

THE ROLE OF HABIT AND PERCEIVED USEFULNESS ON THE CONTINUANCE INTENTION OF SUBSCRIPTION VIDEO ON DEMAND SERVICES IN INDONESIA

Elisabet Patrisia Mangunsong¹, Nurdin Sobari²

^{1,2} Faculty of Economics and Business, Universitas Indonesia, Indonesia
Email: Patrisiaelisabeth123@gmail.com

ABSTRACT

In the midst of the rising popularity of Subscription Video On Demand (SVOD), the industry faces significant challenges. The high churn rate and the abundance of competitors in the SVOD industry necessitate that service providers develop strategies to maintain consumer interest. Consumers who significantly contribute to the high churn rate are Generation Y and Generation Z, also known as digital natives. This study aims to analyze how factors within the Expectancy Confirmation Model can influence the Continuance Intention of SVOD users. This descriptive study employs a cross-sectional design. The respondents of this study consist of 159 active SVOD users. The findings reveal that confirmation and individual mobility significantly influence perceived usefulness. Additionally, confirmation, perceived usefulness, and perceived enjoyment significantly affect satisfaction. Furthermore, satisfaction, perceived usefulness, and habit are significant predictors of continuance intention. However, the influence of individual mobility and perceived enjoyment on continuance intention is not significant. Practically, this study provides insights for SVOD service providers to develop marketing strategies that enhance consumer habit and satisfaction. Academically, this study combines two models from previous researches making the model and variables used more comprehensive in explaining the predictors of continuance intention.

KEYWORDS

Subscription Video, Video On Demand, Expectancy Confirmation Model, ECM, Expectancy



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INTRODUCTION

The evolution in information and communication technology over the past few decades has changed the paradigm of media content consumption, which initially involved conventional television and now integrates with the internet (Pereira & Tam, 2021). The number of devices that support digital content has also increased alongside faster internet speeds, enabling consumers to interact wherever they are without the limitations previously experienced when watching content (Jones, 2009). Another factor that has changed consumer behavior in consuming digital content is the global Covid-19 pandemic, which forced people to work remotely and isolate themselves at home (Yang & Tasi, 2023). Consequently, outdoor entertainment shifted to online streaming platforms (Yang & Tasi, 2023), one of which is through Over-The-Top (OTT) applications. OTT refers to content services and applications aimed at end users and accessible via the internet (Nomura, 2014). In the context of video services, OTT refers to video streaming applications that deliver video content directly to consumers through the internet and consumer devices such as mobile phones, laptops, computers, smart TVs, and other smart devices (Koul et al., 2021). The characteristic of OTT video, which involves relatively low costs through subscription-based models, is gradually replacing pay television channels that have dominated the media industry (Menon, 2022). OTT accessed by viewers via subscription is also referred to as Subscription Video on Demand (SVOD). Streaming platforms have changed how viewers interact with content, giving them more flexibility to choose and access content (Kim & Shin, 2017). However, understanding OTT video, unlike television, still has many unexplored motivations behind the use of these platforms (Menon, 2022).

The Global Overview Report released by We Are Social (2023) reveals that Indonesia ranks 11th in the world for the percentage of internet users accessing TV via streaming services. In terms of age, the majority of subscription video on demand users in Indonesia are aged 25-34 (35.5%), followed by users aged 35-44 (30.3%), and users aged 18-24 (24.1%) (Grgić, 2023). Popular SVOD service providers used by Indonesian users in 2022 included Vidio, WeTV, Viu, and Netflix (Grgić, 2023). However, a report by Vinkóczy et al. (2023) in June 2023 indicates that the SVOD industry is under pressure. In the third quarter of 2022, the number of subscribers canceling premium SVOD services reached an all-time high of 20%. Reasons for subscription cancellations include streaming fatigue and the cost of subscribing to multiple streaming content providers (Vinkóczy et al., 2023). Another report from Deloitte Insight (2023) shows that the highest churn rates are among millennial users (62%) and Generation Z users (57%). This can impact future revenue growth, as projected by Grgić (2023) that revenue growth will decline from 2023 to 2027.

In 2001, Bhattacharjee (2001) introduced the Expectancy Confirmation Model (ECM) to study continued usage behavior, where all variables focus on post-acceptance variables. In ECM, Bhattacharjee (2001) replaced the expectation variable in its predecessor theory, ECT, with the perceived usefulness variable, also known as post-usage expectation. This was based on the argument that pre-use expectation can be seen from the confirmation and satisfaction variables. Perceived usefulness in ECM is often misinterpreted with perceived usefulness in the

Technology Acceptance Model (TAM) by Davis (1989). Perceived usefulness in ECM is post-usage usefulness (Premkumar & Bhattacharjee, 2008), measured after the consumer has used the product. ECM explains that post-consumption expectation is more important as expectations can change with the frequent use of technology. ECM also changes the repurchase intention variable to continued usage intention. ECM defines confirmation as the congruence between expectations and actual performance, so the performance variable in ECT is removed since it is represented by the confirmation variable. In the end, there are three independent variables in ECM: satisfaction, confirmation of expectation, and post-usage perceived usefulness (Bhattacharjee, 2001).

Previous studies on the post-adoption stage of SVOD show inconsistencies in the influence of usefulness and enjoyment on continuance intention. Pereira & Tam (2021) found no significant impact of perceived usefulness on satisfaction among SVOD consumers in Portugal. Conversely, Yousaf et al. (2021) demonstrated that perceived usefulness significantly enhances customer satisfaction with OTT video in India and America, consistent with the ECM theory by Oliver (1980). Pereira & Tam (2021) also found no significant impact of perceived enjoyment on continuance intention, while Yousaf et al. (2021) showed that perceived enjoyment significantly affects continuance intention. Therefore, further research is needed to ensure consistency in the roles of perceived usefulness and perceived enjoyment in continuance intention within the context of subscription video on demand. This study aims to analyze the factors influencing users' intentions to continue using SVOD services to address the empirical issue of high churn rates and inconsistencies in previous research.

RESEARCH METHOD

Data Collection and Research Instruments

The population in this study consists of all SVOD customers in Indonesia. The sample comprises SVOD customers in Indonesia who belong to Generation Y and Generation Z. Convenience sampling is used to determine respondents who meet the criteria. Since the ECM theory focuses on the post-adoption stage, one of the main criteria for respondents is that they are currently subscribed to SVOD services. Other criteria include being an Indonesian citizen residing in Indonesia and falling within the age categories of Generation Y and Generation Z. Non-probability sampling is chosen because the large population size makes it difficult to identify all members. A total of 159 respondents who met the criteria and completed the questionnaire were included in the study.

The questionnaire used was an online questionnaire created with the help of Google Forms and distributed via social media platforms such as Instagram and WhatsApp. A five-point Likert scale was used to categorize respondents' responses, ranging from strongly disagree (1) to strongly agree (5). Items in the variables of confirmation, perceived usefulness, perceived enjoyment, and continuance intention were adapted from Pereira & Tam (2021) and Bhattacharjee (2001). Items for individual mobility were adapted from Schierz et al. (2010), habit items from Bolen et al. (2020), and satisfaction items from Vila & Kuster (2011). The prepared questionnaire was tested through a wording test to ensure respondents understood

the phrasing. Validity and reliability tests were conducted on the questionnaire items with 30 respondents to determine if the items and variables were valid and reliable.

Data Analysis

The next step was to perform statistical analysis to determine the influence of independent variables on dependent variables using Structural Equation Modeling (SEM) with SMARTPLS version 3.2. SEM is a multivariate analysis method that aims to explain the relationships between multiple variables. SEM was chosen for its ability to analyze complex models where one variable can serve as both an independent and dependent variable (Hair, 2009). The SEM technique used was Partial Least Square SEM (PLS SEM). PLS SEM was selected because it is suitable for quantitative research that explores existing models or theories (Hair, 2009). The analysis using PLS SEM generally consists of two stages: measurement model analysis and structural model analysis.

RESULT AND DISCUSSION

Respondent Profile

Based on Table 1, it is evident that the majority of respondents in this study are aged 17-21 years, indicating that the majority (78%) belong to Generation Z. The most common gender among respondents is female, accounting for 62.9%. In terms of the highest level of education completed, 59.7% of respondents have finished high school or an equivalent level. Regarding occupation, the majority of respondents (84.9%) are students. The last demographic data point is the current residence, dominated by respondents living in the Jabodetabek area, comprising 86.7%.

Based on the SVOD usage profile, the majority of SVOD users utilize the service 2-3 times per week. Regarding the type of SVOD account used, more users prefer to use private paid accounts, which account for 50.9%. A private paid account is an account that can only be used by one user on specific devices and cannot be shared with other users. Lastly, based on the monthly subscription cost for SVOD services, 57% of respondents spend less than IDR 100,000 to subscribe to their chosen SVOD service.

Table 1. Respondent Profile

| No | Demographic | Category | Frequency | Percentage |
|----|----------------|----------------------|-----------|------------|
| 1 | Age | 17 - 21 | 124 | 78% |
| | | 22 - 26 | 26 | 16,4% |
| | | 27 - 31 | 3 | 1,9% |
| | | 32 - 36 | 4 | 2,5% |
| | | 37 - 40 | 2 | 1,3% |
| 2 | Sex | Male | 59 | 37,1% |
| | | Female | 100 | 62,9% |
| 3 | Last Education | Senior High School | 95 | 59,7% |
| | | Diploma 1/2/3 | 6 | 3,8% |
| | | Undergraduate Degree | 57 | 35,8% |

| No | Demographic | Category | Frequency | Percentage |
|----|---------------------------------------|----------------------------------|-----------|-------------|
| 4 | Occupation | Postgraduate Degree | 1 | 0,6% |
| | | Student | 135 | 84,9% |
| | | State Owned Enterprise Employee | 3 | 1,9% |
| | | Private Enterprise Employee | 13 | 8,2% |
| | | Self Employed | 6 | 3,8% |
| | | Civil Servants | 1 | 0,6% |
| | | Indonesia State Army | 1 | 0,6% |
| | | 5 | Domicile | Jabodetabek |
| 6 | SVOD usage frequency | In Java (other than Jabodetabek) | 11 | 7% |
| | | Outside Java | 10 | 6,3% |
| | | Every day | 21 | 13,2% |
| 6 | SVOD usage frequency | > 5 times in a week | 20 | 12,6% |
| | | 4-5 times in a week | 20 | 12,6% |
| | | 2-3 times in a week | 52 | 32,7% |
| | | 1 time in a week | 21 | 13,2% |
| | | less than 1 time a week | 25 | 15,7% |
| 7 | SVOD Account Type for subsription | Private Paid Account | 81 | 50,9% |
| | | Shared Paid Account | 64 | 40,3% |
| | | Private Free Account (Freemium) | 10 | 6,3% |
| | | Shared Free Account (Freemium) | 4 | 2,5% |
| 8 | Cost spent on subscription in 1 month | < Rp 100.000,- | 90 | 57% |
| | | Rp 100.000 - Rp250.000,- | 53 | 33,5% |
| | | Rp 250.001 - Rp 500.000,- | 14 | 8,9% |
| | | Rp 500.000 - Rp 750.000,- | 1 | 0,6% |
| | | | | |

Measurement Model

In the analysis of the measurement model, Hair et al. (2009) recommend three tests: indicator reliability, internal consistency reliability, convergent validity and discriminant validity tes. Table 2 shows the results of indicator reliability, internal consistency reliability, and convergent validity tests conducted.

Table 2. Results of the indicator reliability test, internal consistency reliability, and convergent validity

| Variable | Item | Reliability | | | Validity |
|-----------------------|-------|----------------------------|-------------------------------|------------------------------------|------------------|
| | | Outer Loading (> 0,7) | Cronbach's Alpha (> 0,6) | Composite Reliability (> 0,6) | AVE (> 0,5) |
| Confirmation | CON_1 | 0,823 | 0,801 | 0,871 | 0,627 |
| | CON_2 | 0,815 | | | |
| | CON_3 | 0,790 | | | |
| | CON_4 | 0,737 | | | |
| Habit | HAB_1 | 0,849 | 0,839 | 0,903 | 0,756 |
| | HAB_2 | 0,910 | | | |
| | HAB_3 | 0,848 | | | |
| Individual Mobility | IND_1 | 0,790 | 0,727 | 0,839 | 0,635 |
| | IND_2 | 0,816 | | | |
| | IND_3 | 0,784 | | | |
| Continuance Intention | INT_1 | 0,721 | 0,768 | 0,852 | 0,590 |
| | INT_2 | 0,792 | | | |
| | INT_3 | 0,790 | | | |
| | INT_4 | 0,767 | | | |
| Perceived Enjoyment | PE_1 | 0,786 | 0,673 | 0,821 | 0,604 |
| | PE_2 | 0,768 | | | |
| | PE_5 | 0,777 | | | |
| Perceived Usefulness | PU_1 | 0,730 | 0,682 | 0,807 | 0,511 |
| | PU_2 | 0,702 | | | |
| | PU_3 | 0,700 | | | |
| | PU_5 | 0,728 | | | |
| Satisfaction | SAT_1 | 0,722 | 0,825 | 0,884 | 0,658 |
| | SAT_2 | 0,845 | | | |
| | SAT_3 | 0,850 | | | |
| | SAT_4 | 0,820 | | | |

Table 2 shows that after conducting the measurement model analysis, there are no outer loading values below 0.7. This indicates that all indicators in Table 2 are reliable. Items not listed in the table, namely PE_3, PE_4, and PU_4, were removed because their outer loading values were below 0.7, which would have reduced the AVE value to less than 0.5 if retained. The analysis results also show that Cronbach's alpha and composite reliability values are above 0.6, indicating that, overall, all variables have satisfactory reliability. The AVE value represents the convergent validity of a variable. In Table 2, all variables have AVE values above 0.5, indicating that all variables in this study are valid (Hair, 2009). The final measurement model analysis performed was the discriminant validity test. The method used was examining the HTMT values for each variable (Hair, 2009). Table 3 shows the HTMT values for each variable in the study. The analysis results show that all variables have values below 0.9, meaning that all variables are distinct from each other.

Table 3. Results of HTMT

| | Confirmation | Continuance Intention | Habit | Individual Mobility | Perceived Enjoyment | Perceived Usefulness |
|------------------------------|--------------|-----------------------|-------|---------------------|---------------------|----------------------|
| Continuance Intention | 0,599 | | | | | |
| Habit | 0,323 | 0,742 | | | | |
| Individual Mobility | 0,544 | 0,490 | 0,324 | | | |
| Perceived Enjoyment | 0,593 | 0,508 | 0,329 | 0,572 | | |
| Perceived Usefulness | 0,601 | 0,708 | 0,577 | 0,526 | 0,682 | |
| Satisfaction | 0,706 | 0,706 | 0,526 | 0,589 | 0,728 | 0,801 |

Structural Model

Significance testing and path coefficient estimation were performed using the bootstrapping method with 5,000 subsamples, one-tailed, and at a significance level of 0.05. Table 4 presents the results of the structural model analysis.

Table 4. Results of the Structural Model Analysis

| Hipoteses | Path Coefficient | T Values | P Values | Signifikansi | Result |
|---|------------------|----------|----------|--------------|-------------|
| H1: Confirmation -> Perceived Usefulness | 0,346 | 4,895 | 0,000 | Yes | H1 Accepted |
| H2: Individual Mobility -> Perceived Usefulness | 0,249 | 2,973 | 0,001 | Yes | H2 Accepted |
| H3: Confirmation -> Satisfaction | 0,304 | 4,763 | 0,000 | Yes | H3 Accepted |
| H4: Perceived Usefulness -> Satisfaction | 0,356 | 5,505 | 0,000 | Yes | H4 Accepted |
| H5: Perceived Enjoyment -> Satisfaction | 0,253 | 4,308 | 0,000 | Yes | H5 Accepted |
| H6: Satisfaction -> Continuance Intention | 0,246 | 2,870 | 0,002 | Yes | H6 Accepted |
| H7: Perceived Usefulness -> Continuance Intention | 0,143 | 1,762 | 0,039 | Yes | H7 Accepted |
| H8: Perceived Enjoyment -> Continuance Intention | 0,033 | 0,454 | 0,325 | No | H8 Rejected |
| H9: Individual Mobility -> Continuance Intention | 0,093 | 1,444 | 0,074 | No | H9 Rejected |

| Intention | | | | | |
|-------------------------------------|-------|-------|-------|-----|--------------|
| H10: Habit -> Continuance Intention | 0,394 | 5,251 | 0,000 | Yes | H10 Accepted |

In general, out of the 10 hypotheses in this study, 8 hypotheses were accepted as they had t-values above 1.65 and p-values below 0.05. The accepted hypotheses in this study are H1, H2, H3, H4, H5, H6, H7, and H10. Two hypotheses were rejected: H8 and H9. H8 was rejected because it had a t-value below 1.65, specifically 0.454, and a p-value above 0.05, which was 0.325. This result concludes that enjoyment does not significantly affect the intention to continue using SVOD. H9 was also rejected because it had a t-value of 1.444 (<1.65) and a p-value of 0.074 (>0.05). This means that consumer mobile lifestyle does not significantly influence the intention to continue using SVOD services.

When examining the independent variables that significantly affect continuance intention, habit is the variable with the highest path coefficient value of 0.394, compared to other variables such as perceived usefulness (0.143) and satisfaction (0.246), all of which are positively oriented. This indicates that consumers who have integrated SVOD subscriptions into their daily routines are more likely to have a higher intention to continue using SVOD in the future.

Furthermore, among the independent variables that significantly affect satisfaction, perceived usefulness is the variable with the highest path coefficient of 0.356 compared to confirmation (0.304) and enjoyment (0.253). This suggests that consumers believe that SVOD provides benefits now and in the future more than the performance and enjoyment derived from using the SVOD service. Additionally, confirmation has a greater impact on perceived usefulness (0.346) compared to individual mobility (0.249).

Discussion

Table 4 shows that the effect of confirmation on perceived usefulness is significant and positive. This result supports previous research by Pereira & Tam (2021), Yousaf et al. (2021), and Gupta et al. (2020). Bhattacharjee (2001), the originator of the ECM theory, explains that when user expectations align with the actual performance of a technology after it has been used, positive confirmation occurs. This positive confirmation enhances the perceived benefits of the technology in the future (Bhattacharjee, 2001; Oliver, 1980). In the context of SVOD, users who find that the SVOD service meets or exceeds their expectations will perceive SVOD as increasingly useful.

Individual Mobility also has a significant and positive effect on perceived usefulness. This finding is consistent with previous research by Bolen (2020) and Schierz et al. (2010). SVOD services can be used on mobile devices such as smartphones, tablets, and laptops, unlike traditional video services like cable and satellite TV, which are confined to home use (Jones, 2009). This makes SVOD particularly suitable for individuals with high mobility who still want to manage their activities or work. Thus, for highly mobile individuals, SVOD has greater benefits.

The effect of confirmation on satisfaction also shows a significant positive

value, which aligns with findings by Pereira & Tam (2021) and Yousaf et al. (2021). Users who feel their expectations are met will experience greater satisfaction with the technology. In this study, users of SVOD services who feel their expectations are met by the service will also have higher levels of satisfaction. For example, SVOD content that is regularly updated and features high visual quality contributes to this satisfaction.

The effect of perceived usefulness on satisfaction is significant and positive, which contrasts with Pereira & Tam (2021), who found an insignificant effect of perceived usefulness on satisfaction. According to ECM theory, perceived usefulness is a predictor of satisfaction (Bhattacharjee, 2001). Shiau et al. (2020) explain that for OTT services, when consumers find the service useful, it results in higher satisfaction levels. Some benefits of SVOD in this study include reducing stress, serving as an escape from reality, and refreshing the user's mind. Perceived Enjoyment has a significant and positive effect on satisfaction. This finding is consistent with Pereira & Tam (2021) and Yousaf et al. (2021). Users who find SVOD enjoyable and satisfying will experience higher levels of satisfaction. Factors that enhance enjoyment include high image quality and clear audio of the video content consumed via SVOD.

Satisfaction has a significant and positive effect on continuance intention, a finding also supported by Pereira & Tam (2021) and Yousaf et al. (2021) in the OTT context, where satisfaction significantly influences continuance intention. The ECM and ECT theories state that satisfaction is a primary predictor of continuance intention (Bhattacharjee et al., 2008; Oliver, 1980). Consumers who are satisfied with SVOD services are more likely to continue using them. The effect of perceived usefulness on continuance intention is significant and positive, consistent with findings by Pereira & Tam (2021) and Yousaf et al. (2021) in similar OTT contexts. Bhattacharjee (2001) explains that perceived usefulness represents the future benefits of using a technology; thus, if users believe they will gain benefits from SVOD in the future, they will have a higher intention to continue using it. Kotler et al. (2023) further explain that Generation Y and Z, as digital natives, have extensive experience with various digital products and technologies, making their preferences for functional benefits more complex compared to previous generations. For SVOD, consumers will continue subscribing to providers that offer benefits beyond mere enjoyment. For instance, if Korean drama films are popular, providers offering such content will be preferred because they provide value to consumers. The Habit variable also has a significant and positive effect on continuance intention and is the most influential variable in this regard compared to others. This finding aligns with Bolen (2020), which found that habit significantly influences continuance intention. Users who have integrated SVOD into their daily routines have a higher intention to continue using the service.

In contrast to perceived usefulness, the effect of perceived enjoyment on continuance intention does not show significant influence. Pereira & Tam (2021) attribute this phenomenon to the limited interaction users have with the SVOD platform, as enjoyment mainly arises from interacting with the video content rather than the platform itself. Users interact with the SVOD platform primarily during login, logout, and content search. Periaiya & Nandukrishna (2024) found similar

results, indicating that entertainment, a hedonic aspect, does not significantly impact continuance intention. Entertainment may only encourage users to stay longer, consume more content, and return more frequently if it first satisfies them. Additionally, Kotler et al. (2023) explain that Generation Z, being detail-oriented in decision-making and evaluating products or services, places more emphasis on functional benefits over emotional appeals. Therefore, marketers must consider the pragmatic nature of younger generations, who prioritize convenience in technology over flashy features. As a result, individual mobility does not have a significant effect on continuance intention. This finding contrasts with Bolen (2020), who demonstrated a significant effect of individual mobility on continuance intention. Many users now subscribe to multiple providers, all of which are accessible via mobile devices, giving users numerous choices regarding which SVOD provider to continue using

CONCLUSION

From the results of this study, several conclusions can be drawn. First, confirmation and individual mobility have been shown to significantly and positively affect perceived usefulness. This means that as users feel that a particular SVOD service meets their expectations, the perceived benefits of the service increase. Additionally, as user mobility increases, so does the perceived benefit of SVOD. Second, the variables of confirmation, perceived usefulness, and perceived enjoyment have significant and positive effects on satisfaction. According to the Expectancy Confirmation Model (ECM), users who receive positive confirmation and perceive a technology as beneficial will have higher satisfaction levels. Moreover, users who enjoy the SVOD service will also experience increased satisfaction. Third, satisfaction, perceived usefulness, and habit have significant and positive effects on continuance intention. As the ECM theory suggests, users who are satisfied and find a technology useful will be more likely to continue using it. In the context of SVOD, users who are satisfied and perceive benefits from the service will continue their subscription. Habit is also the most significant factor influencing continuance intention, indicating that users who have integrated SVOD into their routine are more likely to continue using the service. Finally, perceived enjoyment and individual mobility do not have significant positive effects on continuance intention. This may be due to users subscribing to multiple SVOD providers; if enjoyment is higher with another service, users may switch providers. Furthermore, as all SVOD providers now support mobile devices, highly mobile consumers have many options and may choose not to continue with a single provider.

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