the respondents' need for information fulfillment is **not fulfilled**, with a mean showing $GS > GO$. This means that Vidio.com users are not fulfilled by their curiosity in finding information through the Vidio.com application, starting to search for information through content, live streaming, to video on demand.

In the **affective motive** variable data, the mean value of **GS** shows a number of 9.8550, and the mean value of **GO** is 9.7475. Thus, respondents' needs for emotional channeling and obtaining pleasure are **not fulfilled**, with $GS > GO$. This means that Vidio.com users are not satisfied with channeling emotions and obtaining pleasure related to all types of content presented by Vidio.com.

Then the data on the **personal integration motive** variable shows the mean value of **GS** of 9.8100 and the mean value of **GO** of 9.8925. Thus, respondents' needs for self-improvement are **fulfilled**, with $GS < GO$. This means Vidio.com can present content that can improve the quality of its users so that the satisfaction of personal integration is fulfilled.

Furthermore, the data on the **social integration motive** variable shows the mean value of **GS** of 9.6875 and the mean value of **GO** of 9.7850. Thus, the need for social integration is **fulfilled**, with $GS < GO$. This means Vidio.com can satisfy its users so that they can strengthen social relationships in their environment with fellow Vidio.com users to share all kinds of information in the application.

In the data on the **entertainment motive** variable, the mean value of **GS** shows a number of 9.6075, and the mean value of **GO** is 9.4675. Thus, respondents' needs for entertainment are **not fulfilled**, with $GS > GO$. This means Vidio.com has not been able to fulfill respondents' satisfaction with getting entertainment. The content on Vidio.com can be said to be unable to entertain its users.

The overall data acquisition results show that two motives are satisfied in using the Vidio.com application. Where the mean value of personal integration and social integration motives is the lowest of the other three motives. This is motivated by the low expectations or expectations of users towards a medium that can provide a great opportunity for satisfaction. Thus, the smaller the mean value of GS than the mean value of GO ($GS < GO$), the more satisfying a medium is for its users.

Another case is with other motives, such as cognitive motives, which show the highest mean value and can be motivated by high expectations for the acquisition of information from users of a medium. So it can be said that the greater the mean value of GS than GO ($GS > GO$), the more unfulfilled the satisfaction of using a medium. Likewise with motives such as affective and entertainment motives.

It can be said that overall, the Vidio.com application has not been able to fulfill the satisfaction of its users. This is because the total mean value of GS is > the mean value of GO on each indicator.

Furthermore, there is a difference between the GS and GO variables. The difference between the two variables is not significant in each motive, which makes Vidio.com users feel no difference before and after using the Vidio.com application. However, there is a motive that has a significant difference, namely the entertainment motive. This means that users' expectations before using the Vidio.com application are fulfilled after using it.

4. CONCLUSION

The conclusion of this research from 400 respondents who are the general public in Indonesia which dominated by the age range of respondents from of 19-34 years old and most of them live in Java, especially Jakarta that active using Vidio.com as streaming media. There are 162 male respondents and 238 female respondents. The motives behind Vidio.com users using the application are Personal Integration and Social Integration motives. The main factor behind respondents using Vidio.com is to improve the quality of themselves. In addition, respondents also maintain and establish relationships with other people through the use of the Vidio.com application as streaming media.

For other motives, such as cognitive, affective, and entertainment, Vidio.com has not been able to fulfill users satisfaction. This can be caused by several factors, such as the less attractive appearance of Vidio.com, the less diverse content, or even competitors factor that can affected Vidio.com users. Therefore, researchers provide advice to Vidio.com to be able to improve the quality of its applications and always make updates so that users can feel the satisfaction they are looking for.

Then, there is a not-so-significant difference between the GS and GO variables. However, there is one motive that has a significant difference, that is entertainment motive. This proves that Vidio.com makes its users not feel a significant difference between expectations and satisfaction obtained, except for the entertainment motive.

In addition, for future researchers who want to continue this research, it is hoped that they can use other variables or new ideas that can help and strengthen or be used as material to evaluate previous research.

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