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The Implementation of the Trial Strategy in Driving Purchase Intention on Youtube Premium

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Abstract

The entertainment business has lately seen a transformation due to the expansion of digital platforms and the increased popularity of online entertainment. The digital age has completely transformed the entertainment industry. Businesses must adapt and embrace these changes if they want to thrive. Businesses can use the trial strategy to attract new customers despite fierce competition. Users initially assume they do not need it and are prepared to pay for supplemental services for things they typically use for free. Users become uneasy when they stop receiving their benefits and realize they require these extra services. This motivates people to purchase further services voluntarily. The execution of the trial strategy and perceived quality, price, satisfaction, and value are discussed in connection to how they affect customer purchase intention. Trial strategy and perceived price are independent variables. Perceived value, satisfaction, and quality then function as mediating variables. Also, purchase intention is the dependent variable. An online survey with 336 participants was undertaken. The findings from quantitative methodologies demonstrate that trial strategy, perceived value, and satisfaction have a direct, positive, and significant impact on purchase intention. In the meanwhile, buying intention is indirectly impacted by perceived quality and price.

Keywords: purchase intention; perceived quality; perceived price; perceived value; satisfaction.

A. INTRODUCTION

The growth of digital platforms and the rising popularity of online entertainment have recently transformed the entertainment industry. Businesses must adapt and offer new and innovative products and services to remain relevant and competitive in this ever-evolving environment. The digital age has completely transformed the entertainment industry. Evolving and embracing these changes is essential for businesses to thrive. As one of the leading video-sharing platforms, YouTube has remained competitive and relevant by launching additional services such as YouTube Premium. The launch of these additional services will help YouTube stay at the forefront of the rapidly changing digital entertainment landscape, where consumer needs and preferences are constantly evolving. With these new services, YouTube has expanded beyond its original business model and continues to provide a new revenue stream to its business.

Using YouTube Ads to promote YouTube Premium is an attractive marketing opportunity for the company. However, research shows that this marketing strategy may not deliver the desired results in driving user purchases. Previous studies (Febriyantoro, 2020) have shown that YouTube advertisements can significantly impact brand awareness and image, but these factors do not influence a user's purchase intention. This shows that the promotion strategy of utilizing Youtube Ads is ineffective in getting users to purchase the product.

To promote the YouTube Premium product, YouTube implemented a one-month trial strategy for existing users. This strategy aims to encourage more users to subscribe to premium services, creating new revenue streams for the company. This aligns with the study that uses direct experience or trial (Smith & Swinyard, 1983). This strategy shows that trial has a greater positive effect than advertising because it can be a powerful source of information that effectively gives confidence in evaluating a product. Trying out a product for oneself has a greater positive impact on a consumer's perception and evaluation of the product

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than exposure to advertising. This is because direct experience allows consumers to gather first-hand information about the product's features and benefits by experiencing it, which instils confidence in their evaluation. By allowing consumers to try the product themselves, marketers can create a powerful source of information that helps make informed purchase decisions.

Initially, users feel they do not need it and are willing to make purchases related to additional services for the products they usually use for free. When users try to use additional service products that provide more comfort and convenience in using these products for free for some time, they build new habits in their journey and experience of a product. The experience of comfort and convenience will eventually be revoked, and users will have to pay for additional services they previously could use for free. When they no longer get the benefits they get, users feel uncomfortable and realize that they need these additional services. This encourages them to voluntarily purchase additional services (Koch & Benlian, 2016).

YouTube intends to hook and retain its existing users to purchase YouTube's additional service called YouTube Premium by applying a trial strategy for this premium product. Previous research (Koch & Benlian, 2016) has also shed light on the fact that utilizing a trial strategy is an effective strategy to make customers intend to buy the products they have tried. However, there is a side where users who have used the trial for the services do not continue to convert to purchase the product (Koch & Benlian, 2016; Smith & Swinyard, 1983). This phenomenon demands further study to understand its causes and raises concern about the trial strategy's reliability of driving conversions toward purchasing in YouTube Premium.

According to a literature assessment of prior studies, Six variables have a role in implementing trial strategies to persuade consumers to have a purchase intention. Trial Strategy, Perceived Quality, Perceived Price, Satisfaction, Perceived Value, and Purchase Intention are the relevant variables (Zeithaml et al., 2017; Chang & Wildt, 1994; Zietsman & Mostert, 2019; Smith & Swinyard, 1983; Koch & Benlian, 2016; Mehmood, 2015; Novit & Erdiansyah, 2021).

Referring to a study (Smith & Swintard, 1983), the trial strategy positively affects the higher-order. In this case, the factor that contributes to the aspect is affective extremity. Their study (Smith & Swinyard, 1983) also demonstrated that trial strategies develop an attitude significantly strong. Furthermore, Koch & Benlian (2016) find that the users' conversion (purchase) propensity is positively affected by the trial strategy (Premium-first). Also, the perceived added value of the premium over the free version is larger in premium-first scenarios compared to Free-first scenarios due to the loss aversion effect (Koch & Benlian, 2016).

According to a study (Mehmood, 2015), customer satisfaction positively and significantly affects customers' purchase intention. (Novit & Erdiansyah, 2021) It is also stated that the same is related to customer satisfaction and purchase intention in the online purchasing case. Moreover, it also shows that satisfaction and purchasing intention positively correlate in consumer decision-making style as an antecedent level of satisfaction and purchase intention (Alavi et al., 2015).

The study (Chang & Wildt, 1994) found that information about a product's attributes and price positively affects perceived quality. Furthermore, perceived quality positively influences perceived value. This is also in line with the research by (Zietsman & Mostert, 2019), which stated the same discovery about the connection between perceived price, quality, and value. Additionally, perceived value is positively influenced by perceived price (Zietsman & Mostert, 2019). Moreover, perceived value positively drives purchase intention (Chang & Wildt, 1994).

Based on such an explanation, the following study hypothesis is put forth:

H1: YouTube Premium's Trial Strategy significantly influences the Purchase Intention of YouTube Premium.

H2: YouTube Premium's Trial Strategy significantly influences the Perceived Quality of YouTube Premium.

H3: Perceived Quality of YouTube Premium significantly influences Customer Satisfaction with YouTube Premium.

H4: Perceived Quality of Youtube Premium significantly influences the Perceived Value of YouTube Premium.

H5: Perceived Price of Youtube Premium significantly influences the Perceived Quality of Youtube Premium.

H6: Perceived Price of Youtube Premium significantly influences the Perceived Value of Youtube Premium.
H7: Satisfaction with YouTube Premium significantly influences Purchase Intention of YouTube Premium.
H8: Perceived Value of Youtube Premium significantly influences Purchase Intention of Youtube Premium.

B. RESEARCH METHOD

This research will start with identifying YouTube Premium's trial strategy and then conducting a literature review from the previous study to support the research and develop a hypothesis. This research collects data from respondents who reside in the Bandung area between 18 - 40 years old and have tried using the YouTube Premium service. The target respondents for this study are 300 people. The sampling methodology used in this study was judgmental sampling. One type of non-probability sampling is "judgmental sampling," which means the researcher selects the sample based on their judgment and knowledge (Malhotra, 2019). With this technique, the sample to be used is people who know and have tried using the YouTube Premium service.

A 5-point Likert scale was utilized in this study, with one denoting significant disagreement and five denoting strong agreement. The questionnaires are adapted from previous studies and translated into Bahasa Indonesia to make respondents easier to understand the questions. There are a total of 19 questions on indicators modified from prior research that are used to gather data on Trial Strategy (T.S.), Perceived Quality (P.Q.), Perceived Price (P.P.), Satisfaction (S.A.), Perceived Value (P.V.), and Purchase Intention (P.I.). The data collected from the respondents will be analyzed using descriptive statistics and PLS-SEM.

C. RESULTS AND ANALYSIS

Descriptive Analysis

From Table 1, the highest mean is S.A. 2: "The service provided by YouTube Premium is satisfying." This claim expresses the user's satisfaction with the service, which led them to purchase the YouTube Premium service. Conversely, the lowest mean is P.Q. 1: "The user interface on YouTube Premium is pleasing to my eyes." This explains that the user interface on YouTube Premium is not pleasing to the customers. Moreover, the highest standard deviation is P.I. 1: "I will continue to make a subscription to YouTube Premium after I do the trial." This statement indicates that people who will make a subscription after they do the trial have a wide range of variety.

Conversely, the lowest standard deviation is S.A. 3, "I am satisfied with my experience using YouTube Premium." So, the response for it is similar to one another. It also can be interpreted that most respondents stated they are satisfied with their YouTube Premium experience.

Table 1. Descriptive Analysis

Variable	Label	Min	Max	Mean	Standard Deviation
Trial Strategy	T.S. 1	2	5	4.08	0.7241
	TS 2	2	5	4.29	0.7598
	TS 3	2	5	4.30	0.7591
Perceived Quality	P.Q. 1	2	5	3.97	0.7625
	PQ 2	2	5	4.35	0.7852
	PQ 3	2	5	4.26	0.7822
	PQ 4	2	5	4.27	0.7695
Perceived Price	PP 1	2	5	4.25	0.8011
	PP 2	1	5	4.00	0.7411
	PP 3	2	5	4.16	0.8067
Perceived Value	P.V. 1	2	5	4.21	0.8077
	PV 2	2	5	4.29	0.7838
	PV 3	2	5	4.31	0.8283
Satisfaction	SA 1	2	5	4.35	0.7051

Variable	Label	Min	Max	Mean	Standard Deviation
	SA 2	2	5	4.36	0.7148
	SA 3	2	5	4.35	0.6792
Purchase Intention	P.I. 1	1	5	4.21	0.9304
	PI 2	1	5	4.04	0.8435
	PI 3	1	5	4.20	0.8928

Source: research data, 2023

Reliability and Validity

The composite reliability must be at least 0.7 and may be greater when performing an internal consistency reliability assessment (Wong, 2013). According to Table 2's results, all variables meet the composite reliability values with a pass rate above 0.7. This implies that it is reasonable to conclude that each indicator is reliable. For the AVE minimum to be accepted, the convergence must pass 0.5 or more (Malhotra, 2019). According to Table 2's results, all variables meet the AVE values greater than 0.5. This means it is acceptable to conclude that each variable is valid. The discriminant validity test must pass if the square root of each latent variable's AVE is greater than the correlation of the latent variables (Wong, 2013). It is clear from Table 3 above that the correlation values for each latent variable's row and column are less than the AVE square root values. Therefore, all variables appeared to pass the discriminant validity test. When examining collinearity, the VIF is employed, and a value of 5 or below is desired to prevent the issue (Wong, 2013). Based on Table 2, all of the indicator's values are five or less. It means that it prevents issues in this research.

Table 2. Outer Loading, Composite Reliability, AVE, and VIF

Variable	Label	Outer Loading	Composite Reliability	AVE	VIF
Trial Strategy	T.S. 1	0.841	0.883	0.715	1.71
	TS 2	0.846			1.67
	TS 3	0.849			1.777
Perceived Quality	P.Q. 1	0.786	0.91	0.717	1.766
	PQ 2	0.86			2.48
	PQ 3	0.868			2.337
	PQ 4	0.869			2.406
Perceived Price	PP 1	0.852	0.897	0.744	1.995
	PP 2	0.887			2.248
	PP 3	0.848			1.684
Perceived Value	P.V. 1	0.915	0.932	0.82	3.24
	PV 2	0.869			2.067
	PV 3	0.932			3.645
Satisfaction	SA 1	0.851	0.884	0.718	1.899
	SA 2	0.809			1.512
	SA 3	0.881			2.133
Purchase Intention	P.I. 1	0.888	0.924	0.802	2.423
	PI 2	0.914			2.716
	PI 3	0.884			2.177

Source: research data, 2023

Table 3. The Fornell-Larcker Criterion

	PI	PP	PQ	P.V.	SA	TS
PI	**0.895**					
PP	0.814	**0.863**				
PQ	0.769	0.83	**0.847**			
PV	0.808	0.852	0.833	**0.906**		
SA	0.788	0.747	0.818	0.816	**0.847**	
TS	0.746	0.786	0.838	0.774	0.709	**0.846**

Source: research data, 2023

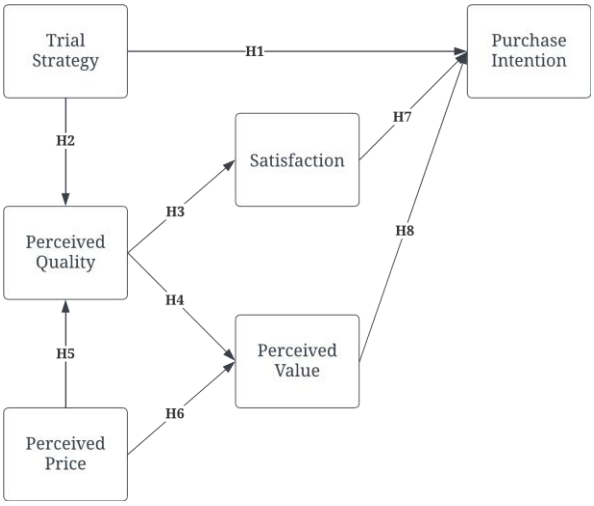

Figure 1. Structural Framework

According to Wong (2013), the R^2, which has a value between 0 and 1, is the statistic used to assess how well a model predicts or determines. R^2 scores of 0.25, 0.50, and 0.75 are allegedly weak, moderate, and significant, respectively, according to studies on marketing. Referring to Table 4 above, The R^2 for Perceived Quality is 0.779, which means that two latent variables (Trial Strategy and Perceived Price) represent 77.9% of the variance in Perceived Quality. The R^2 for Perceived Value is 0.777, which means that two latent variables (Perceived Quality and Perceived Price) represent 77.7% of the variance in Perceived Value. The R^2 for Satisfaction is 0.669, which implies that one latent variable (Perceived Quality) represents 66.9% of the variance in satisfaction. The R^2 for Purchase Intention is 0.724, meaning three latent variables (Trial Strategy, Satisfaction, and Perceived Value) represent 72.4% of the variance in Purchase Intention.

Stone-Q2-Geisser's value is employed as a predictive relevance criterion in addition to R^2. Exogenous constructs with Q^2 values of 0.02, 0.15, and 0.35 for the endogenous latent variable have low, medium, and high predictive importance, respectively. The Q^2 values for Perceived Quality, Perceived Value, Satisfaction, and Purchase Intention are 0.779, 0.753, 0.586, and 0.664. According to Heenseler, Ringle, and Sinkovics (2009), a Q^2 value that is positive or more than 0 confirms the predictive importance.

By assessing effect size and convergent validity, GoF produces a metric between 0 and 1 (Garson, 2016). Wong (2013) asserts that the square roots of the R^2 and Q^2 average values are multiplied to end up with the GoF result. Based on Table 4, the GoF value is 0.716. According to Tenenhaus, Amato, & Vinzi (2004), the model is 71.6% fit.

Table 4. Structural Path and GoF

Structural Path	Path Coefficients	T statistics	R^2	Q^2	GoF
Trial Strategy -> Purchase Intention	0.236	3.275	0.724	0.664	0.716
Trial Strategy -> Perceived Quality	0.486	12.134	0.779	0.779	
Perceived Quality -> Satisfaction	0.818	27.104	0.669	0.586	
Perceived Quality -> Perceived Value	0.407	7.592	0.777	0.753	
Perceived price -> Perceived Quality	0.448	10.944	0.779	0.779	
Perceived price -> Perceived Value	0.514	9.698	0.777	0.753	
Satisfaction -> Purchase Intention	0.332	3.72	0.724	0.664	
Perceived Value - Purchase Intention	0.354	3.916	0.724	0.664	

Source: research data, 2023

Hypothesis Testing

Referring to Table 5, at a significance level of 0.05 (5%), all of the hypotheses (H1, H2, H3, H4, H5, H6, H7, and H8) that said it had a significant influence have been proved.

Table 5. Hypothesis Testing

Structural Path	T statistics (|O/STDEV|)	P Values	Result
Trial Strategy -> Purchase Intention	3.275	0.001	Accepted
Trial Strategy -> Perceived Quality	12.134	0	Accepted
Perceived Quality -> Satisfaction	27.104	0	Accepted
Perceived Quality -> Perceived Value	7.592	0	Accepted
Perceived price -> Perceived Quality	10.944	0	Accepted
Perceived price -> Perceived Value	9.698	0	Accepted
Satisfaction -> Purchase Intention	3.72	0	Accepted
Perceived Value - Purchase Intention	3.916	0	Accepted

Source: research data, 2023

Users' Purchase Intention is positively causally impacted by the trial method. According to the underlying theoretical justification, users will see the premium version as having more value than the free version. (Koch & Benlian, 2016). Users can have direct experience utilizing and acquiring information about the services provided by employing the Trial Strategy (Koch & Benlian, 2016; Smith & Swinyard, 1983). This direct experience can be powerful information that drives confident evaluation and purchase intention for the service (Smith & Swinyard, 1983).

Through implementing the Trial Strategy, users can get hands-on experience using and learning about the services offered (Koch & Benlian, 2016; Smith & Swinyard, 1983). The information about the service is essential or disaggregated, yet this data can be summed up to determine the perceived quality (Zeithaml 1988; Myers and Shocker 1981; Olson and Jacoby 1972). This direct knowledge may be a potent source of data that motivates confidence evaluation toward service quality (Smith & Swinyard, 1983).

Perceptions of service quality (Perceived Quality) have an impact on satisfaction. In order to determine whether a product or service has fulfilled the consumer's requirements and expectations, the customer must evaluate whether they are satisfied with it. In order to adapt to the context or kind of service, satisfaction can also be linked to emotions beyond a sense of pleasure in knowing that one's requirements have been addressed (Zeithaml et al., 2017; Oliver, 2014).

The perceived quality and value of the service have a positive relationship (Chang & Wildt, 1994, Zietsman & Mostert, 2019). According to Bogsberger and Melsen (2011), Patterson and Spreng (1997), and Zeithaml (1988), customers' general assessments of the usefulness of a service or trade-off based on views of what they have been given and obtained are sometimes described as perceived value. According to cognitive responses, service quality is the key benefit element of perceived value.

The perceived price and quality of the service have a positive relationship (Chang & Wildt, 1994, Zietsman & Mostert, 2019). Price is often considered to be a cost associated with acquiring a good or service, but it also serves as an essential extrinsic indicator for evaluations of quality (Kwun and Oh, 2004; Lichtenstein, Ridgway, & Netemeyer, 1993; Zeithaml, 1988). When the perceived price is high, customers expect good quality of service (Suri, Long, & Monroe, 2003). Nevertheless, the client must make a greater sacrifice the higher the perceived price is (Oh, 1999).

The perceived price and value of the service have a positive relationship (Chang & Wildt, 1994, Zietsman & Mostert, 2019). A general assessment of the customers of the usefulness of service or sacrifice according to beliefs of what is given and received is known as perceived value (Boksberger and Melsen, 2011; Patterson and Spreng, 1997; Zeithaml, 1988). The perception of price fairness tends to improve value judgments, whereas price perceptions of quality tend to counterbalance the value judgments of customers (Oh, 2000).

Satisfaction and purchase intention have a positive relationship. Brand loyalty and positive attitudes toward a product are more likely to develop when a customer is satisfied with the product or service

(Mehmood, 2015). The consequence is the customer's habit of making many purchases (Youl & John, 2010). Additionally, if customers are pleased with the quality of the firm's services, they will stick with the organization, and this dependability is excellent for the association to gain an additional advantage, boost market share, and raise profitability for customers (Kondo, 2001).

The perceived value and purchase intention have a positive relationship (Chang & Wildt, 1994, Zietsman & Mostert, 2019). A customer's broad assessment of the worth of a service or sacrifice is based on their views of what is given and received. It is perceived value (Boksberger and Melsen, 2011; Patterson and Spreng, 1997; Zeithaml, 1988). Purchase intention is typically predicted to be low for products regarded as low value because of either poor quality or a high price, while strong purchase intention is predicted for products judged to be high in value (Chang & Wildt, 1994).

D. CONCLUSION

This research aims to know the relationship between the trial strategy to make users purchase YouTube Premium and the factors influencing the user from using the trial to purchase intention. Through the use of actual data, it advances both theory and practice by showing how the model's variables interact. From the previous studies, five factors influence the user from using the trial to purchase intention. These factors are Trial Strategy, Perceived Quality, Perceived Price, Satisfaction, and Perceived Value. Of these five factors, trial strategy, satisfaction, and perceived value influence users directly in purchase intention. While perceived price and quality have an indirect impact on purchase intentions.

The trial approach has a positive and substantial (significant) impact on the service purchase intention, according to the results of the PLS-SEM study. Moreover, the trial strategy indirectly influences purchase intention with perceived quality, value, and satisfaction as mediators. In the trial strategy, users can experience the premium service first-hand (direct experience), including information on the value of the benefits they receive from the premium service offered by YouTube. They are also expected to experience the difference in service between the free and premium versions of YouTube. This can help them build a confident evaluation of the quality of the YouTube Premium service. However, Trial Strategy should be considered an extra tool in the strategic toolbox of design options. The trial approach may not always be the most desirable option, particularly for businesses that follow a high-value discrepancy approach because of cost dynamics. In these circumstances, registering every user for a temporary premium trial entails making a sizable upfront expenditure that might never be repaid. The business may be better off only attempting to upsell a certain group of consumers by providing affordable trial periods (Koch & Benlian, 2016).

Even though the study's findings have theoretical and practical implications for academics and practitioners, several limitations could guide future research into the measurement and structural aspects of the research model under investigation in this study. The topic in this study is restricted to trial strategies examined using YouTube digital services. Other business models or services besides the digital services offered by YouTube can be used for further research. In order to achieve more precise findings for other goods or services can be attained. The authors expect future research to include participants from significant Indonesian cities because Bandung's consumers may have different requirements and behavioural patterns than those in major Indonesian cities. The results can be tailored to each consumer's needs and behaviour from different locations by broadening the research area.

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