

## Why Indonesian users visiting youtube an exploration of uses and gratification theory

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**ABSTRACT:** YouTube is the famous social media site for video sharing in the digital age. In Indonesia, YouTube got the first rank for the most visited site. This fact shows us that especially in Indonesia YouTube is the site with most visitor. What makes YouTube being the most popular site in Indonesia is interesting to be explored strictly. With Use and Gratification Theory (UG), this experiment trying to give the empirical approach about the factors that influencing YouTube user to use it again. The amount of sampling determination in this experiment is using Slovin formula. Meanwhile the questioner is spreaded online with non-probability random sampling method in order to gain 400 responden whom usually visiting YouTube regularly. WarpPLS 0.5 is the tools used to convert UG Model into Path Analysis Counting. We found that easiness of service utility and it's practices of using YouTube makes Convenience as the strongest variable to raise people's intention to using / visiting YouTube.

*Keywords:* UG, YouTube, Intention to use, WarpPLS

### 1. INTRODUCTION

YouTube is social media network built for seeing videos online. This site is the 2nd popular site visited in the world after Google (Alexa 2017), cara sitasi pakai angka?. As one of Social Network Service (SNS), YouTube holding a lot of function as information source, entertainment source, learning source and its biggest intention is as the place to share videos. YouTube give it's user a lot of easiness for promoting, advertising, and campaign by visual videos. Any kind of advertisement target can be done in order to gaining all kind of society. Politicans, news organization, education organization, business, film and music artist, and all kind of society is using YouTube nowadays (Khan, M.L., 2017).

In Indonesia, YouTube is taking the first rank defeating all of it's social media business competitor (Alexa, 2017). SNS Site not only connecting people with same interest and activities beyond geographical barriers, but also changing itself as commercial social platform for business in last few years (Huang & Benyoucef, 2013; Phang, Zhang, & Sutanto, 2013). By this expansion, YouTube not only bonding peoples with same interest and needs but in last few years YouTube also changing itself into the site which is influencing social and business interest broadly in society.

YouTube make it possible for its users to interacting with its site in any ways, which is participating in the site needs deeper meaning (Khan, M.L., 2017). All of it's user can give their view (like or dislike), uploading their own videos, commenting on the videos uploaded and share it also. This

phenomenon has giving bigger control for social media user, by comment section. This, can motivate interaction and discussion between users which can gaining active image for the site. People can discuss anything about the content, and by this way also giving the credibility point for the site (Kraut & Resnick, 2011).

Various content offering at YouTube give it various reason for person to use and exploit the site. By applying motivation construction to find out the participation motive and user exploitation at YouTube, we wish we can deliver deeper information about diversity reasons for people using YouTube. That's why we apply Uses and Gratification Theory (UG) for this experiment. UG is a stable work frame for experiment internet usage which shows us psychology needs and personal satisfaction (Papacharissi, Z., Rubin, A., 2010).

Seeing and observing at rapid Youtube growth phenomenon in Indonesia, a site which become a united platform for Social interaction, information, news, entertainment, so it is important to know the characteristics requirement that make Youtube Interesting for Indonesian people, why and how Indonesians YouTube users can participate and interact into social society, and also how society's role that will use YouTube again in a long term will be analyzed in detail. That is why theoretical challenge and real discussion arranged by Writer to explaining developing phenomenon of YouTube in Indonesia.

## **2. Literature Review.**

### **2.1 YouTube**

Our mission is to give everyone a voice and show them the world. "We believe that everyone deserves to have a voice, and that the world is a better place when we listen, share and build community through our stories." (Youtube, 2017). YouTube is giving whole new experience about watching television in modern technology, such as the freedom to choose any kind of channel wanted, giving like or dislike about the videos, and also commenting online at the real time. This is what makes YouTube become stronger at giving their users using experience (Burgess, J.E., & Green, J.B., 2009). This site is focusing at self promote culture, self airing, and because of its various topics, their users have more option to subscribe at a lot of video channel. YouTube's great name is taking its part into stronger label, so a lot of marketing team is rely on YouTube for promoting their products (Smith, A. N., Fischer, E., & Yongjian, 2012). Compared with other social media platform oriented with special connection like Facebook, YouTube which focusing on video viewing offering unique online situation for visitors with some interesting interactive features such as like and dislike button (Kraut & Resnick, 2011).

### **2.2 Uses and Gratification Theory**

Ini ukuran bisa beda? Baran and Davis as cited by Amy Hicks dkk defines Uses and Gratification theory as an approaching about media study that focusing on media using and their satisfaction from the activities (Hicks, A., et al., 2012). Even, not only trying to understand the media impact of personal user, Uses and Gratification Theory explain if people using media because they are trying to fulfill the needs they need to fill. In Uses and gratification perspective, media viewer is never considered as passive user, but considered as active because they are looking for the specific kind of media which can help them fulfill their specific needs. Furthermore, Uses and Gratification Theory also used for online media communication. Internet is a big platform included a lot of function and also maybe can fulfill almost every various needs such as interpersonal communication and searching for entertainment and information (Papacharissi, Z., & Rubin, A., M., 2000).

Some experiment at online media using Uses and Gratification theory is Amanda E. Krause whom doing an experiment about Facebook music listening application user (Khan, M. L., 2017). Another experiment using Uses and Gratification perspective is user motivation analysis of M-Commerce (Stafford, T. F., & Gillenson, M. L., 2004), satisfaction identification which pushing people to use mobile version of social media site (Wook, Y., et al., 2015). In this experiment, Writer use Uses and

Gratification approach to find out users motivation for visiting Youtube.

### 2.3 Intention to Use

Intention to use is define as an assumption to catch motivation factors which influencing people's personal intention to visit (Ajzen, 1991). In a lot of main theory about technology adoption, intention to use is the actual main factor. Intention to use is the main mediator between actual use and another factors in technology adoption. This is supported by the experiment of Taylor and Todd which trying to removing intention variable from 3 models of technology accepting theory (Taylor & Todd, 2001). The experiment shows us that when intention variable is removed, what happened next is the behavior predicted by statistical fit is decreasing dramatically. In other experiment (Suryanto, T.L.M., Budiyanto, S.D., & Asif, F., 2016) giving work frame construction for applying intention succeed into system quality developing.

## 2. RESEARCH METHODS

This experiment is aiming Indonesian YouTube users whom surveyed online by giving the questionnaire using Google Form. Sample collecting activities is done between Januari-Maret, 2017 (questioner is spread online and random by the researcher using simple random sampling.) By determining sampling formula using Slovin:

$$(N = 1.000.000.000 / (1 + 1.000.000.000 \times (0.05)^2)) = 399.999 = 400 \text{ sample})$$

Writer collecting 400 answered questionnaire out of 475 questioner spread. For supporting the good results, this experiment is using literature study of Uses and Gratification Theory (U&G) as a basic experiment for thinking frame. The scale uses for computing the data is Likert Scale. This experiment is using WarpPLS 5.0 software for analyzing data needs and statistic method use Path Analysis.

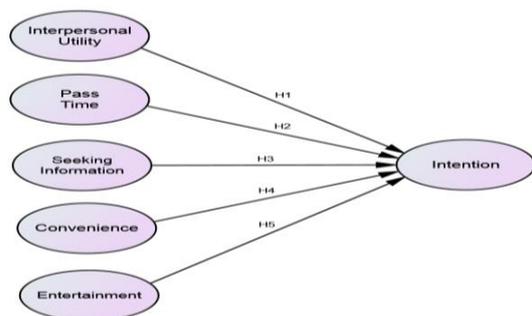


Figure 1. Model Hypotesis

## 3. RESULT AND DISCUSSION

### 3.1 Sample characteristics

With 400 sampling collected, Writer find out the consistency of male respondent as much as 218 and female respondent as much as 182, average young aged between 12-25 years old. As much as 219 respondent says that they have YouTube account but Writer found that there's a lot of respondent doesn't have YouTube account. By this findings, this study can be served proportionally from user's point of view.

### 3.2 Test discriminant validity

**Table 2.** Combined loadings and cross-loadings

Latent Construct	Item	Laten Construct						SE	P value
		IU	PT	SI	Con	Ent	Int		
Pass Time (PT)	X1	0.606	0.087	-0.105	0.083	-0.321	0.122	0.046	<0.001
	X2	0.646	0.094	-0.149	0.213	-0.389	-0.017	0.045	<0.001
	X3	0.667	0.225	-0.179	0.063	-0.099	-0.179	0.045	<0.001
	X4	0.653	0.041	-0.261	-0.072	0.085	-0.123	0.045	<0.001
	X5	0.696	0.013	-0.336	0.348	-0.089	-0.155	0.045	<0.001
	X6	0.578	0.373	-0.044	-0.183	0.108	-0.034	0.046	<0.001
	X7	0.401	-0.366	0.327	-0.533	0.607	0.328	0.047	<0.001
	X8	0.411	-0.204	0.154	-0.545	0.565	0.333	0.047	<0.001
	X9	0.663	-0.208	0.105	-0.01	0.014	0.142	0.045	<0.001
	X10	0.56	0.156	0.557	-0.144	0.117	-0.001	0.046	<0.001
	X11	0.677	-0.111	0.097	0.239	-0.198	-0.067	0.045	<0.001
	X12	0.707	-0.224	0.094	0.063	0.057	-0.075	0.045	<0.001
Seeking Information (SI)	X13	0.056	0.872	0.027	-0.209	0.152	-0.05	0.044	<0.001
	X14	-0.014	0.903	-0.028	0.046	-0.161	0.168	0.044	<0.001
	X15	-0.041	0.881	0.002	0.16	0.014	-0.122	0.044	<0.001
Convenience (Con)	X16	0.2	-0.043	0.654	0.008	-0.085	0.041	0.045	<0.001
	X17	-0.077	-0.334	0.858	-0.093	0.15	0.157	0.044	<0.001
	X18	-0.059	0.025	0.878	0.054	-0.052	-0.056	0.044	<0.001
	X19	0.038	0.09	0.875	-0.003	-0.048	-0.021	0.044	<0.001
	X20	-0.057	0.267	0.804	0.038	0.018	-0.117	0.044	<0.001
Entertainment (Ent)	X21	0.451	0.25	0.047	0.548	-0.44	-0.196	0.046	<0.001
	X22	-0.06	-0.317	-0.143	0.725	0.026	0.044	0.045	<0.001
	X23	-0.089	0.018	0.18	0.799	0.168	-0.185	0.044	<0.001
	X24	-0.177	0.105	-0.088	0.747	0.118	0.3	0.045	<0.001
Intention	X25	-0.061	0.364	0.084	0.003	0.825	-0.104	0.044	<0.001
	X26	-0.07	-0.46	-0.072	-0.004	0.692	0.203	0.045	<0.001
	X27	0.114	0.021	-0.022	0	0.865	-0.064	0.044	<0.001
Intention	X28	0.177	-0.495	-0.04	-0.28	0.227	0.525	0.046	<0.001
	X29	-0.176	0.055	0.018	0.485	-0.012	0.742	0.045	<0.001
	X30	0.05	0.291	0.01	-0.283	-0.147	0.753	0.045	<0.001

Results from Table 4.2 show us that the load from each indicator is passing the requirement of convergen validity, which is above 0,6 and significant, not included X6, X7, X8, X10, X21 and X28 indicator which having point under 0.6. According to (Sholihin, 2016) in some case, load requirement is not fulfilled, especially for new-developed questionnaire. For that, load number between 0,40 - 0,70 is defended, but for indicator load under 0.40 must be deleted from the model

### 3.3 Test convergent validity

**Table 3.** Correlations among I.vs. with sq. rts. of AVEs

Latent Construct	IU	PT	SI	Con	Ent	Int	
Interpersonal Utility	IU	0.614	0.435	0.605	0.557	0.396	0.358
Pass Time	PT	0.435	0.885	0.498	0.378	0.506	0.527
Seeking Information	SI	0.605	0.498	0.818	0.492	0.575	0.51
Convenience	Con	0.557	0.378	0.492	0.711	0.553	0.528
Entertainment	Ent	0.396	0.506	0.575	0.553	0.798	0.544
Intention	Int	0.358	0.527	0.51	0.528	0.544	0.682

Discriminant Validity in this experiment instrument is also fulfilled. This is shown by Table 3 where AVE root in diagonal column is higher than correlation between latent variable in other tables except diagonal.

### 3.4 Test measurement model

**Table 4.** Model Fit and Quality Indices

Statistic	Value	Conclusion
Average path coefficient (APC)	0.239	Acceptance
Average R-squared (ARS)	0.687	Acceptance
Average adjusted R-squared (AARS)	0.683	Acceptance
Average block VIF (AVIF)	3.306	Acceptance
Average full collinearity VIF (AFVIF)	1.912	Ideally
Tenenhaus GoF (GoF)	0.627	Large
Sympson's paradox ratio (SPR)	1	Ideally
R-squared contribution ratio (RSCR)	1	Ideally
Statistical suppression ratio (SSR)	1	Ideally
Nonlinear bivariate causality direction ratio (NLBCDR)	1	Ideally

Besides that, fit model index has fulfill the requirement with significant APC, ARS, and AARS with p score is below 0.001 and AVIF score is below 5. Model Fit experiment results is shown on table 4.

### 3.5 Test Results of Research Hypothesis

**Table 5. Result of Hypothesis Testing**

H	Relation	Path Coefficient	P value	Result
H1	IU → Int	0.183	<0.001	Supported
H2	PT → Int	0.261	<0.002	Supported
H3	SI → Int	0.23	<0.003	Supported

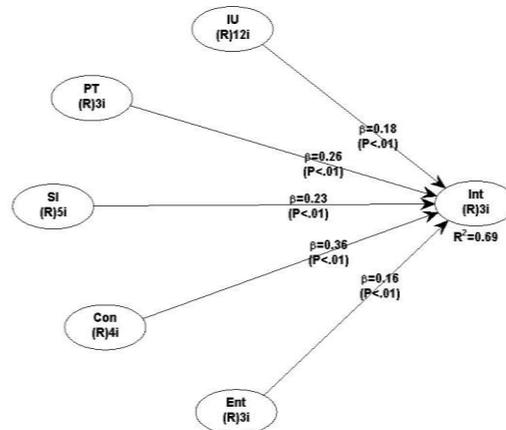
H4	Con → Int	0.364	<0.004	Supported
H5	Ent → Int	0.157	<0.005	Supported

Hypothesis testing is done by testing structural model. Structural model is evaluating the connection and the connection value between independent latent variable to dependent latent variable. Figure 2 shows us the result of structural model SEM-PLS in this experiment. Full result about structural model evaluation in this experiment is shown in table 5.

**Table 7.** Effect Sizes for Path Coefficients

	IU	PT	SI	Con	Ent	Int
IU						
PT						
SI						
Con						
Ent						
Int	0.094	0.138	0.136	0.225	0.093	

Beside path coefficient value, test result SE-PLS also producing effect-size value. Effect-size output showing the result of *f-squared* effect size. According to Kock and Hair in their experiment which cited by (Sholihin, 2016), effect size can be separated to 3 categories, that is weak (0,02), medium (0,15) and strong (0,35). Effective size value under 0,02 is showing that latent variable predictor impact is very weak from practical side of view although it has significant p value. Table 7 is summarized size effect predictor latent variable to criterion latent variable.



**Figure 2.** Results Model

Hypothesis testing is analyzed from SEM-PLS testing result which is looking at path coefficient value. Figure 2 is showing about the connection between independent variable to dependent variable is all having p score below 0,001. That condition is indicating that the connection between independent variable or predictor variable to dependent variable or criterion variable is al significant. By this, every hypothesis in this experiment is accepted. In other side, effect size result in all hypothesis is indicating that predictor variable influence is medium from practical view.

#### 4 CONCLUSION AND RESEARCH IMPLICATION

The huge amount of internet users in Indonesia is giving significant change to YouTube using (pola). Dynamic (masyarakat) life is giving a huge chance for all kind of (kalangan) to actualize

themselves with YouTube. This is also (dirasakan) by a lot of respondent who using YouTube as communication place and social community. By huge amount of YouTube characteristic connection with people's intention to re-using YouTube again in long term, we find that easiness in operating YouTube for users and also supported by the practical in founding videos/ information is the main factor for people doing their activities by YouTube page in long term. This far, finally YouTube succeed to gaining positive response from (masyarakat) and also winning SNS market competition in Indonesia.

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