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CONTINUANCE INTENTION TO SUBSCRIBE TO A VIDEO-ON-DEMAND SERVICE: A STUDY OF NETFLIX USERS IN INDONESIA

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ABSTRACT

With the growing interest in the media and entertainment industry, the competition between players is becoming even tighter, thus having customers attached to a particular subscription video-on-demand (SVOD) brand is important to ensure subscription continuance. Despite the growing research in the SVOD services, no study has investigated the influence of inertia as an attachment factor and satisfaction on the users' continuance intention on SVOD particularly. Therefore, this study aims to address the lack of literature on the continuance model by testing the influence of content quality, system quality, trust in mobile payment, and price fairness, and further test the impact of inertia and satisfaction towards one's continuance intention to subscribe to a particular SVOD brand. 532 individuals partake in an online survey to give their perspective on their current SVOD subscription which is then analyzed with partial least square-structural equation modelling (PLS-SEM). The results indicate that trust in mobile payment and content quality are the direct determinants of continuance intention to subscribe, and that user satisfaction and inertia successfully mediate all the independent constructs used in this study towards continuance intention to subscribe. The findings of this study is useful for SVOD players in understanding the importance of each factor in order to strategize and fulfill their customer demands to assure long-term viability of their businesses.

Keywords: *Content Quality, System Quality, Trust in Mobile Payment, Price Fairness, Inertia, Continuance Intention to Subscribe*

1. INTRODUCTION

The proliferation of digital technologies over the past couple of years have transformed the entertainment and media (E&M) industry [1], putting over half a trillion dollars at stake to deliver a tailored content provision for global customers [2]. Research found that the global E&M market will reach nearly US$3 trillion in 2026 with a CAGR of around 5%, in which among all entertainment types, OTT (over-the-top) services have contributed a whopping 22.8% revenue increase in 2021 as an effect of COVID-19 pandemic [3], driven by lockdown measures, closures of cinema and theatres [4], [5], as well as the growing internet and smartphone penetration [6].

Moreover, the emergence of industry 4.0 and accelerated digitalization has brought upheavals in media consumption, with interactivity, availability, and flexibility become some of the important aspects expected by customers when accessing streaming-based contents [7], [8]. As a reference, subscription video-on-demand (SVOD) has surpassed box office, which used to have three times more revenue in 2015, due to the increase in mobile data consumption from 2019 onwards [9], and global subscriptions for streaming services have exceeded 1 billion users as of 2020 [10].

The growth of video streaming is notable in Asia Pacific [11] as the largest E&M region by revenue in 2021 [3], particularly in Southeast Asia (SEA) where the number of streamers have doubled, making the region competitive for streaming battles

[12], [13]. A report found that 84% of users in SEA were satisfied with video-on-demand service, leading other digital services like music and e-commerce, and 95% of new video-on-demand users in 2020 intended to continue using the service in 2021 [14].

Among its neighboring countries, Indonesia topped the chart as OTT streaming consumption has grown by nearly half, accounting for a total of 3.5 billion monthly streaming hours [15] with over 17.4 million subscribers and still counting [16]. The same report also highlighted that as many as 22% more viewers prefer watching their favorite shows on OTT rather than traditional TV, and 57% have watched less TV and has switched to OTT. More than three fifths also admitted that they usually did not multitask and were not distracted when watching contents [15]. A Netflix survey finds that more than 60% of users can watch up to 6 episodes in a single sitting, which is better known as binge-watching [17], and has been considered as a new normal [18]. Other researchers define binge-watching as spending 3 or 4 half an hour films or over 3 hours of movie episodes [19], [20].

However, Netflix is unsuccessful to exceed the forecasted subscriber amount in Indonesia, given that in 2020 the platform is predicted to have nearly 907 thousand subscribers [21], but the number only hit 850 thousand in 2021 [22]. Netflix should be careful with its position in Indonesia as the country holds the most VOD growth in SEA, added with the fact that its user amount is the lowest among its rivals, and its streaming minutes has dropped since the first quarter of 2022, replaced by local SVOD Vidio and its other tight competitor Disney+ Hotstar [23]. Initially predicted to recover in Q2 2022, though Netflix successfully leads the VOD competition in Philippines, Malaysia and Singapore, it fails in Indonesia, as Vidio reportedly leads the race again for two consecutive quarters, driven by local originals slate and sports [24].

When using a product or service that is downloadable via digital marketplace, online rating and reviews are essential because those are the two indicators which influence one's decision to download an application [25], [26]. Online rating is a representation of customers' experience when using a product [27], hence ensuring a good online rating is necessary to improve their level of satisfaction to eventually increase the probability of usage continuance [28]. According to [29], 53% of users check ratings and reviews before updating an application, and 55% of the users will perceive a well-known brand as bad if it is rated with 1 or 2 stars. Further, an app should be rated at least a 4-star because 50% of mobile users will not consider an app with a 3-star rating, in which the number drops more than 75% for 2-star app, and deeper for a 1-star app. [29] also finds that a jump from 3 to 4 star can enhance usage conversion by nearly 100%, in which the number will increase more than threefold for apps moving from 2 to 3 star.

Unfortunately, Netflix as the leading SVOD platform scored quite poorly behind other players, with only 2.8 out of 5 in Play Store and 3.3 out of 5 in App Store as of October 2022. When traced from the reviews given by Indonesians who rate the app between 1- to 3-star rating from July to October 2022 through application scraping coded by Google Colab, there are over 500 user reviews stating that some of the most common problems when using the platform include system log in problems (e.g. not receiving confirmation email, error timeout, etc.), payment problems (e.g. debited more than once, payment took too long, payment cannot be done, etc.), incomplete films, removed movies, subtitle problems (having the same color with film background, subtitle size being too small / too big, etc.), and price that is more expensive than other SVODs.

According to a Deloitte report, individuals are drawn to SVOD by the contents, yet they decide to stop watching because of the price – and when SVOD loses their users too soon, it will be more difficult to repay their acquisition costs [30]. Another report by Deloitte stated there would be at least 150 million paid SVOD cancellations worldwide by the end of 2022 with market churn rates of up to 30% [31]. In the case of Netflix in Indonesia, this is a double jeopardy as not only the subscription cost is more expensive than the others, but its rating is the lowest among its competitors. As of 2022, all aforementioned top SVOD platforms' monthly subscription plan are priced below Rp40.000 (Viu Rp33.000, Vidio Rp35.000, WeTV Rp25.000, Disney+ Hotstar Rp39.000) with HD streaming quality, except for Netflix, which set its price at Rp54.000, and can only be watched on mobile phone / tablet with 480p quality.

Since subscription-based businesses rely on customer's monthly fee [32], it is crucial for Netflix to ensure the continued subscription of the platform and ensure user attachment and satisfaction, or else the competitors will continue to eat up Netflix's

market share. According to [33], a customer retention rate of 5% can potentially increase business profit by 25% - 95%.

In the literature, customer attachment, better known as inertia, is found to be an essential determinant in an industry where customer switching costs are low, since it serves as a pulling factor of repeat purchase behavior, even when better alternatives are available [34]. This factor, according to [34], can be used to complement user satisfaction, and serves as an additional force to strengthen the customer-brand bond to potentially drive continuance intention.

However, there is a dearth of research investigating the continuance intention to subscribe in a video-on-demand context with the role of user satisfaction and inertia in Indonesia, thus this research aims to investigate the factors that directly influence Indonesian customers' continuance intention to subscribe to Netflix, be it directly and indirectly through user satisfaction and inertia as the intervening variables. The theoretical and managerial implications will also be discussed to give insights for both the academia and Netflix brand managers.

2. LITERATURE REVIEW

2.1 Over-the-top (OTT)

The term 'over-the-top', better known as OTT, can be defined as the distribution services that operate on the Internet's application layer [35], which are able to administer different contents, mainly video [36], but is not limited to voice calls, text messages, video, and broadcasting, and other medias [37]. It provides premium content services in conjunction with the traditional broadcast operators and content development firms [38]. OTT varies from communication, entertainment, social networking, marketplace, file sharing, storage, video gaming, and web browsing, in which all of them generate traffic on the Internet [39] to identify usage trends in order to cater better service for the users [40].

Introduced to the global market in 2011, OTT has become a revolutionary replacement of fixed mobile substitution (FMS) and enhancement of fixed mobile convergence (FMC) as an effect of vast data consumption [41]. OTT is consumable via numerous platforms such as computers, tablets, smartphones, and other smart devices, over fixed and mobile networks, making it easily accessible [42]. It leverages the infrastructure of telecommunication service provider to grab their customers, as well as providing offerings that generate revenue for them and highly competitive with traditional services [37]. Today, the OTT market has grown to a $120 billion industry and will nearly have its size doubled in 2024, eventually beating pay-TV business model [43].

2.2 Video-on-demand (VOD)

Video-on-demand, or VOD, is a technology that allows video material, such as movies and television series, to be displayed directly to customers for instantaneous watching [44]. Unlike the traditional satellite TV method which requires individuals to wait for a specific time before able to view their preferred shows, VOD allows customers to hold the control on when and what contents they want to stream [45], including OTT videos. Videos can now be watched at a convenient pace as watchers can pause, rewind, skip, and download tons of them to be viewed later [46]. Beside movies, customers can also enjoy sports broadcasts, docuseries, and original contents in HD quality as long as they have access to the VOD [47].

There are two means to access VOD contents, namely by using an internet-connected device, or a set-top box (STB). Internet-connected devices refer to gadgets that can link to the internet through Wi-Fi or ethernet cable and are able to transmit or receive data, as well as responding to voice commands [48], such as mobile devices, computers, laptops, or smart devices. With internet-connected devices, users may enjoy thousands of contents either by watching advertisements, better known as AVOD or Advertisement-based Video-on-Demand (e.g. YouTube and Peacock), paying per view, better known as Transactional Video-on-Demand (e.g. Apple iTunes and Sky Box Office), or paying a monthly or annual fee, better known as Subscription-based Video-on-Demand or SVOD (e.g. Neflix and Disney+ Hotstar) [49].

On the other hand, one may access VOD through STB, which can be purchased from media companies, to then be connected with a Wi-Fi dongle and configured manually. However, this method is more complicated and expensive as not only users must buy the STB, but they also need to pay the same regular fee if the VOD type is either TVOD or SVOD [46]. Of all aspects, ease of use, personalized content recommendations, and content quality are some of the essential factors expected by customers

when streaming content via VOD. VOD players who often remove customers' favorite movies, do not have a wide array of content, have a cluttered user interface, and late to put fresh contents tend to improve customers' likelihood to leave. Most importantly, they need to pay attention to their pricing mechanism as it is the highest key determinant to be able to retain their customers [50].

2.3 DeLone and McLean's Information Systems Success Model

Identifying the underlying constructs of management information systems is essential to ensure that user participation and information systems' investment of a business can be accurately measured, as well as to evaluate the effectiveness and success of the strategies implemented [51]. Especially in today's customer focused era, individuals expect brands to provide customized experiences and are enjoyable, easy to use, and useful [52]. Building on [53]'s mathematical theory of communication and [54]'s communication systems approach to measure information output, [51] constructed an information systems (IS) success model to explain the behaviors in the post-adoption stage which can give evaluative insights to refine the IS aspects of a system [52], [55].

The model consists of 6 variables, namely system quality, information quality, use, user satisfaction, individual impact, and organizational impact [51], in which all the constructs are interdependent to contribute to the success of information systems, and the relationship of each construct can be seen in Figure 1.

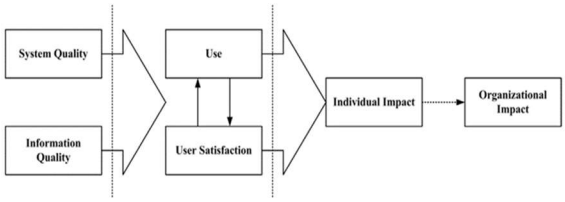

Figure 1: DeLone and McLean IS Success Model

System quality helps businesses measure the production and processing of system, while information quality helps organizations calculate the output of the IS itself from the perspectives of completeness, ease of understanding, personalization, relevance, and security. Both variables constitute to individuals' use and user satisfaction [51]. Use refers to the consumption of IS, and it is suggested that use should be voluntary rather than requested so that measures can be purely calculated [51]. As a response to 'use', user satisfaction is widely used to quantify IS success, and that people who feel more satisfied in using a system tend to continue using it [56], thus bringing long-term benefit for the brand. The last two variables depict the effect of the aforementioned variables, in which individual impact refers to the effect towards one's behavior after using an IS, while organizational impact explains the result of IS on organizational performance which relates to the return on investment and management [51].

2.4 Status Quo Bias Theory

Status Quo Bias, or SQB, is a concept designed by [57] to explain why individuals disproportionately make decisions to continue performing the status quo, when newer or possibly better options are accessible. This approach is different from [58]'s TAM or [59]'s ECM because rather than having decisions made rationally, SQB views decisions established by customers through psychological landscape [60]. SQB level elevates when individuals are hesitant to leave their ongoing platform, regardless of whether better choices are promptly accessible [61].

According to [57], [62], SQB happens as an effect of three categories, namely rational decision making, cognitive misperceptions, and psychological commitment. Rational decision making denotes a comparison of the calculated costs and benefits to stay in the status quo instead of shifting to available options. Cognitive misperceptions refers to one's tendency to stick to the status quo if the potential loss of the respective system is fewer than the alternatives. On the other hand, psychological commitment explains an individual's behavior to use incumbents because they feel like it is important to maintain cognitive consistency [63].

2.5 Content Quality

Content quality refers to the quality of information and content delivered on a platform [64]. This variable is similar to [65]'s information quality dimension since information is often regarded as content in the context of internet [66], [67]. Content quality takes into account the richness of content, functionality, and quality itself [68]. A good content quality provides its users with complete and accurate information [66].

2.6 System Quality

System quality is a dimension which is fundamental in predicting the success of information systems and can be defined as the measurement of an information processing system [51]. A refined system quality will bring improved satisfaction and productivity, leading to elevated net benefits [65]. A system quality can be considered as good if the system's interface, availability, ease of use, and feature qualities are consistent [66], and that an information system is accurate, convenient, efficient, reliable, secure, and responsive in performing tasks [65], [69]. Further, a system quality may also be characterized by the system's version, tone quality, or servers [68].

2.7 Trust in Mobile Payment

Trust can be defined as a party's readiness to be susceptible and willingness to take risks to the acts of another party [70] This variable is particularly essential in online business, where low or zero personal interaction is made [71], and users are obliged disclose information to the platform [66]. When performing a mobile-based transaction, individuals' trust in mobile payment is important so that transactions made can be settled and they can enjoy the products or services they intend to have. Users would be delighted with their payment if their transactions are processed safely and securely [72].

2.8 Price Fairness

Price is an essential determinant in product or service consumption, be it during pre-usage, during usage, and post-usage stages, because it relates to the sum of money people pay in return for the benefits of using the particular product or service [73]. Individuals make decision about their purchase depending on the price; thus price serves as both quality and prestige indicators when it comes to acquiring something [74]. A product or service should be priced at a reasonable, acceptable, or justifiable cost, in order to be considered 'fair', and hence improving users' level of satisfaction [75]. Price fairness itself is usually determined by comparing the current price with its past price or competitors' pricing, and when customers perceived a price as fair, they will be more likely to repurchase and recommend to others [76], [77].

Price fairness refers to two theoretical foundations of consumer behavior, namely dual entitlement and equity theories. In the dual entitlement theory, a price is considered as fair if the price goes up due to increasing costs, and unfair when the company is rising the price for its own profit [77], [78]. On the other hand, the equity theory states that customers perceived price as fair when the outcomes they get worth the money they spend [74], [79]. Customers may refer to the 'fair price' from another person, a group of people, or experience from past price history, be it externally through advertising or catalog, or internally through their own memory [78].

2.9 User Satisfaction

Satisfaction variable appeared in early research e.g. [78]'s expectation-confirmation theory, as a feeling of perceived discrepancy with one's expectation. According to [59], satisfaction explains users' affect with prior system use. In the field of information systems, satisfaction is a subjective evaluation after using and experiencing an information system [68]. When users feel satisfied about using a product or a service, it will build up positive attitude that leads to continuance intention [68].

2.10 Inertia

Inertia is an external manifestation of the SQB theory, which can be defined as a "user attachment to, and persistence of, existing behavioral patterns (i.e., the status quo), even if there are better alternatives or incentives to change" [79]. Inertia may look similar as habit, but while habit occurs as a lesson learned from experience, inertia adopts habitual choice to make oneself remain within the status quo [80].

One's inertia can be developed through fewer exploration duration, familiarity, and low perceived difference, and is proven to beat costs and benefits factor to stay in the comfort zone [81]. According to [82], when users of mobile services are familiar with the contents of their service and feel ease of using it, they will prefer not to learn the new ones and prefer to stick themselves to that platform.

2.11 Continuance Intention

The implementation of information systems (IS) and information technology (IT) are expected to bring individuals and organizations with improved performance, hence understanding the acceptance of a particular technology is fundamental [58]. However, while acceptance of technology is crucial in determining the success of information systems, its long-term survival and sustainable success are dependent on its continuing usage, more than just an acceptance since unsuitable and unproductive long-term usage of IT will lead to business downfall [59].

[59] is among the earliest to investigate continuance intention of an information system through expectation-confirmation model. According to him, continuance intention refers to a behavior to keep using a system and is more essential than acceptance since it refers to post-usage behavior which will determine business continuity.

2.12 Previous Research

In order to gain insights of the corresponding relationships between constructs, several prior works are adopted as a reference to develop hypotheses in this research. For instance, an exploration by [67] regarding factors determining the continuance intention of knowledge payment platform found that continuance intention is influenced by user satisfaction, and that user satisfaction is influenced by well-made content quality and system quality.

The importance of content quality towards satisfaction and continuance intention have also been proven in the context of education, such as e-learning and massive open online course (MOOC), as performed by [85] and [63]. [85] 2022 found that a tailored content quality lead to a more satisfactory learning experience because it can influence one's interaction to further process the necessary actions. On the other hand, [63] found that content quality is among the most influential MOOC quality that contribute to one's intention to continue using MOOCs, beating other technological characteristics, denoting that a tailored content quality will affect one's likelihood to use a particular platform for a long time.

For brands utilizing information system in their businesses, system quality is another influential factors that affect one's level of satisfaction and continuous intention, as researched by [86], which posits that a system should be made effortlessly, and that graphics such as images and videos should be able to load as quickly as possible, as entertainment is a leisure activity, thus unnecessary times should be eliminated. According to [66], the system of an entertainment technology should be convenient to access, easy to use, and flexible in order for its users to feel satisfied.

When dealing with online transaction through mobile payments, building trust in mobile payment is essential as the physical interaction between buyer and seller is low, or even zero [70]. Ensuring customers' trust in mobile payment is essential in order to make them feel satisfied and eventually use the service continuously, as researched by [87] and [71].

Furthermore, when purchasing something that involves money, price is an essential determinant of whether a service or product is worth the expenditure [72], and the service or product is suggested to be priced reasonably and justifiably to be considered 'fair', so that users' level of satisfaction can be elevated [74], and their tendency to keep using the product or service will become higher [76]. According to [74] and [76], price fairness positively influence satisfaction and loyalty in the culinary industry, and [75] found that fairer price can increase one's willingness to pay more in an additional airline fees.

Besides satisfaction, continuance intention to use a product or service is also influenced by behavioral inertia, as researched by [88] in a digital payment context. Inertia refers to user's attachment towards existing behavioral patterns [81], which is built upon a sense of comfort and satisfaction after using a particular product or service [88].

Even though these 7 constructs, namely content quality, system quality, trust in mobile payment, price fairness, inertia, user satisfaction, and continuance intention are essential as antecedents of long term system use, no research has discussed all the constructs in the field of video-on-demand. Hence, this research aims to fill the gap in the literature so that further explorations can be established, and video-on-demand service providers can gain valuable insights based on users' expectations.

3. CONCEPTUAL MODEL AND HYPOTHESES

3.1 Relationships between Content Quality towards User Satisfaction and Continuance Intention to Subscribe

Content quality refers to the quality of the content provided by a platform [83], and it should be accurate and complete to sustain customer relationship [66]. Content quality takes into account the richness of content, functionality, and quality itself, in which when customers perceive the content as abundant, satisfaction level will rise [68]. A good content quality has been proven to not only improve one's satisfaction, but also continuous intention to keep using a particular product or service [64].

Prior studies have proven that content quality positively affects user satisfaction [51], [90] in different fields of information systems, such as e-learning [91], social media [65], mobile health [89], and knowledge payment platform [67]. Moreover content quality is also proven to influence continuance intention to use in online course [63]. Hence, the following hypotheses are proposed:

H1: Netflix's content quality positively influences user satisfaction.
H2: Netflix's content quality positively influences continuance intention to subscribe.

3.2 Relationships between System Quality towards User Satisfaction and Continuance Intention to Subscribe

System quality refers to the quality of system interface, availability, ease of use, and features, and it has been tested as an antecedent for user satisfaction [66]. [86] performed an empirical study of 21 journals and they found that system quality positive affects user satisfaction. A good system quality has been proven to not only improve one's satisfaction, but also continuous intention to keep using a particular product or service [87].

Prior studies have proven that system quality affects user satisfaction in different fields of information systems, such as learning platform [93], social media [65], and knowledge payment platform [67]. Furthermore, system quality also affects continuance intention in app store [94] and retail [86]. Hence, the following hypotheses are proposed:

H3: Netflix's system quality positively influences user satisfaction.
H4: Netflix's system quality positively influences continuance intention to subscribe.

3.3 Relationships between Trust in Mobile Payment towards User Satisfaction and Continuance Intention to Subscribe

Trust can be defined as a party's readiness to be susceptible and willingness to take risks to the acts of another party [70]. This variable is particularly essential in mobile payment, where low or zero personal interaction is made [71], and users are obliged disclose information to the platform [66]. Trust is essential for dealing with uncertainty or new transactions to nurture effective long-term partnerships [90]. When users feel a product or service to be trustworthy, it will drive positive evaluation which can be translated to satisfaction [91] and continuance intention [72].

Prior studies have proven that trust in mobile payment affects user satisfaction in different fields of information systems, such as online shopping [87], [96] and mobile banking [70], and direct relationship between trust towards continuance intention to subscribe in retail platform [97] and online betting [98]. Hence, the following hypotheses are proposed:

H5: Trust in Netflix's mobile payment positively influences user satisfaction.
H6: Trust in Netflix's mobile payment positively influences continuance intention to subscribe.

3.4 Relationships between Price Fairness towards User Satisfaction and Continuance Intention to Subscribe

Price is an essential determinant in product or service consumption, be it pre-usage, during usage, and post-usage stages, because it relates to the sum of money people pay in return for the benefits of using the particular product or service [73]. It is an important construct to be considered for research in developing countries since the people are more price-sensitive, and when a brand offers price value worth the offerings offered, they tend to be satisfied in using the system [34].

Price fairness is important in system usage as customers tend to analyze the benefits gained from using it with the cost paid and with compare it to other service providers [75]. According to [95], price was among the strongest factors which affect one's continued use of mobile services and it is an important determinant for technology use in a non-organizational setting, since customers often bear the monetary cost, while employees of an organization do not.

Prior studies have proven that price fairness affects user satisfaction in different fields of business, such as food and restaurant [74], [76] and e-commerce [100]. Besides user satisfaction, when price is perceived as fair, it also influences one's repurchase intention [101], [102] and loyalty [100], [103].

Even though previous research have not highlighted the influence of price fairness towards

continuance intention, [59] argued that continuance intention is similar to repurchase decision as both activities "*follow an initial decision, are influenced by the initial use experience, and can potentially lead to ex post reversal of the initial decision*". Therefore, in this research, the relationship between price fairness towards continuance intention is regarded as repurchase intention, such as [102]. Not only that, when a price is fair, it reverses one's intention to switch since they find value in the following brand [104]. Hence, the following hypotheses are proposed:

H7: User's perceived price fairness towards Netflix positively influences user satisfaction.
H8: User's perceived price fairness towards Netflix positively influences continuance intention to subscribe.

3.5 Relationships between User Satisfaction towards Inertia and Continuance Intention to Subscribe

Satisfaction is a measurement of pleasure felt after using a system [80]. When users of mobile services feel satisfied of using a particular platform for some time, they will prefer not to learn the new ones and prefer to stick themselves to that platform better known as inertia [34], [83] Inertia is essential in describing satisfaction with mobile applications who rely on continuous sales for their business continuity [80].

As satisfaction recaps users' contentment after using an information system, satisfaction play a crucial role in maintaining a long-term relationship [91]. Satisfied users will have a favorable attitude towards a product or service and tend to use it more frequently in the future [59], [91], [97]. When satisfaction levels are high, one's tendency to switch to another platform will be reduced, hence promoting high continuance intention [91].

Prior studies have proven that user satisfaction affects inertia in different fields of information systems, such as mobile payment, [34], [80], digital payment and mobile communication app [63]. Further, user satisfaction has been proven to affect continuance intention in different fields of information systems, such as video-on-demand [46], digital payment [34], [80], [91], knowledge payment platform [67], mobile banking [71], and mobile communication app [63]. Hence, the following hypothesis is proposed:

H9: User satisfaction with Netflix positively influences inertia.
H10: User satisfaction with Netflix positively influences usage continuance intention to subscribe.

3.6 Relationships between Inertia towards and Continuance Intention to Subscribe

As an effect of feeling satisfied, customer will build inertia, a sense of emotional attachment, which correlates with continued usage to avoid unwanted effort, cost, and disappointment [34]. Inertia is a psychological process to quantify benefits and costs, in which when users perceived loss to be insignificant, they tend to continue using that particular product or service [57], [80].

Prior studies have proven that inertia affects continuance intention in different fields of information systems, such as mobile payment, digital payment [34], [80] and mobile communication app [63]. Hence, the following hypothesis is proposed:

H11: User's inertia positively influences usage continuance intention.

3.7 Conceptual Framework

The conceptual framework of the present study aims to investigate the continuance intention to subscribe to Netflix by referencing the DeLone and McLean's information systems success model: system quality, content quality (modified from information quality), and satisfaction. The other constructs are joined by other predictors, such as trust in mobile payment and price fairness. Satisfaction and inertia are both used as mediating factors to intercede the relationship between system quality, content quality, trust in mobile payment, and price fairness with continuance intention to subscribe, as seen in Figure 2.

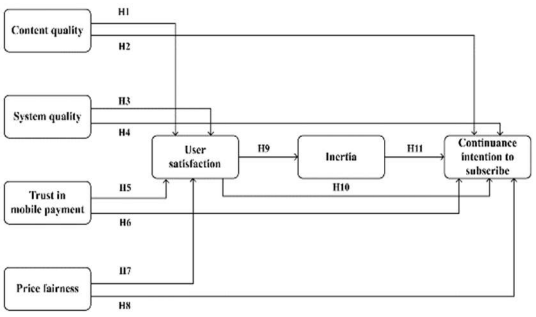

Figure 2: Research model

4. RESEARCH METHODOLOGY

4.1 Data Collection

Data were collected through online questionnaires distribute randomly to Indonesian citizens who live in Indonesia. The questionnaires were also posted to the appropriate social media accounts, such as Telegram, WhatsApp, Line, and Twitter, to enhance the response rate. The data collection took one month from October until November 2022. Participation in the online survey was elective or non-compulsory. Of the 570 responses, 532 were valid, representing a response rate of 93.3%.

The cumulative sample of 532 constitutes a good sample size because it has exceeded [106]'s minimum criteria of 400 respondents with 95% confidence level. The sample size is appropriate for the SEM model used to test the hypothesis. Data is collected via Google Forms which consists of six sections:

- Section 1: Screening question of whether respondents have ever used Netflix for at least a month
- Section 2: Screening question of whether respondents are Indonesians
- Section 3: Screening question of whether respondents live in Indonesia
- Section 4: Questions regarding respondent demographics and watching characteristics
- Section 5 and 6: Questions regarding indicators of all constructs

The measurement model was evaluated using the SEM and SmartPLS version 4.0. The path model was used for further evaluation of the model.

4.2 Respondent Demographics

The demographics of the valid respondents in this study are shown in Table 1.

Table 1: Respondent demographics

Criterion	Options	Quantity	Percentage
Gender	Female	272	51.1%
	Male	260	48.9%
Age	17-25	292	54.9%
	26-33	191	35.9%
	34-41	36	6.8%
	42-49	5	0.9%
Occupation	Student	263	49.4%
	Teacher	8	1.5%
	Government-owned employee	15	2.8%
	Private-owned employee	194	36.5%
	Entrepreneur	30	5.6%
	Freelancer	16	3%
	Housewife	1	0.2%
	Programmer	1	0.2%
	State-owned employee	1	0.2%
	Unemployed	3	0.6%

As shown in Table 1, 51.1% of the respondents are female, while 48.9% are male. Based on the age, most respondents gen Z aged 17-25 with 54.9%, followed by millennials aged 26-33 with 35.9%, aged 34-41 with 6.8%, and gen X aged 42-49 with 0.9%. Nearly half of them are students (49.4%), followed by private-owned employees (36.5%), entrepreneurs (5.6%), freelancers (3%), government-owned employees (2.8%), and teachers (1.5%). The remaining 1.2% consists of unemployed people, housewife, programmer, and state-owned employee.

Most of the respondents are long-term Netflix users, as they have been watching it for over a year, amounting 28% of the total response, but not a few of them are short-term subscribers, as almost 21% of the respondents have subscribed to Netflix for 3 months (see Table 2).

Table 2: Months spent on Netflix subscription

Options	Quantity	Percentage
2	51	9.6%
3	111	20.9%
4	33	6.2%
5	39	7.3%
6	83	15.6%
7	12	2.3%
8	13	2.4%
9	2	0.4%
10	27	5%
11	2	0.4%
12	10	1.9%
>12	149	28%

When viewed from duration spent, more than half of the overall respondents spend on average 2 to 3 hours when watching Netflix, confirming the phenomenon of binge watching [19] (see Table 3).

Table 3: Time spent on watching Netflix

Options	Quantity	Percentage
Less than 1 hour	14	2.6%
1 to 2 hours	132	24.8%
2 to 3 hours	274	51.5%
3 to 4 hours	72	13.5%
4 to 5 hours	21	3.9%
More than 5 hours	19	3.6%

Almost half of them often spend 3 days each week watching Netflix, which is often done on Friday, Saturday, and Sunday nights (see Table 4, Table 5, and Table 6).

Table 4: Total days spent weekly on watching Netflix

Options	Quantity	Percentage
1	27	5.1%
2	122	22.9%
3	245	46.1%
4	65	12.2%
5	28	5.3%
6	8	1.5%
7	37	7%

Table 5: Days on watching Netflix

Options	Quantity	Percentage
Monday	60	11.3%
Tuesday	62	11.7%
Wednesday	83	15.6%
Thursday	73	13.7%
Friday	326	61.3%
Saturday	466	87.6%
Sunday	469	88.2%

Table 6: Times of day used to watch Netflix

Options	Quantity	Percentage
5-11 AM	39	7.3%
11 AM – 3 PM	71	13.3%
3 PM – 7 PM	81	15.2%
7 PM – 12 AM	444	83.5%
12 – 5AM	72	13.5%

Of all the subscription plans available, the most chosen subscription plan is the 'Premium' plan, which offers the best video quality in 4K+ HDR and can be watched on 4 devices, namely mobile, tablet, computer, and TV, and is the most expensive among its other plans and when compared to its competitors (see Table 7).

Table 7: Types of plan used to watch Netflix

Options	Quantity	Percentage
Mobile	155	29.1%
Basic	57	10.7%
Standard	158	29.6%
Premium	162	30.5%

Of all the available payment methods, most of them used mobile payments as their means of transaction, led by GoPay with 33.1%, followed by Dana with 31.4%. Besides mobile payment, respondents also use debit cards to pay their subscription plan, amounting to 17.3% of the overall response (see Table 8).

Table 8: Payment method used when paying for Netflix subscription

Options	Quantity	Percentage
Credit card	50	9.4%
Debit card	92	17.3%
GoPay	176	33.1%
Dana	167	31.4%
OVO	29	5.5%
Telkomsel	18	3.4%

Most respondents watch Netflix through their mobile phones, followed by laptops or computers and TVs (see Table 9).

Table 9: Devices used to watch Netflix

Options	Quantity	Percentage
Mobile phone	433	81.4%
Tablet	52	9.8%
Laptop / computer	316	59.4%
Television	157	29.5%

Since this study wants to explore behavioral inertia, the survey question also asks whether respondents use another subscription video-on-demands (SVODs) besides Netflix. It is found that almost 80% of the respondents subscribe to more than 1 SVOD (see

Table 10) with Disney+ Hotstar topping the chart at 85.1% (see Table 11).

Table 10: Number of SVODs currently being subscribed

Options	Quantity	Percentage
> 1 subscription video-on-demand (SVOD)	423	79.5%
Only Netflix	109	20.5%

Table 11: Other SVODs subscribed besides Netflix

Options	Quantity	Percentage
Disney+ Hotstar	360	85.1%
Vidio	80	18.9%
Viu	90	21.3%
WeTV	48	11.3%
Amazon Prime Video	17	4%
iQIYI	8	1.9%
HBO Go	5	1.2%
Dazn	1	0.2%
Mola	1	0.2%

4.3 Study Instrument

The study employs a 21-item questionnaire to validate the research model and hypotheses that is built upon 7 constructs. The source of each indicator is shown in Table 12, in which some of the indicators are modified to fit this study.

Table 12: Measurement items

Constructs	Items	Instrument	Sources
Content Quality	CQ1	Netflix provides complete movie contents	[66]
	CQ2	Netflix provides updated movies	[85]
	CQ3	The movie quality in Netflix is high	[68]
System Quality	SQ1	Netflix's log in process works well all the time	[68]
	SQ2	Netflix can quickly respond to users' requests	
	SQ3	Netflix has a reasonable subtitle interface layout	
Trust in Mobile Payment	TMP1	Mobile payments provided by Netflix are competent in handling my transactions	[72]
	TMP2	I believe mobile payments provided by Netflix are reliable	[98]
	TMP3	I believe the mobile payments provided by Netflix can be trusted of all times	[72]
Price Fairness	PF1	Compared to other video-on-demands, I find Netflix subscription price to be more reasonable	[77]
	PF2	Compared to other video-on-demands, I find Netflix subscription price to be fairer	[75]
	PF3	I think the subscription price offered by Netflix is appropriate	[77]

Constructs	Items	Instrument	Sources
		for what I received	
User Satisfaction	US1	My experience when using Netflix has been satisfactory	[46]
	US2	My choice to use Netflix compared to another subscription video-on-demand is a wise one	[71]
	US3	I think I make the correct decision in using Netflix	[46]
Inertia	IN1	Switching to other video-on-demand platforms besides Netflix will be troublesome for me	[63]
	IN2	I find it difficult to stop using Netflix	
	IN3	For me the effort to change to other subscription video-on-demand platforms is high	
Continuance Intention to Subscribe	CIS1	I intend to continue subscribing to Netflix for the next 1 to 6 months	Researcher's own
	CIS2	I intend to continue subscribing to Netflix for the next 6 to 12 months	
	CIS3	I intend to continue subscribing to Netflix for more than 1 year	

5. FINDINGS

5.1 Data Analysis

Once the initial research model has been designed, the model is tested in SmartPLS with PLS-SEM analysis. PLS-SEM consists of two sub-models, namely the measurement model or often called the outer model, and the structural model or often called the inner model.

The testing on the outer model aims to discover the relationship between latent variables with their indicators. In this stage, the model is measured using validity and reliability testing. To be considered valid, the values of loading factor should be above 0.7, Cronbach's Alpha above 0.6, AVE above 0.5, and composite reliability above 0.7 [108], [109]. If one or more indicators do not meet the requirements, it will be eliminated and retested. While for the inner model, Fornell-Larcker criterion and cross loadings will be utilized. To be considered valid, the value of each variable should be higher than the other variables.

5.2 Outer Model

In the outer model, convergent validity is utilized to test the model. The first step is to evaluate the research model with PLS-SEM algorithm. The general rule of thumb is to see the value of the loading factor. To be considered valid, every indicator of should have a loading factor (LF) of at least 0.7 [108]. As seen in Figure 3, there is one indicator IN3 that has a loading factor value of 0.686, hence it needs to be eliminated and retested. [109] state that an LF value between 0.4 to 0.7 can still be accepted; however, it should be considered for removal if the deletion can improve the composite reliability or AVE values. Therefore, a comparison is made to evaluate whether deletion is necessary, and it turns out that the elimination of IN3 improves the values of composite reliability and AVE. Hence, IN3 is eventually eliminated.

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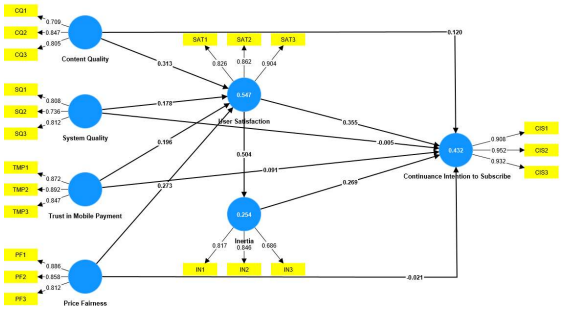

Figure 3: Research model tested with PLS-SEM (first test)

After the model has been retested, all the indicators that represent each construct have met the minimum requirement of the loading factor, shown in Figure 4. The detailed result can be seen in Table 13.

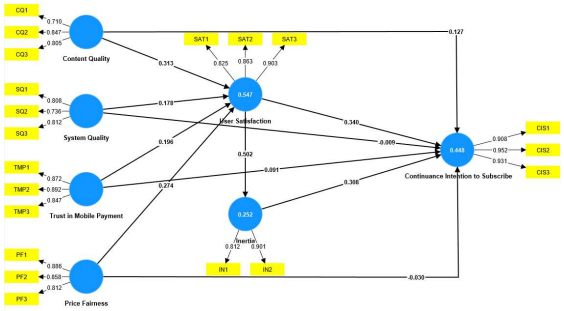

Figure 4: Research model tested with PLS-SEM (post-elimination test)

Table 13: Loading factor result (after IN3 is eliminated)

Construct	Code	LF
Content Quality	CQ1	0.710
	CQ2	0.847
	CQ3	0.805
System Quality	SQ1	0.808
	SQ2	0.736
	SQ3	0.812
Trust in Mobile Payment	TMP1	0.872
	TMP2	0.892
	TMP3	0.847
Price Fairness	PF1	0.886
	PF2	0.858
	PF3	0.812
User Satisfaction	SAT1	0.886
	SAT2	0.858
	SAT3	0.812
Inertia	IN1	0.812
	IN2	0.901
Continuance Intention to Subscribe	CIS1	0.908
	CIS2	0.952
	CIS3	0.931

After the model has been recalculated, the Average Variance Extracted (AVE) value will be tested to see whether it has met a minimum criteria of 0.5 [108]. As shown in Table 14, AVE values have met the criteria, the relationships between all the indicators and constructs are considered valid.

Table 14: AVE result

Construct	Code	AVE
Content Quality	CQ1	0.623
	CQ2	
	CQ3	
System Quality	SQ1	0.618
	SQ2	
	SQ3	
Trust in Mobile Payment	TMP1	0.757
	TMP2	
	TMP3	
Price Fairness	PF1	0.727
	PF2	
	PF3	
User Satisfaction	SAT1	0.747
	SAT2	
	SAT3	
Inertia	IN1	0.735
	IN2	

Construct	Code	AVE
Continuance Intention to Subscribe	CIS1	0.866
	CIS2	
	CIS3	

Moreover, cross loadings and Fornell-Larcker are also utilized, and results will be considered valid if the comparison of the correlation value to the construct itself is greater than the other constructs. As seen in Table 15 and Table 16, all the results of both matrices have met the requirements.

Table 15: Cross loadings test result

	CQ	CIS	IN	PF	SQ	TMP	SAT
CIS1	0.418	**0.908**	0.472	0.298	0.352	0.342	0.557
CIS2	0.444	**0.952**	0.513	0.366	0.338	0.370	0.551
CIS3	0.475	**0.931**	0.525	0.470	0.388	0.348	0.554
CQ1	**0.710**	0.298	0.320	0.347	0.275	0.198	0.419
CQ2	**0.847**	0.361	0.314	0.462	0.377	0.304	0.486
CQ3	**0.805**	0.453	0.347	0.507	0.519	0.335	0.565
IN1	0.347	0.356	**0.812**	0.472	0.273	0.277	0.398
IN2	0.366	0.549	**0.901**	0.374	0.320	0.250	0.460
PF1	0.471	0.310	0.454	**0.886**	0.350	0.206	0.475
PF2	0.427	0.263	0.399	**0.858**	0.299	0.190	0.444
PF3	0.526	0.437	0.380	**0.812**	0.368	0.295	0.536
SAT1	0.555	0.463	0.335	0.447	0.510	0.430	**0.825**
SAT2	0.524	0.506	0.508	0.506	0.425	0.372	**0.863**
SAT3	0.556	0.570	0.452	0.538	0.500	0.444	**0.903**
SQ1	0.366	0.300	0.254	0.278	**0.808**	0.407	0.397
SQ2	0.309	0.274	0.301	0.226	**0.736**	0.412	0.359
SQ3	0.501	0.330	0.271	0.417	**0.812**	0.432	0.522
TMP1	0.327	0.328	0.273	0.273	0.471	**0.872**	0.419
TMP2	0.309	0.309	0.236	0.223	0.448	**0.892**	0.421
TMP3	0.308	0.352	0.280	0.229	0.465	**0.847**	0.413

Table 16: Fornell-Larcker test result

	CQ	CIS	IN	PF	SQ	TMP	SAT
CQ	**0.789**						
CIS	0.479	**0.931**					
IN	0.415	0.541	**0.857**				
PF	0.565	0.407	0.482	**0.852**			
SQ	0.511	0.386	0.347	0.403	**0.786**		
TMP	0.362	0.380	0.303	0.278	0.530	**0.870**	
SAT	0.629	0.595	0.502	0.577	0.552	0.480	**0.865**

Besides validity, the reliability of research should also be tested, which can be done by analyzing the composite reliability and Cronbach's Alpha values. According to [109], composite reliability value should be above 0.7, and Cronbach's Alpha value should be at least 0.6. As seen in Table 17, all constructs satisfy all the required minimum values of composite reliability and Cronbach's Alpha, hence they can be deemed valid.

Table 17: Reliability test result

Construct	Composite Reliability	Cronbach's Alpha
Content Quality	0.831	0.699
System Quality	0.829	0.694
Trust in Mobile Payment	0.903	0.840
Price Fairness	0.888	0.814
User Satisfaction	0.899	0.831
Inertia	0.847	0.735
Continuance Intention to Subscribe	0.951	0.866

5.3 Inner Model

As for the inner model, several metrics that are utilized to evaluate the model include coefficient of determination (R^2), effect size (F^2), and predictive relevance (Q^2). According to [110], R-square can be

considered to have a high predictive power if the value is more than 0.67, moderate if the value is more than 0.33 but lower than 0.67, and low if the value is more than 0.19 but lower than 0.33.

As seen in Table 18, both continuance intention to subscribe and user satisfaction show moderate predictive powers, given that R^2 scores are 44.2% and 54.3% respectively. While for inertia, the predictive power is rather low as the R^2 score is only 25.1%.

For F^2 score, it is considered as having a strong effect if the value is equal or greater than 0.35, medium effect if the value is equal or greater than 0.15 but smaller than 0.35, and small effect if the value is equal or greater than 0.02, but smaller than 0.15 [111]. As seen in Table 19, the relationships between user satisfaction and inertia, and content quality and user satisfaction are medium, while the remaining relationships, e.g. from content quality, inertia, price fairness, system quality, trust in mobile payment, and user satisfaction towards continuance intention to subscribe, as well as price fairness, system quality, and trust in mobile payment towards user satisfaction are small.

For Q^2 score, the value should be more than 0 to show the presence of predictive relevance [111]. As seen in Table 20, the Q2 values for the endogenous constructs are over 0, hence predictive relevance is established.

Table 18: R-square score

	R-square	R-square adjusted	Explanation
Continuous Intention to Subscribe	0.448	0.442	Moderate
Inertia	0.252	0.251	Weak
User Satisfaction	0.547	0.543	Moderate

Table 19: F-square score

	Continuance Intention to Subscribe	Inertia	User Satisfaction
Content Quality	0.015		0.125
Continuance Intention to Subscribe			
Inertia	0.118		
Price Fairness	0.001		0.109
System Quality	0.000		0.041
Trust in Mobile Payment	0.010		0.060
User Satisfaction	0.091	0.337	

Table 20: Q-square score

	Q^2 predict	RMSE	MAE
Continuance Intention to Subscribe	0.285	0.850	0.657
Inertia	0.244	0.872	0.713
User Satisfaction	0.537	0.684	0.511

5.4 Hypotheses Testing using PLS-SEM

In order to test the hypothesis, bootstrapping feature is used in SmartPLS by analyzing the values of T-statistics and p-value. If the t-statistics value is above 1.96, there is a significant relationship [111]. Besides t-statistics, p value is also used as a consideration of whether to accept or reject a hypothesis. P value should be under or equivalent to 0.05 in order for the null hypothesis to be rejected and considered significant [111].

The result is illustrated in Table 21, in which content quality positively influences user satisfaction, thus H1 is accepted. This supports the findings found in e-learning [91], social media [65], mobile health [89], and knowledge payment platform [67]. Content quality positively influences continuance intention to subscribe, thus H2 is accepted. This supports the finding found in online course [63]. System quality positively influences user satisfaction, thus H3 is accepted. This supports the findings found in learning platform [93], social media [65], and knowledge payment platform [67]. However, system quality does not influence continuance intention to subscribe, thus H4 is rejected. This result is in line with the findings found in medical service [112] and digital system [113].

Trust in mobile payment positively influences user satisfaction, thus H5 is accepted. This supports the findings found in online shopping [87], [96] and mobile banking [70]. Trust in mobile payment positively influences continuance intention to subscribe, thus H6 is accepted. This supports the findings found in retail platform [97] and online betting [98].

Price fairness positively influences user satisfaction, thus H7 is accepted. This supports the findings found in food and restaurant [74], [76] and

e-commerce [100]. However, price fairness does not influence continuance intention, thus H8 is rejected. This result is contrary with the findings found in [102] and [114].

User satisfaction positively influences continuance intention to subscribe, thus H9 is accepted. This supports the findings found in supports the findings found in digital payment [82], [88] and mobile communication app [34].User satisfaction positively influences inertia, thus H10 is accepted. This supports the findings found in video-on-demand [46], digital payment [82], [87], [88], knowledge payment platform [67], mobile banking [70], and mobile communication app [34].

Inertia positively influences continuance intention to subscribe, thus H11 is accepted. This supports the findings found in mobile payment, digital payment [82], [88] and mobile communication app [34]. Figure 5 depicts the tested research model with path coefficient results illustrated from Table 21.

Table 21: Hypothesis testing of the research model (significant at p<0.05)

	Path	T statistics	P values	Decision
H1	CQ-SAT	6.102	0.000	**Accepted**
H2	CQ-CIS	2.072	0.038	**Accepted**
H3	SQ-SAT	4.607	0.000	**Accepted**
H4	SQ-CIS	0.198	0.843	**Rejected**
H5	TMP-SAT	4.840	0.000	**Accepted**
H6	TMP-CIS	2.092	0.036	**Accepted**
H7	PF-SAT	7.177	0.000	**Accepted**
H8	PF-CIS	0.631	0.528	**Rejected**
H9	SAT-IN	15.290	0.000	**Accepted**
H10	SAT-CIS	5.317	0.000	**Accepted**
H11	IN-CIS	6.947	0.000	**Accepted**

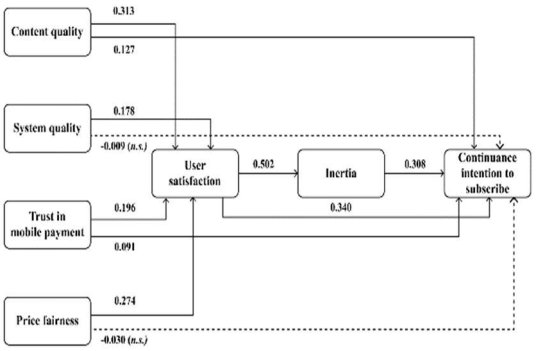

Figure 5: Research model with results

5.5 Mediating Test Result

Besides hypothesis testing, bootstrapping is also used to test the mediating variables by having the samples repeated 5000 times with 95% percentile bootstrap. Table 22 illustrates the result of the mediators, in which user satisfaction and inertia mediate content quality, system quality, trust in mobile payment, and price fairness on the continuance intention to subscribe.

Table 22: Mediating effect test result

	Original sample (O)	Sample mean (M)	T statistics	P values
CQ-SAT-IN-CIS	0.048	0.048	4.327	0.000
SQ-SAT-IN-CIS	0.027	0.028	3.642	0.000
TMP-SAT-IN-CIS	0.030	0.030	4.129	0.000
PF-SAT-IN-CIS	0.042	0.042	4.542	0.000

5.6 Comparison Against Previous Research

Below presented the difference from prior work in Table 23.

Table 23: Comparison against previous research

Sources	Hypotheses	Results of Previous Studies	Context	Results of This Study
[91] [65]	CQ-SAT	Significantly Positive	E-learning Social media	Significantly Positive

[89] [67]			Mobile health Knowledge payment platform	
[63]	CQ-CIS	Significantly Positive	Online course	Significantly Positive
[93] [65] [67]	SQ-SAT	Significantly Positive	Learning platform Social media Knowledge payment platform	Significantly Positive
[94] [86]	SQ-CIS	Significantly Positive	App store Retail	Insignificantly Negative
[87], [96] [70]	TMP-SAT	Significantly Positive	Online shopping Mobile banking	Significantly Positive
[97] [98]	TMP-CIS	Significantly Positive	Retail Online betting	Significantly Positive
[74], [76] [100]	PF-SAT	Significantly Positive	Restaurant E-commerce	Significantly Positive
[102]	PF- CIS	Significantly Positive	Organic Food	Insignificantly Negative
[34], [80] [63]	SAT-IN	Significantly Positive	Mobile payment Mobile communication app	Significantly Positive
[34], [80], [91] [68]	SAT-CIS	Significantly Positive	Mobile payment Knowledge payment platform	Significantly Positive
[34], [80] [63]	IN-CIS	Significantly Positive	Mobile payment Digital communication app	Significantly Positive

6. DISCUSSION

The present study uses a PLS-SEM approach to discover the factors that influence one's continuance intention to subscribe to Netflix from the psychological and technological characteristics. The findings show that content quality, system quality, trust in mobile payment, and price fairness positively influence user satisfaction. Therefore, Netflix should ensure that its content and system quality should be refined, its available mobile payments should be working optimally, and its price should be set fairly to gain users' contentment. Moreover, as of all constructs towards satisfaction, price fairness is the most influential variable, hence ensuring the price charged with the benefit obtained is necessary to improve their level of satisfaction.

When traced to one's continuance intention to subscribe, the content quality, trust in mobile payment, user satisfaction, and inertia show significant relationship, in which trust in mobile payment has the largest influence among the independent variables. This indicates that having a reliable process during mobile payment is important to improve the likelihood of them continuing their subscription over the following months. System quality, when directly connected to continuance intention to subscribe, shows no significant relationship. This may indicate that as updates are rolling in, system performance is being optimized, hence does not influence subscription continuance [112]. The same goes for price fairness, in which when directly connected to continuance intention to subscribe shows insignificant relationship.

Regarding inertia, as it relates to a sense of attachment to a particular product or service, this study confirms that the construct is highly influenced by user satisfaction. Therefore, it becomes important for Netflix to assure the satisfaction of its users to not only avoid losing more subscribers, but to ensure that they do not move to other competitors, given that the competitions in SVOD is getting tighter over the coming years.

From the full path relationship, content quality and price fairness are among the largest, which indicate that they are the strongest determinants in influencing one's continuance intention to subscribe to Netflix, both directly and through user satisfaction and inertia as intervening variables.

7. THEORETICAL IMPLICATIONS

To the best of our knowledge, this is the first empirical research that investigates the impact of inertia integrated with the modified D&M IS Success Model in the context of VOD. Of the 11 hypotheses in this study, 9 are statistically supported and 2 are not, as summarized in Table 20. This brings valuable insights for future research on the continuance intention to subscribe to VOD. In this study, trust in mobile payment theoretically plays the most important role in determining one's continuance intention. This finding is in line with [91], [92], [71], [93], and [94].

In this study, it is found that most Netflix users are mobile-based and they use different electronic wallets as the means of their payment method, with mobile payments leading other traditional methods like bank cards. Having transactions working properly will build users' trust, hence improving one's contentment and tendency to subscribe for a longer period with the same brand. Not only that, the role of trust in mobile payment differs from the usual trust. Trust in mobile payment in the context of this study refers to the credence people have in the transaction handling, and not the platform itself. This is also a new finding since no previous research in this field has paid attention to the trust in mobile payment specifically. Given that trust in mobile payment strongly influence user satisfaction and continuance intention to subscribe, SVOD providers must ensure the competence in the payment system as the higher the trust in mobile payment level, the more satisfied users are and the more willing they are to continue their subscription in the future.

Besides trust in mobile payment, content quality is found to be the second most influential factor which affects one's satisfaction and continuance intention to subscribe. This finding is homogenous with [51], [84], [85], [66], [83], [68], and [64], in which all of them found the positive impacts among the factors. As a content maker and acquirer, Netflix should not only have a wide selection of contents, but also quality movies. According to the indicators, users expect Netflix contents to be complete, updated, and in good quality, thus having all three user requirements checked could induce their happiness to subscribe to the platform continuously.

Surprisingly, this study finds that although system quality affects user satisfaction and continuance intention indirectly, it does not affect continuance intention directly. Towards user satisfaction, this study is in line with the results from [88], [66], and [68], but towards continuance intention, this study is contrary with previous findings by [89] and [86]. However, another findings by state that system quality does not influence continuance intention in [112] and [113]. This means that the better the system quality, user satisfaction will improve, but it does not necessarily influence their continuance intention to subscribe.

Inertia, which was used to mediate user satisfaction and continuance intention, as researched in [82], is supported in this study, denoting that the sense of feeling attached to a particular entertainment platform, like Netflix, plays a role in elevating user satisfaction and continuance intention to subscribe.

8. MANAGERIAL IMPLICATIONS

The present research findings have a significant contribution to the entertainment industry, especially the subscription video-on-demand (SVOD) market. This study finds that trust in mobile payment is the most significant variable that has the largest influence on user satisfaction and continuance intention to subscribe.

With this finding, Netflix both directly and indirectly, Netflix should assure that the mobile payments provided can process transactions smoothly to increase the level of user satisfaction, elevate behavioral inertia, and eventually improve continuance intention to subscribe. According to this study, 70% of Netflix users rely on e-wallets to pay for their monthly subscription, hence Netflix should evaluate its payment API (Application Programming Interface), especially for e-wallets that are often problematic so that its role as an intermediary between customers and e-wallet providers becomes reliable. Additionally, Netflix can expand its current 6-day 11 AM to 8 PM Indonesian customer service to a 24/7/365 readily available Indonesian customer service to handle problems in mobile payment or other issues, so that they can be resolved quickly.

Second, despite the non-significant relationships between the remaining independent variables (e.g. content quality, system quality, and price fairness) towards continuance intention to subscribe, they all have indirect effects effect towards post-usage behavior through user satisfaction and inertia. Therefore, Netflix should consider having more quality content, flawless system performance, and charging its users a fair

price. Specifically, as the strongest determinant in the full path relationship, price fairness is perceived as essential by users to continue subscribing to Netflix. Currently, Netflix is the most expensively priced SVODs among other platforms and giving an idea to lower the monthly subscription price to the market price will not be the wisest choice for them as it will impact their revenue. Therefore, some alternatives can be adopted by Netflix.

First alternative, Netflix can try offering a longer subscription plan (e.g. 3-month, 6-month, and 12-month plan) for selected packages with a discounted price. This idea will 'gently force' users to pay in advance with more amount so that Netflix can increase its cash flows to better use them for strategic moves, create a more predictable revenue, and reduce customer churn. For instance, if users opted for an annual plan, Netflix could give a price reduction up to 30%, compared to if they manually extend their subscription plan 12 times.

Second alternative, Netflix can try rolling out its ad-supported plan in Indonesia, as it costs cheaper than the basic plan, but it is currently only available in 12 countries [115]. Once launched, Netflix should evaluate the public interest of this plan of whether it is sustainable.

Third alternative, as users are also complaining about the quality of the current contents (e.g. content quality), which is the second strongest determinant in the full path relationship, Netflix should be more selective in acquiring the films that will capture users' interest, which can be done by processing its customers' data comprehensively to gain insights on the movie characteristics (e.g. genre, duration, etc.) that have been performing well through machine learning technology. Moreover, it should discuss to the rights owners of whether an access of a particular film may be unlocked to be streamed in the following country. It should be noted that price fairness does not always necessarily mean cheap price, rather it is more towards how users feel that the money they spend is worth the perks they obtain, thus refining contents should be the number one priority, especially since Netflix is the top entertainment platform that is valued because of its contents.

Besides requesting exclusive access, Netflix should pay attention to its original series, namely Netflix Originals. Given that Netflix Originals accounts for up to 50% of the overall movie library, Netflix should start working on improving both its quality and quantity by employing better casts, storylines, directors, and other important elements involved in filmmaking, to produce more entertaining contents in order to keep their subscribers' attention. Moreover, funding in movie production should also be wisely managed as the company has spent over US$5 billion for originals to produce the contents but has yet to reach breakeven. Before creating a Netflix Originals series, the company needs to research what kind of films will be worth making in a particular country, and the potential revenues the movies can bring from the countries that has similar customer analytics.

Netflix should also be more dexterous in purchasing license on newly released box office movies that are still displayed in theatres, trending movies that are discussed recently through social media, or trending reality or TV shows, so that it can be streamed first in its platform rather than its competitors. If the users find the recently released contents on other platforms first, it will be dangerous for Netflix's business continuity as its users may move to another SVODs easily. For nostalgic films, Netflix should carefully assess the performance of the contents periodically and sort the highly demanded films which still generate a good amount of views, before finally deciding if the movie stays or leaves the platform. Netflix should also consider discussing with the rights owners a better acquisition scheme, and then evaluate the performance of the films to see whether the license extension will be worth the buck.

Fourth alternative, Netflix can try expanding its partnerships with local internet providers, be it internet service providers (ISPs) or mobile internet providers that can be created in a form of bundle package, which will enable users to subscribe to Netflix with a more affordable price.

9. LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

Despite the contribution to the IS literature, there are several limitations in this research than can be further explored for further study. First, this research is only performed in Indonesia. Having research performed in another countries can generate different results; hence future research may explore the underlying continuance intention factors in another country.

Second, the time span to obtain the respondents is one month from October to November 2022. Having

a longer timeframe may generate different results as an effect of app update, and future research may consider performing a longitudinal study to capture a possibility of different continuance intention to subscribe.

Third, the choice of SVOD in this research is limited to Netflix. Having different SVODs as a research object may yield distinctive outcomes, especially when it comes to the price fairness, given than other SVODs are priced more affordably.

Fourth, the research does not consider service quality as there are no issues found related to the service quality of the platform. Future research may consider exploring this construct to confirm all the quality dimensions of the D&M IS Success Model.

10. CONCLUSION

The video-on-demand industry will continue to grow steadily over the next couple of years due to digitalization and various entertainment penetration. Netflix, as a leading SVOD provider, needs to continuously innovate to answer its customer demands, as the SVOD competition is getting even harsher.

This study aims to investigate the factors that influence one's continuance intention to subscribe to Netflix, and the constructs of the research model are built upon the most complained issues through online user reviews in Android's Play Store and Apple's App Store during the period. According to this study, trust in mobile payment is the most essential direct determinant towards continuance intention to subscribe, denoting that having a mobile payment system working properly is essential for users to continue their monthly subscription. On the other hand, system quality and price fairness do not play an important role in elevating continuance intention to subscribe directly, indicating that having a well-performing system and fair price does not necessarily intrigue one's intention to continue their subscription, rather users will tend to keep on subscribing if the contents available on the platform and the mobile payment are working as expected.

Further, the role of inertia and user satisfaction in this study are essential, since both of the variables successfully mediate the continuance intention to subscribe from all factors, namely content quality, system quality, trust in mobile payment, and price fairness. This insights denote that having customers feel satisfied towards a particular entertainment platform is important to make lock them in and eventually increase the continuance intention to subscribe.

This research also closes the literature gap by investigating the role of user satisfaction and inertia in a video-on-demand context, which has never been empirically tested before in any research. Moreover, by considering constructs that are obtained via user reviews, the insights of this research will give Netflix better considerations on which issues need to be resolved first, in order to maintain its position as a market leader in the SVOD market.

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