Journal of Theoretical and Applied Information Technology
30th November 2025. Vol.103. No.22
© Little Lion Scientific
ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

FACTORS THAT INFLUENCE CUSTOMER CONTINUANCE USAGE OF DIGITAL STREAMING VIDIO SERVICES

FERDY RENHART SITORUS[1] , ELFINDAH PRINCES[2]

[1]Information Systems Management Department, BINUS Graduate Program – Master of Information Systems Management, Bina Nusantara University, Jakarta Indonesia 11480

[2]Information Systems Management Department, BINUS Graduate Program – Master of Information Systems Management, Bina Nusantara University, Jakarta Indonesia 11480

E-mail: [1]ferdy.sitorus@binus.ac.id, [2]elfindah.princes@binus.ac.id

ABSTRACT

The purpose of this study is to identify the factors that influence customers in the continuance usage of the Vidio digital streaming service using a quantitative research method. This study employs data analysis techniques with PLS-SEM to examine the relationships among latent variables. Data were collected through questionnaires distributed to 393 respondents, of which 385 had active subscriptions to the Vidio application. The results of the study show that eight hypotheses were accepted. The variable perceived usefulness has a significant effect on customer satisfaction. Perceived usefulness also significantly influences continuance usage. Then, the variable confirmation significantly affects perceived usefulness. Confirmation also has a significant effect on customer satisfaction. The variables content quality, price, and personalization significantly influence customer satisfaction, which in turn affects continuance usage. Finally, customer satisfaction has a significant influence on continuance usage.

Keywords: *Video on Demand, Digital Streaming Vidio Services, Customer Satisfaction, PLS-SEM, Continuance Usage*

1. INTRODUCTION

The rapid pace of modernization has profoundly transformed society, making people increasingly dependent on technology and the Internet across various fields. According to a APJII survey, the number of Internet users in Indonesia has reached 221 million—79.5% of the population [1]. In this digital and technology-driven era, the Internet has changed not only everyday human activities but also people's entertainment preferences. Based on the survey conducted by Asosiasi Penyelenggara Jasa Internet Indonesia, commonly known as APJII shows that 76.31% of users choose to watch online film/video content as their primary form of entertainment, followed by online music at 56.07% and online gaming at 18.4% [2]. These findings demonstrate the Internet's pivotal role in supporting the growth of Indonesia's digital entertainment industry.

One form of digital entertainment in Indonesia is subscription-based online video streaming, or Video on Demand (VOD). According to [3] defines streaming as the process of viewing a series of moving images and listening to accompanying audio accessible via the Internet. Subscription-based digital video streaming services use VOD technology to allow users to watch whatever they wish, whenever they wish. In Indonesia, subscription VOD has become the favorite paid-content entertainment service for Internet users, with 31.7% subscribing to video streaming, followed by music streaming at 24.2% and music downloads at 19.6% [4]. Beyond favorite content types, users cite several reasons for maintaining their subscriptions to digital video streaming services: the ability to watch anywhere (84%), content variety (77%), seeking entertainment (74%), access to the latest content (68%), ad-free viewing (57%), and affordable pricing (47%) [5].

As numerous video streaming apps compete for subscribers, Vidio has emerged as a leader in subscription numbers. A 2024 Media Partner Asia survey found that Vidio surpassed Netflix, Viu, and Disney+ Hotstar with 4.3 million subscribers, thanks in part to its addition of premium sports content, local series, and licensed shows [6]. However, Vidio's subscription base once declined by 30% in

2023, indicating that many users did not renew their subscriptions [7].

Observations from the Google Play Store reveal that some Vidio subscribers have chosen to cancel their subscriptions and discontinue using the service. Their reasons include dissatisfaction with content, long buffering times, limited content selection, slow updates of new releases, perceived mismatch between price and value, misalignment of content with personal preferences, and a belief that the service fails to deliver meaningful benefits. Vidio must ensure that its customers remain subscribed and continue using the platform, and also don't switch to other service providers, as competitors will otherwise erode Vidio's market share. According to [8], a 5% increase in customer retention has the potential to boost business profits by 25%–95%.

Perceived usefulness refers to the extent to which a person believes that using a service can improve their performance [9]. According to [10], confirmation occurs when perceived performance meets expectations, and this leads to satisfaction. Price is a form of exchange value when consumers consider using a product or service [11]. An affordable or reasonable price combined with good product quality will encourage customers to continue purchasing or using the product rather than switching to another product.

Then, content quality can refer to the richness of content offered by a platform and the functionality of that content [12] as well as the speed of content novelty reported by [13], [14]. Content richness may include subtitles that match character pronunciation, diversity of content, and similar attributes. Personalization can refer to systems that tailor or recommend content relevant to individuals based on customer preferences, thereby creating a positive customer experience [15]. Customer satisfaction describes a person's emotional state in which they feel satisfied with the products or services provided by a company [16]. According to [17], continuance usage is the extent to which customers will choose to use the offered service and how they intend to continue using the service after initial use.

Then, Based on the research [18], perceived usefulness directly influences the continuance use of the Netflix application, and customers who feel satisfied with using the app will remain subscribed to it. Based on the research [19], one of the findings of that study shows that price directly affects customer satisfaction with the Netflix application. Users who perceive benefits from using a shopping application will experience satisfaction [20]. According to [21], the content quality variable directly influences Netflix subscribers' satisfaction. Moreover, users who feel that the application has met their expectations will be satisfied [22]. Research by [23], found that the confirmation variable has a significant effect on perceived usefulness among mobile payment users, and content or products personalized to e-banking users' preferences will satisfy them [24].

Given these issues, further research is needed to identify the factors influencing customers' continuance usage of the Vidio digital streaming service. Although many studies have examined continuance usage in general, this study differs by focusing specifically on Vidio, targeting respondents domiciled in Greater Jakarta (Jabodetabek), and incorporating additional variables such as content quality, price, and personalization.

2. LITERATURE REVIEW

2.1 Digital Streaming

Streaming is defined as the sequence of activities involving viewing a series of moving images and listening to accompanying audio accessible via the Internet [3]. This digital video streaming application uses the Video on Demand (VOD) service concept, which allows customers to select and watch videos they like whenever and wherever they want. Technologically, a VOD system delivers content over an Internet network [25]. If customers wish to access all available content, they can subscribe—commonly referred to as Subscription Video on Demand (SVOD). Subscribers must pay a monthly or annual fee to access the full library of content and enjoy ad-free viewing [26].

Based on the definition above, it can be concluded that digital streaming with the Video on Demand service concept allows customers to choose and watch video content from a digital streaming application at any time using an Internet connection.

2.2 Expectation-Confirmation Model

The Expectation-Confirmation Model (ECM) is frequently used to measure continuous usage after a user experiences satisfaction with a product or service [27]. Then, ECM can be used to identify user behavior related to the continued use of an application or service and is one of the popular theories or models in information technology [28]. ECM originates from the Expectancy Disconfirmation Theory (EDT) developed by Oliver in 1980. To adapt EDT specifically for continuance use of IT products and services, Bhattacherjee proposed several extensions and modifications to the

original EDT model. One key modification was replacing "expectation" in EDT with "perceived usefulness," because expectations in EDT focus solely on pre-consumption, whereas post-consumption expectations can change over time [29].

Therefore, in ECM, expectation is represented by perceived usefulness. The model also includes other variables: confirmation, satisfaction, and continuance usage intention. The perceived usefulness variable is used to replace expectancy because it is the only variable that consistently influences user intention across all temporal stages of information technology usage [27]. Confirmation refers to users' initial expectations of a technology or service that have been fulfilled following actual experience. Perceived usefulness is the degree of benefit perceived by users from a technology or service in helping them achieve their goals. Satisfaction is the level of user contentment after using the technology or service. Continuance usage intention refers to the user's intention to continue using the application or service in the future [27].

2.3 Churn

Churn is a term commonly used to describe the situation in which a customer decides to stop using an application or service offered by a provider. Then, according to [30], customers can be classified as churned if they have stopped using the services provided by a company within a certain period. Churn must be addressed immediately by the company or service provider to avoid losses from losing existing customers and incurring high costs to attract new ones [31]. Churn applies to many industries, especially subscription services such as digital streaming services [32]. Based on the definitions above, it can be explained that customers who feel dissatisfied and do not gain benefits from using the products or services offered by a company or provider will decide to stop and switch to another provider that can deliver satisfaction and benefits.

2.4 Perceived Usefulness

Perceived usefulness refers to the extent to which an individual believes that using a service will enhance their performance [9]. Perceived usefulness serves as a measure of the extent to which an individual believes that using a given system will enhance their job performance [33]. According to [34], perceived usefulness is defined as the degree to which a person trusts that using a particular system will improve their performance. In addition, perceived usefulness reflects the belief that employing a technology will bring benefits to its users. Therefore, based on the definitions above, it can be concluded that an individual believes using the system will improve their performance in carrying out tasks.

In this study, the researcher links perceived usefulness to both customer satisfaction and continuance usage to determine whether this variable has a significant effect on or is related to customer satisfaction and continuance usage.

H1: Perceived Usefulness has a significant effect on Customer Satisfaction.

H2: Perceived Usefulness has a significant effect on Continuance Usage.

2.5 Confirmation

Confirmation is the degree to which a user's actual experience with a service or application meets their initial expectations [17]. Confirmation can also be defined as the extent to which actual use experiences confirm an individual's initial expectations [35]. When perceived performance meets expectations, confirmation occurs and leads to satisfaction [10]. Therefore, based on the above definitions, it can be concluded that the extent to which user experience matches initial expectations after using the service significantly influences satisfaction levels and the continuance of using the offered service.

The researcher connects confirmation to perceived usefulness and customer satisfaction to assess whether this variable significantly influences or is related to perceived usefulness and customer satisfaction.

H3: Confirmation has a significant effect on Perceived Usefulness.

H4: Confirmation has a significant effect on Customer Satisfaction.

2.6 Content Quality

Content quality denotes the richness of the content provided by a platform and the functionality of that content [12]. Content quality can be defined as the quality of information and content delivered on a digital video streaming platform [36]. It can also refer to the rapid novelty of content [13], [14]. Based on these definitions, it can be concluded that high quality content in terms of richness, upload speed, functionality and other factors makes a digital video streaming application valuable and encourages users to continue using it.

The researcher examines content quality in relation to customer satisfaction to determine whether it has a significant impact on customer satisfaction. This variable encompasses content quality, availability, and diversity on the platform.

H5: Content Quality has a significant effect on Customer Satisfaction.

2.7 Price

Price represents the exchange value that consumers pay when using a product or service [11]. Price can be defined as the amount of money paid for a product or service in exchange for the customer experience. An affordable price combined with good product quality will lead customers to continue purchasing or using the product and not switch to another. A competitive price can be an advantage because some customers base their purchase decision on price. For example, if the price of a service is high but its benefits match customer needs, customers will still purchase and not switch brands. However, if the price of a product or service is high but does not provide benefits, customers will stop using it. Customers will make repeat purchases and remain loyal to the products offered by the company [37].

Price also refers to how inexpensive or expensive a user perceives a product or service to be [38]. According to Mulyadi, as cited in [39], price has several indicators: first, reasonable price, where customers feel that the price is fair; second, good value, where customers feel that the service matches the price paid; and third, price variation, where customers feel that the service offers price options. Based on these definitions, it can be concluded that an affordable price accompanied by a good product or service that provides benefits will encourage customers to purchase and use it.

The researcher links price to customer satisfaction to investigate whether price has a significant effect on customer satisfaction.

H6: Price has a significant effect on Customer Satisfaction.

2.8 Personalization

Personalization is a method of delivering content services tailored to customers' preferences [40]. Personalization can refer to a system that adapts or recommends content relevant to an individual based on that customer's preferences, thereby creating a positive customer experience [41], [15]. By suggesting content that matches customers' needs according to their history of previously watched material, consumers feel valued and are more likely to continue using the product or service.

The researcher examines the relationship between personalization and customer satisfaction to see if personalization significantly influences customer satisfaction.

H7: Personalization has a significant effect on Customer Satisfaction.

2.9 Customer Satisfaction

Customer satisfaction is a customer's evaluation of a product or service based on how well it meets their needs and expectations [42]. When customers feel satisfied with the product or service they receive, their continuance use of the offered service or application also increases. Customer loyalty naturally grows as customer satisfaction increases [43]. According to [16], customer satisfaction describes a person's emotional state in which they feel satisfied with the products or services provided by a company.

Companies can use customer satisfaction to foster continuance use. This is more important than acquiring new customers because the cost of gaining new customers is far greater than retaining existing ones. This aligns with [44], who explains that customer satisfaction shapes behaviors such as repeat purchases and positive word of mouth about the company's offerings. Based on these definitions, it can be concluded that when a product or service meets customer expectations, it makes customers feel satisfied and increases the likelihood that they will continue using it.

The researcher links customer satisfaction to continuance usage to determine whether it has a significant influence on continuance usage. Additionally, customer satisfaction is hypothesized to be influenced by perceived usefulness, confirmation, content quality, price, and personalization.

H8: Customer Satisfaction has a significant effect on Continuance Usage.

2.10 Continuance Usage

Continuance usage refers to the extent to which customers intend to continue using an information technology [45]. Continuance usage can also refer to the extent to which customers choose to use the offered service and how they intend to use it after initial adoption [17]. Furthermore, continuance usage can be defined as an individual's intention to continue using a system [34].

It reflects a user's decision to keep using the offered service or application after first or previous use. Based on these definitions, continuance usage can be concluded as customers continuing to use the service or application provided.

The researcher uses continuance usage to assess whether it is directly influenced by customer satisfaction and indirectly affected by the other variables.

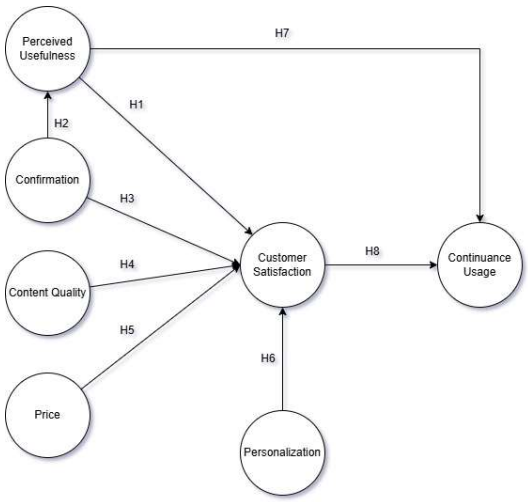

Figure 1: Research Model

2.11 Research Model

This study employs a quantitative approach which, according to [46], explains that quantitative research is used to examine a specific population or sample, collect data using research instruments, and perform quantitative or statistical data analysis with the aim of testing predetermined hypotheses. Furthermore, this study proposes 8 hypotheses and involves 7 variables such as perceived usefulness, confirmation, content quality, price, personalization, customer satisfaction, and continuance usage as the dependent variable. The study also includes 36 specific statements. Its objective is to identify the factors that influence customers' continued use of the Vidio digital streaming service. The research model is visually presented in Figure 1.

2.12 Previous Study

Previous studies adopted as references to support this research include the study by [47], which examined continuance use of open banking services and found that perceived usefulness significantly influenced satisfaction, and satisfaction in turn significantly affected continuous use. According to [22], investigated continuance intention of mobile health services and reported that confirmation had a significant effect on perceived usefulness and on customer satisfaction. In the study of [48], showed that perceived usefulness had a significant impact on user satisfaction with the Joox music streaming application, and that confirmation was significantly related to both perceived usefulness and satisfaction among Joox users.

In the study of [49], explored Indonesian consumers' satisfaction with e-commerce shopping and found that personalization significantly influenced customer satisfaction. Then, in the study of [50], demonstrated that personalization significantly improved customer satisfaction in mobile commerce applications by displaying products according to user preferences. In the study of [21], examined Indonesian users' continuance intention to subscribe to Netflix and found that both content quality and price fairness had significant effects on user satisfaction. In the study of [19], reported that price perception significantly influenced customer satisfaction. In the study of [20], showed that users who perceive benefits from a service or application are more likely to continue using it.

Although many studies have investigated continuance use of various services and applications, none have specifically addressed customer continuance usage of the Vidio digital streaming service. This study fills that gap by adding variables such as content quality, price, and personalization, surveying Indonesian subscribers who are active Vidio users residing in the Greater Jakarta area to provide a holistic perspective and actionable insights for video-on-demand providers.

3. RESEARCH METHODS

3.1 Variable Measurement

This study uses a questionnaire created in Google Forms, consisting of 36 statements (indicators) designed to validate the research model and test the hypotheses across seven variables. The source of each indicator is presented in Table 1, with several items modified to fit the context of this study.

Table 1: Variable Measurement

Variable	Code	Indicator	References
Perceived Usefulness	PU1	I can watch content more quickly on the Vidio digital streaming service	[48], [18], [51], [20]
	PU2	Watching content via the Vidio streaming service improves my efficiency compared to local TV broadcasts	

	PU3	The Vidio streaming service is useful to me for watching content such as series, drama, anime, football, and more	
	PU4	I feel that the Vidio streaming service provides me with benefits when searching for content	
	PU5	I feel that the Vidio streaming service provides me with benefits when watching content	
	PU6	I believe that using the Vidio streaming service is beneficial for fulfilling my entertainment needs	
Confirmation	CON1	Overall, most of my expectations about using the Vidio streaming service were met	[48], [22], [20], [23]
	CON2	My experience using the Vidio streaming service exceeded my expectations	
	CON3	The features of the Vidio streaming service are better than I thought	
	CON4	While using the Vidio streaming service, I found that the information and promises I received were accurate	
	CON5	The quality of content on the Vidio streaming service matches what I expected	
Content Quality	CQ1	The variety of content available on the Vidio streaming service is comprehensive	[21], [52], [53]
	CQ2	The Vidio streaming service provides the latest content with good quality	
	CQ3	The content available on the Vidio streaming service matches the genres I expect	
	CQ4	The resolution of content on the Vidio streaming service is of the quality I expect	
	CQ5	The Vidio streaming service displays subtitles that accurately follow the characters' speech	
Price	PR1	The subscription price of the Vidio streaming service is affordable	[19], [21], [39], [54]
	PR2	The Vidio streaming service offers several subscription pricing options	
	PR3	The subscription price I pay is commensurate with what I receive	
	PR4	Compared to other streaming video services, I find Vidio's subscription price more reasonable	
	PR5	I feel that Vidio's subscription price fits my budget	
Personalization	PN1	The Vidio streaming service displays content that suits my needs	[49], [18], [50]
	PN2	The Vidio streaming service recommends content to me that matches my preferences	
	PN3	The Vidio streaming service provides content that is currently popular or trending	
	PN4	The Vidio streaming service shows content that aligns with my watching habits	
	PN5	I feel that the Vidio streaming service understands the types of content I like	
Customer Satisfaction	CS1	Overall, I am satisfied with the service offered by Vidio (diverse content, personalized recommendations, etc.)	[48], [51], [18], [23]
	CS2	Compared to other streaming video services, I am more satisfied with Vidio	
	CS3	Overall, the Vidio streaming service has met my expectations	
	CS4	I am satisfied when watching content through the Vidio streaming service	
	CS5	My experience using the Vidio streaming service is satisfying	
Continuance Usage	CU1	I will actively continue using the Vidio streaming service in the future	[47], [48], [18], [21], [20]
	CU2	I intend to keep using the Vidio streaming service rather than switching to others	
	CU3	I will continue using the Vidio streaming service to meet my movie-watching needs	
	CU4	I plan to use the Vidio streaming service as often as possible	
	CU5	I am committed to renewing my Vidio subscription next period	

3.2 Data Collection

Data were gathered using two techniques. First, a literature review was conducted to examine previous journals and articles, providing foundational theories and relevant information to strengthen the research framework. Second, a questionnaire was distributed to collect data for hypothesis testing. The survey was administered via Google Forms to active Vidio subscribers residing in the Greater Jakarta area (Jabodetabek). The link was shared on social media platforms such as Line, WhatsApp, Instagram, and Telegram over a one-month period. Responses were then tested for validity using SmartPLS statistical software. The questionnaire employed a five-point Likert scale; according to [55], five-point scales are preferable to seven- or thirteen-point scales because they reduce respondent difficulty in distinguishing between points and simplify data processing.

3.3 Population and Sample

This study employs a non-probability sampling technique. According to [56], non-probability sampling does not give each element of the population an equal chance of being selected. The sample was determined using purposive sampling, a method in which participants are chosen based on specific criteria [56]. According to a survey by Media Partner Asia (MPA), Vidio had 4.3 million subscribers in 2024 [6].

To calculate the ideal sample size, the researcher used Cochran's formula, which determines sample size based on the desired level of precision and confidence, yielding an accurate and flexible estimate [57]. First, the initial sample size (n_0) was calculated; then, the final sample size (n) was adjusted using a 5% margin of error and a z-score of 1.96. As a result, the study requires a minimum of 385 respondents to represent the population.

3.4 Analytical Methods

This study uses Structural Equation Modeling (SEM), a second generation multivariate data analysis method often used in marketing research because it can test theoretically supported linear and additive causal models. With SEM, researchers can visually examine the relationships among the variables of interest to prioritize resources for better serving their customers. There are two approaches to SEM, namely partial least square (PLS) and covariance based (CB). The use of CB-SEM requires a strong and confirmed theoretical and empirical foundation, whereas PLS-SEM does not require such a foundation or is exploratory in nature [55].

In this study, the author uses the PLS-SEM data analysis technique, which aims to test the relationships among the variables in the proposed research model. Model testing is carried out in two stages, namely the outer model and the inner model. The outer model is the stage used to determine the validity and reliability values of each indicator [58]. Furthermore, according to [59], the outer model or measurement model is the PLS-SEM evaluation related to the relationships between latent variables (dependent or independent) and their manifestations (the measurement of variables or design items). According to Ghozali and Latan in [58], the inner model shows the relationships among latent variables in a study.

The outer model includes validity and reliability testing, whereas the inner model includes r-square. In validity testing, the Average Variance Extracted (AVE) value is calculated, with values above 0.5 is required to be considered valid or acceptable [60]. In addition, validity testing with the SmartPLS program can also be assessed from the loading factor values for each construct indicator. According to [60], an indicator whose minimum loading factor value is greater than 0.5 can be considered valid. Furthermore, if the loading factor value is greater than 0.7, the indicator is regarded as ideal.

Reliability testing, also known as internal consistency, can be performed by examining the values of cronbach's alpha and composite reliability [61]. The reliability testing methods used in this study are cronbach's alpha and composite reliability. These methods are applied to measure dichotomous scales, such as the likert scale. According to [61], when cronbach's alpha is greater than 0.6 and composite reliability is greater than 0.7, the variable can be considered reliable.

The inner model aims to assess the influence of one variable on another [62]. The inner model is evaluated using the r-square value, which shows how the independent variables fundamentally affect the dependent variable [60]. R-square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak, respectively. In addition, the inner model can be assessed using the p-value, which is considered significant if it is less than 0.05 and not significant if it is greater than 0.05 [60].

Journal of Theoretical and Applied Information Technology
30th November 2025. Vol.103. No.22
© Little Lion Scientific
ISSN: 1992-8645 www.jatit.org E-ISSN: 1817-3195

4. RESULT AND DISCUSSION

4.1 Respondent Demographics

A total of 393 respondents took part in this study. However, not all of their data were processed. Eight respondents were found not to have an active subscription to the Vidio app. Consequently, the analysis was conducted with the remaining 385 respondents.

Table 2: Respondents Based on Gender

Gender	Quantity	Percentage
Woman	209	54.3%
Man	176	45.7%

Based on Table 2, the respondents are predominantly woman, accounting for 54.3% of the sample, while man respondents make up 45.7%.

Table 3: Respondents Based on Residential Area

Residential Area	Quantity	Percentage
Jakarta	201	52.2%
Bekasi	95	24.7%
Tangerang	36	9.4%
Bogor	32	8.3%
Depok	21	5.5%

Based on Table 3, most respondents reside in Jakarta, representing 52.2%. This is followed by those living in Bekasi at 24.7%, Tangerang at 9.4%, Bogor at 8.3%, and Depok at 5.5%.

Table 4: Respondents Based on Age Range

Age Range	Quantity	Percentage
17 – 25 years old	194	50.4%
26 – 33 years old	135	35.1%
34 – 41 years old	43	11.2%
> 42 years old	13	3.4%

Based on Table 4, the largest age group of respondents is 17-25 years old, comprising 50.4%. Respondents aged 26-33 years account for 35.1%, those aged 34-41 years for 11.2%, and those > 42 years old for 3.4%.

Table 5: Respondents Based on Type of Work

Type of Work	Quantity	Percentage
Students/College students	121	31.4%
Private sector employee	189	49.1%
Government employees	40	13%
Housewife	13	3.4%
Entrepreneur	7	1.8%
Doesn't work	5	1.3%

Based on Table 5, private sector employees form the largest occupational category with 49.1% of respondents. Students/college students follow at 31.4%, government employees at 13%, housewife at 3.4%, entrepreneur at 1.8%, and respondents who doesn't work at 1.3%.

Table 6: Respondents Based on Hobby Watching

Hobby Watching	Quantity	Percentage
Yes	368	95.6%
No	17	4.4%

Based on Table 6, 95.6% of respondents report watching as a hobby, whereas 4.4% do not share this hobby.

Table 7: Respondents Based on Duration of Use of Vidio Application

Duration of Use of Vidio Application	Quantity	Percentage
Less than 1 year	101	26.2%
1 – 2 year	179	46.5%
2 – 3 year	80	20.8%
More than 3 years	25	6.5%

Based on Table 7, most respondents have used Vidio for 1-2 years, accounting for 46.5%. Those who have used it for less than 1 year make up 26.2%. Respondents with 2-3 years of use represent 20.8%, and those with more than 3 years of use comprise 6.5%.

Table 8: Respondents Based on Subscription Package Services Used

Subscription Package Services Used	Quantity	Percentage
Platinum (Original Series, Hollywood, Korea, Anime, BRI league 1, Champions league except Premier league)	204	53%
Premier League (Original Series, Hollywood, Korea, Anime, BRI league 1, Champions league, Premier league)	107	27.8%
Platinum Mahasiswa (Original Series, Hollywood, Korea, Anime, BRI league 1, Champions league)	77	20%
Premier league + serie A + F1	74	19.2%

(Premier league, serie A, F1, Original Series, BRI league 1, Champions league)		
Serie A + F1 (Serie A, F1, Originial Series, Anime, BRI league 1, Champions league)	64	16.6%
BWF + SPOTV (MotoGp, Wimbledon, US Open)	35	9.1%
Vidio Champions Golf (Champions Golf, Champions Golf 2, PGA Tour, LPGA Tour)	7	1.8%

Based on Table 8, the Platinum package (original series, hollywood, korea, anime, BRI league 1, champions league except premier league) is the most popular at 53%. The Premier League package (original series, hollywood, korea, anime, BRI league 1, champions league, premier league) follows at 27.8%. The Platinum Student package (original series, hollywood, korea, anime, BRI league 1, champions league) is chosen by 20% of respondents. The Premier league + serie A + F1 (premier league, serie A, F1, original series, BRI league 1, champions league) package for 19.2%. Then, Serie A + F1 (Serie A, F1, originial series, anime, BRI league 1, champions league) is used by 16.6%. The BWF + SPOTV (MotoGp, Wimbledon, US Open) package selected by 9.1%. Finally, Vidio Champions Golf (champions golf, champions golf 2, PGA Tour, LPGA Tour) package, is used by 1.8%.

Table 9: Respondents Based on Watching Hour Range

Watching Hour Range	Quantity	Percentage
09.00 – 12.00	30	7.8%
12.01 – 15.00	99	25.7%
15.01 – 18.00	93	24.2%
18.01 – 21.00	296	76.9%
21.01 – 00.00	231	60%
01.00 – 09.00	158	41%

Based on Table 9, the largest share of respondents watch content between 18.01-21.00, accounting for 76.9%. This is followed by those who watch between 21.01-00.00 at 60%, between 00.01-09.00 at 41%, between 12.01-15.00 at 25.7%, between 15.01-18.00 at 24.2%, and between 09.00-12.00 at 7.8%.

Table 10: Respondents Based on Types of Payments Often Used in Subscriptions

Types of Payments Often Used in Subscriptions	Quantity	Percentage
Pulsa	7	1.8%
Credit Card	37	9.6%
ShopeePay	92	23.8%
OVO	169	43.9%
Gopay	215	55.8%
Debit Card	13	3.4%
Bank Transfer	181	47%

Based on Table 10, the most frequently used payment method for Vidio subscriptions is Gopay at 55.8%, followed by bank transfer at 47%, OVO at 43.9%, ShopeePay at 23.8%, credit card at 9.6%, debit card at 3.4%, and pulsa at 1.8%.

4.2 Measurement Model

The obtained data were subsequently analyzed using the SMART-PLS software. After input and computation, the software produced the results of the validity and reliability tests. The following are the data-processing outcomes, including the assessments of validity and reliability:

Table 11: Result of the Validity Convergence Test

Code	Loading Factor	AVE	Result
Perceived Usefulness			
PU1	0.832	0.657	Valid
PU2	0.814		Valid
PU3	0.811		Valid
PU4	0.774		Valid
PU5	0.811		Valid
PU6	0.823		Valid
Confirmation			
CON1	0.815	0.660	Valid
CON2	0.791		Valid
CON3	0.838		Valid
CON4	0.770		Valid
CON5	0.846		Valid
Content Quality			
CQ1	0.807	0.639	Valid
CQ2	0.807		Valid
CQ3	0.797		Valid
CQ4	0.748		Valid
CQ5	0.834		Valid
Price			
PR1	0.815	0.635	Valid
PR2	0.805		Valid
PR3	0.757		Valid
PR4	0.817		Valid
PR5	0.789		Valid
Personalization			
PN1	0.801	0.640	Valid
PN2	0.834		Valid
PN3	0.750		Valid
PN4	0.793		Valid
PN5	0.818		Valid

Customer Satisfaction			
CS1	0.812	0.668	Valid
CS2	0.839		Valid
CS3	0.772		Valid
CS4	0.820		Valid
CS5	0.842		Valid
Continuance Usage			
CU1	0.843	0.645	Valid
CU2	0.821		Valid
CU3	0.762		Valid
CU4	0.819		Valid
CU5	0.767		Valid

Based on the results of the convergent validity test using initial factor loadings shown in Table 11, all indicators for each variable have loading factors greater than 0.5 and exceed 0.7. Therefore, it can be concluded that all indicators for every variable in this study are valid. Furthermore, Table 11 also shows that the AVE for each variable is above 0.5, indicating that all variables in this research are valid.

Table 12: Result of the Validity Discriminant Test

	CON	CQ	CU	CS	PU	PN	PR
CON1	0.815	0.571	0.6	0.605	0.473	0.574	0.54
CON2	0.791	0.581	0.61	0.614	0.492	0.582	0.588
CON3	0.838	0.581	0.643	0.614	0.557	0.568	0.6
CON4	0.77	0.545	0.609	0.603	0.571	0.566	0.54
CON5	0.846	0.586	0.639	0.613	0.544	0.601	0.605
CQ1	0.517	0.807	0.58	0.587	0.476	0.521	0.562
CQ2	0.589	0.807	0.588	0.553	0.481	0.573	0.547
CQ3	0.58	0.797	0.601	0.618	0.645	0.591	0.59
CQ4	0.516	0.748	0.561	0.526	0.563	0.555	0.553
CQ5	0.612	0.834	0.599	0.606	0.462	0.574	0.545
CS1	0.609	0.597	0.612	0.812	0.495	0.595	0.604
CS2	0.611	0.575	0.604	0.839	0.527	0.579	0.579
CS3	0.559	0.579	0.605	0.772	0.567	0.542	0.559
CS4	0.627	0.548	0.669	0.82	0.583	0.606	0.607
CS5	0.659	0.662	0.65	0.842	0.555	0.61	0.631
CU1	0.671	0.627	0.843	0.663	0.589	0.63	0.614
CU2	0.699	0.678	0.821	0.71	0.65	0.65	0.691
CU3	0.532	0.513	0.762	0.541	0.595	0.526	0.551
CU4	0.596	0.575	0.819	0.599	0.529	0.609	0.583
CU5	0.547	0.527	0.767	0.551	0.474	0.525	0.514
PN1	0.587	0.541	0.62	0.577	0.513	0.801	0.588
PN2	0.61	0.64	0.637	0.632	0.538	0.834	0.585
PN3	0.489	0.474	0.453	0.456	0.433	0.75	0.456
PN4	0.594	0.582	0.633	0.616	0.66	0.793	0.617
PN5	0.554	0.56	0.575	0.566	0.473	0.818	0.501
PR1	0.565	0.563	0.606	0.595	0.496	0.547	0.815
PR2	0.57	0.571	0.57	0.585	0.49	0.58	0.805
PR3	0.561	0.532	0.555	0.551	0.581	0.507	0.757
PR4	0.546	0.536	0.591	0.578	0.556	0.539	0.817
PR5	0.578	0.584	0.628	0.598	0.583	0.583	0.789
PU1	0.48	0.493	0.56	0.512	0.832	0.501	0.549
PU2	0.493	0.49	0.551	0.505	0.814	0.491	0.539
PU3	0.568	0.58	0.578	0.578	0.811	0.564	0.543
PU4	0.516	0.547	0.59	0.532	0.774	0.529	0.552
PU5	0.53	0.518	0.584	0.538	0.811	0.528	0.57
PU6	0.57	0.563	0.593	0.574	0.823	0.588	0.547

Based on the discriminant validity results assessed by examining cross-loading values, Table 12 shows that each indicator's cross-loading is higher on its respective construct than on any other construct, indicating that all indicators in this study are valid.

Table 13: Result of the Reliability Test

Variable	Cronbach's Alpha	Composite Reliability
Perceived Usefulness	0.896	0.920
Confirmation	0.871	0.906
Content Quality	0.858	0.898
Price	0.856	0.897
Personalization	0.860	0.899
Customer Satisfaction	0.876	0.910
Continuance Usage	0.862	0.901

Based on Table 13, all variables meet the two standard criteria of Cronbach's alpha greater than 0.6 and composite reliability greater than 0.7, indicating that every variable in this study is reliable.

4.3 Structural Model

The structural model is used to test the relationships between variables. This analysis involves examining the R-square (R^2) values, effect size (F^2), and the path coefficients.

Table 14: R-Square Value

	R-square	Information
Continuance Usage	0.661	Moderate
Customer Satisfaction	0.690	Moderate
Perceived Usefulness	0.422	Weak

Based on Table 14, it can be concluded that the impact of the variables of perceived usefulness and customer satisfaction on the continuance usage is 0.661. This means that the ability of these variables in explaining the variable of continuance usage is 66.1% while 33.9% is explained in addition to other factors outside this study. Then, the influence of the variables of perceived usefulness, confirmation, content quality, price, and personalization on customer satisfaction is 0.69. This means that the ability of these variables in explaining the variable of customer satisfaction is 69% while 31% is explained in addition to other factors outside this study. The influence of the variable of confirmation on the perceived usefulness is 0.422. This means that the ability of these variables in explaining the variable of perceived usefulness is 42.2% while 57.8% is explained in addition to other factors outside this study.

Table 15: Indirect Effect

	Original Sample	Sample Mean	T Statistic	P-value
CON -> CS -> CU	0.146	0.148	4.661	0.000
CQ -> CS -> CU	0.103	0.104	4.341	0.000
PU -> CS -> CU	0.056	0.055	2.672	0.008
CON -> PU -> CS -> CU	0.037	0.036	2.489	0.013
PN -> CS -> CU	0.09	0.09	3.711	0.000
PR -> CS -> CU	0.111	0.11	4.16	0.000
CON -> PU -> CU	0.233	0.236	4.895	0.000
CON -> PU -> CS	0.069	0.068	2.588	0.010

In this study, mediation tests were also carried out using SmartPLS software as shown in Table 15. The table illustrates the mediation results, where customer satisfaction mediates the effects of perceived usefulness, confirmation, content quality, price, and personalization on continuance usage. Furthermore, perceived usefulness mediates the effect of confirmation on customer satisfaction and on continuance usage.

Table 16: Path Coefficient Value

Hypothesis	Relationship	Original Sample	T Statistic	P-value	Result
H1	PU->CS	0.106	2.712	0.007	Supported
H2	CON->PU	0.651	10.489	0.000	Supported
H3	CON->CS	0.276	5.536	0.000	Supported
H4	CQ->CS	0.195	5.084	0.000	Supported
H5	PR->CS	0.209	5.385	0.000	Supported
H6	PN->CS	0.170	4.162	0.000	Supported
H7	PU->CU	0.357	6.631	0.000	Supported
H8	CS->CU	0.531	9.065	0.000	Supported

Based on the bootstrapping results, H1, H2, H3, H4, H5, H6, H7, and H8 are supported. Then, based on Table 16, it can be concluded that:

- Hypothesis 1 (H1): Perceived Usefulness (PU) has a significant effect on Customer Satisfaction (CS). The path coefficient is 0.106 with a p-value of 0.007. Because the p-value is less than 0.05, H1 is accepted, meaning Perceived Usefulness significantly affects Customer Satisfaction.
- Hypothesis 2 (H2): Confirmation (CON) has a significant effect on Perceived Usefulness (PU). The path coefficient is 0.651 with a p-value of 0.000. Because the p-value is less than 0.05, H2 is accepted, meaning Confirmation significantly affects Perceived Usefulness.
- Hypothesis 3 (H3): Confirmation (CON) has a significant effect on Customer Satisfaction (CS). The path coefficient is 0.276 with a p-value of 0.000. Because the p-value is less than 0.05, H3 is accepted, meaning Confirmation significantly affects Customer Satisfaction.
- Hypothesis 4 (H4): Content Quality (CQ) has a significant effect on Customer Satisfaction (CS). The path coefficient is 0.195 with a p-value of 0.000. Because the p-value is less than 0.05, H4 is accepted,

meaning Content Quality significantly affects Customer Satisfaction.

- Hypothesis 5 (H5): Price (PR) has a significant effect on Customer Satisfaction (CS). The path coefficient is 0.209 with a p-value of 0.000. Because the p-value is less than 0.05, H5 is accepted, meaning Price significantly affects Customer Satisfaction.
- Hypothesis 6 (H6): Personalization (PN) has a significant effect on Customer Satisfaction (CS). The path coefficient is 0.170 with a p-value of 0.000. Because the p-value is less than 0.05, H6 is accepted, meaning Personalization significantly affects Customer Satisfaction.
- Hypothesis 7 (H7): Perceived Usefulness (PU) has a significant effect on Continuance Usage (CU). The path coefficient is 0.357 with a p-value of 0.000. Because the p-value is less than 0.05, H7 is accepted, meaning Perceived Usefulness significantly affects Continuance Usage.
- Hypothesis 8 (H8): Customer Satisfaction (CS) has a significant effect on Continuance Usage (CU). The path coefficient is 0.531 with a p-value of 0.000. Because the p-value is less than 0.05, H8 is accepted, meaning Customer Satisfaction significantly affects Continuance Usage.

Table 17: F-Square Score

	CON	CQ	CU	CS	PU	PN	PR
CON				0.090	0.736		
CQ				0.046			
CU							
CS			0.463				
PU			0.209	0.016			
PN				0.035			
PR				0.052			

For the F^2 score, it is considered to have a strong effect if its value is equal to or greater than 0.35, a medium effect if its value is equal to or greater than 0.15 but less than 0.35, and a small effect if its value is equal to or greater than 0.02 but less than 0.15 [60]. As shown in Table 17, the relationships from confirmation to perceived usefulness and from customer satisfaction to continuance usage are strong, while the relationship from perceived usefulness to continuance usage is medium. Other relationships such as, confirmation, content quality, perceived Usefulness, personalization, and price to customer satisfaction are small.

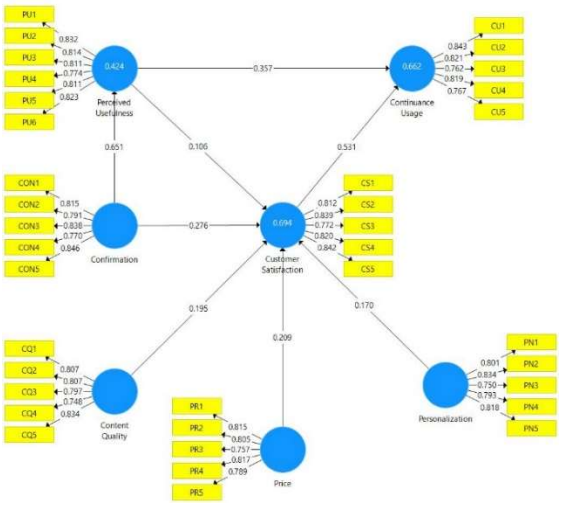

Figure 2: Hypothesis Testing Result

4.4 Discussions

First, based on the previous hypothesis testing results, the Perceived Usefulness variable on the Customer Satisfaction variable has a p-value less than 0.05, specifically 0.007, and a t-statistic of 2.712. Based on these two values, it is stated that the Perceived Usefulness variable has a significant effect on the Customer Satisfaction variable. This finding is consistent with research conducted by [47], [48], and [20], which report that Perceived Usefulness significantly influences Customer Satisfaction. Based on the factor loading results in Table 11, indicator [PU1] has a high loading of 0.832, corresponding to the statement "I can watch content more quickly on the Vidio streaming service." Conversely, the factor loading result for indicator [PU4] is the lowest at 0.774, corresponding to the statement "I feel that the Vidio streaming service provides me with useful benefits when searching for content." These results indicate that Perceived Usefulness significantly influences Customer Satisfaction, suggesting that optimizing streaming speed is crucial for enhancing satisfaction, whereas the perceived benefit in content search contributes less.

Second, based on the previous hypothesis testing results, the Confirmation variable on the Perceived Usefulness variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 10.489. Based on these two values, it is stated that the

Confirmation variable has a significant effect on the Perceived Usefulness variable. This finding is consistent with research conducted by [48], [22], [20], and [23], which report that Confirmation influences Perceived Usefulness. Based on the factor loading results in Table 11, indicator [CON5] has a high loading of 0.846, corresponding to the statement "The content quality on the Vidio streaming service meets my expectations." Conversely, the factor loading result for indicator [CON4] is the lowest at 0.770, corresponding to the statement "When using the Vidio streaming service, I feel that the information and promises I received are proven accurate." These results indicate that Confirmation significantly influences Perceived Usefulness, suggesting that maintaining content quality is essential for meeting user expectations, whereas the accuracy of information and promises has a lesser impact.

Third, based on the previous hypothesis testing results, the Confirmation variable on the Customer Satisfaction variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 5.536. Based on these two values, it is stated that the Confirmation variable has a significant effect on the Customer Satisfaction variable. This finding is consistent with research conducted by [48], [22], and [20], all of which report that Confirmation influences Customer Satisfaction. Based on the factor loading results in Table 11, indicator [CON5] has a high loading of 0.846, corresponding to the statement "The content quality on the Vidio streaming service meets my expectations." Conversely, indicator [CON4] has the lowest loading at 0.770, corresponding to the statement "When using the Vidio streaming service, I feel that the information and promises I received are proven accurate." These results indicate that Confirmation significantly influences Customer Satisfaction, emphasizing the importance of maintaining content quality so that the viewing experience meets expectations and can enhance customer satisfaction, whereas the accuracy of information and promises received has a lesser impact.

Fourth, based on the previous hypothesis testing results, the Content Quality variable on the Customer Satisfaction variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 5.084. Based on these two values, it is stated that the Content Quality variable has a significant effect on the Customer Satisfaction variable. This finding is consistent with research conducted by [21], [52], and [53], which all report that Content Quality influences Customer Satisfaction. According to the factor loading results in Table 11, indicator [CQ5] has a high loading of 0.834, corresponding to the statement "The Vidio streaming service displays subtitles that match the characters' speech." Conversely, indicator [CQ4] has the lowest loading at 0.748, corresponding to the statement "The resolution of the content on the Vidio streaming service has the quality I expect." These results indicate that Content Quality significantly influences Customer Satisfaction, suggesting that accurate subtitles enhance satisfaction by helping viewers understand dialogue in unfamiliar languages, whereas content resolution quality has a lesser effect on overall satisfaction.

Fifth, based on the previous hypothesis testing results, the Price variable on the Customer Satisfaction variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 5.385. Based on these two values, it is stated that the Price variable has a significant effect on the Customer Satisfaction variable. This finding is consistent with research conducted by [19] and [21], which report that Price influences Customer Satisfaction. According to the factor loading results in Table 11, indicator [PR4] has a high loading of 0.817, corresponding to the statement "Compared to other digital streaming video services, I find the subscription price of Vidio to be more reasonable." Conversely, indicator [PR3] has the lowest loading at 0.757, corresponding to the statement "The subscription price I pay matches what I receive." These results indicate that Price significantly influences Customer Satisfaction, suggesting that a subscription fee perceived as reasonable and competitive compared to similar services enhances customer satisfaction, whereas the alignment of cost with received benefits has a lesser impact.

Sixth, based on the previous hypothesis testing results, the Personalization variable on the Customer Satisfaction variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 4.162. Based on these two values, it is stated that the Personalization variable has a significant effect on the Customer Satisfaction variable. This finding is consistent with research conducted by [49], [24], and [50], which report that Personalization influences Customer Satisfaction. According to the factor loading results in Table 11, indicator [PN2] has a high loading of 0.834, corresponding to the statement "The Vidio streaming service provides me with content recommendations that match what I want." Conversely, indicator [PN3] has the lowest

loading at 0.750, corresponding to the statement "The Vidio streaming service offers popular or trending content." These results indicate that Personalization significantly influences Customer Satisfaction, emphasizing the importance of tailored content recommendations in enhancing satisfaction, whereas merely providing popular content has a lesser effect.

Seventh, based on the previous hypothesis testing results, the Perceived Usefulness variable on the Continuance Usage variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 6.631. Based on these two values, it is stated that Perceived Usefulness has a significant effect on Continuance Usage. This finding is consistent with research conducted by [48], [18], and [20], which report that Perceived Usefulness influences Continuance Usage. According to the factor loading results in Table 11, indicator [PU1] has a high loading of 0.832, corresponding to the statement "I can watch content more quickly on the Vidio streaming service," whereas indicator [PU4] has the lowest loading at 0.774, corresponding to the statement "I feel that the Vidio streaming service provides me with useful benefits when searching for content." These results indicate that Perceived Usefulness significantly influences Continuance Usage, suggesting that faster access to and consumption of content encourages customers to continue using the Vidio streaming service, while the perceived benefit in content search has a lesser effect on driving continued use.

Finally, based on the previous hypothesis testing results, the Customer Satisfaction variable on the Continuance Usage variable has a p-value less than 0.05, specifically 0.000, and a t-statistic of 9.065. Based on these two values, it is stated that Customer Satisfaction has a significant effect on Continuance Usage. This finding aligns with research conducted by [47], [23], and [20], which report that Customer Satisfaction influences Continuance Usage. According to the factor loading results in Table 11, indicator [CS5] has a high loading of 0.842, corresponding to the statement "My experience using the Vidio streaming service is satisfying," whereas indicator [CS3] has the lowest loading at 0.772, corresponding to the statement "Overall, the Vidio streaming service has met my expectations." These results indicate that Customer Satisfaction significantly influences Continuance Usage, suggesting that a satisfying user experience is a key driver for customers to continue using the Vidio streaming service.

5. CONCLUSION AND SUGGESTION

5.1 Conclusion

The objective of this study is to identify the factors influencing customers' continuance usage of Vidio's digital streaming service. From the analysis of eight hypotheses, all eight variables are found to have a significant impact. Perceived usefulness, such as fast and reliable access to content, enhances customer satisfaction and motivates continued use of the service. Confirmation of expectations, including content quality, strengthens perceived usefulness and increases satisfaction when those expectations are met. Content quality as reflected in accurate subtitle synchronization and a diverse comprehensive library contributes to customer satisfaction. Subscription fees perceived as reasonable, competitive and commensurate with the value received also shape satisfaction.

Personalized content recommendations tailored to individual preferences elevate satisfaction by making users feel understood and catered to. Finally, customer satisfaction emerges as the primary driver of continuance usage as positive experiences ensure continuance usage of the platform. Perceived usefulness, confirmation, content quality, price, personalization and customer satisfaction each play a vital role in fostering continuance usage of Vidio's streaming service. Understanding these interrelated factors can help Vidio's management develop effective strategies to encourage customers to continue using their platform.

5.2 Suggestion

Based on the data collection and analysis conducted in this study, the researchers offer the following recommendations:

- **For The Advancement of Knowledge**

  Future research could incorporate additional variables beyond those examined in this study to further explain what drives continuance usage of digital video streaming services.

- **For Readers**

  As consumers, readers will learn that factors such as perceived usefulness, confirmation of expectations, content quality, price and personalization influence satisfaction and encourage continuance usage of Vidio's streaming service. These findings can also serve as a reference for evaluating other VOD platforms.

- **For The Management of Vidio**

The management of Vidio can improve customers' expectation confirmation by ensuring that all content on the platform is of high quality so that viewers' expectations are met. They must make sure every promise and piece of information is fulfilled accurately. In addition, they should ensure that content access speeds and overall performance run optimally so that customers experience the full benefits of the service, driving satisfaction and encouraging continued use. They also need to provide high-quality content, such as matching subtitles accurately with spoken dialogue to help viewers understand languages they do not speak, offering a diverse and comprehensive library of titles, and more. Finally, they should set fair and competitive subscription prices compared to similar services and enhance personalization systems to deliver accurate content recommendations that align with each customer's preferences.

5.3 Implications

The results found in this study show that perceived usefulness, confirmation of expectations, content quality, price fairness and personalization each have a significant impact on customer satisfaction and that satisfaction in turn drives continued use of Vidio's digital streaming service. This study extends the Expectation Confirmation Model by introducing additional variables beyond those in the original framework. Furthermore, the results of this study also provide considerations for Vidio's management such as improving content quality by ensuring subtitles match character dialogue, setting subscription prices that are fair and competitive, offering recommendations tailored to customer preferences, fulfilling users' expectations to achieve confirmation and helping customers experience the full benefits of the service in order to increase satisfaction and continuance usage.

5.4 Limitation

This study provides valuable insights into the factors that influence customer continuance usage of digital streaming Vidio services. However, it has certain limitations. The respondents in this research come from Jakarta, Bogor, Depok, Tangerang and Bekasi, commonly known as Greater Jakarta, which may restrict the generalizability of the findings to other regions. Future research could expand the geographical scope of respondents to test the consistency of these findings and improve the generalizability of the results. In addition, since this study focuses on Vidio's service, subsequent investigations could explore how these factors affect customer behavior across other digital video streaming platforms.

Author Contributions: The authors confirm contribution to the paper as follows: **Ferdy Renhart Sitorus**: Conceptualization, Methodology, Investigation, Writing-Original draft preparation, Visualization. **Elfindah Princes**: Writing-Review, Supervision. All authors approved the final version of the manuscript.

Open Data Availability Statement: Dataset is available from the Zenodo Repository at https://doi.org/10.5281/zenodo.17213313

REFERENCES:

[1] apjii.or.id, "APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang." [Online]. Available: https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang

[2] Suhandoko, "Mengejutkan, Ternyata Ini Konten Hiburan Online Paling Banyak Dikunjungi di Indonesia," Jun. 19, 2024, *wisata.viva.co.id*. [Online]. Available: https://wisata.viva.co.id/berita/10271-mengejutkan-ternyata-ini-konten-hiburan-online-paling-banyak-dikunjungi-di-indonesia

[3] S. Goel, "Cloud-Based Mobile Video Streaming Techniques," *International Journal of Wireless & Mobile Networks*, vol. 5, no. 1, pp. 85–92, Feb. 2013, doi: 10.5121/ijwmn.2013.5107.

[4] C. M. Annur, "Deretan Konten Digital Paling Sering Dibeli Pengguna Internet, Terbanyak Streaming Film dan TV," Feb. 2023, *databoks.katadata.co.id*. [Online]. Available: https://databoks.katadata.co.id/teknologitelekomunikasi/statistik/6fbcc000883af5f/deretan-konten-digital-paling-sering-dibeli-pengguna-internet-terbanyak-streaming-film-dan-tv

[5] C. M. Annur, "Ini Sejumlah Alasan Pengguna Berlangganan Aplikasi Video on Demand," Jul. 30, 2022, *databoks.katadata.co.id*. [Online]. Available: https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/df9435290ebc518/ini-sejumlah-alasan-pengguna-berlangganan-aplikasi-video-on-demand

[6] W. Diananto, "Bikin Bangga, Vidio Pertahankan Posisi Juara Sebagai OTT

dengan Jumlah Pelanggan Berbayar Terbanyak," Sep. 06, 2024, *Liputan6.com*. [Online]. Available: https://www.liputan6.com/showbiz/read/5695339/bikin-bangga-vidio-pertahankan-posisi-juara-sebagai-ott-dengan-jumlah-pelanggan-berbayar-terbanyak

[7] C. Kurniawan, "SCMA: Low Valuation With Catalysts Ahead," May 15, 2023, *Snips.stocbit.com*. [Online]. Available: https://snips.stockbit.com/unboxing/valuasi-scma-nyaris-all-time-low-buy-or-bye

[8] F. F. Reichheld and P. Schefter, *E-Loyalty: Your Secret Weapon on the Web*, vol. 78. Harvard Business Review, 2000.

[9] Y. Amalia, P. W. Handayani, and I. C. Hapsari, "Actual Use of Transactional Video on Demand: The Extended of Technology Acceptance Model," in *2021 International Conference on Informatics, Multimedia, Cyber and Information System (ICIMCIS*, IEEE, Oct. 2021, pp. 213–219. doi: 10.1109/ICIMCIS53775.2021.9699327.

[10] Y. Lu Bin Wang, Y. Lu, B. Wang, Y. Lu, and B. C. Wang Robert Vackar, "Understanding Key Drivers Of MOOC Satisfaction And Continuance Intention To Use," *Journal of Electronic Commerce Research*, vol. 20, no. 2, 2019.

[11] P. Kotler and G. Armstrong, *Principles of marketing (Print book)*, 16th ed. Boston: Pearson Education Limited, 2016.

[12] T. G. Kim, J. H. Lee, and R. Law, "An empirical examination of the acceptance behaviour of hotel front office systems: An extended technology acceptance model," *Tour Manag*, vol. 29, no. 3, pp. 500–513, Jun. 2008, doi: 10.1016/j.tourman.2007.05.016.

[13] H. Yang and H. Lee, "Exploring user acceptance of streaming media devices: an extended perspective of flow theory," *Information Systems and e-Business Management*, vol. 16, no. 1, pp. 1–27, Feb. 2018, doi: 10.1007/s10257-017-0339-x.

[14] S. Shin and J. Park, "Factors affecting users' satisfaction and dissatisfaction of OTT services in South Korea," *Telecomm Policy*, vol. 45, no. 9, p. 102203, Oct. 2021, doi: 10.1016/j.telpol.2021.102203.

[15] S. E. Thendra and C. Valliyammai, "Understanding Personalization of Recommender System: A Domain Perspective. ," *International journal of applied engineering research*, vol. 13, no. 15, pp. 12422–12428, 2018.

[16] N. Vasic, M. Kilibarda, and T. Kaurin, "The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market," *Journal of theoretical and applied electronic commerce research*, vol. 14, no. 2, pp. 70–89, May 2019, doi: 10.4067/S0718-18762019000200107.

[17] R. Pereira and C. Tam, "Impact of enjoyment on the usage continuance intention of video-on-demand services," *Information & Management*, vol. 58, no. 7, p. 103501, Nov. 2021, doi: 10.1016/j.im.2021.103501.

[18] N. E. Carissa, M. Erlangga, C. Sonesha Evik, and P. W. Handayani, "The Influence of Perceived Usefulness, Satisfaction, and Personalization on Subscription Video on Demand Continuance Intentions," 2023.

[19] N. N. Oktaviani, B. Beureukat, M. Melati, and K. Digdowiseiso, "The Influence of Service Quality, Ease of Application Use, and Price Perception on User Satisfaction of Netflix Application," *Jurnal Syntax Admiration*, vol. 4, no. 5, pp. 857–869, May 2023, doi: 10.46799/jsa.v4i5.897.

[20] G.-D. Nguyen and M.-T. Ha, "The role of user adaptation and trust in understanding continuance intention towards mobile shopping: An extended expectation-confirmation model," *Cogent Business & Management*, vol. 8, no. 1, Jan. 2021, doi: 10.1080/23311975.2021.1980248.

[21] D. Yedijaokto Sulaiman and V. Utami Tjhin, "Continuance Intention To Subscribe To A Video-On-Demand Service: A Study Of Netflix Users In Indonesia," *Journal Theoretical And Applied Information Technology*, vol. 15, no. 5, Mar.2023.

[22] L. Nie, B. Oldenburg, Y. Cao, and W. Ren, "Continuous usage intention of mobile health services: model construction and validation," *BMC Health Serv Res*, vol. 23, no. 1, p. 442, May 2023, doi: 10.1186/s12913-023-09393-9.

[23] R. Naufalia, C. Lateefa, and D. Yassar, "Usefulness factors to predict the continuance intention using mobile payment, case study: GO-Pay, OVO, Dana." [Online]. Available: https://shmpublisher.com/index.php/joscex

[24] A. O. Al-Hashem, M. M. Al-Laham, A. K. Almasri, M. M. Abdul, and A. Al-Laham, "E-personalization and E-customization model for enhancing E-customer satisfaction in the case of covid-19: empirical evidence from banking sector in Jordan," *Jordan*

Journal of Business Administration, vol. 18, no. 2, pp. 2022–264, 2022.

[25] M. Jenner, "Binge-watching: Video-on-demand, quality TV and mainstreaming fandom," *International Journal of Cultural Studies*, vol. 20, no. 3, pp. 304–320, May 2017, doi: 10.1177/1367877915606485.

[26] F. Ekeroth, V. Sandoff, and D. Oskarsson, "Perceived Values of Subscription Video on Demand Services: A multiple case study exploring perceived values' influence on decision-making when selecting subscription video on demand services," 2021.

[27] A. Bhattacherjee, "Understanding Information Systems Continuance: An Expectation-Confirmation Model," *MIS Quarterly*, vol. 25, no. 3, p. 351, Sep. 2001, doi: 10.2307/3250921.

[28] F. Binxing and Y. Jia, Eds., *Online Social Network Analysis ; Groups and Interaction, vol. 2*. De Gruyter, 2019.

[29] S.-C. Chen, D. C. Yen, and S.-C. Peng, "Assessing the impact of determinants in e-magazines acceptance: An empirical study," *Comput Stand Interfaces*, vol. 57, pp. 49–58, Mar. 2018, doi: 10.1016/j.csi.2017.11.004.

[30] C. Gold, *Fighting Churn with Data: the science and strategy of customer retention*. Manning Publications Co., 2020.

[31] M. Saghir, Z. Bibi, S. Bashir, and F. H. Khan, "Churn Prediction using Neural Network based Individual and Ensemble Models," in *2019 16th International Bhurban Conference on Applied Sciences and Technology (IBCAST)*, IEEE, Jan. 2019, pp. 634–639. doi: 10.1109/IBCAST.2019.8667113.

[32] N. Forhad, Md. S. Hussain, and R. M. Rahman, "Churn analysis: Predicting churners," in *Ninth International Conference on Digital Information Management (ICDIM 2014)*, IEEE, Sep. 2014, pp. 237–241. doi: 10.1109/ICDIM.2014.6991433.

[33] O. Isaac, Z. Abdullah, T. Ramayah, A. Mutahar, and I. Alrajawy, "Perceived Usefulness, Perceived Ease of Use, Perceived Compatibility, and Net Benefits: an empirical study of internet usage among employees in Yemen," The 7th International Conference on Postgraduate Education, Universiti Teknologi MARA (UiTM), Malaysia, Dec. 2016, pp. 899–919.

[34] F. D. Davis, "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," *MIS Quarterly*, vol. 13, no. 3, pp. 319–340, Sep. 1989, doi: 10.2307/249008.

[35] A. P. Oghuma, C. F. Libaque-Saenz, S. F. Wong, and Y. Chang, "An expectation-confirmation model of continuance intention to use mobile instant messaging," *Telematics and Informatics*, vol. 33, no. 1, pp. 34–47, Feb. 2016, doi: 10.1016/j.tele.2015.05.006.

[36] W. H. Delone and E. R. Mclean, "The DeLone and McLean Model of Information Systems Success: A Ten-Year Update," *Journal of Management Information Systems*, vol. 19, no. 4, pp. 9–30, Apr. 2003, doi: 10.1080/07421222.2003.11045748.

[37] H. A. Mabkhot, S. B. Md. Salleh, and H. Bin Shaari, "The Influence of Brand Image and Brand Personality on Brand Loyalty," *Aust J Basic Appl Sci*, vol. 1, no. 1, pp. 493–497, Apr. 2015.

[38] S. Zielke, "How price image dimensions influence shopping intentions for different store formats," *Eur J Mark*, vol. 44, no. 6, pp. 748–770, Jun. 2010, doi: 10.1108/03090561011032702.

[39] A. Beryl Hermawan and T. Nova, "Analisis Faktor Yang Mempengaruhi Online Streaming Subscription Masyarakat Surabaya Pada Layanan Netflix," *Jurnal Strategi* Pemasaran, vol. 10, no. 1, 2023.

[40] T. S. Chung, M. Wedel, and R. T. Rust, "Adaptive personalization using social networks," *J Acad Mark Sci*, vol. 44, no. 1, pp. 66–87, Jan. 2016, doi: 10.1007/s11747-015-0441-x.

[41] J. Blom, "A theory of personalized recommendations," in *CHI '02 Extended Abstracts on Human Factors in Computing Systems*, New York, NY, USA: ACM, Apr. 2002, pp. 540–541. doi: 10.1145/506443.506471.

[42] M. Bitner and V. Zeithaml, *Service Marketing*, 3rd ed. McGraw-Hill, 2003.

[43] J. J. Cronin and S. A. Taylor, "Measuring Service Quality: A Reexamination and Extension," *J Mark*, vol. 56, no. 3, pp. 55–68, Jul. 1992, doi: 10.1177/002224299205600304.

[44] K. Philip, *Manajemen Pemasaran*, 12th ed. Jakarta: PT. Indeks, 2000.

[45] C.-L. Hsu and J. C.-C. Lin, "What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value," *Electronic Commerce Research and Application*, vol. 14, no. 1, pp.

46–57, Jan. 2015, doi: 10.1016/j.elerap.2014.11.003.

[46] J. F. Hair, M. Page, and N. Brunsveld, *Essentials of Business Research Methods*, 4th ed. Routledge, 2019. doi: 10.4324/9780429203374.

[47] T. Althinayyan and M. Alojail, "Enhancing User Experience and Sustainability in Open Banking Using PLS-SEM," *Sustainability*, vol. 16, no. 22, p. 9656, Nov. 2024, doi: 10.3390/su16229656.

[48] M. Iqbal Hadi Salam, "Analisis Continuance Use Intention Pada Pengguna Aplikasi Music Streaming Dengan Menggunakan Extended Expectation-Confirmation Model," 2024.

[49] E. T. Endarwati, Y. Indriany, R. Rusdianto, N. N. Suarniki, and L. Pratiwi, "The Effect of Product Personalization, User Experience, and Consumer Trust on the Level of E-Commerce Consumer Satisfaction in Indonesia," *Jurnal Bisnisman : Riset Bisnis dan Manajemen*, vol. 6, no. 1, pp. 163–179, Jul. 2024, doi: 10.52005/bisnisman.v6i1.239.

[50] N. F. M. Zariman, N. Humaidi, and M. H. Abd Rashid, "Mobile commerce applications service quality in enhancing customer loyalty intention: mediating role of customer satisfaction," *Journal of Financial Services Marketing*, vol. 28, no. 4, pp. 649–663, Dec. 2023, doi: 10.1057/s41264-022-00190-9.

[51] N. Istiqomah, I. Kadek, and D. Nuryana, "Analisis Kepuasan Pengguna Pada Aplikasi Vidio Menggunakan Kombinasi Metode Technology Acceptance Model (TAM) Dan Pieces Framework," *Journal of Emerging Information Systems and Business Intelligence*, 2023.

[52] D. Khadafi and R. Dermawan, "The Influence of Price Perceptions and Product Quality on Netflix Customer Satisfaction in Surabaya City," *Jurnal Ekonomi dan Bisnis Digital*, vol. 2, no. 3, pp. 627–638, Aug. 2023, doi: 10.55927/ministal.v2i3.4687.

[53] B. J. Iskandar and E. M. Sutanto, "Analysis of Movie Genre Availability, Service Quality, and Movie Quality on Netflix User Satisfaction in Indonesia," *Jurnal Manajemen Indonesia*, vol. 22, no. 3, pp. 269–278, Dec. 2022, doi: 10.25124/jmi.v22i3.3789.

[54] N. Anisa and V. U. Tjhin, "Factors Affecting Customer Loyalty Moderated by Switching Cost on the Customer Satisfaction of Digital Streaming Services," *Journal of System and Management Sciences*, vol. 13, no. 1, pp. 1–20, 2023, doi: 10.33168/JSMS.2023.0101.

[55] J. F. . Hair, G. T. M. . Hult, C. M. . Ringle, and Marko. Sarstedt, *A primer on partial least squares structural equation modeling (PLS-SEM)*, Second. Sage, 2017.

[56] J. F. Hair, W. C. Black Barry J Babin, and R. E. Anderson, *Overview of Multivariate Methods*, 7th ed. Pearson Prentice Hall, 2010.

[57] I. G. Ionas, "Quantitative Research By Example." Accessed: Jul. 19, 2025. [Online]. Available: https://www.myrelab.com/learn/sample-size

[58] G. T. Boediono, R. Sitawati, and S. Harjanto, "Analisis Pengaruh Sosialisasi Perpajakan Terhadap Kepatuhan Wajib Pajak Dengan Kesadaran Sebagai Variabel Mediasi," *Jurnal Penelitian Ekonomi dan Bisnis*, vol. 3, no. 1, pp. 22–38, Mar. 2018.

[59] B. Niehaves and K. Ortbach, "The inner and the outer model in explanatory design theory: the case of designing electronic feedback systems," *European Journal of Information Systems*, vol. 25, no. 4, pp. 303–316, Jul. 2016, doi: 10.1057/ejis.2016.3.

[60] J. F. Hair, G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, and S. Ray, *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Cham: Springer International Publishing, 2021. doi: 10.1007/978-3-030-80519-7.

[61] P. I. Santosa, *Model Penelitian Kuantitatif - Pengembangan Hipotesis dan Pengujiannya Menggunakan SMART PLS*. Yogyakarta: ANDI, 2018.

[62] A. Hidayat, "Pengukuran Kecocokan Model (Inner dan Outer)." [Online]. Available: https://www.statistikian.com/2018/08/pls-sem-pengukuran-kecocokan-model-inner-dan-outer.html