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The implementation of SERVQUAL in measuring user satisfaction and its impact on the intent to continue using VOD applications in the future

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Abstract

This research explores how SERVQUAL is used to assess user satisfaction and its influence on the likelihood of continued use of video-on-demand (VOD) applications. The findings indicate that improving service quality dimensions could boost user satisfaction and retention in VOD applications. This offers valuable insights for service providers to develop strategies, drawing on the research of Bhattacharjee [1], Chotigo and Kadono [2], Zhao et al. [3], and Shah et al. [4] while utilizing seven indicators from Kurniawan et al. [5]. The continuity intention variable is based on earlier studies conducted by Shah et al. [4], Bhattacharjee [1], and Cheng et al. [6], incorporating seven items from Kurniawan et al. [5]. The data analysis employs a statistical method known as Partial Least Squares (PLS), an efficient multivariate methodology capable of managing many responses and explanatory variables without necessarily making any assumptions. While responsiveness and empathy have many influences, reliability and assurance have a major impact on satisfaction and the intention to continue. Improved service quality can enhance consumer satisfaction and retention in video-on-demand (VOD) product innovation. This provides service companies with valuable knowledge for user engagement and loyalty strategies.

Keywords: Continuance Intention, SERVQUAL, User Satisfaction, Video on Demand (VOD).

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1. Introduction

The proliferation of video-on-demand (VOD) services in Indonesia has brought about a profound change in the entertainment business landscape, particularly in the consumption of films and other forms of media [7-10]. As an emerging global video-on-demand (VOD) market player, Indonesia has witnessed a substantial shift in audience behavior and industry dynamics [8]. The growing internet penetration in the nation and the explosion of reasonably priced smart devices have been the forces behind this change [11-13]. From local players like Vidio and Iflix to Netflix and Disney+, multiple platforms have become quite popular over the past few years. These sites have provided viewers with unmatched access to a wide range of content. Along with changing the way films are produced and distributed, this shift has altered the cultural consumption patterns of Indonesian viewers, thereby increasing their discerning behavior and participation in the artistic process [9, 14].

The COVID-19 pandemic markedly expedited the implementation of digital platforms. This phenomenon arose due to the restrictions of conventional cinema establishments and the enforcement of social distancing protocols, which compelled individuals to pursue alternative entertainment avenues [8, 15-17]. Duri As more and more people began to watch the most recent movies and television shows on streaming services, the film industry was forced to adjust quickly to satisfy the ever-evolving requirements of viewers. As a result of this movement, filmmakers and producers have been driven to reconsider their distribution strategies. As a result of their frequent preference for video-on-demand (VOD) releases over traditional cinema premieres, the industry has seen a significant transition in terms of both its economic viability and its marketing strategy [18-21].

The cinema business had to contend with both recovering its audience and coexisting with the now well-developed Video on Demand (VOD) services as cinemas in Indonesia progressively reopened following the post-pandemic period. Even if many moviegoers were eager to return to the movie experience including the community aspect of cinemas the epidemic had permanently changed consumption trends [8, 9]. Audiences were accustomed to the simplicity and adaptability of watching movies at home, and they often preferred video-on-demand platforms because of the vast libraries they offered and the ability to consume content on their schedules [18, 22-25]. Traditional movie cinema and video-on-demand (VOD) companies had to adopt a strategic approach considering this environment. Marketing techniques and audience interaction practices had to be reassessed to persuade viewers to return to the movies without losing them to the ease of watching movies at home.

Providers must prioritize augmenting consumer satisfaction and delivering unique value propositions that distinguish their platforms from cinematic experiences to ensure the sustained growth of video-on-demand subscription markets [25-29]. The creation of unique content, including original films and programs unavailable elsewhere, alongside improvements in user interface, accessibility, and content curation, are all elements encompassed by this category. Fostering an engaged community by implementing features like social sharing and watch parties can effectively enhance user engagement. By proactively responding to the ever-changing interests of viewers, video-on-demand service providers have the potential to maintain their subscriber base [27, 30-32]. They can effectively promote themselves as vital companions to the movie experience, rather than merely as substitutes, as a result of this. When it comes to the long-term profitability and sustainability of the video-on-demand industry, it will be vital to have a thorough understanding of client behaviors in the post-pandemic landscape and to develop strategies that will allow for the utilization of these behaviors.

Furthermore, the transition toward video-on-demand (VOD) has resulted in shifts in consumer behavior, with viewers becoming acclimated to the convenience of watching content whenever they choose. Higher expectations regarding the quality of service and the user experience have been cultivated due to the capacity to binge-watch programs and select content to view whenever one pleases. As a consequence of this, it is of the utmost importance for service providers to have a comprehensive grasp of the elements that influence customer happiness and the intention to continue using video-on-demand programs. In order to investigate these dynamics, this study makes use of the SERVQUAL framework. This study aims to elucidate how service quality attributes affect user satisfaction and retention in video-on-demand consumption in a post-pandemic context. This inquiry will enhance our understanding of the evolving nature of media consumption in Indonesia and its broader implications for the film industry.

2. Literature Review

The present study on video-on-demand (VOD) services, especially in Indonesia, demonstrates an expanding corpus of literature investigating the relationship between service quality, user happiness, and consumer behavior within a swiftly changing media environment. Previous research highlights the importance of the SERVQUAL model in assessing service quality dimensions reliability, responsiveness, assurance, empathy, and tangibles and their impact on user satisfaction across several sectors, including tourism and e-commerce [2, 33-35]. Recent adaptations of this model demonstrate its relevance in digitisation, confirming that users' assessments of service quality substantially influence their overall satisfaction and intent to continue using these platforms. Research by Bhattacharjee [1] and subsequently by Azzahra and Kusumawati [36] clarifies the relationship between service quality and continuing intention, highlighting the significance of understanding consumer expectations and perceptions in influencing their consuming habits.

The spike in VOD services, especially during and after the COVID-19 epidemic, has significantly changed viewer behaviors and expectations. Researchers have recognized the pandemic as a major accelerator that altered conventional media consumption habits, necessitating users to transition to digital forms of entertainment Kurniawan et al. [5]. Chotigo and Kadono [2] indicate that customers possess elevated expectations concerning content quality and service performance, hence requiring a concentrated effort on strategic improvements to the user experience. Furthermore, research by Shah et

al. [4] has demonstrated that particular aspects of service quality, including assurance and reliability, are essential for promoting customer retention and loyalty in the competitive VOD market [4].

The literature emphasizes the subtleties in user preferences and behaviors within the Indonesian market that are crucial for comprehending the uptake of VOD services [1, 36, 37]. Regional research indicates that the cultural setting influences customer expectations distinctly compared to Western markets [38]. As VOD platforms such as Netflix and other regional VOD platforms proliferate, comprehending these distinct consumer insights via frameworks like SERVQUAL can guide precise enhancements in service offerings. This research enhances the theoretical discussion on service quality and consumer behavior while offering practical insights for VOD providers aiming to sustain and expand their subscriber base in a post-pandemic context. This study seeks to enhance the understanding of VOD's influence on audience behavior and the changing film industry in Indonesia by synthesizing insights from prior research with current consumer behavior data.

Although there are several previous studies on service quality in VOD services, there is still an apparent discrepancy regarding the particular cultural and business dynamics in Indonesia, a rapidly expanding media environment [9, 14, 18, 20, 24]. Although broad models like SERVQUAL have been used in many fields, their adaptation and thorough study in the framework of Indonesian VOD services are limited. More specialized research needs to be conducted to understand the subtle preferences of Indonesian consumers, who might prioritize different factors of service quality compared to users in other regions. Furthermore, the interaction between satisfaction and continuance intention is understudied concerning cultural elements, which offers a vital opportunity to improve strategies for VOD providers to increase user involvement and retention in this unique market [2, 38].

The originality of this study lies in its emphasis on combining thorough knowledge of Indonesian customer behavior post-pandemic with rigorous service quality ratings. By identifying which service aspects are most predictive of user satisfaction and continuance intention in the Indonesian VOD environment, this study uniquely contributes to academic and practical domains by utilizing the SERVQUAL framework and adapting it to local conditions. Furthermore, this research addresses pragmatic issues that providers face in balancing the attraction of new business with the retention of existing customers. Through comprehensive investigation, this study offers practical insights into strategic planning and service optimization, enabling VOD systems to better meet the evolving expectations of their audience. Highlighting the importance of customized service strategies in enhancing customer experiences and loyalty, this alignment is crucial for ensuring sustainable development in a competitive and culturally diverse market.

The SERVQUAL model, which was established by Zeithaml et al. [39] is a well-known framework that has been widely utilized in marketing research to evaluate service quality across various industries. The primary aim of this empirical technique is to serve as a diagnostic tool for service providers seeking to enhance their services by comparing two essential components: perceived service, which refers to the service that customers actually receive, and expected service, which refers to the service that customers anticipate receiving. Initially, the SERVQUAL model included ten different aspects of service quality; however, subsequent revisions consolidated these into five core dimensions: reliability, assurance, tangibles, empathy, and responsiveness [39, 40]. The ability to execute services in a dependable and correct manner is what is meant by the term "reliability," whereas assurance in this context refers to the staff's level of expertise and their capacity to inspire trust. The term "tangibles" refers to the tangible components, which include things like facilities and equipment. Empathy refers to the provision of individualized care, while responsiveness refers to the desire to provide aid to consumers in a timely manner. Collectively, these dimensions offer a solid basis for evaluating the quality of service in a variety of settings when taken into consideration.

In a similar vein, the idea of customer happiness, as outlined by Philip and Armstrong [41] is an essential component in comprehending the behavior of consumers. A customer's level of satisfaction can be defined as the extent to which the actual execution of a service meets or surpasses the expectations of the customer, Philip and Armstrong [41]. Customers report feeling happy when the performance meets their expectations; higher levels of satisfaction are experienced by customers when the performance exceeds their expectations. This viewpoint is confirmed by Imran et al., who highlight the fact that customer satisfaction is the outcome of meeting or exceeding expectations, which in turn influences subsequent behavior with regard to the service Imran et al. [42]. There is a well-documented connection between service quality and customer satisfaction, which suggests that a high level of service quality exerts a favorable influence on customer satisfaction and has the potential to result in increased customer loyalty, Indrasari et al. [43] and retention measures [44]. In the highly competitive world of video-on-demand (VOD) platforms, it is crucial for service providers to have a solid understanding of these dynamics in order to improve their strategies and increase customer satisfaction.

The Expectation Disconfirmation Theory (EDT) is the basis of the concept of Continuance Intention, which has been further refined through the development of the Expectation Confirmation Model (ECM) as defined by Bhattacharjee [1]. The purpose of this theoretical framework is to investigate post-consumption behaviors, which are comparable to repurchase decisions in consumer markets. It emphasizes the significance of satisfaction as a necessary factor in determining whether or not to continue using a system. According to Hsia et al. [34], the ECM hypothesizes that a higher level of happiness among users indicates a greater possibility that they will continue to engage with a product or service [34]. According to Chiu et al. [45], the sustainability of information systems becomes relevant when user continuation intention is considered. This is because sustained usage is an essential component of the system's continued success and efficacy [3, 45]. This idea is especially pertinent to video-on-demand (VOD) services, which depend on retaining user involvement in a post-adoption phase to ensure their continued viability over the long term. This research contributes to a comprehensive understanding of user behaviors and provides practical insights for optimizing service offerings in the rapidly growing Indonesian video-on-demand (VOD) industry. It does this by combining SERVQUAL aspects, satisfaction, and continuance intention (See Figure 1).

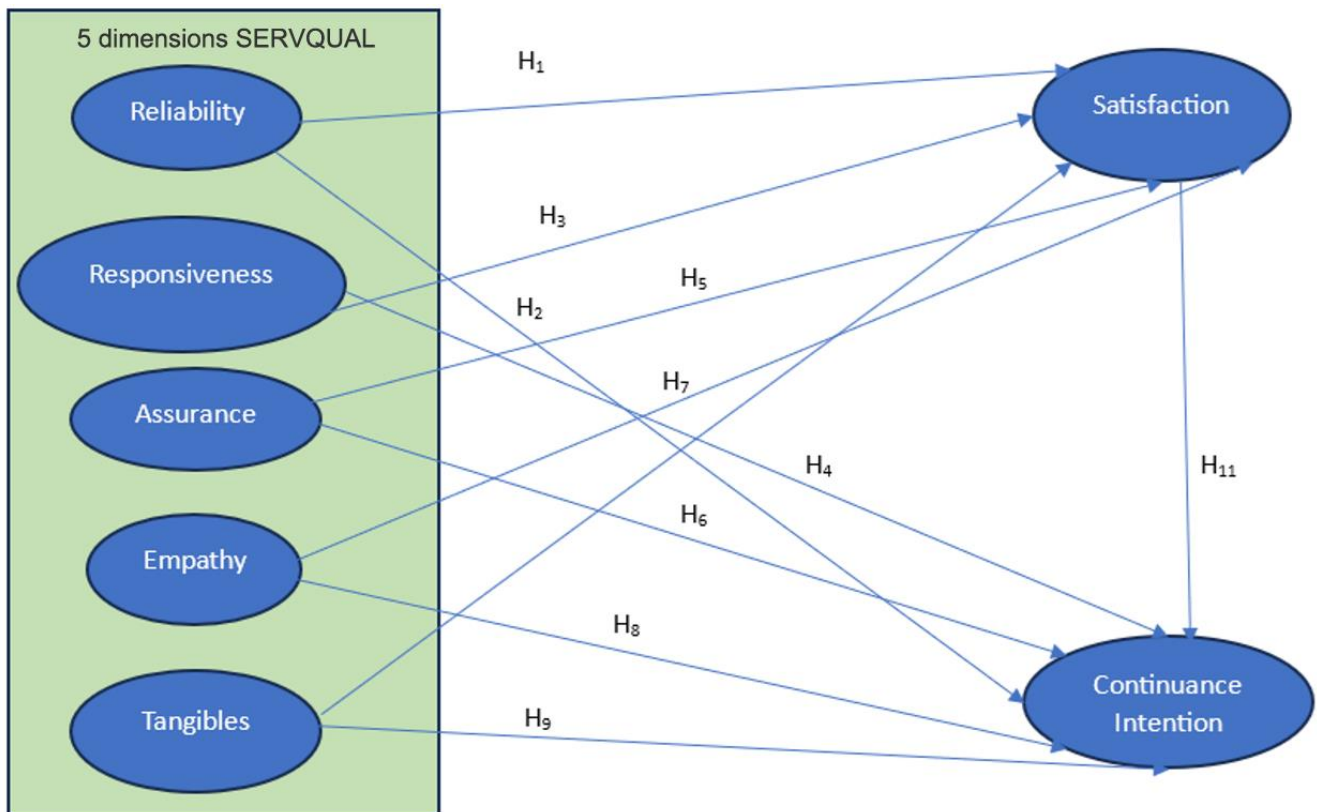


Figure 1.
Hypothesis Model.

3. Research Methods

This study employs a quantitative research methodology to analyze data collected within the framework, aiming to achieve its research objectives. Creswell [46] argues that quantitative research methodologies are essential for evaluating specific concepts by analyzing the relationships between variables [46]. This research assesses users of VOD applications in three major Indonesian cities: Bali, Surabaya, and Jakarta. The target group comprises individuals with distinct features and characteristics, allowing the researcher to draw pertinent findings. A total of 247 respondents were polled through online questionnaires distributed to users familiar with VOD applications in the selected cities of Bali, Surabaya, and Jakarta.

The study employs both primary and secondary data sources. Primary data was obtained from respondents using questionnaires to assess user experiences and satisfaction levels with VOD services. Secondary data provided contextual information and strengthened the theoretical foundations. As established by Nurrokhman and Jawad [38], the aspects of service excellence comprise 15 unique elements. The satisfaction variable is elaborated upon through the research of [1-4] employing seven indicators identified in recent studies by Kurniawan et al. [5]. The continuance intention variable is informed by the theoretical frameworks established by [1, 4, 34] and is further refined through seven indicators as detailed by Kurniawan et al. [5].

This data analysis employs a Partial Least Squares (PLS) method, a robust multivariate statistical technique capable of concurrently handling many response and explanatory factors. PLS is selected for its robustness, as it does not heavily rely on the normality assumption in multivariate distributions [47, 48]. This methodology suits the study's needs, providing dependable analysis for intricate models with numerous variables. PLS is an effective instrument for analyzing relationships within data, enhancing the understanding of the interactions among service quality, user satisfaction, and continuance intention [49]. This supports the study's objective of clarifying essential factors influencing VOD usage in the specified cities.

4. Results and Discussions

Significant insights into the constructs of Reliability, Responsiveness, Assurance, Empathy, and Tangibles were revealed through the analysis of data from the questionnaire. These components collectively influence user perceptions within the context of video-on-demand (VOD). An evaluation was conducted using the Importance-Performance Analysis (IPA) method, which included the assessment of 15 statement items, as well as seven items measuring satisfaction and seven additional items measuring continuation intention. The instrument's validity and reliability were confirmed, as evidenced by correlation coefficients exceeding the critical threshold (calculated $r > \text{table } r$) and Cronbach's Alpha scores higher than 0.5. This validation process verified that the questionnaire items were appropriate for distribution among the selected respondents, whose characteristics aligned with the study's objectives. Consequently, the integrity and consistency of the data collection tools were established, providing a robust foundation for subsequent research.

Following the establishment of instrument reliability, the data obtained from the questionnaire was compiled and organized into a structural equation model (SEM) utilizing Partial Least Squares (PLS) methodology. The assessment of the measurement model identified key metrics, such as Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE). An analysis of the outer loading values was performed to evaluate convergent validity. Ghazali [47] states that an indicator is considered valid when its loading factor is greater than 0.5. This guarantees a significant correlation between the item and its corresponding construct. The results of the convergent validity assessment demonstrated strong relationships between the indicators and their respective constructs, thereby supporting the efficacy of the measurement model utilized in this study [47, 50].

The findings demonstrate that dimensions like Reliability and Assurance significantly influenced user Satisfaction and Continuance Intention positively. Users significantly preferred dependable service delivery and trust in the platform, resulting in increased satisfaction levels. Responsiveness demonstrated moderate effectiveness, suggesting potential for enhancement. Although relevant, the dimensions of Empathy and Tangibles exhibited a lesser impact on satisfaction than the other constructs. The findings highlight the importance of VOD service providers focusing on improving reliability and assurance to enhance user satisfaction and promote ongoing usage. Addressing these areas enables providers to cultivate user loyalty in a competitive market, highlighting the importance of tailored service quality in shaping user experiences within the evolving landscape of digital media consumption.

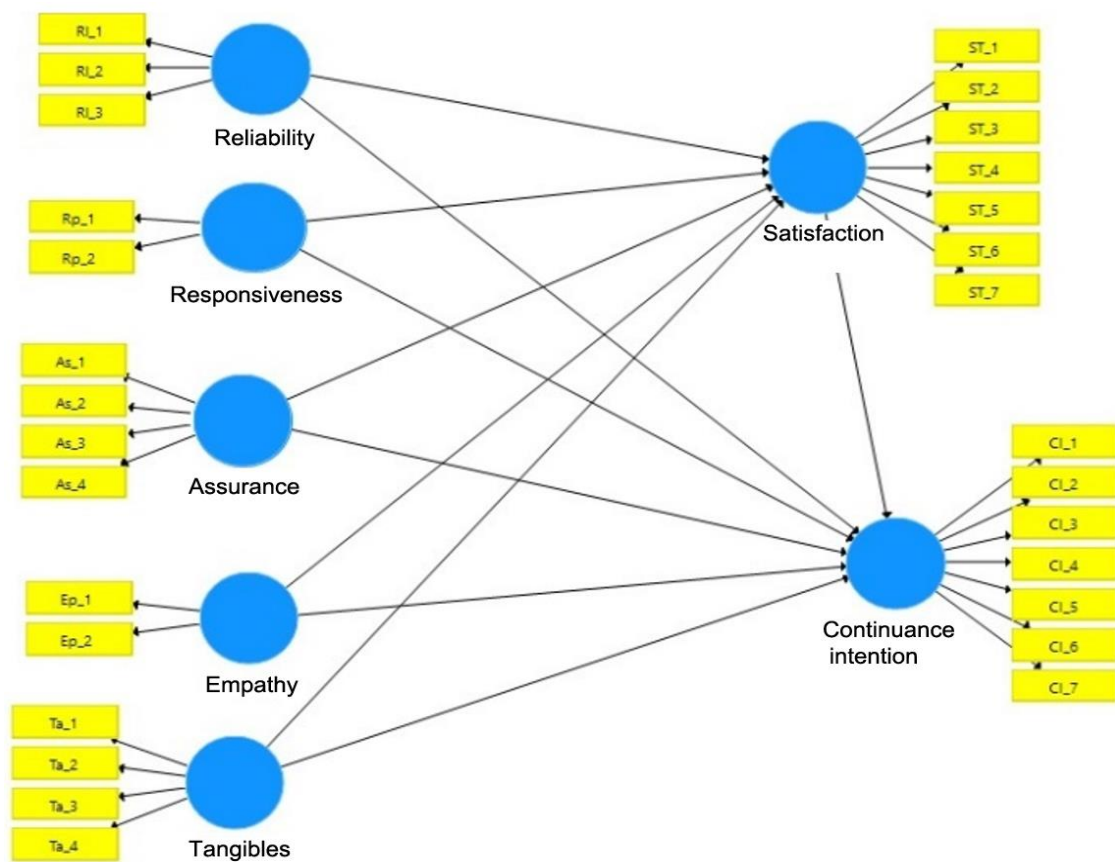


Figure 2.
Modelling.

Table 1.
Composite Reliability and Average Variance Extracted (AVE).

Variable	Composite Reliability	AVE
Reliability	0.885	0.720
Responsiveness	0.864	0.761
Assurance	0.901	0.698
Empathy	0.851	0.741
Tangibles	0.889	0.667
Satisfaction	0.883	0.519
Continuance Intention	0.899	0.653

It was determined through the composite reliability analysis (Table 1), which is an essential part of validating the model's constructs, that there was a high level of dependability across all of the measurement characteristics. To be more specific, composite reliability values exceeding the threshold of 0.7 were found for every construct, which is evidence that the indicators accurately assess the constructs they are intended to measure. In addition, the evaluation of discriminant

validity, which was carried out using the Average Variance Extracted (AVE) method, demonstrated that every construct attained AVE values that were greater than 0.5. The fact that this is the case not only satisfies the criteria for construct validity but also reinforces the overall integrity of the proposed model. This ensures that each construct is sufficiently represented and different from the others in the analysis.

Table 2.
Path Coefficient Hypothesis Testing.

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Meaning
Reliability -> Satisfaction	0.378	0.047	8.019	0.000	Significant
Reliability -> Continuance Intention	0.519	0.023	22.243	0.000	Significant
Responsiveness -> Satisfaction	0.032	0.060	0.530	0.597	Not Significant
Responsiveness -> Continuance Intention	0.366	0.018	20.837	0.000	Significant
Assurance -> Satisfaction	0.314	0.057	5.484	0.000	Significant
Assurance -> Continuance Intention	0.303	0.023	12.957	0.000	Significant
Empathy -> Satisfaction	0.012	0.072	0.172	0.864	Not Significant
Empathy -> Continuance Intention	-0.008	0.010	0.814	0.416	Not Significant
Tangibles -> Satisfaction	0.288	0.074	3.877	0.000	Significant
Tangibles -> Continuance Intention	0.067	0.014	4.829	0.000	Significant
Satisfaction -> Continuance Intention	-0.113	0.013	8.912	0.000	Significant

To examine the robustness of the structural model output in SEM-PLS, the bootstrap methodology was utilized to test the hypothesis. This methodology is useful. According to the procedures described by Panigrahi et al. [51] the R-squared values, parameter coefficients, and t-statistics were the key outputs of interest once the analysis was completed. Because of these outputs, considerable insights into the interactions between constructs were obtained, making it possible to thoroughly investigate the proposed hypotheses [51]. The criteria used to determine whether hypotheses were accepted or rejected were based on the significance of the correlations between the constructs. This was determined by t-statistics that exceeded 1.96 at a significance threshold of p-value less than 0.05. Furthermore, the expected correlations were validated by the presence of positive beta coefficients within the data.

In the process of bootstrapping, the results demonstrated strong support for several crucial hypotheses contained within the model. This was accomplished through the utilization of the SmartPLS software program (See Table 2). For instance, the study's findings demonstrated that reliability had a positive and significant impact on both user satisfaction and continuation intention. This finding reaffirms the significance of providing service that is reliable and consistent. Additionally, assurance was found to have a substantial association with satisfaction, which suggests that customers place a high value on trustworthiness and competency in their video-on-demand (VOD) experiences. On the other hand, even though it is still relevant, responsiveness demonstrated a more moderate influence, suggesting that changes in this area could further enhance user satisfaction and, as a result, retention.

The findings highlight the significant importance that service quality aspects, particularly reliability and assurance, play in shaping user experiences within the video-on-demand (VOD) ecosystem. The significant coefficients derived from hypothesis testing provide service providers with actionable insights. These coefficients indicate that focusing on these areas could significantly boost user satisfaction levels and encourage long-term loyalty to video-on-demand platforms. Understanding and capitalizing on these relationships will be essential for service providers aiming to differentiate themselves from the competition and maximize user engagement in a market that is becoming increasingly saturated. This is because the competitive environment of digital media is constantly shifting and evolving. Video-on-demand (VOD) services can strengthen their operational strategies and ensure sustainable growth by linking service enhancements with user expectations.

The hypothesis testing results reveal essential insights into the correlations between service quality aspects and user outcomes in Video on Demand (VOD) services. The path coefficient for reliability affecting satisfaction in hypothesis 1 (H1) was determined to be 0.378, with a t-statistic of 8.019 and a p-value of 0.000, signifying a substantial positive correlation. This indicates that when the reliability of the VOD service is enhanced, consumer satisfaction similarly rises. This study aligns with expectations, as dependable service is essential for fostering confidence and improving user experiences, increasing user satisfaction.

The investigation into the impact of Reliability on Continuance Intention (H2) revealed a substantial coefficient of 0.519, accompanied by a t-statistic of 22.243 and a p-value of 0.000, indicating a significant and strong effect on consumers' intentions to persist in using the service. Similar patterns were identified for Assurance, with H5 and H6 demonstrating positive and significant impacts on Satisfaction (0.314, $t = 5.484$, $p = 0.000$) and Continuance Intention (0.303, $t = 12.957$, $p = 0.000$), respectively. These findings emphasize the importance of delivering reliable and proficient service to enhance customer satisfaction and increase the likelihood of long-term engagement with the platform. In contrast, examining H3 and H7 concerning Responsiveness and Empathy demonstrated non-significant correlations, suggesting that although users may value attentive service, it does not significantly influence their overall satisfaction or intentions to continue.

Furthermore, the dimensions of Tangibles in H9 and H10 exhibited strong positive correlations, with coefficients of 0.288 (Satisfaction) and 0.067 (Continuance Intention), indicating that the physical manifestation of services affects user

perceptions and future intentions. Satisfaction significantly affects Continuance Intention (H11), with a negative coefficient of -0.113, suggesting that while satisfied users demonstrate a greater intent to continue using the service, contextual factors may influence this relationship. These findings affirm that basic service quality characteristics significantly influence user experiences, and a deeper understanding of these factors can facilitate more targeted efforts for improving user satisfaction and loyalty in the competitive VOD market.

The findings indicate that service providers should prioritize Reliability and Assurance as essential for enhancing customer engagement and pleasure. Moreover, whereas Tangibles enhance customer pleasure and the intention to continue, a stronger focus should be directed towards improving reliable service delivery and assurance mechanisms to properly foster user trust and loyalty. In a period of escalating competition among VOD services, these insights offer a framework for service providers to boost customer satisfaction and secure sustainable development through improved retention intentions. Future research may explore the reasons behind the lack of substantial effects in specific aspects, such as Responsiveness and Empathy, thus enhancing the understanding of consumer behavior in the digital media environment.

Table 3.
Specific Indirect Effects Hypothesis Testing (Intervening).

Variable	Original Sample (O)	Standard Deviation	T Statistics	P Values	Meaning
Reliability -> Satisfaction -> Continuance Intention	-0.043	0.007	6.001	0.000	Significant
Responsiveness -> Satisfaction -> Continuance Intention	-0.004	0.007	0.532	0.595	Not Significant
Assurance -> Satisfaction -> Continuance Intention	-0.035	0.007	5.119	0.000	Significant
Empathy -> Satisfaction -> Continuance Intention	-0.001	0.008	0.169	0.866	Not Significant
Tangibles -> Satisfaction -> Continuance Intention	-0.033	0.010	3.287	0.001	Significant

An examination of service quality dimensions included an analysis of indirect effects on Continuance Intention via Satisfaction, specifically in Hypothesis 12 (H12) (See Table 3). The findings indicate a significant pathway in which Reliability affects Continuance Intention through Satisfaction, with a path coefficient of -0.043, a t-statistic of 6.001, and a p-value of 0.000. This result highlights the significant role of Reliability in influencing user satisfaction and determining users' intentions to persist with VOD services. This finding confirms that users who view the service as reliable are more likely to achieve satisfaction, thereby enhancing their intention to continue using the platform. These insights are crucial for service providers, emphasizing a framework for retention strategies focused on improving reliability as a key service metric.

Hypothesis 13 (H13) analysis indicated that Responsiveness does not significantly influence Continuance Intention through Satisfaction, as evidenced by a path coefficient of -0.004, a t-statistic of 0.532, and a p-value of 0.595. The findings indicate that Responsiveness may improve user experience to a degree; however, it does not significantly correlate with users' intentions to continue using the service based on their satisfaction levels. The absence of significance necessitates further exploration of the role of Responsiveness within the VOD context, suggesting the potential influence of additional mediating factors or the possibility that users may prioritize varying dimensions in their intentions to continue.

Comparable patterns were observed in the evaluation of Empathy in H15, which similarly showed no significant effect on Continuance Intention via Satisfaction, as indicated by its coefficients and statistical values. The influence of Assurance on Satisfaction (H14) and Continuance Intention was significant, evidenced by a path coefficient of -0.035, a t-statistic of 5.119, and a p-value of 0.000. This supports the idea that cultivating trust and security among users can significantly improve their intentions to persist in using VOD services. The results for Tangibles (H16) indicated a significant effect on Continuance Intention via Satisfaction, evidenced by a coefficient of -0.033, a t-statistic of 3.287, and a p-value of 0.001. The physical aspects of VOD service provision, including user interface design and content presentation, positively influence users' overall satisfaction, thereby fostering their ongoing relationship with the platform.

These findings highlight the complex nature of user engagement in VOD applications, indicating that Reliability and Assurance are essential factors influencing user satisfaction and their intention to continue utilizing the service. Specific dimensions, including Responsiveness and Empathy, did not significantly influence Continuance Intention through Satisfaction; however, Tangibles proved to be a critical factor warranting further examination. The findings underscore the importance of VOD providers focusing on enhancing service reliability and assurance to foster user satisfaction and loyalty. The evolving competitive landscape necessitates understanding these relationships, enabling providers to gain strategic insights that improve user experience and ensure sustained engagement in the expanding digital entertainment market. Additional research may investigate the contextual factors affecting Responsiveness and Empathy, providing an improved understanding of how to optimize service delivery in this area.

Through the lens of the SERVQUAL framework and the Expectation Confirmation Theory (ECT), the findings of this study offer significant theoretical implications for the understanding of user behavior in digital contexts. In particular, the findings provide these implications. Within the realm of Video on Demand (VOD) services, the study highlights the significance of Reliability and Assurance as essential characteristics that influence both user satisfaction and the desire to continue using the service. According to Parasuraman et al. [35], these dimensions agree with the current body of literature, which emphasizes the influential role that foundational service quality indicators have in shaping the perceptions and

experiences of consumers. The study provides empirical evidence for theories claiming that user satisfaction is a mediating variable through which service quality aspects transfer into behavioral outcomes. This is accomplished by demonstrating that reliability significantly impacts continuation intention via satisfaction. Doing so contributes to the ongoing discussion about how consumers perceive and evaluate the quality of digital services while simultaneously reinforcing existing models and highlighting particular nuances relevant to the VOD scene.

Moreover, the conventional ideas that these softer service quality characteristics usually inspire more customer involvement are refuted by the reality that responsiveness and empathy hardly affect the inclination to keep using the service. This study demands a reevaluation of their roles in the framework of video-on-demand (VOD), exposing that although responsiveness and empathy could enhance the general user experience, their contribution to long-term loyalty may be less prominent than was first thought. In light of this discrepancy between expectations and actual user behaviour, it is necessary to conduct a more in-depth investigation of consumer preferences that are specific to the consumption of digital media. Additional refinement of theoretical frameworks, such as the ECT, can be achieved by the incorporation of contextual aspects that govern the manner in which consumers traverse their experiences within digital platforms. The findings indicate that a more nuanced understanding of user happiness and loyalty dynamics within fast-changing digital environments is required [52].

5. Conclusion

Data analysis utilizing SmartPLS has produced significant insights that enhance our understanding of user behavior regarding Video on Demand (VOD) services. The study indicates that reliability and assurance are essential factors affecting customer satisfaction and the intention to continue using. The findings validate the premise that elevated levels of reliability result in greater satisfaction, thereby improving consumers' intentions to continue utilizing the service. Tangibles also appear as a crucial element influencing both satisfaction and continuance intention. In contrast, whereas responsiveness and empathy were determined to affect continuance intention, they did not significantly influence satisfaction, indicating a complex relationship between service quality aspects and user perceptions. These findings underscore the importance of prioritizing fundamental service quality attributes to foster user loyalty in a progressively competitive VOD market.

Future research should explore the subtleties identified in this study, especially concerning the aspects of Responsiveness and Empathy, which did not substantially influence user pleasure. Examining contextual elements that affect these correlations, including user demographics, cultural influences, or diverse content genres within the VOD environment, might be advantageous. Furthermore, incorporating longitudinal studies into the research could provide insights into the evolution of user perceptions and behaviors, especially when VOD services persist in innovating and adapting. Future studies can improve the theoretical frameworks of service quality and user engagement in digital media by integrating a wider array of variables and context-specific elements, thereby assisting service providers in formulating more effective strategies that align with users' expectations and preferences.

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