



RESEARCH ARTICLE

Content Diversity As A Predictor Of Digital Media Consumption By Generation Z: A Study On The Vidio Platform In Indonesia

Safrudiningsih¹, Sisca T. Gurning², Adlino Dananjaya³, Dias Suminta⁴

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Abstract

The transformation of digital media in the era of streaming platforms has influenced how Generation Z accesses entertainment and information. They are currently the users who dominate the preference for video-based services in digital media. This study aims to analyze the diversity of content on one of Indonesia's streaming platforms, Vidio, as a predictor of digital media consumption among Generation Z in Indonesia. The research method used a quantitative approach through the distribution of online questionnaires to 117 respondents representing regions in Indonesia. The research instrument used a five-point Likert scale, which was tested for validity using Pearson Correlation and reliability using Cronbach's Alpha through the SPSS program. Simple regression analysis was used to test the effect of content diversity on digital media consumption. The results of the study show that the diversity of Vidio content, which includes a variety of entertainment, sports, and local content, has a significant relationship with Gen Z's digital media consumption. These findings indicate that the intensity and frequency of users consuming digital media through the Vidio platform is increasing. This study confirms that content is a key factor in building user engagement and the competitiveness of local platforms amid the dominance of global streaming services. The implications of this study are recommendations to improve the quality of content curation and strategic differentiation development as efforts to strengthen Vidio's position in Indonesia.

Keyword: Content Diversity, Predictors, Digital Media Consumption

Introduction

The development of digital technology over the past two decades has brought about significant changes in people's media consumption patterns. While Indonesians once relied on conventional television for entertainment and information, the trend has now shifted toward internet-based digital media. The presence of various streaming platforms such as YouTube, Netflix, Disney+ Hotstar, and TikTok has become a global phenomenon that has shaped people's media access behavior. In Indonesia, internet penetration has reached over 78.19 percent of the population in 2023, equivalent to (Survei APJII, 2023). With a population of 215.6 million in Indonesia, it is the main factor accelerating the transformation of digital media consumption. Generation Z, born between 1997 and 2012, is the most active user group in the digital ecosystem. They are known as digital natives, a generation that has been familiar with digital devices, the internet, and social media since childhood. (Prensky, 2001). According to (Asmarantika et al., 2022), that Generation Z is very meticulous and careful when filtering information. They will choose content that is relevant to their interests and needs. According to (Heřmanová, 2024) Digital media consumption by Generation Z is heavily influenced by the presence of streaming platforms and social media. Generation Z grew up in the era of the internet and

social media, developing more individualistic consumption patterns. Digital media consumption has indeed undergone significant changes, particularly with increasing digitization and the use of technology. India is expected to become the second-largest Over the Top (OTT) market after the United States, with growth of around 45%, with an estimated value of 138 billion by the end of fiscal year 2023. OTTs such as YouTube, Netflix, and Spotify have shown extraordinary growth, with a 140% increase in video streaming applications in several Asian countries. (Gupta & Singharia, 2021). Perubahan ini menunjukkan bahwa OTT menyediakan peluang yang besar bagi penyedia layanan untuk memanfaatkan saluran komunikasi digital ini secara efektif. The relatively expensive subscription package can be a barrier for younger generations to access Netflix. While Netflix offers a streaming service rich in quality content, the high subscription fee is a barrier for younger generations, especially those without a steady income. This presents an opportunity for other platforms, especially local ones, that can offer a more affordable price. affordable or free (Rana Fergus Putri & Kusuma Paksi, 2021). According to (Kübler et al., 2021) The success of global streaming platforms is due to their consideration of content heterogeneity and platform specifications. Consistent technical quality, flexible pricing strategies, and the ability to innovate features are key to success. In the case of Vidio, content diversity is a key issue in this study. Therefore, it can be concluded that Generation Z's digital media consumption is influenced by a combination of technical, economic, cultural, and content diversity factors. The study of digital media consumption is inextricably linked to the Uses and Gratifications theory, which explains that digital media users are faced with numerous options or choices. This allows them to actively choose specific media. Users have the freedom to choose the most appropriate platform. with needs

IMDE-Institut Media Digital Emtek

*) *corresponding author*

Correspondin Author name

Email: safrudiningsih@gmail.com

and expectations they (Karunia H et al., 2021) Generation Z

Table 1. Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

prefers using digital media and gadgets over watching television. They access various digital platforms such as social media and messaging apps. They consume print media and television much less frequently. And they spend more than 8 hours per day on them. For access digital media (Asmarantika et al., 2022). the Uses and Gratifications theory, the Technology Acceptance Model (TAM) model is also relevant to understanding the adoption of digital platforms. According to TAM (Davis, 1989), the adoption of users to Technology is influenced by two main factors: perceived ease of use and perceived usefulness. In the context of Vidio, ease of application navigation, streaming quality, and content diversity are factors that determine user loyalty. In the Indonesian context, one of the rapidly growing local streaming platforms is Vidio. Launched by the Emtek Group, Vidio offers services that include live sports broadcasts, original series, local and international films, and national television channels. Vidio positions itself as a direct competitor to global platforms by emphasizing the strength of local content that resonates with Indonesians. However, major challenges arise from the dominance of global platforms like Netflix, which excels in international content, YouTube, which is popular for its user-generated content, and TikTok, which captures attention with its short-form video format. This research is relevant because Vidio is not just an entertainment platform, but also a symbol of Indonesia's efforts to build digital media sovereignty. By analyzing Vidio's role in Generation Z media consumption, this study seeks to fill a gap in the literature that rarely discusses the competitiveness of local platforms in the face of global media hegemony. Specifically, this study aims to describe Vidio consumption patterns among Gen Z, identify drivers and barriers to usage, and formulate recommendations for developing Vidio services to be more competitive. Vidio has become the number one Over-the-Top (OTT) platform in Indonesia, surpassing Netflix and Disney+ Hotstar. Since 2014, this digital streaming platform, under the auspices of PT Surya Citra Media (SCM), has recognized the opportunities and long-standing habits of viewers. practical watching movies on the screen television (Strategi Vidio Jadi Platform OTT, 2024) Vidio excels by broadcasting popular sports programs like Liga 1 and Formula 1, as well as producing original drama series featuring local stories. The urgency of this research is relevant because Vidio is not just an entertainment platform, but also a symbol of Indonesia's efforts to build digital media sovereignty. By analyzing Vidio's role in Generation Z's media consumption, this study seeks to fill a gap in the literature that rarely discusses the competitiveness of local platforms in the face of global media hegemony. Specifically, this study aims to describe Vidio's consumption patterns among Gen Z, identify drivers and barriers to usage, and formulate recommendations for developing Vidio's services to be more competitive. Based on the description above, the author intends to further examine the following: Content diversity on Vidio as a predictor of Generation Z digital media consumption, with respondents in several regions in Indonesia. The following hypotheses are formulated: H0: No existence influence diversity content Video to digital media consumption by Generation Z H1: Found existence influence between the diversity of Vidio content and digital media consumption by Generation Z.

Method

The research method used is the quantitative method. According to (Silalahi, 2015) methodology quantitative is technique specifically studying large groups of people and making generalizations from the studied sample to a larger group beyond the sample. This research strategy uses a survey strategy with a research sample of Generation Z in several regions in Indonesia. The data collection technique uses an online questionnaire using Google Forms distributed from May to July 2025. The reliability testing method used in this study is Cronbach's Alpha. Validity testing uses the SPSS program with the Pearson Correlation method, which is to correlate each item with the total score of the questionnaire items. In quantitative research, the independent variable used to predict or estimate changes in the dependent variable is called a predictor variable. The diversity of content on the digital streaming platform Vidio in this study is a predictor variable because it is assumed to have a direct influence on the level of digital media consumption of Generation Z. The approach This in line with study (van Duin et al., 2021) that state that the predictor variable is the main factor in the regression model used to identify and measure the contribution of a variable to digital media consumption behavior.

Results and Discussion

To determine the relationship between content diversity and Generation Z's digital media consumption, a study of the local streaming platform Vidio in Indonesia was conducted. A questionnaire was distributed online over a three-month period and completed by 117 respondents from various regions in Indonesia. The results were then validated using the *Statistical Product and Service Solution* (SPSS) program with the Pearson Correlation method, which correlates each item with the total score of the questionnaire.

Validity and Reliability Test Results

Validity Test

Validity tests are used to measure the suitability of each question or item. statement in A questionnaire For define A variables (Krisnawati et al., 2024) Validity testing uses the SPSS program with the *Pearson Correlation method*, which correlates each item with the total score of the questionnaire items. Interpretation of the results, the questionnaire is declared valid if the Pearson r value is greater than the r table with a significance level of 5%.

Reliability Test

Scale: All X Variables

Table 2. Case Processing Summary

		N	%
Cases	Valid	117	100.0
	Excluded ^a	0	.0
	Total	117	100.0

Table 3. Reliability Statistics

Cronbach's Alpha	N of Items
.865	3

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Cronbach's Alpha	N of Items
.619	3

Table 4

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
Y1	6.79	3.423	.213	.784
Y2	7.63	2.459	.447	.492
Y3	7.25	2.136	.677	.129

Classifying the reliability of the reliability test results based on *the Cronbach's alpha value*, into low reliability (<0.5), moderate reliability (0.5-0.7), high reliability (0.7-0.9), and very good reliability (>0.9). And the results of the reliability test from the table above can be seen in Reliability *output*, based on *the Cronbach Alpha value*. It can be seen that *the Cronbach Alpha* value for variable X is 0.865, indicating high reliability, and for Y is 0.619, indicating moderate reliability.

Table 5. Descriptive Statistics

	N	Minimum	Maximum	Mean	Standard Deviation
Content Diversity (X)	117	5	15	11.30	2,290
Digital Media Consumption (Y)	117	3	15	10.84	2,247
Valid N (listwise)	117				

This analysis is to determine the description of variable data such as the mean, minimum value, maximum value, and standard deviation. From the table above, we can see the statistical description of the variables used in this study. For variable X1, the number of data is 117, the minimum value is 5, the maximum value is 15, the average is 11.30, and the standard deviation is 2.290. And for variable X2, the number of data is 117, the minimum value is 3, the maximum value is 15, the average is 10.84, and the standard deviation is 2.247.

Data Normality Test

Data normality refers to how well the data follows a normal distribution, which is a fundamental assumption in many parametric statistical methods, such as the t-test, ANOVA, and linear regression. If the normality assumption is not met, then the results of the hypothesis test can be using non-parametric statistical tests such as the Mann-Whitney test (Sianturi, 2025). The normality test uses *the Kolmogorov-Smirnov method* calculated using the SPSS program. The test is performed on each variable.

Hypothesis:

- Ho = Data is normally distributed
- Ha = Data is not normally distributed

The testing criteria:

- If the significance value > 0.05, then Ho is accepted (data is normally distributed).
- If the significance value is < 0.05, then Ho is rejected (data is not normally distributed).

Table 6. One-Sample Kolmogorov-Smirnov Test

	Content Diversity (X)	Digital Media Consumption (Y)
N	117	117
Normal Parameters ^a	Mean	11.30
	Standard Deviation	2,290
Most Extreme Differences	Absolute	.167
	Positive	.123
	Negative	-.167
Kolmogorov-Smirnov Z	1,809	1,560
Asymp. Sig. (2-tailed)	.003	.015

From these data, it can be concluded that the normality test

output shows that variable X is a predictor with a significance value of 0.003 and variable Y with a significance value of 0.015, indicating that both variables are not normally distributed. Therefore, the correlation test uses a non-parametric method, namely the Spearman correlation test. Correlation Analysis Correlation is used to show how strong the relationship between one variable and another variable is. One type of correlation is for nonparametric data is analysis correlation rank spearman (Kurniawan, 2024). In this study, we aim to determine how strong the relationship is between X as a predictor variable and Y. The r value is around 0 to 1 or 0 to -1, the closer it is to 1/-1, the stronger the relationship. Conversely, the closer the value is to 0, the stronger the relationship is. the more weak.

Classical Assumption Test Results

The classical assumption test is a prerequisite test for linear regression analysis. The classical assumption test is as follows:

Residual Normality Test

In statistical testing, hypothesis testing is one of the primary methods for drawing conclusions based on data. However, the validity of hypothesis testing results is highly dependent on the fulfillment of statistical assumptions, one of which is data normality. Data normality refers to how well the data follow a normal distribution, which is a fundamental assumption in many parametric statistical methods, such as the t-test, ANOVA, and linear regression. If the normality assumption is not met, the results of the hypothesis testing may be inaccurate. using non-parametric statistical tests such as the Mann-Whitney test (Sianturi, 2025).

the One Sample Kolmogorov Smirnov test method. The testing criteria are as follows:

- If the significance value > 0.05, then the data is stated to be normally distributed.
- If the significance value is < 0.05, then the data is stated to be not normally distributed.

NPar Tests (Residual Normality Test)

Table 7. One-Sample Kolmogorov-Smirnov Test

	Unstandardized Residual	
N	117	
Normal Parameters ^a	Mean	.0000000
	Standard Deviation	1.71572280
Most Extreme Differences	Absolute	.096
	Positive	.051
	Negative	-.096
Kolmogorov-Smirnov Z	1,039	
Asymp. Sig. (2-tailed)	.231	

From the output above can known that mark significance (Asym.sig 2 tailed) of 0.231 > 0.05, so the residuals are normally distributed.

Linearity Test

The linearity test aims to determine whether or not there is a significant linear relationship between research variables. This test is used as a requirement in correlation analysis or linear regression. The linearity test in this study uses *the Test for linearity* at a significance level of 0.05. Research variables are said to have a linear relationship if the significance (linearity) is less than 0.05.

Table 8. ANOVA

			Sum of Squares	df	Mean Square	F	Sig.
Digital Consumption (Y)	Media Diversity (X)	Linearity	295,721	9	32,857	3,334	.000
		Deviation from Linearity	244,445	1	244,445	21,943	.000
		Total	22,270	9	2,474	633	.002
Within Groups			319,194	107	2,983		
Total			545,915	116			

Table 9. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,173	.493		2,377	.019
Content Diversity (X)	.018	.043	.034	.366	.715

a. Dependent Variable: ABS_RES

Heteroscedasticity Test

The heteroscedasticity test aims to test whether there is inequality in the variance of the residuals from one observation to another in the regression model. If the variance from the residuals from one observation to another remains constant, it is called homoscedasticity, and if it differs, it is called heteroscedasticity.

Regression (Heteroscedasticity Test) Glejser Test method

Table 10. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1,173	.493		2,377	.019
Diversity Content (X)	.018	.043	.034	.366	.715

a. Dependent Variable: ABS_RES

Heteroscedasticity test results can know that the independent variable has a significance value of more than 0.05 (0.715 > 0.05), so it can be concluded that there is no heteroscedasticity problem in the regression model.

Equation Multiple Linear Regression

Analysis multiple linear regression used For know the influence of two or more independent variables on one dependent variable. Multiple linear regression equations are used to formulate regression equations and to determine the value improvement or decline upper Y variable change variable X.

Table 11. Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,676	.805		4,566	.000
Content Diversity (X)	.634	.070	.646	9,073	.000

a. Dependent Variable: Digital Media Consumption (Y)

Conclusions and Recommendations

This study concludes that the diversity of content on the digital streaming platform Vidio significantly influences digital media consumption among Generation Z in Indonesia. Statistical analysis shows that the variety of content presented, including entertainment, sports, and local content, positively influences the intensity of digital platform usage. This is evident from the correlation test results, which produced a strong coefficient value with a high level of significance. This indicates that Vidio's content diversity plays a key predictor in shaping digital media consumption behavior among the younger generation, or Generation Z. These findings also explain that Generation Z tends to choose platforms that provide content relevant to

their needs and that are closely aligned with local culture. Content diversity is not only a crucial element in attracting users but also an effective strategy for maintaining loyalty and increasing overall digital media consumption. Recommendations for the Vidio platform include continuously improving the quality and variety of content, focusing on the relevance and preferences of Generation Z. Add educational shows and international content, and strengthen the exclusivity of local content that resonates emotionally with audiences. Content innovation and user experience are strategic factors in strengthening Vidio's position in the competition of digital streaming platforms, while also contributing to the strengthening of the national digital media ecosystem. To further complement this research, it is recommended that further research include other variables, such as service quality or subscription price, to provide a more comprehensive understanding of the factors influencing digital media consumption in Indonesia. Furthermore, a comparative study across streaming platforms is needed to assess Vidio's competitive position amidst global competition.

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