The Influence of Perceived Usefulness, Satisfaction, and Personalization on Subscription Video on Demand Continuance Intentions

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Abstract—**The rapid development of Subscription Video on Demand (SVoD) services in Indonesia makes it promising. The change in consumers' behavior from watching movies through television channels and cinemas to online streaming has encouraged industry players to look for innovation. The research aims to analyze factors influencing the intention to continue using SVoD with Netflix as the case study. The research combines two theories, namely Information System Success (ISS) Model and Expectation Confirmation Theory (ECT). The research also adds an aspect of personalization which is one of the characteristics of SVoD services. There are 623 respondents who have used Netflix's SVoD service at least once (purposive sampling) to participate in the research. The data are analyzed using the covariance-based structural equation model and facilitated using AMOS 26 program. The results indicate that service quality has a positive effect on confirmation. Then, system quality has a positive effect on perceived usefulness, and confirmation has a positive effect on satisfaction. Moreover, satisfaction, perceived usefulness, and personalization positively affect continuance intention to use SVoD services. Based on these results, the research is expected to contribute to SVoD service providers to evaluate their services so that users have the intention to continue using the SVoD services.**

Index Terms—**Perceived Usefulness, Satisfaction, Personalization, Subscription Video on Demand, Continuance Intention**

I. INTRODUCTION

CHANGES in consumer behavior in entertainment and media, from coming to the cinema to online streaming, require online video streaming service providers to continue adapting and innovating

to survive. One sector that needs to pay attention to this behavior change is the Video on Demand (VoD) service providers because these service providers will be the leading business actor with a significant role in changing consumer behavior. It has been explained that video streaming services increased by 32% in Southeast Asia in 2020 [1].

VoD service is how video content is delivered to users [2–6]. This technology concept involves an information system that stores content and can be accessed anytime [3]. Along with its development, derivatives of VoD-based models continue to emerge, such as Transactional Video on Demand (TVoD), Ad-based Video on Demand (AVoD), and Subscription Video on Demand (SVoD) [7]. TVoD is a service that requires users to buy specific content (movies or television shows). In contrast, SVoD requires users to subscribe and make payments to get unlimited viewing access, and AVoD services provide users with advertisements before they can enjoy the free content [8].

Netflix is one example of VoD, which has experienced an increase in subscribers due to the pandemic [9]. The total number of Netflix users globally reached 203.7 million by 2020. Then in the first half of 2021, Netflix lost Many Monthly Active Users (MAU) worldwide. Between January and June 2021, Netflix on Android decreased from over 112 million MAU to around 91 million MAU, down 19%. Meanwhile, in iOS, it experienced a slower decline, i.e., down 2.7% in June 2021 [9]. In other cases, SVoD services that have greatly improved during the pandemic in Indonesia include Disney+ Hotstar, Viu, Vidio, and Netflix [10]. Hence, the increasingly fierce competition among SVoD services has caused various service

providers to continue to compete.

Referring to the ups and downs of active SVoD users [9], there are needs to understand the factors that can increase satisfaction and intention to continue using SVoD services [11, 12]. Continuance intention is defined as the extent to which users will choose to use technology and how their intention to use the technology is after using it [13, 14, 14]. In recent years, several studies have been related to user adoption and continuance intentions of online video streaming services [15–20], SVoD brand and innovation assessment [21–23], and SVoD system design [24]. However, few studies have specifically focused on the users' continuance intentions for SVoD services. For example, it shows the factors that can influence the continuance intentions of SVoD by adding the value of pleasure [3].

Furthermore, only a few studies on online video streaming include personalization factors [17, 25]. Personalization impacts users' continuance intentions in using a system [26]. The results of a survey conducted by PricewaterhouseCoopers state that good personalization is one strategy that can help SVoD services retain users [27]. Personalization can convert unpaid users into paid users, even indirectly retaining existing users [25].

In addition, several studies related to the quality of information systems in Indonesia lead to the success of information systems [28, 29]. However, no previous research specifically discusses how the quality provided can affect user satisfaction in VoD. Moreover, the system's quality, information, and services can affect user satisfaction and intentions in using a service [3]. This statement is based on the Information System Sucess (ISS) model, which shows that quality affects user satisfaction and intentions in using a service [30].

The research aims to analyze the factors that can influence the continuance intentions of SVoD users with a case study of Netflix in Indonesia. The research refers to two theories used for continuance intentions in previous SVoD-related studies [3, 31]: the ISS model and Expectation Confirmation Theory (ECT). The research contributes to SVoD service providers developing strategies to improve their services. Finally, the research enriches the gap from previous studies regarding video streaming in general.

II. LITERATURE REVIEW

A. Subscription Video on Demand Services

SVoD is defined as an entertainment service where users pay a monthly fee in exchange for instant access to a streaming library of movies, television shows, and other media content. This service works by allowing users to choose the videos they want to watch anytime and anywhere if they are connected to the Internet [32]. The users can also choose their movies or drama series according to their favorites [33]. Hence, SVoD has a charm that distinguishes it from conventional or cable televisions [33]. SVoD services utilize over-the-top technology to help users find content easily through a recommendation system using artificial intelligence and big data [34]. This process uses a series of streaming protocols to compress and decompress files streamed over the Internet [35]. Streaming services like Netflix, Viu, and Disney+ are prime examples of businesses using this method [10].

B. Expectation Confirmation Theory

ECT is an often used framework to study consumer behavior. ECT only focuses on using variables at the post-acceptance stage and chooses not to analyze the variables at the pre-consumption stage. For example, Bhattacherjee argues that the effect of the variables at the pre-acceptance stage has been represented in the confirmation and satisfaction variables [36]. In the post-acceptance stage, the continuance intention is determined by the experience of using the product or service, which is reflected in user satisfaction and expectation in the future [37]. User expectation plays an essential role in determining user sustainability intentions in an information system service in the ECT. Three factors can influence user expectations: the product or service used, how the service communicates with users, and each user's characteristics [38]. The initial expectation is replaced with a confirmation against the user's initial expectations post-acceptance stage. The confirmation accommodates changes in users' expectations before and after using an information system service [39]. Therefore, referring to the previous finding [38], confirmation results from the difference between the actual performance of the information system and the performance of the first time using the information system.

C. Information System Success Model

The quality of an information system is important to measure the success of an information system [30]. ISS is used to measure system success [28, 29, 40]. ISS shows that quality affects user satisfaction and intention to use a service. Quality has three dimensions: system, information, and service quality [30]. The system quality measures the technical success of the information system. This technicality is defined as the level of communication and the accuracy and efficiency of the system that produces information [41]. Information quality measures the success of information systems
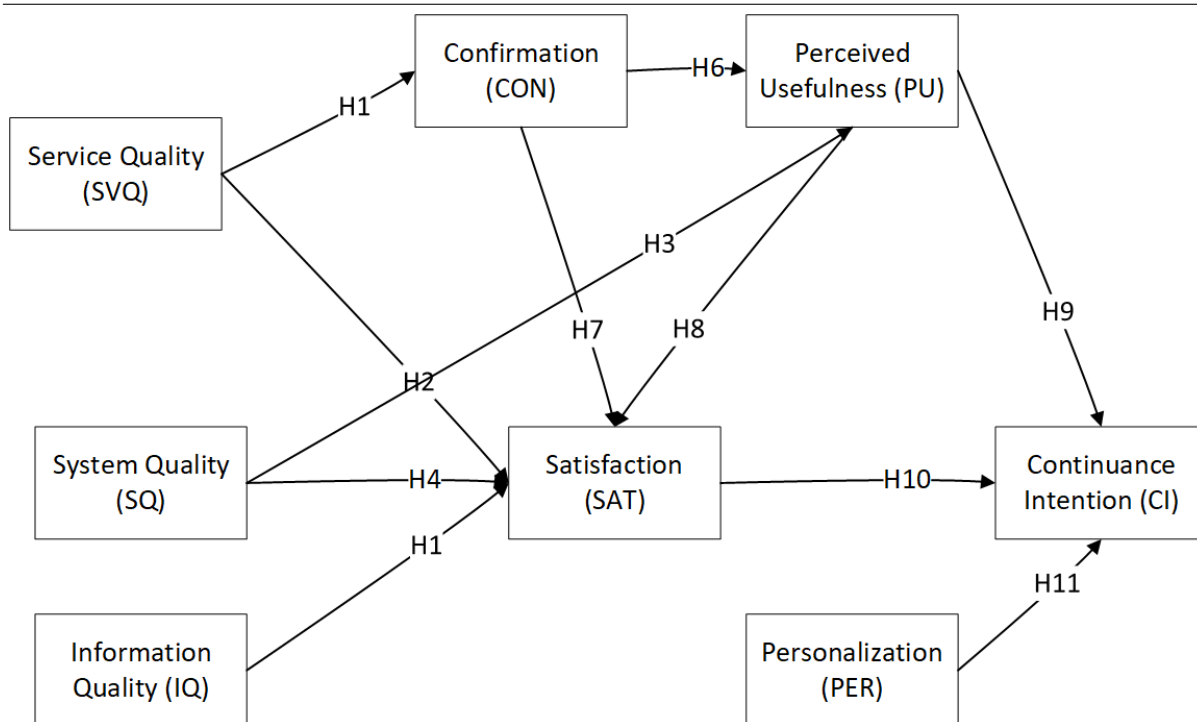
Fig. 1. Research model.

semantics. The semantic level is the success of information in conveying the intended meaning [30, 41]. Then, in the ISS model, user satisfaction measures the success of effectiveness. The effectiveness is the level of how effective the information is perceived by the recipients [30, 41].

D. Research Hypothesis

The research combines previous studies that have been carried out [3, 25, 31]. The ECT becomes the theoretical basis because ECT has been widely adopted to measure the satisfaction of users' sustainability intentions using various products and services with confirmation, perceived usefulness, satisfaction, and continuance intention factors [3, 42, 43]. The researchers combine ECT with ISS to analyze the effect of information, system, and service quality. The quality of a system is a technological aspect that can be assessed to see the success of an information system [30]. These three quality factors have a major influence on satisfaction which has a major influence on users' sustainability intentions [30]. After combining the two models, the researchers also add personalization as one of the factors that can influence users' sustainability intentions. Personalization is also one of the strategies known to retain users [27] and indirectly retain existing users [25]. The conceptual model of the research

presented can be seen in Fig. 1 which shows eight variables used as follows:

1) Confirmation as the level of actual usage experience that is in accordance with one's initial expectations after using Netflix [3].
2) Personalization as how Netflix can provide different services based on each user's needs [25].
3) Perceived usefulness as the level where users believe that if they use Netflix, they will get an advantage [3].
4) Service quality as how well the service and the way the service is delivered by Netflix according to the user's assessment [31].
5) System quality as a technical characteristic possessed by Netflix [31].
6) Information quality as the extent to which Netflix can provide various programs and information services that meet users' needs [31].
7) Satisfaction as a result of confirming expectations from the use of Netflix [3].
8) Continuance intention as the extent to which users will choose to use Netflix and how they intend to use these services after using them [3].

Service quality is a measure of how well the service is carried out according to the subjective assessment of users [44]. However, it also evaluates service outcomes and how services are delivered [44].

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Service quality is defined as the overall evaluation and assessment of customers regarding the superiority and quality of electronic service delivery in virtual markets [45]. The relationship between service quality and confirmation is proposed by previous research and proved significant [43]. Confirmation of user expectations depends on the service quality of e-commerce, especially how the website can represent services with good information so that users are interested in using them [46]. Then, user expectation of perceived service quality depends on confirmation or disconfirmation of perceived service delivery [47]. In the research, service quality refers to how well the services and how the SVoD services are delivered according to the user's subjective assessment. The services provided by the SVoD providers include the attention given by the customer service, how responsive the SVoD providers can respond to complaints, and how the SVoD providers do not misuse the user's personal information. Therefore, the researchers propose the following hypothesis.

H1: Service quality (SVQ) influences user's confirmation (CON) in SVoD service.

Service quality is a predictor that significantly affects user satisfaction [48, 49]. Customer satisfaction describes the quality of products or services provided to customers positively, where the level of user satisfaction increases along with the level of service quality [50]. When the SVoD customer service team provides good service, such as paying special attention when users experience problems, being willing to help at any time, having sufficient knowledge to answer questions, and responding to complaints quickly, users will rate the service positively and increase their satisfaction. Therefore, the second hypothesis is as follows.

H2: Service quality (SVQ) influences user satisfaction (SAT) in SVoD service.

System quality also affects the use of information systems and perceived usefulness and satisfaction [30, 51]. When the system quality of an information system is good, users tend to find it more valuable, believe that it can increase their productivity or efficiency, and have positive attitudes towards the system with higher levels of user satisfaction [51]. Moreover, system quality is one of the predictors of usefulness. It is also found that the system can help to process work more efficiently and reduce the operational costs of an organization after users have felt the usefulness of the system [51]. The

example of system quality of SVoD services is the need to be easy to read by users, be easy to navigate, have good web responsiveness, and pay attention to design and response time [52, 53]. Response time is a precedent factor for perceived usefulness [52]. Hence, the following is the third hypothesis.

H3: System quality (SQ) influences user's perceived usefulness (PU) in SVoD services.

For completeness, previous studies state that system quality is also known to affect satisfaction [31, 42]. One of the challenges of SVoD is when users experience very long response times to load the main page [54]. When this response time exceeds the desired time for website users to wait, they will switch the browser to another website or stop using it [54]. Based on this description, when the technical quality of the system, such as transactions and system response times, is fast, it will likely affect user satisfaction. Therefore, the following is the fourth hypothesis.

H4: System quality (SQ) influences user satisfaction (SAT) in SVoD services.

Information quality is a person's perception of the extent to which information is designed to meet users' needs [55, 56]. Information quality is the usefulness of the information in the system, which will help someone to make decisions to evaluate the system. Moreover, information quality affects the use of information systems and user satisfaction [30]. Five dimensions can affect information quality: accuracy, timeliness, completeness, relevance, and consistency [30]. This dimension plays an important role in determining the success of a process or system that provides these services [30]. Perceived usefulness is defined as the degree to which a person believes that using a particular system can improve performance [57], and satisfaction is the extent to which an application can help users to create value [30]. The relationship between information quality and satisfaction has been researched and found to have a significant influence on previous research [31, 42, 58]. In the research, information quality is an SVoD service that can provide various programs and information services to meet users' demands. The information in the research is comprehensive, such as detailed information on the films owned, namely titles, descriptions, trailers, age restrictions, genres, and others. Apart from that, there is also information on the SVoD service, such as types of services, prices, etc. This good quality information significantly increases user satisfaction. So, the fifth

hypothesis is as follows.

H5: Information quality (IQ) influences user satisfaction (SAT) in SVoD services.

Confirmation results from the difference between the actual performance of the information system and the performance of the first time using the information [36, 38]. Perceived usefulness becomes the basic reference of how confirmation of an expectation is measured [36]. Therefore, the confirmation level affects the user's perceived usefulness in the SVoD platform. If a user's initial expectations for service are met positively by the service, the confirmation level will be positive [59]. It will shape user expectations in the future or perceived usefulness in the ECT. There are also studies in the context of video-on-demand services, e-learning, and online course, confirming the influences of perceived usefulness [3, 60, 61]. Therefore, the sixth hypothesis is as follows.

H6: User's confirmation (CON) influences user's perceived usefulness (PU) in SVoD services.

In addition to the perceived usefulness, confirmation also affects satisfaction. The level of satisfaction from a user on a service can be predicted by the level of confirmation from the user. The confirmation assessment directly impacts satisfaction [36]. In another research with the context of mobile applications, confirmation is a strong predictor of user satisfaction, which is reinforced by the statement given by previous research [36, 62]. Thus, when the actual user experience matches or exceeds initial expectations, users tend to feel satisfied because the expected benefits are realized [43, 63]. Hence, the following is the seventh hypothesis.

H7: User's confirmation (CON) influences user satisfaction (SAT) in SVoD services.

Perceived usefulness is the extent to which a person believes that using a service can improve work performance [57]. Perceived usefulness affects user satisfaction [64]. The higher and more realistic a user's expectations in the future (perceived usefulness) are, the higher the user satisfaction will be [62, 65]. On the other hand, if a user's expectations about the usefulness of the service are small, users have no reason to continue using the service [59]. So, the eighth hypothesis is as follows.

H8: User's perceived usefulness (PU) influences user satisfaction (SAT) in SVoD services.

Perceived usefulness in the ECT is the most powerful variable to predict users' continuance intention. Perceived usefulness is the only cognitive belief that consistently influences user intentions at all stages [57]. Therefore, it can be understood that if the user does not feel the benefits of an information system, they will stop using it [3]. It makes the perceived usefulness one of the variables used at the post-acceptance stage in the ECT. Perceived usefulness also positively influences users' continuance intention [62, 66]. Therefore, the following is the ninth hypothesis.

H9: User's perceived usefulness (PU) influences user's continuance intention (CI) in SVoD services.

Users will be satisfied if the perceived service performance exceeds their expectations, leading to positive actions toward continued use of the service. Continuance intention is to repurchase the product or continue using the service [36]. Meanwhile, satisfaction is the strongest predictor of users' continued intention. This continuance intention is determined mainly by their satisfaction with previous information system use [39]. SVoD services that can satisfy users when interacting get a good response. Users are happier with their previous subscription experience and re-subscribe to the SVoD. The number of available SVoD services today makes satisfaction important for users to continue subscribing to SVoD [3]. When the user is unsatisfied with the services offered, the user can easily switch to another SVoD without needing switching costs. Thus, the tenth hypothesis is as follows.

H10: user satisfaction (SAT) influences user's continuance intention (CI) in SVoD services.

Personalization allows service providers to provide different services based on each user's needs or preferences, making users more accepting of the services provided because they suit their needs [67]. In general, personalization is one step further than customization, and this is because service providers try to understand user needs and provide appropriate services according to those needs [10]. In the context of this research, personalization reflects how SVoD providers provide services or content that follow the needs and preferences of users. An example of personalization in one of the SVoD providers, Netflix, is the presentation of a movie catalog and its posters that are displayed according to user preferences [68]. Several previous studies

have found that personalization affects continuance intention, namely in the context of mobile news applications [69], mobile banking applications [70], online restaurant sites [71], and social networking sites [72]. Personalization provided by SVoD providers makes service providers understand the users' needs and interests [25]. With this understanding, SVoD providers can provide the best experience to users by providing services that follow user needs, which impacts users' continuance intentions [70]. Therefore, the last hypothesis is as follows.

H11: Personalization (PER) influences user's continuance intention (CI) in SVoD services.

III. RESEARCH METHOD

A. Data Collection

The research applies a mixed-method approach. The researchers use a quantitative approach by collecting data through a questionnaire. Following the collection of questionnaires, the researchers conduct qualitative research through in-depth online interviews with several respondents to confirm the questionnaire results. The studied subjects are Indonesians who have subscribed to Netflix at least once during the COVID-19 pandemic (purposive sampling).

Before the questionnaire is distributed, the researchers first conduct a readability test of the questions contained in the questionnaire. The purpose of the readability test is to determine the extent to which prospective respondents understand and answer the questions given in the questionnaire. The readability test is carried out on seven respondents who fulfill the respondent's criteria, namely having subscribed to the Netflix SVoD service at least once, with different backgrounds. The readability test was carried out within one week, from February 15, 2021, to February 21, 2021. This stage is done through online video conferencing platforms like Google Meet and Zoom. The generally accepted comments are typo errors, rules on certain terms, and sentence structure. The readability test results are used as a reference to improve the contents of the questionnaire.

The questionnaire is distributed online because it can reach more respondents in Indonesia. This questionnaire is sent through several social media, namely Instagram, Twitter, and Line. The distribution of questionnaires to these platforms because they have many active users and quickly distribute questionnaires to the users on social media. Ten lucky respondents can receive cash prizes totaling IDR500,000 as a form of appreciation. The target respondents are Indonesians who have subscribed to Netflix at least once. The data were collected for five weeks, from September 15, 2021, to October 18, 2021.

This qualitative data collection is carried out by conducting interviews with five respondents who have used SVoD services and made their payments. The researchers interpret the results of the interviews to find reasons why the hypothesis tested at the quantitative analysis stage is rejected. After the interview data have been successfully obtained, the interview results are processed by identifying the repetition of words and phrases and comparing the results between sources (content analysis) and the results of quantitative research that has been done previously. The results of this interpretation are included in the discussion to support the results of hypothesis testing. The interview lasted one week, from October 28, 2021, to November 4, 2021. The interviews are descriptive data in the form of statements from respondents.

B. Analysis Methods

The researchers use Covariance-Based Structural Equation Modeling (CB-SEM). The analysis process consists of the specification, identificationl, estimation, feasibility test, modification, and hypothesis testing of the research model [73]. In the model specification stage, the outer and inner models are defined. Through the help of AMOS 26 analysis tools, the model specification stage is carried out by making a path diagram with variables, measurement items, and error variables for endogenous variables. The outer model evaluation includes three tests for reflective indicators: the convergent validity test, the reliability test, and the discriminant validity test.

After determining the reliability and validity of the measurement model, the next step is to evaluate the structural model. In this stage, a model structure test is conducted to estimate the relationship between latent variables that have been determined previously in the hypotheses proposed [73]. There are three criteria used to test the quality of the research model, including the Goodness of Fit (GoF), coefficient of determination (R^2), and hypothesis test [73]. The tools used to process and analyze research data are AMOS 26 to manage and analyze data, IBM SPSS Statistics 26 to measure variable reliability, and Google Sheets to calculate Average Variance Extracted (AVE) and Construct Reliability (CR) values.

C. Research Instruments

The questionnaire consists of three parts. The first part contains questions related to the demographics of the respondents. The second part contains frequently

TABLE I
RESPONDENTS' DEMOGRAPHICS.

Demographics		Number of Respondents	Percentage (%)
Gender	Male	409	59.6
	Female	277	40.4
Age	17–25 years old	571	83.2
	26–35 years old	98	14.3
	36–45 years old	6	0.9
	> 45 years old	11	1.6
Domicile	Greater Jakarta	417	60.7
	Greater Jakarta on Java Island	167	24.3
	Sumatera Island	62	9.0
	Sulawesi Island	8	1.2
	Kalimantan Island	16	2.3
	Bali Island/ NTT/ NTB	12	1.7
	Maluku/ Papua	4	0.8

TABLE II
THE RESULTS OF AVERAGE VARIANCE EXTRACTED (AVE),
CONSTRUCT RELIABILITY (CR), AND CRONBACH'S ALPHA
(CA) VALUES.

Variable	AVE	CR	CA
CI	0.978	0.992	0.780
CON	0.583	0.847	0.847
IQ	0.625	0.869	0.869
PER	0.601	0.818	0.819
PU	0.589	0.811	0.768
SAT	0.968	0.989	0.740
SQ	0.523	0.767	0.767
SVQ	0.715	0.909	0.910

Note: service quality (SVQ), confirmation (CON), satisfaction (SAT), system quality (SQ), perceived usefulness (PU), information quality (IQ), continuance intention (CI), personalization (PER).

TABLE III
GOODNESS OF FIT RESEARCH MODEL.

GOF Index	Cut-Off Value	Values	Description
CMIN/df	< 2	1.943	Good Fit
RMSEA	≤ 0.08	0.039	Good Fit
NFI	≥ 0.9	0.946	Good Fit
CFI	≥ 0.9	0.973	Good Fit
GFI	≥ 0.9	0.933	Good Fit
TLI	≥ 0.9	0.968	Good Fit
RMR	≤ 0.05	0.026	Good Fit

Note: Goodness of Fit (GoF), Chi-Square Fit Statistics /Degree of Freedom (CMIN/df), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Goodness-of-Fit Index (GFI), Tucker-Lewis Index (TLI), and Root Mean Square Residual (RMR).

asked questions regarding using Netflix's SVoD service. The third part contains measurement items consisting of 36 questions (Table A1 in Appendix). These questions are answered based on user experiences and observations when using SVoD services. These answers are categorized using a five-point Likert scale with 1-5 indicating strongly disagree, disagree, neutral, agree, and strongly agree, respectively.

IV. RESULTS AND DISCUSSION

A. Respondents' Demographics

Data were collected by distributing online questionnaires for two months, from September 15, 2021, to October 18, 2021. The total number of respondents is 686 respondents. The summary of the demographics of the research respondents is presented in Table I. It presents that most of the respondents are male, between 17 until 25 years old, and living in the Greater Jakarta.

B. Measurement Model

CB-SEM includes testing for the measurement model and structural model. The research model has met convergent validity where all variables have bigger loading factors than 0.7. The results of the AVE calculation are set out in Table II, where the research model has met the criteria and passed the AVE test. Therefore, it can proceed to the next test, the reliability test. A reliability test is carried out to ensure that the research model used consistently provides results after repeating the test of subjects under the same conditions [74]. Reliability testing checks Construct Reliability (CR) and Cronbach's Alpha (CA) values. The CR and CA calculation results for the research model have met the criteria because all variables have values above 0.7.

C. Structural Model

In this stage, a structural model test is conducted to estimate the relationship between latent variables that have been determined previously in the hypotheses proposed [73]. This test is carried out by evaluating the Goodness of Fit (GoF), which looks at the value of chi-square fit statistics/degree of freedom (CMIN/df), Root Mean Square Error of Approximation (RMSEA), Comparative Fit Index (CFI), Goodness-of-Fit Index (GFI), Tucker-Lewis Index (TLI), and Root Mean Square Residual (RMR). Table III explains that the research model has a good fit category after being modified.

D. Hypothesis Test

A hypothesis test is done using the two-tailed approach with a significance level of 5%. Testing the hypothesis refers to the p-value between variables from the estimation results. The research hypothesis testing results are set out in Table IV. A hypothesis will be accepted if it has a smaller p-value than 0.05 [73]. The results of this test indicate that there are seven accepted hypotheses out of eleven hypotheses. H2, H4, H5, and H8 are rejected. The other hypotheses are accepted.

TABLE IV
HYPOTHESIS TEST RESULTS.

	Hypothesis	Estimate	P	Results
H1	CON ← SVQ	1.521	0.003	Accepted
H2	SAT ← SVQ	0.058	0.140	Rejected
H3	PU ← SQ	0.621	0.001	Accepted
H4	SAT ← SQ	0.025	0.815	Rejected
H5	SAT ← IQ	-0.006	0.988	Rejected
H6	SAT ← CON	0.481	0.005	Accepted
H7	PU ← CON	0.312	0.015	Accepted
H8	SAT ← PU	0.149	0.072	Rejected
H9	CI ← PU	0.487	0.002	Accepted
H10	CI ← SAT	0.049	0.046	Accepted
H11	CI ← PER	0.172	0.010	Accepted

Note: service quality (SVQ), confirmation (CON), satisfaction (SAT), system quality (SQ), perceived usefulness (PU), Information quality (IQ), continuance intention (CI), personalization (PER).

E. Discussion

The research shows that H1 is accepted. These results align with the previous research [43, 47, 60, 75]. The user's view of the service quality provided by the SVoD service can be considered a key role in positively influencing their confirmation of the SVoD service. Confirmation of user expectations also depends on the service quality offered, especially how the service is represented with sufficient information so that users are interested in using it. Therefore, when the service quality is high, the users' expectations will be more likely to be fulfilled.

Meanwhile, H2 is rejected. The result aligns with previous research [76–78]. H2 is rejected because the respondents already have more than one year of experience, so they no longer need service support. Based on the questionnaire, it is identified that 87.76% of respondents have no complaints or issues while using SVoD services. The result implies that only a few of the respondents have ever contacted customer service and know the response to the services provided. It is also reinforced by the results of interviews with ten respondents that only the first respondent has ever used customer service ("*I was unable to download movies on a tablet. When I tried to log out from Netflix, it said the password that I had was wrong. As a result, I contacted customer service*" - Interviewee 1). Furthermore, 56.86% of the respondents have used SVoD services for more than one year, and there is no need to contact customer service if a minor problem occurs ("*For example, with the error experience I have received, there is no need to chat the customer service*" - Interviewee 3. "*Sometimes I like the film suddenly gets an error, but after it is refreshed, I can watch it again*" - Interviewee 4).

Then, H3 is accepted, and the result is in line with the previous research [31, 42, 79–81]. The system

quality needs to be managed because it will affect the system's usability [80]. The system quality can simplify and increase the effectiveness of students' learning communication because it can minimize time use [80]. Then, when the system quality of an information system is good, users tend to find it more useful and believe that it can increase their productivity or efficiency [51]. Unlike movies that are easily accessible via traditional television, the SVoD service allows users to choose the desired movie directly and anytime if the user is connected to the Internet. Meanwhile, traditional television already has its broadcast schedule, which makes it impossible for users to choose the films they want to see at any particular time. Around 89.51% of survey respondents agree that the SVoD service allows users to view the desired movies faster than traditional television services. SVoD services can also increase user effectiveness due to easy access from various platforms, such as smart television, mobile phones, personal computers, and tablets ("*The position is now easier to use Netflix because it is now 24/7 in front of a laptop. I have the control to choose films. Meanwhile, if you use television, you have your schedule, and there is very limited content*" - Interviewee 3. "*I still use television but prefer to stream because it can be done anytime. Meanwhile, the television already has a schedule*" - Interviewee 4). Therefore, it is essential to maintain the quality of the SVoD system, such as interface consistency, ease of use, and quality of system maintenance, so the users can minimize their time in accessing movies and increase their efficiency.

H4 is also rejected. The result is in line with the previous research [77, 78, 82]. The relationship between system quality and satisfaction is rejected because, in an information system, access, storage, and download may be done quickly but cannot satisfy users [82]. However, the result contradicts other studies [31, 42] that a good system quality influences user satisfaction. Based on the results of interviews, the system quality needs to be considered ("*It is very important in my opinion because of the better system quality, it is good to watch without being disturbed, especially when it is stable, and there are no unclear errors when accessing the application*" - Interviewee 2). However, every SVoD is supposed to have a good system quality. In other words, system quality is a standard that must be owned. It is not something special to satisfy users ("*The system quality is good. It is important but standard. I think this is a VoD, So for each SVoD, the use is like watching what we want at that time. The difference is in the films provided*" - Interviewee 8).

The research also shows that H5 is rejected, which is in line with the previous research [76, 78, 83, 84].

Based on the questionnaire, 12.24% of respondents have complaints against SVoD services. Around 41 respondents complain about the lack of content due to differences in content presented by country and incomplete subtitle options.

Then, the rejection of this hypothesis is also strengthened by the results of the interviews that the interviewees already know the available films and have plan to watch even before opening the SVoD application ("*Sometimes they choose films based on ratings, but it is more that they already know the movie they want to watch instead of looking for the movie they want to watch on Netflix*" - Interviewee 6. "*I tend to know the movie already, but I have also seen the information several times*" - Interviewee 10). Other sources also state that the respondents tend to search for information related to a film through the Google search engine rather than looking directly at the SVoD application ("*The information contained in Netflix is sufficient for me, but I tend to search more for information related to a film through Google before watching it on the Netflix application than looking for the information on the Netflix application*" - Interviewee 9. "*I usually use Google to see information and synopsis, and the trailer is at least on YouTube. From the information on Netflix, I like to watch it, but it is more often from Google*" - Interviewee 1). Due to the tendency of users to use Google rather than through SVoD services to obtain information, users feel they are more capable of getting the desired information through Google than through SVoD services. Hence, it ultimately impacts the information quality perceived by users in SVoD services.

Next, H6 is accepted, which is in line with the previous research [3, 60]. The level of confirmation affects the user's perception of the VoD platform. The confirmation level will be positive if the initial expectations about this service are met positively [3]. It is also evident in the context of SVoD in Indonesia. These results align with previous research conducted in the context of SVoD. When users' expectations are close to the experience of using VoD, the user will be satisfied [3]. Other research on mobile applications also states that confirmation is the most powerful factor influencing user satisfaction [31, 43, 63]. When the actual user experience matches or exceeds initial expectations, confirmation will lead to user satisfaction because the expected benefits of using technology are realized [43]. Conversely, if the actual user experience is below initial expectations, dissatisfaction occurs because it fails to meet user expectations [43]. Moreover, acceptance of confirmation on satisfaction (H7) indicates that the behavior of user confirmation of SVoD services affects satisfaction. These results are in line with previous research [3]. Based on the survey results that have been conducted, 85.13% of respondents agree that they are satisfied using the Netflix service because overall it has met user expectations. Based on the survey results, 85.13% of respondents agree that they are satisfied with using the Netflix service because, overall, it has met their expectations. Thus, it can be said that satisfaction in SVoD depends on the confirmation of users who have had experience with SVoD.

Moreover, H8 is rejected. The result contradicted previous research [62], showing a significant effect between perceived usefulness and satisfaction. The more benefits users get, the more satisfied they are [62]. Based on the interviews, several respondents state that they choose Netflix service because they want to watch movies that are not shown in theaters ("*Because there are many exciting series and movies that are not shown in theaters*" - Interviewee 4). There are also other reasons why there are films they want to watch ("*Because there are films to watch there*" - Interviewee 6. "*Because there is a series that they want to watch*" - Interviewee 8). Moreover, some movies are exclusively shown only on Netflix ("*There are movies that are exclusive to Netflix only*" - Interviewee 10). The reason for the four interviewees to use certain SVoD services, such as Netflix, is the variety of content provided by Netflix, which is not owned by other SVoD. Thus, the service becomes the only choice for users to choose. They tend to ignore the shortcomings of the service.

H9 is accepted. The result validates the ECT. In theory, perceived usefulness influences continuance intention. The result also aligns with the previous studies [3, 62, 66]. Some of the benefits felt by the respondents when using SVoD services, especially Netflix, are the presence of a variety of movie choices (86.88%), ease of accessing the desired films (65.74%), and no advertisements (48.83%). Survey data also shows that 69.82% of respondents feel that SVoD services make watching movies more comfortable. There is a strong correlation between the comfort felt by the user and the intention to use a service [85]. When the user feels the usefulness of the SVoD service, the user will likely reuse the service.

H10 is also accepted, which aligns with the previous studies [3, 62, 66, 86]. These results also validate the ECT that satisfaction influences continuance intention. From the data that has been collected, 92.23% of respondents are satisfied with using SVoD Netflix. Satisfaction is the strongest predictor of users' sustained intention [39]. Moreover, questionnaire data show that 75.36% of respondents use Netflix's SVoD services more than three times a week. User satisfaction has

a positive influence. In other words, when the user is satisfied when using the SVoD service, the user will tend to reuse the SVoD service.

Then, H11 is accepted. The result is in line with the previous research [26, 69–72, 87]. However, the result is not following other previous research [88]. Personalization does not affect continuance intention directly. However, it indirectly affects continuance intention through the mediation of habit. Based on the interview, it is identified that eight out of ten interviewees feel that personalization is one of the features in Netflix that makes them satisfied and want to reuse the service ("*Content, price, application's UI/UX, good recommendations*" - Interviewee 1. "*Recommendations are really good, according to the genre*" - Interviewee 2. "*I really like the recommendation system*" - Interviewee 3. "*The feature of a movie recommendation makes me satisfied*" - Interviewee 5. "*Recommendations on Netflix are one of the features that make me like using Netflix*" - Interviewee 6. "*Recommendation of movies according to your wishes makes it more time-saving to look for movies*" - Interviewee 7. "*One of the features that make you feel at home is movie recommendations according to your preferences*" - Interviewee 9. "*One of the factors that makes you satisfied is the recommendation of films on Netflix that can show films according to your interests*" - Interviewee 10). Personalization is a relevant determinant of the use of a service and significantly impacts the user's intention to continue using the service [89]. The results of the questionnaire data show that 75.36% of respondents use Netflix's SVoD service more than three times a week. When they feel that an SVoD service can provide services according to their preferences, they will be more inclined to continue to reuse the SVoD service.

Finally, the research contributes to literature review that presents the context of SVoD, especially in Indonesia. The findings provide an extension of previous research on SVoD [3, 32], ISS model [31, 42, 58, 90], and technologies that implement personalization [25, 26, 69, 70, 87]. The results also indicate that the information quality does not affect satisfaction [76, 78, 84]. The practical implications of the research can be used as a reference by the SVoD services to increase users' intention to continue using their services, especially in Indonesia. Based on the results, several factors influence users' intention to continue using SVoD services in Indonesia that need to be considered by companies to develop their services. These factors include personalization, satisfaction, and perceived usefulness. SVoD services need to provide different services according to each user's preferences and needs to increase personalization. An example of personalization that SVoD service providers can provide is in the form of content recommendations. It has been conveyed by 80% of interview participants that content recommendations are one of the reasons they feel satisfied and reuse SVoD services. In addition to content recommendations, comments from the respondents that can be used as options by SVoD providers are movie recommendations according to the user's mood and display of top movies by country. Next, SVoD services must benefit users to increase perceived usefulness. The SVoD providers can provide several features, such as creating playlists, providing and viewing movie reviews, and offering dashboard analytics to determine the track record of viewing activities carried out by users within a certain period. Service providers can also provide a chatbot feature to become an intermediary that connects users with customer service and answers common questions asked by users.

V. CONCLUSION

The research aims to analyze the factors influencing the intention to continue using SVoD with Netflix as the case study. The research identifies that SVoD service quality affects the confirmation of the user's initial expectations for the service. The quality of the SVoD system also influences the perceived usefulness of SVoD. Furthermore, confirmation of users' initial expectations for SVoD affects users' perceived usefulness and satisfaction with SVoD services. Finally, the intention to continue using SVoD is influenced by the personalization of content, perceived usefulness, and satisfaction with SVoD services.

Nevertheless, the research has a limitation that the respondents are dominated by an age range of 17–25 years. Hence, they do not represent respondents in all age ranges. Most of the respondent's domicile is from the Greater Jakarta area, and they do not represent all SVoD service users in Indonesia. Lastly, the research only focuses on one type of SVoD, namely Netflix. Future research can expand respondents in terms of age, area of residence, and type of SVoD. Further research can also consider perceived price and content diversity to enrich the theory of the effect of user satisfaction on SVoD or similar services.

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APPENDIX

The Appendix can be seen in the next page.

TABLE A1
LIST OF QUESTIONS IN THE RESEARCH

CON1	My experience using Netflix exceeds my expectations [3]
CON2	The level of service provided by Netflix exceeds my expectations [3]
CON3	Overall, most of my expectations for using Netflix have been met [3]
CON4	I am satisfied using Netflix because, overall, it has met my expectations [3]
PER1	I feel that the movie recommendations provided by Netflix are according to my taste [31]
PER2	I feel that the content provided by Netflix is personalized to my needs [31]
PER3	I feel like Netflix has provided me with personalized movie recommendations, and the results are exactly what I want [31]
PER4	I feel that Netflix always shows what is popular [31]
PU1	I feel that watching movies using Netflix can reduce stress [31]
PU2	Netflix is useful for me in watching movies [57]
PU3	Using Netflix improves my mood [31]
PU4	I can watch Netflix anytime and anywhere if there is a good Wi-Fi connection or network [15]
PU5	Netflix allows me to view the movies I want in a faster way than traditional television [15]
PU6	Using Netflix makes watching movies more comfortable [31]
SVQ1	Netflix customer service team pays special attention when I have a problem [31]
SVQ2	Netflix customer service team is knowledgeable enough to answer my questions [31]
SVQ3	I feel that Netflix customer service is not abusing my personal information [31]
SVQ4	Netflix's customer service team is always there to help whenever I need help [31]
SVQ5	Netflix's customer service team responds to my complaint quickly [31]
SQ1	I find it easy to navigate Netflix (i.e., search menu, search category) [31]
SQ2	Netflix has good speed performance (i.e., time taken to open application, search speed) [91]
SQ3	Overall, Netflix makes it easy to access movies [31]
SQ4	Netflix makes it easy for me to find the film I want in just a few steps [31]
SQ5	Netflix runs stably and smoothly on the device I use [31]
IQ1	Netflix provides a variety of information (i.e., description of the film, duration of the film, trailer) [91]
IQ2	The information I get from Netflix is useful (i.e., a brief description of the film, duration of the film, and trailer) [91]
IQ3	Netflix provides the information I need [91]
IQ4	The information provided by the Netflix service is interesting [31]
SAT1	Using Netflix is the right choice compared to other services (i.e., Disney+ Hotstar, Viu, Vidio, iFlix) [3]
SAT2	My experience with Netflix has been very satisfying [3]
SAT3	I am satisfied with the service provided by Netflix [3]
SAT4	Compared to other VoD services, such as Disney+ Hotstar, I feel more satisfied with Netflix [3]
CI1	I intend to continue using Netflix instead of using traditional television [3]
CI2	I will actively use Netflix in the future [3]
CI3	I intend to use Netflix as often as possible [17]
CI4	I will suggest to others to use Netflix [17]

Note: service quality (SVQ), confirmation (CON), satisfaction (SAT), system quality (SQ), perceived usefulness (PU), information quality (IQ), continuance intention (CI), personalization (PER).