

The Influence of Service Quality, Perceived Value, Customer Satisfaction and Brand Trust towards Customer Loyalty in Subscription Video on Demand

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Abstract

Due to the pandemic, the subscription of video on demand is increasing. This study provides a framework for customer loyalty of Subscription Video On Demand (SVOD). This study aims to determine how service quality, perceived value, customer loyalty, satisfaction, and brand trust affect SVOD. Data we recollect by using questionnaires through online forms from 200 subscribers of video on demand from Greater Jakarta who had used their expenses to pay the SVOD. Explanatory research method is applied in this research. The data were analyzed using structural equation modeling and using SmartPLS to analyze the data. According to the data analysis results, satisfaction positively impacted service quality, brand trust, and perceived value. Moreover, loyalty in SVOD influence negatively, whereas brand trust gives a substantially positive influence on loyalty in SVOD.

Keywords

service quality; perceived value; customer satisfaction; customer loyalty; brand trust



I. Introduction

Video on demand is one of the ways for people to fill their free time at home by using laptops, smartphones, tablets, or smart TVs to buy movies through their cable-on-demand menus or subscription services and video streaming sites like Netflix, Hulu, and HBO Go (Muvi, 2014). The development of video-on demand gives easier access for people to watch movies. Moreover, Indonesia has the largest population and potential market for video on demand (VOD). Since then, video on demand has grown 24% in Indonesia (Populix, 2020).

Subscription video on demand (SVOD) is a service that allows users unlimited content access by subscribing to the platform, and this subscription video-on-demand industry has been evolving. This emphasizes the importance of presenting content relevant to viewers with a well-functioning search engine and recommendation system (Hasan et al., 2018). Moreover, the pandemic has affected the number of subscriptions of VOD. This is because people are struggling to reclaim their regular lives due to the pandemic, and they spend most of their time at home due to a shortage of entertainment options, such as hangouts, cafes, bars, and especially theater (Øfsti, 2020).

Due to the lack of entertainment during the pandemic, people tend to fill their free time by watching videos on demand. Besides spending their time, people look for entertainment to take their minds off the crisis (Willson & Granger, 2020). A recent survey by Neil (2020) survey stated how there is an increase of SVOD service users since the declaration of COVID-19, with the number amounting to 56%, and the greatest boost coming from viewers in the age range of 18-29, while 66% respondents state an increase of paid streaming service usage. The outbreak of this virus has an impact of a nation and

Globally (Ningrum et al, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

SVOD's effect is driven by various aspects, including service quality, perceived value, customer satisfaction, brand trust, and customer loyalty, which collectively may give important information on why people subscribe to video on demand. Several SVOD types of research, such as Strand et al. (2019), investigated the link between several aspects or constructs of service quality on customer satisfaction and brand loyalty in the Swedish subscription video-on-demand (SVOD) services solely. Another previous research by Arun et al. (2021) examines understanding the motivations for adopting SVOD services, particularly in the Indian context. Research to better understand consumer decision-making between legal and illicit video consumption options was done by Riekkinen (2018). However, there is still limited research on SVOD. Hence, the purpose of this research is to learn more about the effects of service quality, perceived value, customer loyalty, satisfaction, and brand trust on SVOD.

II. Review of Literature

2.1 Customer Loyalty

Loyalty refers to the frequency of individuals repurchasing the same product or service after comparing with those provided by other competitors or in a special category (Hsieh et al., 2018). Loyalty could be referred to as customers' willingness to return and repurchase products or services from the same company (Ismail & Yunan, 2016; Yeo et al., 2015). Moreover, customer loyalty is one of the most important and well-researched constructs as a driving force for the company's long-term success (Kandampully et al., 2015). To be able to create and maintain customer loyalty in the service sector is a challenge and strategies for the business (Mainardes et al., 2020). Therefore, loyal customers have a good attitude towards the company, buy from it repeatedly, and recommend it to others (Levy & Hino, 2016).

2.2 Brand Trust

A common characteristic in consumer and business associations is trust (Lien et al., 2015). As stated by Ramadan (2018), trust is among the powerful marketing tools in companies. Furthermore, trust has a few critical advantages and is defined as the average consumer's desire to rely on the brand's ability to accomplish its stated (Alhaddad, 2015). In the formation of trust, consumers previously have adequate knowledge about the brand because of previous interactions (Y. Kim & Peterson, 2017). Furthermore, one of the factors commonly used to measure the company-consumer relationship is trust (S.-B. Kim & Kim, 2016). Building and maintaining the trust and long-term associations with consumers are ways to gain success in this competitive period (Alhaddad, 2015). The relevance of the trust construct is illustrated in continuing buyer-seller relationships (Ngatno, 2017).

2.3 Customer Satisfaction

Satisfaction refers to individuals' enjoyment or disappointment resulting from certain performance expectations, compared to disconfirmation of expectations, implying a decrease in previous expectations (Thanh et al., 2021). According to Pratiwi (2015), satisfaction is the fulfillment of customer desires for a company that creates a feeling of

pleasure. However, satisfaction could be described as consumers' attitude or assessment of a company's products and satisfaction when their expectations are exceeded (Pratiwi, 2015). Customer satisfaction was first theorized decades ago (Nunkoo et al., 2020). Moreover, business sustainability and increased profits depend on customer satisfaction, and in general, the company has met the needs of the company, customers, and society (Vafaei et al., 2019). According to Slack & Singh (2020), customer satisfaction is the evaluation of consumers as a whole based on their overall experience. As a result, customer satisfaction is critical to business, resulting from repeating customers.

2.4 Service Quality

Quality is one aspect of almost all service items most desired by customers (Rizan et al., 2020). According to Farooq et al. (2018), the important factors that can be useful for differentiating and improving organizational performance in an era of intense competition is better service quality, allowing service quality evaluation from contrasting perceptions of services obtained with earlier expectations about what services should be given (Dam & Dam, 2021). Service quality has emerged as the most researched and discussed subject in the service marketing literature (Zietsman et al., 2019). According to Ramya et al. (2019), service quality means the willingness of service providers to serve consumers effectively, increasing market efficiency. The items for the construct of service quality in this study contained four dimensions adopted from Kuo et al. (2009), whose research was on content quality, navigation and visual design, management and customer service, and system reliability and connection quality.

2.5 Perceived Value

Sharma (2021) describes perceived value as the foundation for all marketing operations. Perceived value is the total evaluation of a product's utility on consumers' perceived value (Thanh et al., 2021). Perceived values also a value that is received from the customers for the products/services based on what they have paid for it (Amoah et al., 2016). When the benefits outweigh the sacrifices, the perceived worth is high (Abror et al., 2021). According to Asgarpour et al. (2015), price is one of the essential components of perceived value. Furthermore, in today's competitive market, delivering the best value to clients is unquestionably vital for service firms. A significant competitive advantage is gained by companies providing valuable products and services (Ramya et al., 2019). This is obtained through quality of service, and the money spent should balance the advantages gained.

2.6 Theoretical Framework and Hypothesis

Customer satisfaction is commonly thought of as a result of service quality (Dawi et al., 2018). Adi and Basuki (2019) showed that service quality is one predictor that positively affects a company's customer satisfaction, which is similarly stated by Wilson (2020). Wilson (2020) found a positive influence of service quality on brand trust. This is supported by the research conducted by Sabatini & Rahayu (2021) research on the relationship between the two variables. Abror et al. (2021) shown how perceived value is a driving factor for trust. Customers' perceptions of value positively and substantially impact their trust in business (Nguyen & Khoa, 2019). Thanh et al. (2021), which state a direct effect between perceived value and customer loyalty. Abror et al. (2021) show that customers are satisfied with a product or service when they sense a high perceived value in the performance of the product or service. Based on Boonlertvanich (2019), satisfaction can be seen from the assessment of customer experience interacting with service providers

to produce a more stable measure, which will then directly impact customer loyalty. The company will get customer loyalty if the company gets the consumer's trust first (Susanti et al., 2020). Thus, it shows that customer trust can lead to customer loyalty if the company applies it wisely. According to Eren (2021), satisfaction is insufficient to build long-term connections between businesses and their consumers. Hence, it is critical to pay attention to and enhance other variables such as trust (Collier & Sarkis, 2021).

- H1: Service quality has a positive impact on satisfaction
- H2: Service quality has a positive impact on customer loyalty
- H3: Service quality has a positive impact on Brand Trust
- H4: Perceived value has a positive impact on brand trust
- H5: Perceived value has a positive impact on customer loyalty
- H6: Perceived value has a positive impact on satisfaction
- H7: Satisfaction has a positive impact on customer loyalty
- H8: Brand trust has a positive impact on customer loyalty
- H9: Satisfaction has a positive impact on brand trust

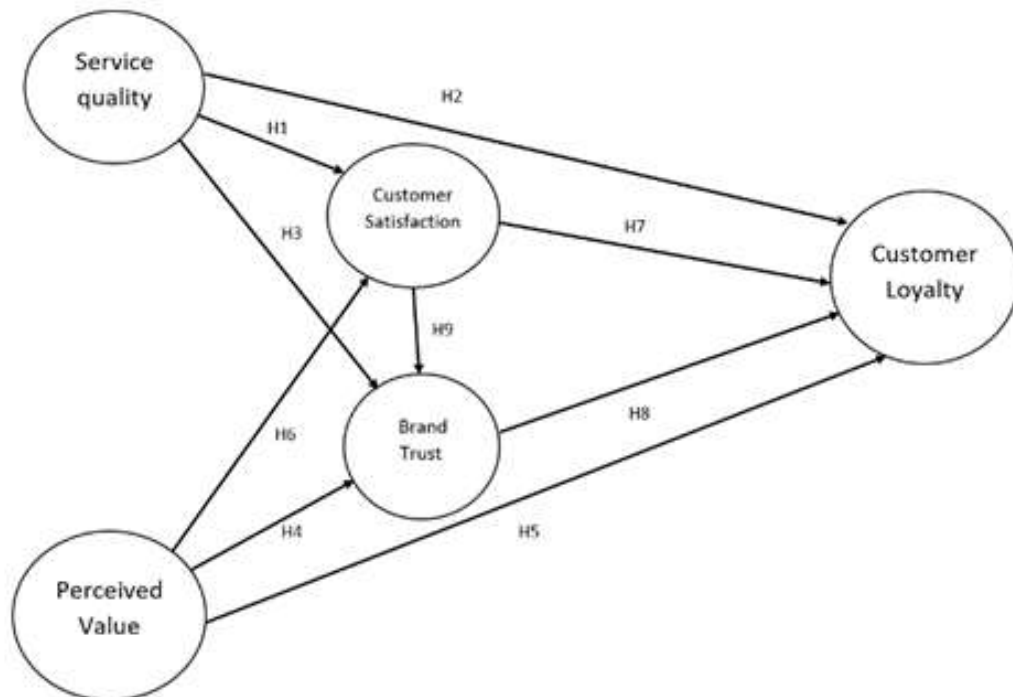


Figure 1. Research Model

III. Research Method

3.1 Measurement

To explore and explain the cause-and-effect relationship between service quality, brand trust, satisfaction, and perceived value of subscription video on demand towards customer loyalty, an explanatory research method is applied; hence, fulfilling the research objectives. To guarantee content validity, items for evaluating key constructs were taken from past research and adjusted to match the streaming video-on-demand context. This study applied four dimensions for the service quality construct adapted from Kuo et al. (2009), who researched content quality, navigation and visual design, management and customer service, and system dependability and connection quality. Furthermore, the items

adapted from Matzler et al. (2008) and Chaudhuri & Holbrook (2001) were used to assess brand trust. Meanwhile, satisfaction was measured by three items adapted from Caruana (2002) and Tarus & Rabach (2013). Customer loyalty used three items adapted from Thanabordeekij & Syers (2020). This study utilized online surveys and Likert scales (1-5) with a range of "strongly disagree" and "strongly agree", and PLS-SEM for all questions' items. The items applied are listed in the Appendix

3.2 Data Collection

This study collected data using questionnaires through online forms using convenience sampling with 200 respondents in Greater Jakarta who had subscribed and used their expenses to pay the Subscription Video on Demand. The questionnaire was divided into two sections. The first section was about demographic information that included gender, age, education, occupation, marital status, and average monthly income. The second section contained 34 items to measure constructs for service quality, brand trust, perceived value, customer satisfaction, and customer loyalty.

3.3 Analytical Approach

Structural Equation Modeling (SEM) approach with the SmartPLS 3.3.3 statistical software is applied to hypothesize the proposed conceptual research model, with Partial Least Square-Structural Equation (PLS-SEM) as the model technique. This method can test a theoretical framework and is appropriate for exploratory, survey-based analyses (Hair et al., 2014) PLS SEM can run medium-size samples, around 100- 200 samples. The classical PLS-SEM algorithm effectively reduces the collinearity of the entire model because it maximizes the variance explained in the latent variable by its indicator (Kock & Lynn, 2012).

IV. Results and Discussion

4.1 Results

a. Respondent Characteristics

Gender, age, education level, occupation, marital status, and average monthly income are the respondents' demographics. According to the results, the total sample consisted of females (62%) as the majority and the largest age group between 17-25 years (94.5%). In addition, education level is shown by 49% holding a bachelor's degree, and 43% has completed senior high school or equivalent. For the type of occupation, 72.5% of respondents were students or college students. Furthermore, 96.5% of respondents were single. Besides, most of the respondents' average monthly income ranged from IDR1,000,000 to IDR3,000,000 was 36%.

Table 1. Respondent Characteristics

Gender	Total	%
Male	76	38%
Female	124	62%
Age		
< 17 years old	2	1%
17 - 25 years old	189	94.5%

26 - 35 years old	8	4%
> 35 years old	1	0.5%
Level of Education		
Senior High School or Equivalent	86	43%
Associate Degree	4	2%
Bachelor's Degree	98	49%
Master's Degree	11	5.5%
Other	1	0.5%
Occupation		
Student	145	72.5%
Private Employee	36	18%
Entrepreneur	14	7%
Housewife	1	0.5%
Other	4	2%
Marital Status		
Single	193	96.5%
Married	7	3.5%
Monthly Income		
<IDR1,000,000	44	22%
IDR1,000,000-IDR3,000,000	72	36%
IDR3,000,001-IDR5,000,000	36	18%
>IDR5,000,000	45	22.5%
Other	3	1.5%
Most Frequently Used SVOD		
Netflix	158	79%
Disney+	16	8%
VIU	19	9.5%
Other	7	3.5%
Subscription Period of Most Frequently Used SVOD		
< 1 year	86	43%
1-2 years	86	43%
>2 years	28	14%
Subscription Plans of Most Frequently Used SVOD		
1 month	111	55.5%

3 months	32	16%
6 months	11	5.5%
1 year	41	20.5%
Other	5	2.5%
Most Frequently Used Device to Watch SVOD		
Mobile Phone	87	43.5%
Laptop	67	33.5%
Tablet	9	4.5%
Television	34	17%
Other	3	1.5%
Average Hours Watched per week of the Most Frequently Used SVODs		
<10 hours	128	64%
10-20 hours	57	28.5%
> 20 hours	15	7.5%

b. Measurement Model

Before testing the hypothesis, validity and reliability were tested first. The reliability was determined from factor loading assessments, Cronbach alpha (CA), composite reliabilities (CR), and average variance extracted (AVE). According to Hulland (1999), CA and CR are recommended above 0.7. In Table 2, the CA ranges from 0.72 to 0.861, while the CR ranges from 0.843 to 0.915. The CA and CR values in Table 2 follow the recommendation. Furthermore, the AVE value is recommended above 0.5 by Fornell & Larcker (1981). In Table 2, the AVE ranges from 0.595 to 0.782, so this value follows the recommendation. According to Chinn (1998) the factor loading value is recommended above 0.7. In Table 2, the factor loading ranges from 0.702 to 0.894 will be used for the next test, meanwhile, statements whose loading factor value is below 0.7 have been eliminated. Based on the findings of Table 3, the results show that the AVE square root of the reflective construct of service quality, perceived value, brand trust, customer satisfaction, and customer loyalty is higher than the corresponding latent variable correlation. Therefore, the discriminant validity of these variables is sufficient.

Table 2. Convergent Validity & Reliability Test Result

Constructs and Measurement Item	Factor Loading (>0.7)	CA (>0.7)	CR (>0.7)	AVE (0.5)
Service Quality				
Content Quality		0.720	0.843	0.643
SVOD service provides appropriate content	0.751			
SVOD service provides regularly updated content	0.834			
I can fully understand the content provided	0.817			
Navigation and Visual Design		0.823	0.854	0.595

I can easily use the SVOD service	0.808			
SVOD service is displayed in a harmonious way	0.805			
I can clearly understand the position of the screen I am currently browsing in the navigation layout	0.814			
The homepage of the SVOD service presents the location of information	0.806			
Management and customer service		0.785	0.876	0.703
When I subscribe, SVOD company still holds a friendly attitude	0.868			
When any problem occurs, SVOD company can instantly cope with it	0.894			
The SVOD company provides a FAQ for the services rendered	0.746			
System reliability and connection quality		0.764	0.864	0.679
SVOD service system is stable	0.705			
I can easily return to the screen previously browsed	0.719			
It does not take too much time to download the information I need	0.702			
Perceived Value		0.781	0.854	0.595
The product itself is worthy	0.733			
SVOD is reasonably priced	0.760			
The SVOD offers value for the money	0.829			
SVOD has a good price	0.760			
Brand Trust		0.855	0.896	0.634
I trust this SVOD	0.816			
I rely on this SVOD	0.770			
This is an honest SVOD	0.858			
The SVOD meets my expectations	0.754			
The SVOD is safe	0.780			
Customer Satisfaction		0.861	0.915	0.782
The SVOD satisfies me	0.878			
The SVOD provides adequate services	0.895			
The SVOD meets my expectations	0.879			
Customer Loyalty		0.828	0.897	0.743
I intend to continue using services from this streaming video on demand for a long time.	0.852			
I am willing to say positive things about this streaming video on demand to other people.	0.864			
Overall, I will be a loyal customer	0.870			

CA: Cronbachalpha, CR: Composite Reliabilities, AVE: Average Variance Extracted

Table 3. Discriminant Validity Result

	BT	CQ	MC	LOY	NV	PV	SAT	SC
BT	0.796							
CQ	0.697	0.802						
MC	0.529	0.415	0.838					
LOY	0.668	0.558	0.429	0.862				
NV	0.617	0.661	0.472	0.498	0.808			
PV	0.662	0.565	0.446	0.552	0.601	0.772		
SAT	0.788	0.605	0.523	0.638	0.638	0.623	0.884	
SC	0.718	0.608	0.524	0.542	0.670	0.612	0.686	0.824

CQ: Content Quality, PV: Perceived Value, SAT: Satisfaction, BT: Brand Trust, LOY: Customer Loyalty, MC: Management and Customer service, NV: Navigation and Visual Design, SC: System reliability and Connection quality.

The values in Table 4 were acquired by measuring the value with SmartPLS bootstrapping. The hypothesis is accepted if the t-value is more than 1.96 and the p-value is less than the significant value of 0.05. Table 4 demonstrates that there is a positive impact of brand trust. Moreover, in SVOD, loyalty has a negative impact, yet brand trust has a large positive affect on loyalty. Furthermore, satisfaction influences service quality, brand trust, and perceived value positively.

Table 4. Hypothesis Test Results

Hypothesis	Path	Path Coefficient	t-Value	P-Value	Result
H1	SQ → SAT	0.612	10.463	0.000	Supported
H2	SQ → LOY	0.117	1.104	0.270	Not Supported
H3	SQ → BT	0.355	4.831	0.000	Supported
H4	PV → BT	0.155	2.515	0.012	Supported
H5	PV → LOY	0.121	0.982	0.982	Not Supported
H6	PV → SAT	0.204	3.449	0.001	Supported
H7	SAT → LOY	0.222	1,793	0.073	Not Supported
H8	BT → LOY	0.322	2.552	0.011	Supported
H9	SAT → BT	0.424	4.719	0.000	Supported

SQ: Service Quality, PV: Perceived Value, SAT: Satisfaction, BT: Brand Trust, LOY: Customer Loyalty

4.2 Discussion

This study seeks to contribute and examine the relationship between the effect of service quality and perceived value on customer loyalty via customer satisfaction and brand trust in Subscription Video on Demand during a pandemic. This study discovered that service quality positively influenced brand trust as a consequence of assessing the variables. SVOD provides excellent quality services such as simple features, high content quality, various payment types, and access to all ad-free content that can lead to brand trust. This follows customer expectations which cause customers to trust the SVOD more. This pattern is consistent with the findings of Wilson (2020) claiming that service quality influence and positively affect brand trust. Customers' trust in the company may be increased by offering affordable prices with high-quality service. According to this research result, brand trust is positively impacted by perceived value, which is supported by Prameka et al. (2017) and Abror et al. (2021), who stated that trust is influenced by the increase of perceived value, which could be achieved through the minimizing of transaction complexity and uncertainty. Hence, it can be said that once consumers start getting highly involved in video streaming, brand trust will be built. Furthermore, this study found that customer satisfaction has a substantial positive influence on brand trust. This is because customers are satisfied with the received high service quality and the perceived value they anticipated, resulting in brand trust. This relationship between satisfaction and brand trust is proven to have a positive influence by Pratiwi (2015) and Kusumawati & Aulawi (2021) who showed that there is a direct as well as a positive influence on satisfaction on trust. Furthermore, when customers trust the brand, it will create long-term relationships (consumer loyalty) that bring advantages to the brand itself, such as builds clients and customer advocacy. Besides, this study demonstrates a positive influence of Brand Trust on Loyalty, as mentioned by Absharina (2016), who claimed that brand trust impacts customer loyalty. This study showed that there is a positive effect of service quality on satisfaction. A satisfied customer is one of the things the company wants to achieve. Therefore, SVOD companies strive to improve the quality of content, provide ease of access to content, and provide unlimited content that can satisfy consumers. This pattern is similar to the findings of Sabatini & Rahayu (2021) who stated that service quality could positively impact satisfaction. Price is another reason customers choose SVOD. Providing affordable prices and meeting customer expectations can increase customer satisfaction. This result is following the research of Thanh et al. (2021). Since the pandemic, the number of individuals using video on demand has increased, and they are more aware of the service quality provided and the advantage obtained. When users tend to be more satisfied with the services and benefits, it might increase customer satisfaction and loyalty for the company. Moreover, video on demand users tends to increase due to a lack of entertainment during the pandemic.

Service quality was not supported by customer loyalty because it did not meet the customer's expectations. Customers tend to expect SVOD to provide a better quality of navigation and content design, content quantity, and excellent quality of customer service. Therefore, they might subscribe to any SVOD platform that can meet their needs and expectations. This contradicts Wilson's (2020) results, which suggest that service quality significantly influence loyalty. This implies that no matter how good the service quality is provided, it will not affect customer loyalty. Not only does service quality impact loyalty, but so does perceived value. This contradicts Hasan's (2018) results, who said that perceived value positively affected customer loyalty. For students who still earn a monthly allowance from parents, subscribing to a full account on SVOD can create a financial problem. They tend to subscribe to videos on demand at cheaper prices by sharing

accounts with friends. However, if they cannot and any friends to share with, they might not have a monthly subscription, so they will not be loyal to SVOD. Satisfaction does not affect loyalty in SVOD. This contradicts Dam & Dam (2021) whereby loyalty gets positively affected by satisfaction. Some people who subscribe to videos on demand for one film will be subscribed to the SVOD brand that provides their movies list.

V. Conclusion

This study provides data on the impact of service quality, perceived value, customer satisfaction, and brand trust on customer loyalty in Greater Jakarta's Subscription video on demand. According to the result, SVOD companies need to focus on developing their good brand trust image to improve customer loyalty. As a most effective marketing tool, brand trust demonstrates how the company can sustain buyer and seller connections. Nonetheless, to have a good brand trust image, SVOD companies should improve the service quality and provide a competitive price to subscribe. SVOD has the recommended movie features for the users; during the pandemic, the increasing SVOD users tend to give users to spend more time on video on demand. This feature could affect the company positively since it will help the SVOD company learn more about its customers. By analyzing the users, it will lead SVOD companies to have more satisfied customers, increase competitive advantages, and bring them closer to reach the company's goals. Customers are likely to subscribe to videos on demand since they have few movies to watch; due to this action, customers will feel satisfied once it meets their needs. However, several SVOD brands in Indonesia make the customers easily move from one SVOD to another since they have more choices when they do not feel satisfied. Moreover, both low price subscriptions and various kinds of movie content, which can lead to customer satisfaction, did not affect customer loyalty even when SVOD offers high navigation and visual design quality.

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