The Impact of Motivation to Watch YouTube, Subjective Norms, Behavior Control, Information Success Model to watching YouTube Engagement

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***Abstract*—This research is motivated by the phenomenon of competition in the YouTube industry. YouTube is not only as a channel for video sharing, but also as an effective marketing channel of products and services. Some companies put their advertisements in some favourite YouTube channels. Competition in the YouTube industry is getting harder and the number of YouTube is growing rapidly, each channel has its own unique and strengths that can attract viewers so that it creates quite competitive competition.This research method is quantitative with Structural Equation Modeling (SEM) as analysis methods. Primer data collected online from 363 respondents who are YouTube audiences from cities in Indonesia: Jakarta, Depok, Tangerang and Bekasi. Data are collected Purposive Sampling method. This research used Structural Equiation Modeling (SEM) with SmartPLs 3.0 as statistic tool. The purpose of this study is to find Critical Success Factor on YouTube watching engagement.The sampling technique used was purposive sampling. The result of this study showed that variable components such as motives using YouTube and Subjective Norms had a significant and positive impact on The Credibility of the Channel / YouTuber. Behavioral Control has no significant effect on YouTube watching engagement. In addition, channel credibility/ YouTuber, system quality and information quality have a positive influence on YouTube watching engagement.**

Keywords—youtube, motivation to watch, subjective norms, behaviors control, IS success model, youtube engagement

I. INTRODUCTION

The challenge in society and technology advances making various social media platforms competition. One of the most popular and growing social media is YouTube, according to Alexa in 2019, YouTube is the Second Top Website in Global [1]. YouTube offers convenience for users to watch anytime anywhere, and can be accessed by anyone, this is also one of the reasons YouTube is an industry that always growing every day. The ease of accessing and sharing information offered by YouTube makes and attracts new users every time, no wonder YouTube used and demand by people all over the world. Nowadays, YouTube has become the biggest and global video-university in the world.

Because of YouTube growth, YouTube is not only used to find videos, information or entertainment. Nowadays, YouTube is used by some people to look for income and it create a new profession namely YouTuber. More and more people are motivated to become YouTubers rather than having a full time job, this is what makes many people use YouTube now [2].

Many people turn to YouTubers, the predicate that usually given to those who create a YouTube account and routinely upload their creation or what is commonly called video content and can be uploaded for an unlimited duration. Individuals or groups of people who actively work by uploading their production videos on YouTube are called YouTuber [3]. This phenomenon makes people motivated to become YouTubers and produce interesting and creative content with various types of videos. Various kind of video from information to entertainment makes YouTube increasingly in demand.

To gain profit in YouTube, owner of the channels/ Youtuber must join the YouTube Partnership Program to monetize their work. Competition in the YouTube industry is getting harder and harder, when at the same time the number of YouTubers is growing day by day, each has its own unique and strengths that can attract viewers so that it creates quite competitive competition. Even though the YouTubers has YouTube Studio, application to analyze detail information of their audiences, they need to know what factors that impact to YouTube Engagement in Indonesia when there is no specific research on this

[18] found that on average that 74% of YouTube viewers are skipped the videos. Thus, to be able to attract viewers to watch YouTube channels and make effective strategies and understand the desires of their viewers who have different backgrounds and characteristics in order to more effective in generating profits from YouTube, it is necessary to analyze related to Critical Success Factors on YouTube Engagements.

Research questions:

1. Is there a significant impact between variable Motive to Use YouTube to Credibility to Channels/ YouTubers?
2. Is there a significant impact between variable Subjective Norm to Credibility to Channels/ YouTubers?
3. Is there a significant impact between variable Credibility to Channels/ YouTubers to YouTube Engagement?

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4. Is there a significant impact between variable Behavioral Control to YouTube Engagement?
5. Is there a significant impact between variable Information System Success Model to YouTube Engagement?

II. LITERATURE REVIEW

A. Critical Success Factor

Critical Factors Success represents critical factors for a condition that is used to achieve success in the concerned industry [4]. The factors can be directly or indirectly impact to other variables.

B. YouTubers

YouTuber is someone or a group of people who have an account or channel on the YouTube platform, they create content and upload videos that they produce to the account or channel they have on the platform, they also get fame and get loyal visitors (subscribers) for various reasons [5].

C. Motive to Use YouTube

According to [6], the motive for using YouTube is to look for several factors such as searching for information and entertainment. Searching for information means to find out what is trending and happening, looking for new things and looking for information according to the interest of each user [7] and Entertainment leads to the motive of using YouTube as a place to get entertainment and enjoy shows, considering YouTube can be accessed and watched anytime and anytime [8].

D. Information System Success Model

Updated D&M Information Success Model from DeLone and McLean [9] proposed successful information system should include three qualities: Information Quality, System Quality, and Service Quality. These three qualities give impact to intention to use and increase user satisfaction then give benefit to information system proposed and users.

Information Quality which includes Relevance that leads to relevant information from DeLone & McLean, [9]. Timeliness that leads to the latest information [10], and Accuracy that leads to information which is accurate and reliable [11]. And Systems Quality which include ease of use that leads to systems which are easy to use, reliability that leads to systems which are reliable and ease of learning leads to systems that are easy to learn [9]. This research is only use Information System of three variables from Updated D&M Information Success Model from DeLone and McLean [9] as one variable of model building.

E. YouTube Engagement

YouTube Engagement includes liking a video (Like), commenting leaving comments (Comment) on the video on YouTube and viewing a video (View) [12]. Sharing videos (Share) from the YouTube site and Subscribing (Subscribe) YouTube Channel [13].

III. METHOD

A. Theory Building

In this Research, Adopting Theory Planned Behavior from Ajzen [15], using variable subjective norm to predict credibility to channels/ youtuber and behavior control to predict YouTube Engagement and Updated D&M Information Success Model [9] is used to know that information quality and system quality have an impact to YouTube Engagement. ERHA Model [14] is adopted in this research.

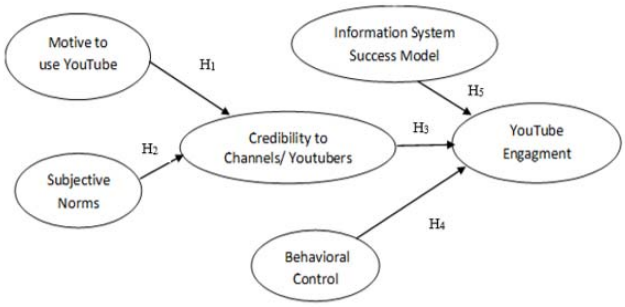

Fig. 1. Theory Framework Diagram adopted from ERHA Model [14]

B. Operational Variables

There are 4 (four) exogenous latent variable: Motive to Use YouTube (MTY), Subjective Norm (SN), Behavior Control (BC), and Information System Success Model (ISM), an intervening latent variable is Credibility to Channels/ Youtuber (CR), also endogenous latent variable is YouTube Engagement (YE).

Motive to Use YouTube (MTY) variable contains factors such as searching for information and entertainment. Subjective Norm (SN) variable contains Normative Beliefs and Motivation to Comply which are influenced by close friends, family and people who have value opinions. Behavior Control (BC) variable contains Self-efficacy and controllability according to use YouTube.

Information System Success Model (ISM) variable contains system quality (easy to use, reliability, ease of learning) and information quality (Relevant, Timeliness, Accuracy). Credibility to Channels/ Youtuber (CR) variable contains of 8 characteristics that Channels/ Youtuber in order to have credibility.

YouTube Engagement (YE) variable contains liking a video (Like), commenting leaving comments (Comment) on the video on YouTube and viewing a video (View), Sharing videos (Share) from the YouTube site and Subscribing (Subscribe) YouTube Channel.

C. Data Sources

Data source in this research were collected through two sources from primary data and secondary data. Primary data were collected online from respondents in Jabodetabek (City Jakarta, Bogor, Depok, Tangerang and Bekasi) in Indonesia on January 2020 using Google Form which the respondents are YouTube audiences. Secondary data obtained from

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various sources such as internet, journals, and article that could help researchers to complete this research.

The minimum sample size needed in PLS-SEM application are 5 until 10 [16] respondents for every variable observed. Then minimum respondents in this research is with 34 indicators are 170 YouTube Audience. The sampling technique used was purposive sampling. On this research, 363 respondent's data were obtained on January 2020 using Google Form. The sample data on this research were 340 because of focusing on YouTube audiences from Jabodetabek region.

D. *Design analysis and the hypothesis*

Statistics multivariate used in this research was Structural Equation Modeling (SEM) which is Partial Least Square (PLS) with Smart-PLS 3.0 application. PLS is an alternative method used to overcome the relationship between complex variables. PLS-SEM explain the relationship between one or several dependent variables (endogenous) with one or several independent variables (exogenous) [16].

Hypothesis:

1. H_1: There is a significant impact between variable Motive to Use YouTube (X_1) to Credibility to Channels/ YouTubers (Y)?
2. H_2: There is a significant impact between variable Subjective Norm (X_2) to Credibility to Channels/ YouTubers (Y)?
3. H_3: There is a significant impact between variable Credibility to Channels/ YouTubers (Y) to YouTube Engagement (Z)?
4. H_4: There is a significant impact between variable Behavioral Control (X_4) to YouTube Engagement (Z)?
5. H_5: There is a significant impact between variable Information System Success Model (X_5) to YouTube Engagement (Z)

IV. THE RESULT

TABLE I. FREQUENCY OF WATCHING YOUTUBE

Frequency of watching YouTube	Percentage	Number of Respondents
Many in a day	59.8%	217
Once in a day	13.5%	49
Many in a week	18.2%	66
Once in a week	2.5%	9
2-3 in a week	3.6%	13
Once in a month	0.8%	3
Less than 10 in a year	1.7%	6

TABLE II. WATCHING TIME

Watching time (minutes per day)	Percentage	Number of Respondents
< 10	4,4%	16
10-30	32,6%	118
30—60	18,8%	68
60-120	23,8%	86
120-180	8%	29
>180	12,4%	45

TABLE III. FAVORITE CATEGORY OF WATCHING YOUTUBE

Favorite Category of watching YouTube	Percentage	Number of Respondents
Music	72,7%	264
Film and Entertainment	68,6%	249
Gaming	28,1%	102
Sport	23,4%	85
Technology	37,5%	136
Beauty and Fashion	32,2%	117
Cooking and Health	37,7%	137
News and Politics	28,4%	103

TABLE IV. RESPONDENTS PROFILE BY AGE

Age (years)	Percentage	Number of Respondents
15-19	16.0%	58
20-24	54.5%	198
25-29	9.6%	35
30-34	2.2%	8
35-39	1.1%	4
40-44	1.1%	4
45-49	11.0%	40
>50	4.4%	16

From 363 respondents of this research, found that 51.5 % are male (187 respondents) and 48.5 % are female (176 respondents) who watch YouTube. So, it is very important to segment the viewer based on the gender. Mostly companies which pay for advertisements have to search the viewers profile of YouTubers channel to get appropriate viewers for their advertisements.

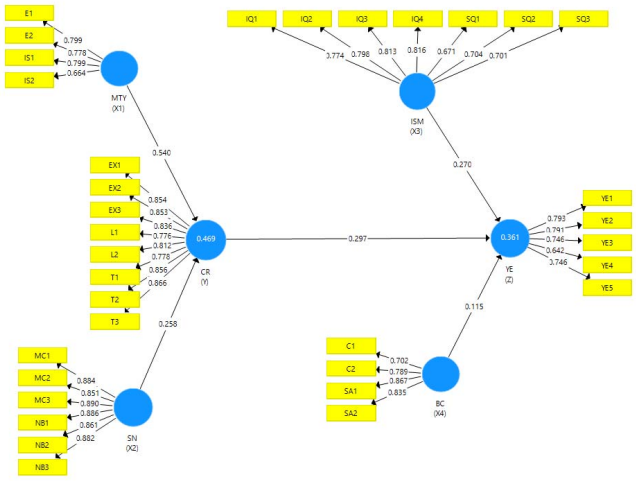

Fig. 2. Smart PLS 3.0 Output

The data analysis technique for hypothesis testing used in this study is Smart-PLS 3.0 professional version. According to PLS-SEM algorithm, the first step is to test validity and reliability. Validity in SEM are expressed by Convergent Validity which is Average Variance Extracted (AVE) should have value > 0.5 [17] and Discriminant Validity which is Cross Loading. The value of discriminant validity or cross loading factors, which expected is > 0.6 [17].

Motive to Use YouTube variable which is Entertainment and Seeking Information. Entertainment included "E1"," E2" as indicator. Seeking Information included "IS1", "IS2" as

indicator. The indicator with the biggest loading factor is E1 'I watch YouTube to enjoy shows' with a loading factor of 0.799. The smallest loading factor is IS2 ‘I watch YouTube to find out the latest events’ with a loading factor of 0.664.

Subjective Norms variable which is Normative Belief and Motivation to Comply. Normative Belief included “NB1”,” NB2”, “NB3” as indicator. Motivation to Comply included “MC1”, “MC2”, “MC3” as indicator. The indicator with the biggest loading factor is MC3 ‘I am watching a new YouTube Channel because people who I believe think I must watch it' with a loading factor of 0.890. The smallest loading factor is MC2 ‘I watched a new YouTube Channel because my Family thought I must watch it’ with a loading factor of 0.851.

Behavior Control variable which is Self-efficacy and Controllability. Self-efficacy included “SA1”,”SA2” as indicator. Controllability included “C1”, “C2” as indicator. The indicator with the largest loading factor is SA1 ‘For me, watching YouTube (according to the time I want) ‘I will be able to do it’ with a loading factor of 0.867. The smallest loading score is C1 ‘I can control myself to watch YouTube (according to the time I want)’ with a value of 0.702.

Information Success Model variable which is System Quality and Information Quality. System Quality included SQ1, SQ2, SQ3 as indicator. Information Quality included IQ1, IQ2, IQ3, IQ4 as indicator. The indicator with the biggest loading factor is IQ4 ‘Reliable information affects me watching YouTube’ with a loading factor of 0.816. The smallest loading factor is SQ1 ‘I watch YouTube because the website / application is easy to use’ with a loading factor of 0.671.

Credibility to Channels/ YouTubers variable which is Trustworthiness, Expertise, and Likability. Trustworthiness included “T1”,” T2”, “T3” as indicator. Expertise included “EX1”, “EX2”, “EX3” as indicator. Likability included “L1”, “L2”as indicator. The indicator with the biggest loading factor is T3 'Channel / Youtuber who can be trusted to affect me watching YouTube' with a loading value of 0.866. The smallest loading factor is L1 ‘Channel / YouTuber who is fun affecting me watching YouTube ‘with a loading factor of 0.702.

YouTube Engagement variable which is Engagement. Engagement included “YE1”,”YE2”, “YE3”, “YE4” and “YE5” as indicator. The indicator with the biggest loading factor is YE1 ‘My engagement in watching YouTube is to Like’ with a loading factor of 0.793. The smallest loading factor is YE4 ‘My engagement in watching YouTube is View ‘with a loading factor of 0.642.

TABLE V. RELIABILITY

No	Variable	Cronbach Alpha	
1	MTY	0.757	√
2	SN	0.939	√
3	BC	0.877	√
4	ISM	0.816	√
5	CR	0.935	√
6	YE	0.801	√

TABLE VI. COMPOSITE RELIABILITY

No	Variable	Composite Reliability	
1	MTY	0.846	√
2	SN	0.952	√
3	BC	0.903	√
4	ISM	0.876	√
5	CR	0.946	√
6	YE	0.862	√

Table 5 shows that all the variables are reliable because the value of Cronbach alpha > 0.7 and composite reliability values > 0.7. For reliability test which including Composite Reliability, and Cronbach Alpha. The value of Cronbach alpha should value > 0.7 and composite reliability values must be more than 0.7 while 0.6 is acceptable [16]. The result of Validity test shown in Table 7, all the variables are valid because the value of Convergent Validity is value > 0,5 and Discriminant Validity value > 0.6.

TABLE VII. VALIDITY

No	Variable	Cross Loading	AVE	
1	MTY		0.581	√
2	E1	0.799		
3	E2	0.778		
4	IS1	0.799		
5	IS2	0.664		
6	SN		0.767	√
7	NB1	0.886		
8	NB2	0,861		
9	NB3	0.882		
10	MC1	0.884		
11	MC2	0.851		
12	MC3	0.890		
13	BC		0.572	√
14	SA1	0.867		
15	SA2	0.835		
16	C1	0.702		
17	C2	0.789		
18	ISM		0.641	√
19	SQ1	0.671		
20	SQ2	0.704		
21	SQ3	0.701		
22	IQ1	0.774		
23	IQ2	0.798		
24	IQ3	0.813		
25	IQ4	0.816		
26	CR		0.688	√
27	T1	0.778		
28	T2	0.856		
29	T3	0.866		
30	EX1	0.854		
31	EX2	0.853		
32	EX3	0.836		
33	L1	0.776		
34	L2	0.812		
35	YE		0.556	√
36	YE1	0.793		
37	YE2	0.791		
38	YE3	0.746		
39	YE4	0.642		
40	YE5	0.746		

TABLE VIII. VARIABLE S AND INDICATORS DESCRIPTIONS

Code	Variables and Indicators Description
MTY	Motivation to Watch YouTube
E1	I watch YouTube for enjoyment
E2	I watch YouTube for enjoyment entertainment
IS1	I watch YouTube for enjoyment to get information
IS2	I watch YouTube for enjoyment to get recent condition
SN	Subjective Norm
NB1	I watch a new YouTube Channel because of my close friend recommendation
NB2	I watch a new YouTube Channel because of my family recommendation
NB3	I watch a new YouTube Channel because of trusted persons' recommendation
MC1	I watch a new YouTube Channel because of my close friend think that I must watch
MC2	I watch a new YouTube Channel because of my family think that I must watch
MC3	I watch a new YouTube Channel because of trusted persons' think that I must watch
BC	Behavior Control
SA1	I myself can watch YouTube on my available time
SA2	If I want to, I can watch YouTube on my available time
C1	Relevant information influences me to watch YouTube
C2	New information influences me to watch YouTube
ISM	Information Success Model
SQ1	I watch YouTube because it is easy to use
SQ2	I watch YouTube because it is reliable
SQ3	I watch YouTube because it is easy to learn
IQ1	Relevant information influences me to watch
IQ2	New information influences me to watch
IQ3	Accurate information influences me to watch
IQ4	Reliable information influences me to watch YouTube
CR	Credibility to Channel or YouTubers
T1	An honest channel/Youtuber influences me to watch YouTube
T2	A Reliable channel/Youtuber influences me to watch YouTube
T3	A Trustworthy channel/Youtuber influences me to watch YouTube
EX1	An experienced Youtuber influences me to watch YouTube
EX2	An expert Youtuber influences me to watch YouTube
EX3	A knowledgeable Youtuber influences me to watch YouTube
L1	A pleasant Youtuber influences me to watch YouTube
L2	A gracious Youtuber influences me to watch YouTube
YE	YouTube Engagement
YE1	My engagement in YouTube by give Like
YE2	My engagement in YouTube by give Comment
YE3	My engagement in YouTube by give do Share
YE4	My engagement in YouTube by give do View
YE5	My engagement in YouTube by give do Subscribe

Table 7 shows the validity test result and table 8 show Variables and Indicators Descriptions. While, Figure 3 shows that each hypothesis is acceptable and significant if t-test > t-table, and an acceptable value of t is 1.96 at a 95% confidence level [16].

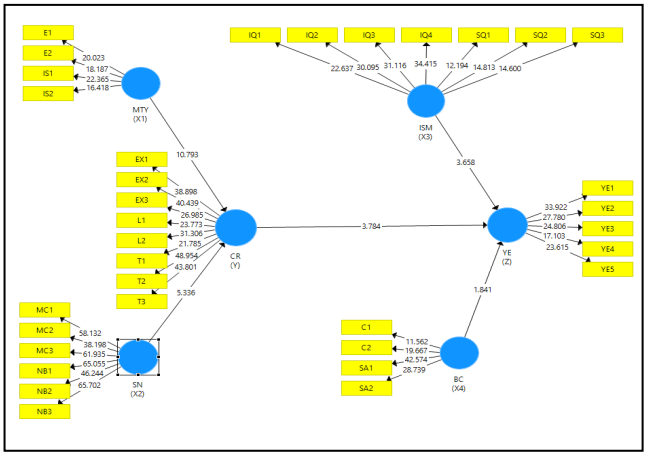

Fig. 3. The Result of Path Coefficient

TABLE IX. THE RESULT OF STRUCTURAL MODEL MEASUREMENT

Relation	T Statistics (|O/STDEV|)
MTY → CR	10.793
SN → CR	5.336
CR → YE	3.784
BC → YE	3.658
ISM → YE	1.841

1. H_1 is accepted: There is a significant impact between variable Motive to Use YouTube (X_1) to Credibility to Channels/ YouTubers (Y)
2. H_2 is accepted: There is a significant impact between variable Subjective Norm (X2) to Credibility to Channels/ YouTubers (Y)
3. H_3 is accepted: There is a significant impact between variable Credibility to Channels/ YouTubers (Y) to YouTube Engagement (Z)
4. H_4 is rejected: There no significant impact between variable Behavioral Control (X4) to YouTube Engagement (Z)
5. H_5 is accepted: There is a significant impact between variable Information System Success Model (X5) to YouTube Engagement (Z)

V. DISCUSSION

A. *Variables of Model Building*

Based on the statistical test result, it can be concluded that the Motive to use YouTube variable has a significant effect on the Credibility to Channels / YouTubers variable where the resulting effect is positive at 10.793.

Based on the statistical test result, it can be concluded that the Subjective Norms variable has a significant effect on the Credibility to Channels / YouTubers variable where the resulting effect is positive at 5,336.

Based on the statistical test result, it can be concluded that the Credibility to Channels / YouTubers variable has a significant effect on the YouTube Engagement variable where the resulting effect is positive at 3,784. This is in accordance with research conducted by [11], where the Instructor Credibility variable has a significant and positive influence on the engagement variable.

Based on the statistical test result, it can be concluded that the Behavioral Control variable does not have a significant effect on the YouTube Engagement variable where the resulting effect is equal to 1.841. it also found that the Information System Success Model variable has a significant effect on the YouTube Engagement variable where the resulting effect is positive at 3.658.

B. Legal perpectives

YouTube is largely linked to creation and the desire to publicize the fruits of the creation. The reaction of the reception of the video is materialized by commentary which are accessible to the public. The number of followers is visible. At all levels legal problems can be found: (1) nature of the creation: real creative process or illegal copies, (2) to publicize means to respect public law (moral rules, public safety etc.), (3) commentaries are also publicly shared, means the public rules have to be respected.

When a YouTuber becomes famous, other advantages will born also risks, such as: (1) YouTube account hacking, copyright infringement of video, (2) moral harassment, (3) non respect of privacy.

The advantages (except satisfaction of having a lot of followers) can be financials. The e-commerce find advantage to link the connection to the YouTuber account to advertising. The advantage is the possibility to select youtuber for targeted advertising. How the youtuber will be linked to the advertising company? The second place of advertisement can be in the video itself: directly or More discreetly, in the decor for example. In case of risk and liability linked with the object of advertising, will appear liability for the YouTuber.

VI. CONCLUSION

Motive to Use YouTube which give significant impact to the Credibility to Channels/ Youtuber. The motive to Use YouTube that YouTube audience use make the Channels/ Youtuber will have Credibility.

Subjective Norm which gives significant impact to credibility to channels / YouTubers. Due to watching the new channel and Youtuber credibility, YouTube Audience are still influenced by close friends, family and people who have value opinions. Credibility to Channels/ Youtuber which gives significant impact to YouTube Engagement. The YouTube Engagement in watching YouTube is still based on the credibility of the channel / YouTubers. Behavioral Control variable does not have a significant effect on the YouTube Engagement variable.

Information Success Model which gives significant impact to YouTube Engagement, because the quality of information and the quality of the system affects the YouTube Engagement in watching YouTube.

Last but not lease, legal issues and ethic should be concerned. Some YouTubers have to face lawsuits because of some words or fact recorded in the video.

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