



**THE INFLUENCE OF MOTIVES FOR WATCHING KOREAN DRAMAS
AT NETFLIX ON CUSTOMER SATISFACTION (STUDIES ON FACULTY
OF COMMUNICATION STUDENTS, INSTITUT BISNIS DAN
INFORMATIKA KWIK KIAN GIE CLASS OF 2017-2019)**

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ABSTRACT

In January 2016, Netflix became the first streaming service to launch in Indonesia. Since 2017, Netflix has been collaborating with several leading media companies in South Korea to develop and introduce Korean TV dramas around the world. Korean drama is now a popular alternative form of entertainment among Indonesians. The Uses and Gratification theory, popularized by Herbert Blumer and Elihu Katz in 1974, was employed in this research. This theory proposes that each person uses and responds to media content in their own unique way caused by a variety of social and psychological elements that vary depending on the individual's environment. This research uses a quantitative method with an explanatory survey type and data generated via a questionnaire on a Likert scale. The sampling technique used is simple random sampling with the Slovin formula. This research's conclusion is there's an influence of motives for watching Korean dramas on Netflix upon customer satisfaction within Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019 of 85.7%. The remaining 14.3% is influenced by factors that have not been examined. Then, most of respondents strongly agree that the motive and satisfaction in watching Korean dramas on Netflix is in the entertainment dimension.

Keywords: Motive, Satisfaction, Korean Drama, Netflix Streaming Service

ABSTRAK

Netflix merupakan layanan *streaming* film pertama yang hadir di Indonesia, tepatnya pada 7 Januari 2016. Sejak tahun 2017, Netflix mulai bekerja sama dengan beberapa perusahaan media terkemuka di Korea Selatan untuk mengembangkan dan memperkenalkan drama Korea secara global. Drama Korea merupakan salah satu alternatif hiburan yang sedang populer di kalangan masyarakat Indonesia. Teori yang digunakan dalam penelitian ini yaitu teori *Uses and Gratification* yang dipopulerkan oleh Herbert Blumer dan Elihu Katz pada tahun 1974. Teori ini memiliki gagasan bahwa masing-masing individu menggunakan dan memberikan tanggapan terhadap isi media secara berbeda-beda yang disebabkan oleh berbagai faktor sosial dan psikologis sesuai lingkungan dari masing-masing individu. Penelitian ini menggunakan metode kuantitatif dengan jenis survei eksplanatif. Teknik pengumpulan datanya menggunakan kuesioner dengan skala Likert. Teknik pengambilan sampel yang digunakan yaitu *simple random sampling* dengan menggunakan rumus Slovin. Kesimpulan dari penelitian ini yaitu terdapat pengaruh motif menonton drama Korea di Netflix terhadap kepuasan pelanggan di kalangan Mahasiswa Institut Bisnis dan Informatika Kwik Kian Gie Program Studi Ilmu Komunikasi angkatan 2017-2019 sebesar 85,7% dan sisanya sebesar 14,3% dipengaruhi oleh faktor lain yang belum diteliti. Lalu sebagian besar responden menyatakan sangat setuju bahwa motif dan kepuasan mereka dalam menonton drama Korea di Netflix terdapat pada dimensi hiburan.

Kata Kunci: Motif, Kepuasan, Drama Korea, Layanan *Streaming* Netflix

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INTRODUCTION

The digital era has brought various kind of changes to aspects of human life. In today's digital era, humans cannot be separated from technological developments that continue to grow very rapidly. The more advanced digital technology, the greater changes that occur in the world.

The people has been facilitated in accessing information freely and in control. For example, where in the past we had to buy a VCD or DVD to watch the movie that we want, buy a newspaper to read the news, and buy a CD to listen the music. In the digital era, we can do all these things only through an advanced technology device. The role of technology makes people enter the digital era.

The emergence of the digital era is marked by the development of computer technology and the presence of an internet network that makes it easier for people to receive information more quickly. According to We are Social and Hootsuite (Kemp, 2021, accessed on April 26, 2021), as of January 2021, internet users in Indonesia have reached 202,6 million people. This shows that internet penetration in Indonesia has reached 73,7 percent. The COVID-19 pandemic has also contributed to an increase in internet use to support practical activities carried out at home, whether working, studying, or enjoying entertainment.

Katadata Insight Center research (Annur, 2020, accessed on April 24, 2021) states that currently the condition of the internet in Indonesia has improved compared to five years ago. These results are based on the responses of 71,2 percent of respondents who stated that the internet coverage area had increased and 68,7 percent stated that the condition of internet speed had also increased.

As time goes by, the development of technology and communication makes the internet has benefits in all aspects of life. It brings media convergence. Burnett and Marshall (Iskandar, 2018: 3) define media convergence as the merging of media, telecommunications, and computer industries into a unified form and functions as a communication medium in digital form.

Even though it is late in adopting the era of digital development, especially the internet, Indonesia is very fast in accepting these developments. Indonesia has made many developments in the digital era, including mass media as a tool in conveying information. Now the conventional media has been replaced by new media (the internet).

In the digital era like today, there are many services that offer practicality that can be accessed easily anywhere and anytime as long as they are connected to the internet. One of them is a movie streaming service or commonly known as video on demand (VOD). Through this streaming service, the audience can choose and control the movies to watch indefinitely.

The presence of the streaming service was well received by the Indonesian people. Movie streaming services make movies that were originally only available in theaters, can now be watched anywhere and anytime as long as they are connected to the internet network. Movie streaming services also help a to audience easily play or re-watch movies that have been showing for years or their favorite movies. Especially in the current COVID-19 pandemic, where there are social restrictions that have resulted in some cinemas being unable to operate. The existence of an appeal to stay at home makes people have to carry out their activities from inside the house. According to data from APJII (LIPI Press, 2021, accessed on April 25, 2021), during this pandemic, video streaming was the largest access to entertainment with 49.3%, followed by online games 16.5%, and music streaming 15.3%.

In addition, the presence of movie streaming services has greatly impacted the use of VCD or DVD which is starting to be abandoned. The presence of digitalized films makes films that were previously played using a VCD or DVD player, now can be played through computers, laptops, even smartphones and tablets. The development of internet technology also expands access and makes the circulation of film files increasingly unlimited (Wibowo, 2018: 192).

Along with the increasingly widespread use of 4G networks in Indonesia, 2016 was the starting point for the presence of streaming services in Indonesia. This was marked by the entry of Netflix streaming services into Indonesia in January 2016 (CNN Indonesia, 2020, accessed on April 25, 2021). Then Netflix's trail to Indonesia was followed by many other streaming services like HOOQ in April 2016, Viu in May 2016, Iflix in June 2016, Disney+ Hotstar in September 2020, Online Cinema in 2020, and many others.

Netflix is a subscription-based streaming service that allows its subscribers to watch local and international TV shows and movies without the distraction of advertisements on internet-connected devices. The subscription fee offered by Netflix consists of four packages, ranging from IDR 54,000 to IDR 186,000 for a month. The difference between the four packages lies in the

quality and resolution of the video and how many devices can be used to watch through a Netflix account. (Netflix, accessed April 25, 2021).

Not only providing films that are already showing in theaters, Netflix also produces its own films. The Night Comes for Us is the first Netflix original film from Indonesia produced by XYZ Films and Screenplay Infinite Films (Zulfikar, 2018, accessed on April 25, 2021). The film won an award at Piala Maya 2018 for the Special Mention category: Indonesian Film on Digital Platforms. (Marvina, 2019, accessed 25 April 2021).

The number of Netflix subscribers continue to increase. Until now, the number of subscribers to the Netflix streaming service has exceeded 200 million subscribers. According to Adinda Pryanka (2021, accessed on May 23, 2021), the ever-growing lineup of television series and films is Netflix's appeal, especially when many people are 'stuck' at home during the COVID-19 pandemic.

In financial report 2020 (Netflix, 2020, April 27, 2021), Netflix said that the number of subscribers in 2019 was 167 million and in 2020 it was 204 million. Then in the shareholder results report (Netflix, 2021, accessed on April 27, 2021), Netflix stated that until the first quarter of 2021 the number of Netflix subscribers reached 208 million subscribers. As many as 4 million new subscribers were recorded in the first quarter of 2021. According to Mutia Fauzia (2021, accessed on May 23, 2021), the increase in the number of Netflix subscribers is due to the large number of films originating from various countries, and Netflix facilitates various languages for their subscribers worldwide.

Each movie streaming service has its own peculiarities. Viu which focuses on Asian films and series (Korea, Japan, Thailand), Disney+ Hotstar which focuses on Disney films and Indonesian featured films, Online Cinema which only focuses on Indonesian films, and many other streaming services. Netflix, which initially focused on Western TV shows and movies, started providing Korean movies and dramas.

In April 2017, Netflix and JTBC, South Korea's leading media company, for the first time signed an international licensing agreement for a collection of Korean TV shows. This shows that Netflix and JTBC will work together in developing and introducing Korean TV dramas globally (Netflix, 2019, accessed on June 18, 2021). On November 21, 2019, Netflix also signed a content production and distribution agreement with CJ ENM, a number one media

company in Korea (Media Limits, 2019, accessed June 18, 2021).

Korean drama is an alternative entertainment that is currently popular among the people of Indonesia. According to Agniya Khoiri (2020, accessed on March 30, 2021) the reason people like Korean dramas is because they think Korean dramas have interesting stories and are able to captivate the hearts of viewers to feel the emotions in the drama.

Endless Love: Autumn in My Heart is the first Korean drama that gained popularity in Indonesia. This Korean drama which aired in the 2000s managed to get a rating of 46.1 percent at the end of its broadcast (Soejoethi, 2017, accessed on 23 May 2021). This drama consists of 16 episodes that tell the tragic love story between Choi Eun Suh (Song Hye Kyo) and Yoon Joon Suh (Song Seung Heon).

Pusat Penelitian Masyarakat dan Kebudayaan LIPI (Rastati, 2020, accessed on April 28, 2021) stated that there was a difference in the average duration of watching Korean dramas before and during the COVID-19 pandemic.

Based on the explanation above, researchers are interested in conducting research on the influence of motives for watching Korean dramas on Netflix on customer satisfaction using quantitative research methods. The customer in this research is Faculty of Communication Students, Institut Bisnis dan Informatika Kwik Kian Gie Class of 2017-2019. The theory used in this research is the Uses and Gratification theory which was popularized by Herbert Blumer and Elihu Katz.

This research aims to determine how much the influence of motives for watching Korean dramas on Netflix upon customer satisfaction within Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019. Academically, this research is expected to provide benefits and add insight in the study of Communication Science, especially in the Communication Technology Development course, and can be used as reference material with similar topics in future research. Practically speaking, this research is expected to provide information and input to the creative industry in developing entertainment media and input for the public in choosing movie streaming services from a variety of existing services according to their individual needs and desires.

Uses and Gratification Theory

The Uses and Gratification Theory was popularized by Herbert Blumer and Elihu Katz in 1974 through their book *The Uses of Mass Communications: Current Perspective on Gratification Research* (Oktariana and Abdullah, 2017: 92). This theory has the idea that each individual uses and responds to media content in different ways. This is caused by various social and psychological factors according to each individual's environment. Audiences are considered to be aware of their needs and are responsible for the media chosen according to their respective needs (Morissan, 2018: 508).

Uses and Gratification theory is the opposite of the Hypodermic Needle theory. In Hypodermic Needle theory, the media are very active, while the audience is passive. Whereas in the Uses and Gratification theory, the audience is emphasized to be active in determining the selected media to provide satisfaction in their needs (Nurhadi, 2017: 77).

According to Elihu Katz, Jay G. Blumler, and Michael Gurevitch (Rakhmat, 2011: 203), Uses and Gratification theory examines the origin of psychological and social needs, which raises a certain expectation from the mass media or other sources, then leads to different patterns of media exposure, and lead to need-fulfillment and other undesirable consequences. Uses and Gratification theory views that individuals are suprarational and highly selective beings.

Katz, Blumler, and Gurevitch formulate five basic assumptions of Uses and Gratification theory (Rakhmat, 2011: 203) as follows:

- a. The audience is considered active. Audiences actively seek, choose, and use a particular medium with a purpose.
- b. There is an initiative in the mass communication process to link the satisfaction of needs with the selection of media by members of the audience.
- c. The mass media compete with other sources to satisfy audience needs. The needs that are met through media consumption are very dependent on the behavior of the audience.
- d. The purpose of selecting the mass media can be deduced from the one given by the members of the audience. Individuals are considered sufficiently aware of the interests and motives of using a media, so that they can provide an accurate picture of it.
- e. The assessment of the cultural meaning of the mass media must be deferred before examining the orientation of the audience. The assessment of the value of media content can only be judged by the audience.

Motive

Motive or also called gratification sought (GS) is a satisfaction sought or desired by individuals in consuming a type of media. In other words, motive (GS) is the interest that drives a person to consume a media. According to Palmgreen, gratification sought is formed through one's belief in what the media provides and one's evaluation of the media content (Kriyantono, 2012: 210).

Finn (Morissan, 2018: 511) states that a person's motives in using media can be grouped into two categories, namely proactive and passive. Proactive use of media is seeking information from the media based on their desires, needs, and motives. For example, watching television news programs to get information on what is happening or watching comedy films for entertainment.

Passive use of media means that individuals do not start using a media with a certain motive. For example, we watch television just to look around, not with a specific purpose or purpose such as looking for information, entertainment, or something special. But that doesn't mean we don't get information, entertainment, or other things from what we watch or from the media we use.

According to McQuail (Rakhmat and Ibrahim, 2017: 120), there are four types of satisfaction sought (motives) by individual audiences from the media, namely information motives, personal identity motives, integrity motives and social interaction, and entertainment motives.

Satisfaction

Satisfaction or also called gratification obtained (GO) is the satisfaction obtained or obtained by individuals after consuming a type of media. Gratification obtained questions about what has been obtained after using a media. According to Philip Palmgreen (Morissan, 2018: 514), the satisfaction that a person gets from a media is determined by the individual's attitude towards the media. The attitude consists of trust and evaluation of a type of media.

For example, if someone believes that Mata Najwa on Trans 7 can provide him with more information about political developments in Indonesia. So when he needs more information about political developments in Indonesia, he will find that satisfaction by watching Mata Najwa on Trans 7. On the other hand, he will avoid the program if he feels that the program cannot provide more information to him.

McQuail (Rakhmat and Ibrahim, 2017: 120) suggests four types of satisfaction obtained

by individuals after using a media, namely information satisfaction, personal identity satisfaction, integrity and social interaction satisfaction, and entertainment satisfaction. obtained after using a media is in the hands of the audience.

RESEARCH METHODS

Object of Research

The object of research is a scientific objective to obtain data with certain purposes and uses regarding an objective, valid, and reliable matter about a matter. The researcher made the students of the Faculty of Communication Students Institut Bisnis dan Informatika Kwik Kian Gie Class of 2017-2019 the object of this research with the assumption that they are relatively more active in consuming media.

Research Design

This research uses a quantitative approach because the researcher wants to measure how much influence the motive for watching Korean dramas on Netflix has on customer satisfaction. The type of research used is an explanatory survey. According to Kriyantono (2012: 60), an explanatory survey aims to find out why or what influences the occurrence of a phenomenon. Researchers not only describe the phenomena that occur, but try to explain why these phenomena occur and what influences them.

Research Variable

In this research, there are two research variables, namely the independent variable and the dependent variable. The independent variable (X) is a variable that influences or causes the emergence of the dependent variable (Sugiyono, 2019: 69). So the independent variable (X) in this research is the motive for watching Korean dramas on Netflix. While the dependent variable (Y) is a variable that is influenced or which is the result of the independent variable (Sugiyono, 2019: 69). So the dependent variable (Y) in this research is customer satisfaction.

Data Collection Technique

The data collection technique used in this research is a questionnaire using a Likert scale. The Likert scale is used to measure a person's attitudes, opinions, and perceptions about a phenomenon (Sugiyono, 2019: 146). The answers to each statement in the questionnaire have a very positive to very negative gradation. Each answer will be given a score for analysis purposes.

Sampling Technique

The sampling technique in this research used a simple random sampling technique. It is said to be simple because the sampling of sample members is carried out randomly without paying attention to the strata in the population (sugiyono, 2019: 129). The criteria for the selected sample members are faculty of communication students, institut bisnis dan informatika kwik kian gie class of 2017-2019 who has watched korean dramas at netflix.

Based on information obtained by the researcher from Bagian Administrasi Akademik dan Kemahasiswaan (BAAK) Institut Bisnis dan Informatika Kwik Kian Gie, the number of faculty of communication students, institut bisnis dan informatika kwik kian gie class of 2017-2019 are 215 people. The researcher used the Slovin formula to calculate the sample size and obtained a total sample size of 68 people.

Data Analysis Technique

Validity test aims to show how far the instrument will measure what it wants to measure (Kriyantono, 2012: 143). The validity test in this research used the Pearson's Correlation formula (product moment correlation). If $r_{count} > r_{table}$ ($n = 30, \alpha = 5\%$, which is 0.361) then the statement item can be declared valid. On the other hand, if $r_{count} < r_{table}$ ($n = 30, \alpha = 5\%$, which is 0.361) then the statement item can be declared invalid.

Reliability test aims to determine whether the research instrument used will produce the same data if it is used several times to measure the same object (Sugiyono, 2019:176). The reliability test in this research used the Cronbach's Alpha technique. A research instrument can be said to be reliable if $r_{11} > 0.6$.

Variable descriptive analysis was carried out to find out how the frequency distribution of the research data was (Kriyantono, 2012:169). The calculation in this descriptive analysis is done by using the mean formula to determine the average level of respondents' answers.

Normality test is to test whether the research data obtained are normally distributed or not. In conducting the normality test, this research used the Kolmogorov Smirnov test. The basis for decision making in the Kolmogorov Smirnov normality test, if the significance value $> \alpha$ (0.05) then the research data is normally distributed and if the significance value $< \alpha$ (0.05) then the research data is not normally distributed.

Correlation coefficient test was conducted to determine the degree of relationship between two or more than two variables. The



coefficient of determination test is to measure how far the model's ability to explain the variation of the dependent variable (Suardi, 2019: 12).

A simple linear regression test is carried out to determine the form of the relationship between two or more variables in the form of a function or equation $\hat{Y} = a + bX$ (Kriyanton, 2012: 183).

The F test was conducted to determine whether the independent variables included in the regression model had a simultaneous effect on the dependent variable. The assessment criteria for the F test used are if the significance value $< \alpha$ (0.05) then H_a is accepted and H_0 is rejected and if the significance value $> \alpha$ (0.05) then H_a is rejected and H_0 is accepted.

The t-test was carried out to determine whether there was a partial influence of the independent variable on the dependent variable (Suardi, 2019: 10). The t-test assessment criteria are if the value of $t_{count} > t_{table}$ then H_a is accepted and H_0 is rejected and if the value of $t_{count} < t_{table}$ then H_a is rejected and H_0 is accepted.

RESULTS AND DISCUSSION

Based on the results of the validity test, the research instrument used was declared valid. Then based on the results of the reliability test, the research instrument used was declared reliable.

Based on the results of the descriptive analysis of the variables, it was found that the highest motive and satisfaction were found in the entertainment dimension. The dimensions of the motives that get the lowest score are the dimensions of the motives of integrity and social interaction. Then the dimension of satisfaction that gets the lowest score is the dimension of personal identity satisfaction. Based on the results of the normality test, the data obtained were normally distributed (Asymp. Sig. (2-tailed) of 0.2 $>$ alpha 0.05).

Based on the results of the correlation coefficient test, a value of 0.926 was obtained, which means it has a very high (very strong) relationship. The coefficient of determination test results obtained a value of 0.857, which means the influence of motives for watching Korean dramas on Netflix upon customer satisfaction within Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019 which is 85.7%. The results of the simple linear regression test obtained the equation $\hat{Y} = 4,414 + 0,927X$ (positive). So for every addition of 1 value to the motive variable for watching Korean dramas on Netflix (X), then customer satisfaction among Faculty of Communication Studies, Institut Bisnis dan

Informatika Kwik Kian Gie under class of 2017-2019 (Y) will increase by 0.927.

The result of the F test is a significance value of 0.000 $<$ 0.05, meaning that H_a is accepted and H_0 is rejected. Then the motive variable for watching Korean dramas on Netflix (X) simultaneously affects the customer satisfaction variable among Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019 (Y).

The results of the t-test are $t_{count} 19.857 >$ $t_{table} 1.998$, meaning that H_a is accepted and H_0 is rejected. Then the motive variable for watching Korean dramas on Netflix (X) partially affects the customer satisfaction variable among Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019 (Y).

CONCLUSION

The results obtained through the t test are H_a is accepted and H_0 is rejected. So it can be said that there is an influence of motives for watching Korean dramas on Netflix on customer satisfaction among Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019. The coefficient of determination test results show that the influence of Korean drama motifs on Netflix on customer satisfaction among Faculty of Communication Studies, Institut Bisnis dan Informatika Kwik Kian Gie under class of 2017-2019 is 85.7%. While 14.3% is influenced by other factors that have not been studied. The correlation coefficient test results obtained a value of 0.926 which indicates that the two variables have a very high (very strong) relationship. Based on simple linear regression analysis, the resulting effect is positive.

The motives and satisfactions that get the highest score are in the entertainment dimension. Most of the respondents stated that they strongly agree that their motives and satisfaction in watching Korean dramas on Netflix are in the entertainment dimension. The statement that got the highest score on the entertainment dimension was that they watched Korean dramas on Netflix with the aim of overcoming boredom (motive) and they felt satisfied in watching Korean dramas through Netflix because they could overcome their boredom after watching it (satisfaction). In this study, the indicators of the entertainment dimension studied were filling free time, forgetting problems for a moment, overcoming boredom, channeling emotions, and relaxing. Then the dimension that gets the lowest value on the motive variable is the dimension of integrity



and social interaction motives and the dimension that gets the lowest value on the satisfaction variable is the dimension of personal identity.

SUGGESTION

The researcher's suggestions for further research using the Uses and Gratification theory can be done by examining the four variables according to the Uses and Gratification theory model, namely antecedents, motives, media use, and effects. Then further research with a stratified population should be carried out using a stratified sampling technique (stratified sampling) as a sampling technique. Further research on similar topics can also be carried out on different movie streaming services. So that research on motives and satisfaction in using movie streaming services can be developed through various discussions.

After conducting this research, it can be seen that the main motive and satisfaction of customers in watching Korean dramas on Netflix is in the entertainment dimension. So the researchers suggest Netflix streaming services or other creative industry parties so that in the future they can always provide complete and up to date entertainment shows so that they can continue to meet the entertainment needs of their customers. For audiences who want to subscribe to a movie streaming service in order to try using Netflix. Audiences can also try other movie streaming services to compare with Netflix.

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