Uses, Motivation, and Innovation Readiness' Gratification of Young Adults' Streaming Application in Indonesia and Malaysia

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ABSTRACT

The rapid development of digital technology has brought significant changes in communication, learning, and media consumption patterns, particularly in Malaysia and Indonesia. These changes have been further accelerated by the COVID-19 pandemic, which has emphasized the crucial role of digital platforms in everyday life. Ease of access and increasingly affordable internet-based devices have driven a shift from Free-To-Air (FTA) television to on-demand digital television and streaming services. This study aims to examine the influence of motivation, readiness for innovation, and gratification factors on the adoption and usage patterns of digital television in both countries. The research method used is a quantitative approach, referring to Uses and Gratifications Theory (UGT) and the concept of Absorptive Capacity (ACAP), while also considering socio-demographic and socio-cultural characteristics such as income level, education, and age. The results show that user motivation, readiness for innovation, and satisfaction levels significantly influence decisions to use digital television and streaming services. In conclusion, these findings provide important insights for stakeholders in formulating strategies for developing the digital broadcasting ecosystem in Southeast Asia.

Keywords*: Digital Business, Marketing Innovation, Streaming, User Motivation, Young Consumer.*

INTRODUCTION

The integration of technology into daily life has significantly increased in recent years, with individuals becoming increasingly dependent on digital tools for communication, learning, and cognitive activities (Asghar et al., 2022). The COVID-19 pandemic has further accelerated this dependence as virtual communication, online learning, and digital transactions have become the norm (Elisa et al., 2022). In 2021, Statista reported that 89.4% of Malaysians and 76% of Indonesians owned internet-enabled portable devices, reflecting the high accessibility of technology in both nations (Statista, 2024). This accessibility enables societies to receive and process information more efficiently, simplifying daily tasks and activities. Moreover, the affordability of internet-based devices has widened access among lower-income groups, leading to a substantial shift in media consumption patterns. Increasingly, people are gravitating toward personalized and on-demand media platforms such as YouTube and Netflix, which allow users to access tailored content that fits their preferences (Zolkepli & Kamarulzaman, 2015; Zhang et al., 2021).

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Governments and media organizations in both countries have responded to this shift by expanding high-quality digital broadcasting services. In Indonesia, live television streaming saw a notable 20% increase in users in 2020 (Kompas, 2021). Platforms such as YouTube, Netflix, and Hooq have gained dominance due to their flexibility, convenience, and content diversity (Putri et al., 2021; Rahmawaty et al., 2021). Similar developments are evident in Malaysia, where Free-to-Air (FTA) television long a primary source of information and entertainment has gradually been replaced by internet-based TV and Video-on-Demand (VOD) services such as Tonton and MyFreeview TV. Malaysia's National Broadcasting Digitization Project introduced MyFreeview TV to enhance broadcasting quality, especially for rural users, while Indonesia's Televisi Republik Indonesia (TVRI) launched its own digital channels to modernize its reach. Additionally, platforms such as Vidio have partnered with major terrestrial broadcasters to provide mobile streaming access, enabling users to watch content anytime and anywhere (Wardhana et al., 2023).

Although FTA TV remains relatively strong in both countries, the digital era has transformed how television is consumed. Technological convergence has supported the digitalization of broadcasting systems, making digital TV and streaming services more attractive to viewers. Studies show that smartphone penetration rates of nearly 89.4% in Malaysia and 76% in Indonesia indicate a transition from traditional, linear media to personalized, on-demand formats (Statista, 2024). Digital TV Research (2020) projected that Indonesia's streaming audience will reach 70 million users by 2025, up from 50 million in 2020, highlighting sustained growth driven by the flexibility and user-centered design of digital platforms.

From a theoretical perspective, the Uses and Gratifications Theory (UGT) provides a valuable framework for understanding media behavior (Rubin, 1983; Perse & Rubin, 2018). Prior research has mainly focused on motivations related to social media and app-based media consumption (Ifinedo, 2016). However, limited studies have examined users' motivations in the context of transitioning from analogue to digital television. Motivational factors, along with innovation readiness, are key determinants of technology adoption in this context. The concept of Absorptive Capacity (ACAP), the ability to recognize, assimilate, and apply new information, has been strongly associated with innovation adoption (Ali & Park, 2016). Individuals with higher ACAP are more capable of identifying changes, exploring alternatives, and leveraging innovation to satisfy emerging needs (Vlačić et al., 2019).

Empirical findings from the University of Malaya reveal that digital TV adoption in Malaysia is influenced by factors such as ease of use, affordability, and content availability, with higher adoption rates among educated and higher-income groups (Marieski & Sugiat, 2025). Older audiences, however, are less likely to transition to digital television, suggesting that socio-demographic variables significantly affect adoption rates. Consequently, a deeper understanding of users' motivational factors, innovation readiness, and gratification levels is crucial to support the ongoing digital transition in Malaysia and Indonesia. Additionally, streaming services such as Netflix, Iflix, and YouTube have transformed viewing behavior, particularly among smartphone users (Digital TV Research, 2020). It is therefore essential to explore how these services interact with digital television adoption and usage patterns. The objective of this study is to examine the influence of user motivation, innovation readiness (absorptive capacity), and gratification on the adoption and usage patterns of digital television and streaming services in Malaysia and Indonesia, while considering socio-demographic and socio-cultural differences between users.

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LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Effect of Media Usage

The Uses and Gratifications Theory (UGT) is a prominent framework for understanding how and why individuals actively select and use various forms of media to satisfy specific needs (Katz et al., 1973). Initially developed in the 1940s to examine the

effectiveness of radio, this theory has since been extended to analyze media choices across diverse platforms. The concept was first formalized in 1954 as an extension of needs and motivation theory and later applied in the 1960s to explain audience intentions and perceptions toward television programs (Farida et al.,2021). Since the 1980s, UGT has become a dominant paradigm in explaining the motivations underlying media usage (Rubin, 1983; Perse & Rubin, 2018). Recent applications of UGT have expanded beyond traditional media to include internet use, online photo sharing, photo tagging, and social media engagement across platforms such as Instagram and Flickr (Petrakis, 2015; Hiniker et al, 2016; Zhang et al., 2022; Khalid & Collier, 2025). The theory has also been applied to examine adolescents' continuous social media use and the potential negative impacts of excessive engagement (Hamilton et al., 2022; Lichy et al., 2023).

Few studies, however, have explored the connection between uses and gratifications and innovation readiness. Wang et al. (2018) investigated this relationship in the context of mobile phone adoption and found that individuals motivated by convenience and flexibility were more likely to adopt new mobile technologies. Similarly, research in electronic commerce indicates that individuals motivated by personalization and social interaction tend to exhibit greater readiness to adopt new digital technologies (Shahzad, 2022).

H1: Media usage has a positive and significant influence on gratification.
H2: Media usage has a positive and significant influence on innovation readiness.

The Effect of Motivation

A review of the literature on motivational factors in digital television consumption indicates that individuals engage with digital television for multiple reasons, including convenience, flexibility, social connection, and personalized content. Rubin (1983) identified five key motivational clusters related to television viewing: passing time/habit, information seeking, entertainment, companionship, and escape. Similarly, Tefertiller and Sheehan (2019) supported these motivational dimensions in their study of smart TV usage in the United States, identifying four classes of motivation: social connection, cathartic engagement, extending enjoyment, and habitual use. Alfarisi and Sukaris (2024) also distinguished between ceremonial and instrumental viewing, suggesting that audience engagement varies based on participation level and consumption patterns.

Blumler (2019) proposed that audience activity can be categorized before, during, and after media use, reflecting stages of preparation and expectation, engagement and reflection, and discussion and absorption. Motivation and gratification are closely related psychological concepts; motivation refers to the internal drive that initiates, directs, and sustains goal-oriented behavior, while gratification represents the satisfaction or reward resulting from such behavior. Perse and Rubin (1988) found that individuals motivated to seek specific media content were more likely to experience gratification from that content. Hsu and Lu (2018) reported that higher motivation to engage in behavior, such as purchasing a product or using a service, leads to gratifications such as satisfaction and trust, which in turn foster loyalty. Furthermore, studies on innovation adoption in Small and Medium-Sized Enterprises (SMEs) show that individuals with stronger motivation to innovate are more likely to demonstrate readiness to adopt new technologies (Maroufkhani et al., 2023).

H3: Motivation has a positive and significant effect on innovation readiness.
H4: Motivation has a positive and significant effect on gratification.

The Effect of Innovation Readiness

Innovation refers to the successful implementation of new ideas and technologies and has been consistently linked to organizational performance (Rogers et al., 2014). Personal innovativeness, defined as an individual's willingness to experiment with new

technologies, significantly influences technology acceptance (Agarwal & Prasad, 1998). The Unified Theory of Acceptance and Use of Technology (UTAUT) further explains technology adoption by emphasizing four key determinants: performance expectancy, effort expectancy, social influence, and facilitating conditions (Venkatesh et al., 2003).

Innovation readiness describes the extent to which individuals or organizations are prepared to adopt and utilize new ideas or technologies effectively. Factors influencing innovation readiness include organizational culture, leadership, infrastructure, and access to resources. The Innovation Diffusion Theory (IDT), proposed by Rogers et al. (2014), posits that technology adoption follows a bell-shaped curve consisting of innovators, early adopters, early majority, late majority, and laggards. Adoption decisions are influenced by perceived relative advantage, compatibility, simplicity, observability, and trialability. Empirical studies have shown that higher levels of motivation and innovation readiness positively influence business performance and user gratification, such as increased revenue and satisfaction (Jun, 2022). Similarly, motivations related to information, entertainment, and personalization in mobile advertising have been linked to gratifications such as relevance and enjoyment, while socio-demographic factors (e.g., age, gender, education) moderate these relationships (Huang, 2022).

H5: Innovation readiness has a positive and significant effect on gratification.
H6: Innovation readiness mediates the effect of usage and gratification.
H7: Innovation readiness mediates the effect of motivation and gratification.

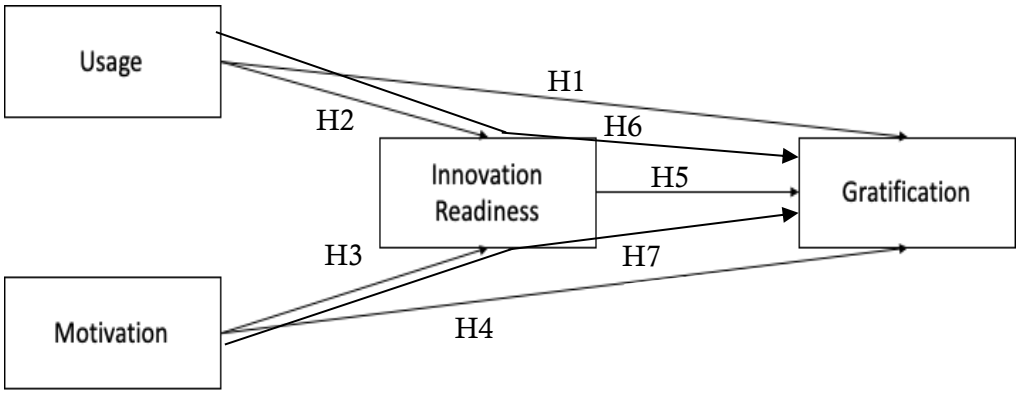

Figure 1. Research Framework

Figure 1 shows a conceptual research model explaining the relationship between motivation, usage, innovation readiness, and gratification. This model illustrates that motivation and usage have a direct influence on innovation readiness and user gratification. Innovation readiness acts as a mediating variable linking motivation and usage with the level of gratification obtained by users. In addition, socio-demographic factors also influence this relationship, particularly gratification. Arrows and hypotheses (H1–H7) indicate the direction and expected influence between the variables tested in the study.

RESEARCH METHODS

This study employs a quantitative research design using a survey approach to obtain empirical insights into digital television usage patterns and user satisfaction. A quantitative approach was selected because it enables systematic and objective measurement of relationships among variables based on numerical data (Hair et al., 2014). The primary research instrument is a structured questionnaire developed based on the uses and gratifications model, along with several key factors identified through preliminary qualitative interviews and a pilot study. Data collection was conducted through the distribution of questionnaires to respondents. Prior to the main survey, a pilot study was carried out to assess the suitability of the research instrument. The pilot study

involved 50 respondents selected from various regions in Indonesia. This stage aimed to ensure that the questionnaire items were clearly understood by respondents and were appropriate for the research context. Feedback obtained from the pilot study was used to refine and improve the questionnaire before large-scale data collection.

The population of this study consists of individuals who use digital television services. The sample size was determined based on the Krejcie and Morgan (1970) sample size table, which recommends a minimum of 384 respondents for each country examined. Accordingly, this study utilized a sample of 384 respondents. Respondent characteristics include socio-demographic variables such as gender, education level, and age, which are presented to provide an overview of the sample profile. Data analysis was conducted to address the research objectives of the study.

The analytical method employed is Partial Least Squares–Structural Equation Modeling (PLS-SEM), which is suitable for examining relationships among constructs within a structural research model. The data were processed and analyzed using SMART-PLS software, which facilitates the evaluation of complex models based on survey data. Thus, this methodological approach was designed to provide a comprehensive understanding of digital television usage patterns and the factors influencing user satisfaction. By applying a quantitative survey design and structural modeling analysis, the study aims to generate empirical findings that contribute to a deeper understanding of digital television adoption and usage behavior.

RESULTS

Table 1 describes the socio-demographic characteristics of the respondents in this study. In terms of gender, male respondents form the majority of the sample, with 229 individuals (59.64%), while female respondents account for 155 individuals (40.37%). This indicates that male participants were more actively represented in the survey. Regarding educational background, most respondents have completed secondary or undergraduate education. High school graduates represent the largest group, totaling 179 respondents (46.56%), followed closely by those holding a bachelor's degree with 168 respondents (44.11%). Only a small proportion of respondents, 37 individuals (9.33%), have a graduate-level education. This distribution suggests that the sample generally possesses sufficient educational background to understand and use digital television services. In terms of age, most respondents are in the productive age groups. The largest age group is 30–39 years, comprising 146 respondents (38.52%), followed by the 20–29 age group with 130 respondents (32.91%). Respondents aged 40–49 years account for 19.23%, while those above 50 years represent a relatively small proportion (5.58%). The youngest group, under 20 years old, makes up only 3.73% of the sample. Thus, this age distribution indicates that digital television usage in this study is primarily among young and middle-aged adults.

Table 1. Respondent Profiles

Variables	Categories	Frequency	Percentage (%)
Gender	Male	229	59.64
	Female	155	40.37
	Total	384	100.00
Education	High School	179	46.56
	Bachelor	168	44.11
	Graduate	37	9.33
	Total	384	100.00
Age	< 20 Years	15	3.74
	20-29 Years	130	32.91
	30-39 Years	146	38.52
	40-49 Years	75	19.23
	> 50 Years	33	5.58
	Total	384	100.00

Table 2 shows the goodness-of-fit indices for both the saturated and estimated models. The Standardized SRMR values of 0.081 for the saturated model and 0.083 for the estimated model fall within the acceptable threshold recommended by Henseler et al. (2015), indicating that the overall model fit is adequate. These values suggest that the discrepancy between the observed and model-implied correlations is relatively small. The d_ULS values (1.151 for the saturated model and 1.182 for the estimated model) and d_G values (0.837 and 0.846, respectively) indicate acceptable distances between the empirical covariance matrix and the model-implied matrices, further supporting the suitability of the model. The Chi-Square values for both models are relatively close, showing no substantial difference between the saturated and estimated models, which implies that the estimation process does not significantly reduce model quality.

Table 2. Goodness of Fit

Construct	Saturated Models	Estimated Models
SRMR	0.081	0.083
d_ULS	1.151	1.182
d_G	0.837	0.846
Chi-Square	492.027	487.723
NFI	0.708	0.717

Thus, the Normed Fit Index (NFI) values of 0.708 for the saturated model and 0.717 for the estimated model indicate a moderate level of model fit. Although these values do not reach the ideal threshold of 0.90, they are considered acceptable in PLS-SEM, particularly for exploratory research models. Thus, the goodness of fit results indicate that the proposed model is sufficiently robust and appropriate for further structural analysis.

Table 3. Validity and Reliability Test

Variable	Cronbach's Alpha	Composite Reliability	AVE
Uses	0.979	0.983	0.559
Motivation	0.964	0.917	0.676
Innovation	0.908	0.968	0.581
Gratification	0.975	0.977	0.655

Table 3 shows the results of construct validity and reliability testing in this study. All variables have Cronbach's alpha and composite reliability values above the minimum threshold of 0.6, indicating good reliability and adequate internal consistency. Furthermore, the Average Variance Extracted (AVE) values for all constructs also exceeded the threshold of 0.6, indicating strong convergent validity. Therefore, all variables in the research model were deemed reliable, valid, and suitable for further analysis.

Table 4. Path Coefficients

Hypothesis	Variable	Path coefficient	p-values
H1	Usage -> Gratification	0.617	0.000
H2	Usage -> Innovation	0.622	0.000
H3	Motivation -> Innovation	0.710	0.000
H4	Motivation -> Gratification	0.279	0.000
H5	Innovation -> Gratification	0.008	0.000
H6	Usage -> Innovation -> Gratification	0.032	0.000
H7	Motivation -> Innovation -> Gratification	0.595	0.000

Based on Table 4, the results of the path coefficient analysis were used to examine the relationships among variables in the research model. All hypotheses show a p-value of 0.000 ($p < .001$), indicating that all tested relationships are statistically significant. The findings reveal that usage has a substantial positive effect on gratification ($\beta = 0.617$) and innovation readiness ($\beta = 0.622$), thereby confirming H1 and H2. This suggests that individuals who actively use digital television or streaming platforms are more likely to experience higher levels of satisfaction and demonstrate greater readiness to adopt new

innovations. These results are consistent with the UGT, which posits that media consumption is goal-oriented and closely linked to the fulfillment of users' needs and satisfaction (Katz et al., 1973; Rubin, 1983). Furthermore, motivation shows strong positive effects on both innovation readiness (β = 0.710) and gratification (β = 0.279), supporting H3 and H4. This indicates that users who are driven by personal, social, or entertainment-related motives are more inclined to embrace technological innovations and derive greater satisfaction from digital media consumption. These findings align with previous studies emphasizing the importance of intrinsic and extrinsic motivation in encouraging the adoption of innovation and technology use (Deci & Ryan, 2000; Hsu & Lu, 2018).

In contrast, the direct effect of innovation readiness on gratification (H5) is statistically significant but very weak (β = 0.008). This implies that innovation readiness alone does not substantially enhance user satisfaction, instead, its influence may operate more effectively through indirect pathways involving usage intensity and user motivation. Regarding the mediating effects, the analysis confirms that innovation readiness mediates the model. Specifically, usage has a small but significant indirect effect on gratification through innovation readiness (β = 0.032), supporting H6. Meanwhile, motivation exhibits a strong indirect effect on gratification via innovation readiness (β = 0.595), confirming H7. These results indicate that innovation readiness functions as a partial mediator, strengthening the impact of usage and, more notably, motivation on user satisfaction.

Thus, the findings highlight the critical role of innovation readiness in digital media consumption. While usage and motivation directly enhance gratification, innovation readiness amplifies these effects, particularly in the relationship between motivation and satisfaction. This supports prior research suggesting that technological readiness and innovation capability enhance user engagement and overall media experience in digital environments (Venkatesh et al., 2003; Rogers et al., 2014).

Table 5. R Square Value

Variables	R Square	R Square Adjusted
Innovation Readiness	0.760	0.742
Gratification	0.387	0.358

Table 5 shows the R-squared values of the innovation readiness variable (Z) and gratification variable (Y) of 0.760 and 0.387, respectively. R-squared adjusted values for the innovation readiness variable (Z) and gratification variable (Y) are 0.742 and 0.358, respectively.

DISCUSSION

This study provides a comprehensive understanding of how usage, motivation, and innovation readiness interact to shape user gratification in the context of digital television and streaming platforms in Malaysia and Indonesia. The results demonstrate that all hypothesized relationships are statistically significant, confirming the robustness of the proposed research model. The relatively strong R Square values for innovation readiness (0.760) and gratification (0.387) indicate that the model explains a substantial proportion of variance in users' decision-making and gratification, while the SRMR value of 0.087 confirms an acceptable overall model fit (Henseler et al., 2015).

The strong direct effects of usage on gratification and innovation readiness highlight the central role of active media engagement. Users who frequently interact with digital television and streaming services tend to experience higher satisfaction and demonstrate greater openness toward adopting new technologies. This finding is consistent with the UGT, which emphasizes that media use is purposive and driven by the fulfillment of specific needs such as entertainment, information, and convenience (Katz et al., 1973; Rubin, 1983). Similar results have been reported in studies on streaming media adoption, where intensive usage was found to enhance perceived value and satisfaction (Ifinedo, 2016; Sundar & Limperos, 2013).

Motivation emerges as the strongest predictor of innovation readiness, underscoring the importance of psychological and social drivers in technological adaptation. Users motivated by enjoyment, social interaction, or personal relevance are more willing to explore and accept digital innovations. This aligns with self-determination theory, which argues that intrinsic and extrinsic motivations significantly influence technology-related behaviors (Deci & Ryan, 2000). Prior studies also confirm that motivation plays a crucial role in fostering innovation adoption and sustained technology use (Venkatesh et al., 2003; Hsu & Lu, 2018). Interestingly, the direct effect of innovation readiness on gratification is statistically significant but extremely weak. This suggests that being technologically ready does not automatically translate into satisfaction unless it is supported by meaningful usage experiences and strong motivation. Similar observations have been made by Rogers (2014), who noted that innovation readiness must be accompanied by perceived usefulness and actual engagement to generate positive user outcomes.

The mediation analysis further strengthens this interpretation. Innovation readiness partially mediates the relationship between usage and gratification and strongly mediates the relationship between motivation and gratification. This indicates that motivated, innovation-ready users gain greater satisfaction from digital media consumption. These findings are consistent with prior research suggesting that technological readiness enhances the effectiveness of motivational drivers in shaping user experience and engagement (Pérez-Luño et al., 2011; Vlačić et al., 2019).

Thus, this study extends the UGT framework by integrating innovation readiness as a mediating construct, offering a more nuanced explanation of digital media consumption behavior. The findings provide valuable insights for policymakers and digital service providers, particularly in emerging Southeast Asian markets, by emphasizing the need to foster user motivation and innovation readiness alongside promoting active usage to enhance satisfaction and long-term adoption.

CONCLUSION

This study examined the roles of usage, motivation, and innovation readiness in shaping user gratification toward digital television and streaming platforms in Malaysia and Indonesia. The findings reveal that all hypothesized relationships are statistically significant. Usage has a positive effect on both gratification and innovation readiness, while motivation emerges as the strongest predictor of innovation readiness. These results indicate that active engagement and strong motivational drivers are essential in encouraging innovation adoption and enhancing user satisfaction in digital media consumption.

The study also shows that innovation readiness has a very weak direct effect on gratification. However, it plays an essential role as a partial mediator, particularly in strengthening the relationship between motivation and gratification. This suggests that innovation readiness contributes more effectively to user satisfaction when supported by meaningful usage experiences and strong user motivation. From a theoretical perspective, these findings extend the Uses and Gratifications Theory (UGT) by incorporating innovation readiness as a mediating construct, offering a more comprehensive explanation of digital media consumption behavior.

In terms of practical implications, the results highlight the importance of strategies that not only promote technology usage but also enhance user motivation and innovation readiness. For policymakers and digital service providers, these insights can support the development of more user-oriented policies and services to improve satisfaction and long-term adoption. Despite its contributions, this study has certain limitations. The data were collected using self-reported measures and involved a limited respondent scope. Future research is therefore recommended to expand the study area, particularly by including rural regions, and to apply diverse methodological approaches to deepen understanding of digital media adoption and user satisfaction in different contexts.

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