Analysis of Consumer Preferences in Assessing the Attributes of the Marketing Mix of RCTI's Live Streaming

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Abstract

Over the past decade, RCTI's live television viewership has tended to decline although it experienced an increase, particularly during the Covid-19 pandemic. This decline in traditional media viewership is particularly pronounced in entertainment programs and news broadcasting. Programs that were once exclusively accessible through traditional media can now be accessed on various digital platforms. This study aims to analyze whether consumer preferences, especially those of Generation Z, who are highly connected to technology, have shifted from watching RCTI television to using digital platforms. Based on conjoint analysis, the results show that 96 respondents from Generation Z in Jabodetabek still prefer to watch entertainment, sports, and news programs broadcast during fixed hours. This finding suggests that RCTI should focus on maintaining consistent broadcast schedules and continue innovating in content production to remain competitive in the increasingly crowded broadcasting industry.

Keywords: television, live streaming, digital platform.

1. Introduction

Based on research results conducted by AC Nielsen and analyzed by RCTI R&D, the average number of RCTI live broadcast viewers has shown a significant decline over the past decade (Figure 1 and Table 2). However, there was a spike in viewership during the pandemic, which was influenced by the policy of restricting community activities. Meanwhile, the number of internet users in Indonesia shows a trend that continues to increase from year to year. In early 2023, the number of internet users in Indonesia had reached almost 213 million people, which is equivalent to around 77% of the total of Indonesian population (We Are Social, 2023). The Covid-19 pandemic has changed human behavior (Ying, 2023), which is increasingly dependent on the internet, thus accelerating technological developments. Live broadcasts, which were previously exclusively owned by broadcast media, are no longer limited to these entities. Currently, live broadcasts can be done by anyone, including individuals as content creators. Almost all digital platforms now provide "live streaming" or live broadcast facilities, which allow users to watch according to their preferences.

Reed Hastings, a CEO of Netflix, at the Media Convention in 2015, stated that "in 10 to 20 years, linear TV with a fixed schedule will die." Hastings stated that this phenomenon will follow in the footsteps of landline telephones, which are now considered irrelevant and abandoned. Hastings predicted that online streaming services will replace traditional television. Currently, there are no more rebroadcasts on television, making viewers who missed the live broadcast lost the opportunity to watch it. In response, television stations began uploading their content to various digital platforms, including YouTube, so that viewers could access it at any time. This phenomenon is increasing along with easy access to digital platforms via mobile phones, which allows viewers to watch content more flexibly. The challenges faced by traditional television companies, as explained by Enli & Syvertsen (2016) on how to overcome the image of being outdated, irrelevant, and dying, which is largely built by the marketing strategies of their competitors.

Television, including RCTI, is now also facing increasing competition with the presence of live streaming services on digital platforms. This indicates that digitalization and digital media play an important role in this phenomenon, as they enable real-time content creation and consumption, as well as facilitate interaction between content creators and their

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communities). Many people, especially in their youth, spend time watching television broadcasts. However, the emergence of online media streaming platforms, such as YouTube has changed this preference. These platforms offer a more convenient and personalized experience, addressing audience needs that traditional television is unable to satisfy. In addition, the TikTok app has captured the attention of users with its advanced algorithms that make it easier for audiences to access content more efficiently and according to their preferences (Medina et al, 2015; Mudra et al,2022).

The popularity of live streaming is increasing along with the integration of social media functionality, which allows direct interaction between content creators and audiences. This phenomenon attracts various content creators from various genres, such as gaming, music, and cooking, to participate in the live streaming ecosystem. Before the era of social media, YouTube was considered as a common or mainstream media. Nowadays, news dissemination can be done faster and more efficiently, where news delivery including images and videos can be done at a much lower cost. This has caused a significant shift in media consumption behavior, so that traditional television is starting to be abandoned by some audiences (Article, 2015).

Content monetization opportunities continue to grow rapidly on several platforms, such as TikTok (Medina et al., 2015; Mudra et al., 2022) in this context, viewers as consumers are involved in the marketing exchange process, where they pay a price to the company to obtain a product or service. In the television and digital media industry, the price paid is not only in money, but can also include time, gifts, and internet quota used (Kotler dan Armstrong, 2008; Lamb, C. W., Hair, J. F., & McDaniel, 2011; Nagle & Müller, 2017; Peter & Olson, 2009).

Dealing with increasingly tight competition with digital platforms, the broadcasting industry, including RCTI, tends to continue to have to optimize the role of program promotion. Promotion is a strategic effort to influence consumers to make purchases, where companies use a series of sales tools to stimulate purchasing decisions. In the context of digital marketing, promotion aims to direct consumers to visit available channels, be it television platforms or other digital platforms (Kotler dan Armstrong, 2008; Lamb, C. W., Hair, J. F., & McDaniel, 2011; Nagle & Müller, 2017; Peter & Olson, 2009).

Placement strategies in the broadcasting industry also need to be carefully considered to ensure competitive advantage. Channel distribution has a significant influence on consumer behavior, especially with the emergence of digital platforms that function as multi-channel integration. Currently, content producers have shifted and adapted to new marketing channels to reach audiences more effectively (Kotler dan Armstrong, 2008; Lamb, C. W., Hair, J. F., & McDaniel, 2011; Nagle & Müller, 2017; Peter & Olson, 2009). Several previous studies that are still relevant regarding consumer preferences, especially in the context of television media and digital media, include those conducted by (Felszeghy et al., 2019; Haqqu & Azwar Ersyad, 2020; Nissa et al., 2020; Schauerte et al., 2021; Zamroni, 2021). The results of these studies indicate that the television industry is facing significant pressure due to the emergence of digital media. Rapid technological developments are directly proportional to the emergence of new media platforms, which in turn affect television viewing patterns. In response, television media is converting by utilizing digital platforms to remain relevant amidst changes in media consumption.

This study aims to investigate whether a change in audience preferences has contributed to the decline in viewership of RCTI's live television broadcasts, with viewers increasingly turning to digital platforms. The results of this study are expected to provide new insights for RCTI television stations in innovating marketing strategies (marketing mix) to increase the number of viewers of their live broadcasts. In addition, this study can provide useful data for broadcasting companies to develop or convert content that is more in line with the interests of audiences who are increasingly shifting to digital platforms. This study is also important to understand how the traditional broadcasting industry, such as television, responds to the challenges presented by digital platforms. This understanding helps the television industry in identifying threats and opportunities that arise due to the shift in consumer behavior, as well as formulating the right strategy to survive and innovate in the ever-growing media market.

2. Methods

This study is a quantitative study using a survey method to examine the Generation Z population (12-27 years) living in Jabodetabek (Jakarta, Bogor, Depok, Tangerang, and Bekasi) because based on the Central Statistics Agency (BPS) census, 2020 the Generation Z population is the largest compared to other age categories and the majority of RCTI viewers are in Jabodetabek and Generation Z is more familiar with digital. The researchers used Lemeshow formula (Lachenbruch et al., 1991) to determine the research sample because the population is too large and unknown. Determination of the sample by determining a confidence level of 95% (Z = 1.96) and a margin of error of 10% so that

a minimum sample of 96 respondents is obtained. The research data employed primary data through a questionnaire survey measured using a Likert scale of 1 - 5 (Hair et al., 2019). Meanwhile, to measure consumer preferences and the level and value of attribute importance, the researchers used conjoint analysis as one of the techniques in multivariate analysis to obtain utility values on attributes (Bodog & Florian, 2012; Kotler, Philip; Keller, 2000) and SPSS (Statistical Package for the Social Sciences) statistical software. SPSS was used to design stimuli which are a combination of attributes and levels with orthogonal designs procedures so that 25 cards are obtained. This study utilized marketing mix attribute variables, namely product, price, promotion, and distribution channels. These attributes are the characteristics of broadcast products, prices, promotions, and distribution channels (Table 2) evaluated by consumers, which could affect their preferences. Each attribute has a certain level, which reflects the variation or specific value of the attribute. In conjoint analysis, the main objective aims to understand how consumers prioritize these attributes in the decision-making process. In this study, the validity test of the instrument was carried out using the Pearson method. The criteria used were if the r-count value is greater than the r-table, then the indicator is considered valid, while if the r-count value is lower than the r-table, then the indicator is considered invalid (Ghozali Imam, 2021). Meanwhile, the reliability test in this study was carried out using the Cronbach Alpha method, if the reliability coefficient value obtained is greater than the critical point, which is 0.8, it is concluded that the variable is reliable, while if the reliability coefficient value obtained is lower than the critical point, which is 0.7, it is concluded that the variable is not reliable (Ghozali Imam, 2021) with a sample size of 30 (n) and a significance level of 10%, the r table value is 0.306.

3. Result and Discussions

3.1. Result

The results of the validity test inform that the lowest r-count value is 0.393 (for statement P13) and the highest r-count value is 0.760 (for statement P4) because each statement has an r-count value that is greater than the r-table value (0.306), thus it can be concluded that all statements are valid (Hair et al., 2019). In addition, the Cronbach's alpha value obtained is 0.937, which is greater than 0.7. It can be concluded that the variable is reliable (Hair et al., 2019) with a sample size of 108 (n) and a significance level of 10%, and the r table value used is 0.159.

Table 1. Results of Validity and Reliability Tests of 30 Respondents

Attribute	r-count	Sig	r-table	description
P1	0.624	0.000	0.306	Valid
P2	0.733	0.000	0.306	Valid
P3	0.572	0.001	0.306	Valid
P4	0.760	0.000	0.306	Valid
P5	0.486	0.006	0.306	Valid
P6	0.726	0.000	0.306	Valid
P7	0.739	0.000	0.306	Valid
P8	0.510	0.004	0.306	Valid
P9	0.673	0.000	0.306	Valid
P10	0.741	0.000	0.306	Valid
P11	0.622	0.000	0.306	Valid
P12	0.697	0.000	0.306	Valid
P13	0.393	0.032	0.306	Valid
P14	0.693	0.000	0.306	Valid
P15	0.715	0.000	0.306	Valid
P16	0.691	0.000	0.306	Valid
P17	0.669	0.000	0.306	Valid
P18	0.713	0.000	0.306	Valid
P19	0.720	0.000	0.306	Valid
P20	0.393	0.032	0.306	Valid
P21	0.425	0.019	0.306	Valid
P22	0.418	0.021	0.306	Valid
P23	0.696	0.000	0.306	Valid
P24	0.714	0.000	0.306	Valid
P25	0.632	0.000	0.306	Valid
Cronbach Alpha			0.937	Reliable

Based on the results of data processing (Table 4) above, the lowest r-count value is 0.406 (for statement P8) and the highest r-count value is 0.784 (for statement P15) because each statement has a value of r-count greater than the r-table (0.159). It can be concluded that the entire statement is valid (Eggers et al., 2021); Hair et al., 2019).

Table 2. Validity and Reliability Test Results of 108 Respondents

Attribute	r-count	Sig	r-table	Description
P1	0.455	0.000	0.159	Valid
P2	0.672	0.000	0.159	Valid
P3	0.657	0.000	0.159	Valid
P4	0.732	0.000	0.159	Valid
P5	0.583	0.000	0.159	Valid
P6	0.672	0.000	0.159	Valid
P7	0.764	0.000	0.159	Valid
P8	0.406	0.000	0.159	Valid
P9	0.543	0.000	0.159	Valid
P10	0.671	0.000	0.159	Valid
P11	0.565	0.000	0.159	Valid
P12	0.671	0.000	0.159	Valid
P13	0.581	0.000	0.159	Valid
P14	0.764	0.000	0.159	Valid
P15	0.784	0.000	0.159	Valid
P16	0.671	0.000	0.159	Valid
P17	0.727	0.000	0.159	Valid
P18	0.624	0.000	0.159	Valid
P19	0.732	0.000	0.159	Valid
P20	0.517	0.000	0.159	Valid
P21	0.476	0.000	0.159	Valid
P22	0.496	0.000	0.159	Valid
P23	0.530	0.000	0.159	Valid
P24	0.736	0.000	0.159	Valid
P25	0.602	0.000	0.159	Valid
Cronbach Alpha			0.934	Reliable

In this conjoin analysis study, the resulting output includes the Importance value of each attribute, the utility value at each level of attributes (utility), as well as the correlation and significance value. The Importance value is used to determine which attributes are considered most important by respondents. Thus, attributes that have the highest Importance value indicate the level and attributes that are most preferred or considered the most important by consumers (Eggers et al., 2021).

Based on the results of conjoin analysis, the utility estimation is obtained for each attribute in Table 7. The highest utility value in product attributes is found in music, sports, and news broadcasts by a fixed time at RCTI, of 0.184. Furthermore, direct news shows get a value of 0.008, direct music shows of -0,036, music shows, sports, and news with flexible broadcast hours (postponed broadcasts) of -0,071, and direct sports shows of -0.084. From this result, it can be concluded that respondents tend to prefer music, sports, and news broadcasts that are broadcast on a fixed schedule compared to shows with delay broadcasts. Impressions with a permanent schedule are believed to be able to build habits (habitation) of respondents Generation Z. This is in line with the findings in Table 6, which shows that music shows, sports, and news with permanent broadcast hours on RCTI have the highest utility value (0.184), followed by direct news shows (0.008), direct music shows (-0,036), music shows, sports, and news with flexible schedules (delay broadcasts) (-0,071), and direct sports shows (-0.084). Thus, respondents preferred shows that were broadcast on a fixed time, which has the potential to shape the habits of watching on the Generation of Z respondents.

Table 3. Identification of Attributes and Level Tables

Attribute		Degree	Level
Product	1	Music, Sport & News Aired on a Fix Time Schedule on RCTI	
	2	Music, Sport & News Working Hours Flexible (Delay broadcast)	
	3	Live Music shows	
	4	Sport Live shows	
	5	Live News shows	
Price	1	With Ad	
	2	Subscription platform	
	3	GIFT (paid content)	
Promotion	1	RCTI TV Promotion	
	2	Promotion on YouTube and TikTok	
	3	Promotions in other online media	
Distribution channel	1	Watch Live on RCTI	
	2	Watch on TikTok	
	3	Watch on YouTube	

Table 4. Utility Estimate Value

Attribute	Attribute indicator	Utility Estimate	Std error
Product	Music, Sport & News Aired on a Fix Time Schedule on RCTI	.184	.064
	Music, Sport & News Working Hours Flexible (Delay broadcast)	-.071	.064
	Live Music shows	-.036	.064
	Sport Live shows	-.084	.064
	Live News shows	.008	.064
Price	With Ad	-.121	.045
	Subscription platform	-.017	.045
	Paid content	.138	.054
Promotion	RCTI TV Promotion	.063	.045
	Promotion on YouTube and TikTok	-.047	.045
	Promotions in other online media	-.016	.054
Distribution channel	Watch Live on RCTI	.195	.045
	Watch on YouTube	-.270	.045
	Watch on TikTok	.075	.054
(*Constant*)		2.948	.037

Meanwhile, the utility value obtained in price attributes (Table 7) shows that paid content has the highest utility value, which is 0.138, followed by a subscription platform with a value of -0.017, and the lowest is the show with advertising, which is -0.121. This indicates that respondents are more likely to choose paid content or provide 'gift' as a form of gratification to content makers, compared to watching free content accompanied by advertisements or subscribing to platforms.

From this finding, it can be concluded that the phenomenon of FOMO (Fear of Missing Out) becomes a factor that influences the decision of the Zer's Respondents. In addition, respondents tend to dislike the shows accompanied by advertisements, although these advertisements allow them to access content without additional costs. Generation Z respondents exhibits a strong preference for direct and uninterrupted access to content, often experiencing anxiety when they feel they may miss crucial information. The utility value obtained in the promotional attribute (Table 7) shows that the promotion of the show on the RCTI TV has the highest value. This finding indicates that respondents prioritize the promotion of shows broadcast on RCTI TV compared to promotions on YouTube, TikTok, or other online media platforms.

Furthermore, the utility value obtained in the distribution channel attribute (Table 7) shows that watching live broadcasts on RCTI gets the highest score, which is 0.195, followed by watching on TikTok with a value of 0.075, and the lowest is watching on YouTube, which is -0.270. This shows that respondents prefer to watch live broadcasts on

RCTI compared to other platforms, such as YouTube or TikTok. Although the number of live broadcast viewers in RCTI has decreased, the shows in RCTI are still considered important by respondents. This finding indicates that RCTI needs to continue innovating in its shows to be able to maintain viewers, especially in the midst of competition with other digital platforms.

This study presents that overall respondents are more concerned with product attributes compared to distribution channels, prices, and promotions in determining their preferences. Products, in this case the shows presented by television stations, are proven to be the most important factor by consumers, especially in indicators of innovations in music, sports, and news innovations that are broadcast with a fixed time. The next preference found in this study is in the aspect of distribution channels, where viewers tend to prefer to watch live broadcasts on television compared to watching on digital platforms. Preference testing also shows that the level of viewers of the price indicates that consumers prefer to provide "gift" (paid content) if the show is in accordance with their preferences. Overall, television viewers tend to decide to watch live streaming shows if the show is promoted through advertisements on RCTI television stations.

Table 5. The Level of Interest in Utility Value

Importance Values	Attribute	Utility	Level
33.282	Product	0.184	Music, Sports, and News that aired with a fixed time
		-0.071	Music, Sport & News Working Hours Flexible (Delay broadcast)
		-0.036	Live Music shows
		-0.084	Sport Live shows
		0.008	Live News shows
21.536	Price	-0.121	With Ad
		-0.017	Subscription platform
		0.138	GIFT (paid content)
15.626	Promotion	0.063	RCTI TV Promotion
		-0.047	Promotion on YouTube and TikTok
		-0.016	Promotions in other online media
29.555	Distribution channel	0.195	Watch Live on RCTI
		-0.270	Watch on TikTok
		0.075	Watch on YouTube

To find out the correlation value of the correlation between the actual assessment and the assessment based on the results of the estimation, the coefficient of the Pearson (R) and Kendall's Tau Correlation Coefficient was used. The correlation coefficient of 0.95 shows excellent prediction capabilities. This is considered significant if the significance value (GIS) is less than 0.05 (Table 8) (Malhotra, 2020). The results of this study indicate that the Pearson (R) coefficient value obtained was 0.906. Because this value is greater than 0.3. It can be concluded that the level of correlation between predictions and actual conditions in this study is strong, valid, and can be accounted for.

To measure the correlation between actual assessment and assessment based on the results of the estimation, a correlation table (Table 9) was used, including the coefficient of Pearson (R) and Kendall's Tau. The correlation coefficient of 0.95 shows excellent prediction capabilities. The correlation coefficient value is considered significant if the significance value (GIS) is less than 0.05 . The results of this study indicate that the Pearson R coefficient value obtained was 0.906 because this value is greater than 0.3. This indicates that the correlation rate between predictions and actual conditions in this study is valid and can be accounted for.

Table 6. Correlations

	Value	Sig.
Pearson's R	.906	.000
Kendall's tau	.660	.000
Correlations between observed and estimated preferences		

3.2. Discussion

This study is still relatively new in Indonesia. The researchers found the phenomenon that although there was a change in behavior in switching from watching television to a digital platform, the majority of Generation Z respondents still considered the program with a permanent or fix schedule, and RCTI television station as an important distribution channel. This indicates that there is no clear indication of the decision to switch fully to the digital platform. Conversely, research conducted by (Ali Selamat & Eddyono, 2024) shows the existence of consumer decisions to switch from the Apple and Samsung mobile brands to OPPO brands, which are influenced by the intervention factor of product features and digital promotions, especially in the millennial segment in Jabodetabek. This research also found that Generation Z still chose music, sports, and news broadcasts with a fixed time on television (RCTI). According to Hartmann (2012), Generation Z often grows in a family environment that still relies on television as the main means of entertainment. Shows with a fixed time, especially music, sports, and news shows, provide opportunities to watch with family and friends, who create more pleasant social experiences. This collective watching experience is rarely found on digital platforms, which are more focused on individual media consumption.

In addition, shows with the fix schedule still provide a clear structure for the audience. Generation Z tends to prefer shows that can be followed easily based on schedule because this reduces its confusion in choosing content on digital platforms that often offer too many choices (Choice Overload). The fixed schedule structure on television provides comfort and certainty for them (Gillespie, 2021). This research also informs that even though the Generation Z is known as a generation that is very connected to digital technology, many of them still prefer watching shows on television rather than on digital platforms. This is caused by several factors. First, many of them still have the experience of watching with family on television. Watching television, especially direct shows or sports, provides the opportunity to share experiences with others, which are difficult to find on digital streaming platforms (Vorder, 2021).

In addition, even though Generation Z spends more time on digital platforms, they keep consume traditional media, including television, especially for direct events and entertainment that are adapted to their preferences (Podara et al., 2022). Although the digital platform offers flexibility, television remains a more practical choice for many households that do not depend entirely on the internet (Jacob Poushter, 2016). Most of Generation Z prefers to watch big shows on television because of the more stable broadcast quality and a more guaranteed watching experience. On the other hand, although streaming on digital platforms is increasingly popular, buffering problems, video quality, or other technical problems still often occur. Furthermore, although digital platforms offer a wide selection of content, Generation Z often feels overwhelmed by the many choices available, so they prefer television to enjoy clearer and curated shows. Television with a permanent schedule and programmed program provides certainty for spectators who find it difficult to choose content on the digital platform (Gillespie, 2021). The phenomenon related to digitalization also occurs in the preferences of Mitsubishi car consumers in Kudus; Mar emphasized that this finding implies that Mitsubishi needs to continue to improve product quality, innovate in technology, and strengthen digital services to maintain consumer loyalty and optimize marketing strategies in the automotive market.

This research is slightly different from previous research (Zamroni, 2021); (Bright, 2020), which found that the transition to social media was caused by being considered more flexible than television and consumers would prefer surfing on social media, including if they could have control of the media they used . In addition, the function to get information and entertainment, also they get from social media. Television is no longer considered important by respondents and only watched to fill time. But some respondents still choose to watch television to get information, personal identity, social interaction and entertainment. But the findings are similar to studies conducted by researchers,

in the European Union (Fotopoulos, 2023); (Mudra et al., 2022).

4. Conclusions

The decline in the number of live broadcast viewers on the RCTI television station was not caused by the transition of viewers to the digital platform. The main preference of Generation Z viewers apparently still tends to choose music, sports, and news broadcasts broadcast on a fixed time schedule. When given the choice to watch live broadcasts, the Generation Z viewers still choose to watch on RCTI, followed by watching on TikTok and YouTube. In fact, Generation Z viewers tend to be willing to give "gift" for events that are their choice. In the end, the viewers of Generation Z refer to the advertisements that aired on RCTI to decide to watch live broadcast programs, not through promotions on TikTok or YouTube. In an effort to increase the number of viewers, RCTI television stations are not recommended to focus on live music, sport live news, live news, and postponement broadcasts. The RCTI television station should still focus on music, sports & news that aired with a fixed time. Therefore, various innovations are required in the development of impressions to be more competitive and win competition. In an effort to increase the number of viewers, RCTI television stations are advised to not only focus on live music shows, live sports, live news, and delay broadcasts. Conversely, it should maintain its focus on music, sports, and news broadcasts broadcast with a fixed time, given the preferences of viewers who prioritize the regular schedule of shows. However, to continue to compete and attract the attention of the audience, especially the younger generation, such as Generation Z, more innovation is needed in the development of impressive products. This innovation can include various aspects, such as improving the quality of production, the development of more interactive impressions, and the use of the latest technology to create a more attractive and personal watching experience. In addition, television stations also need to explore opportunities to integrate digital elements, such as streaming platforms or mobile applications, which allow viewers to access shows anytime and anywhere, without ignoring the traditional broadcast format. The development of content that is more relevant and in accordance with the needs of the audience, including adjusting the format of shows with fresh and diverse content preferences, will strengthen the position of RCTI in an increasingly competitive market. Thus, innovations in broadcast products will be the key for RCTI to maintain its attractiveness in the midst of fierce competition with other digital platforms, as well as to ensure sustainable viewer growth.

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