

# The Influence of Performance Expectancy and Price Value on Favorable Behavioral Intentions Through Satisfaction With Viu Platform

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## ABSTRACT

The shift in video consumption from TV to online platforms is increasingly evident, especially among younger demographics who prefer streaming services such as Viu. The Viu platform's success is impacted by users' behavioural intention and perceived price value, which in turn influences user satisfaction and behavioural intention two essential characteristics Viu aims to attain and are critical to a technology's success. This research examines the impact of price value and performance expectancy on the behavioural intention and level of satisfaction of Viu users in Indonesia. This study employs quantitative data as its data type. This research is a causal associative study or cause and effect relationship. The data analysis approach used in this study is Structural Equation Modelling (SEM). Using quantitative methods and questionnaires as a medium for data collection, this study involved 206 respondents who are Viu users in Indonesia. The study's findings demonstrate the strong effect of price value and performance expectancy on satisfaction and favourable behavioural intentions. Satisfaction is a crucial mediator in strengthening the impact of price value and performance expectancy on favourable behavioural intentions.

## INTRODUCTION

In recent years, the rapid advancement of information and communication technology has led to significant changes in various aspects of human life (Adhiarso, Utari, and Hastjarjo 2019).

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Technology like the Internet is a true example of how information and communication technology has advanced today (Dwivedi et al. 2021). The Internet's use throughout the world continues to develop in several industries. The Internet is used as a means to search for various information, communicate, make buying and selling transactions, search for the latest news, and as a means of online entertainment such as playing online gamers, listening to music, and watching videos or films (Dwivedi et al. 2021). The We Are Social research states that as of January 2024, there were 5.35 billion individual Internet users worldwide. This number reaches 66.2% of the world's population of 8.08 billion people. In Indonesia itself, Internet users in 2024 are now 185.3 million people. Out of Indonesia's total population, 278.7 million people, this figure demonstrates that 66.5% of Indonesia have a direct Internet connection (Annur 2024). From the survey results of the Indonesia Internet Service Providers Association (APJII) 2024 survey findings in Indonesia, people generally use the Internet to access entertainment content such as watching online videos, online music, and playing online games (Technoz 2024). According to the We Are Social report, as much as 60.6% of Internet usage is used to watch online videos or movies. Then, the activity of listening to online music is 58.4%, and Internet usage to play online games has decreased to 40.3%.

The video business is still seeing a big change in engagement, consumption, and revenue generation from television to online platforms (Yonida 2023). This is particularly evident among younger demographic groups. Statistics demonstrate a notable rise in the number of people signing up for different online TV channels and video streaming services (Udoakpan and Tengeh 2020). Rapid technological advances and the increasing popularity of social media have brought about significant changes in movie-watching behavior, where the alternative of watching via smartphone provides flexibility of time and more choices for movie fans (Verakandhi, Studi, and Seni 2024). This is interesting because it shows a shift in Indonesia culture from watching TV to watching videos online; one of the streaming services or platforms used is Viu. Viu is a pan-regional OTT (Over-The-Top) streaming media service based in Hong Kong, operated by PCCW Media, opening the gates of unlimited entertainment for film and series lovers in various countries (Rake, R; Gaikwad 2020). Viu re-airs movies and series and is committed to presenting exclusive and high-quality content, ranging from famous Korean dramas and interesting anime to entertaining variety shows (Natalia and Br Ginting 2019). Viu has provided free and premium options to watch videos according to the user's wishes via various devices such as smartphones and laptops (Dayana, 2020). In addition, Viu can also be used online or downloaded first to watch offline (Natalia & Br Ginting, 2019). Viu was officially released in Indonesia in May 2016. According to Media Partners Asia (MPA), the monthly active users (MAU) of the Viu platform in 2023 will increase by 13% YoY to 66.4 million (Nabila, 2023). According to MPA, Viu has the second largest premium subscribers in Indonesia after the Video application, with 4 million users, followed by Disney+ and Netflix (Eka, 2023). According to Jakpat data, Viu is ranked first as the streaming platform most used by Indonesia to watch Korean dramas in 2022, as much as 57% (Rodwan, 2023). Viu's dominance in this segment shows Indonesia people's high interest in Korean dramas and Viu's ability to meet these needs.

A person's satisfaction can be positive or negative depending on how well a product's performance meets their hopes or expectations (Barkah, Listiana, and Pebrianti 2020). Customer satisfaction depends on a service's ability to comprehend and satisfy their expectations (Langley-Evans, 2019). Users will feel satisfied when the product or service meets their expectations, and satisfaction will increase if the service performance exceeds their expectations (Malini et al. 2023). The convenience and benefits consumers obtain when using a service or platform will

increase consumer satisfaction, favorable behavioral intention (Oematan, Rahayu, and Dyah 2024). Positive experiences with a service are more likely to continue using it and remain loyal to it (Law et al., 2020). Consumers who are happy with a company's goods or services are more inclined to stick with it and even take the time to write glowing reviews expressing their happiness with the purchase (Paryanti, 2022). Consumer satisfaction is a metric that quantifies how well a product or service meets or even exceeds the consumer's expectations (Cesariana, Juliansyah, and Fitriyani 2022). If users are satisfied with their experience while using the Viu platform, they are more likely to come and reuse it, recommend it to others, and even intend to subscribe to it (Belver-Delgado, San-Martín, and Hernández-Maestro 2020)

In addition to performance expectancy, price value can influence a person's behavioral intentions (Moorthy et al., 2019). Customers will continue looking for services or products with low prices but expect high-quality ones, which can hinder their satisfaction if their expectations are met (Shamsudin et al., 2020). The price value is the phrase that characterizes the cognitive trade-off between a user's perceived benefits from a technology or service and the monetary costs paid (Zhao et al., 2021). Price value refers to the level of benefits perceived by users who use a system, which is measured by comparing the benefits obtained and the costs incurred (Ulvia Ajnura, Chalirafi, and Subhan4 2024). In this instance, price value indicates that users think the advantages of using the Viu platform outweigh the drawbacks. For example, users feel that the Viu platform's price is reasonable given its advantages and that it provides better value than comparable platforms. As a result, users who think highly of the Viu platform are more likely to be satisfied and plan to use it again in the future (Rudhumbu, 2022). By offering affordable prices, Viu can attract customers to subscribe, thus becoming a competitive advantage for the company (Sitio, Sianipar, and Pasaribu 2021). Users often compare prices offered by various similar services. In terms of product exchange, price can also be considered as a value that influences customer satisfaction (Heriyadi et al. 2023).

A person's satisfaction can be positive or negative depending on how well a product's performance meets their hopes or expectations (Barkah, Listiana, and Pebrianti 2020). Customer satisfaction depends on a service's ability to comprehend and satisfy their expectations (Langley-Evans, 2019). Users will feel satisfied when the product or service meets their expectations, and satisfaction will increase if the service performance exceeds their expectations (Malini et al. 2023). The convenience and benefits consumers obtain when using a service or platform will increase consumer satisfaction, favorable behavioral intention (Oematan, Rahayu, and Dyah 2024). Positive experiences with a service are more likely to continue using it and remain loyal to it (Law et al., 2020). Consumers who are happy with a company's goods or services are more inclined to stick with it and even take the time to write glowing reviews expressing their happiness with the purchase (Paryanti, 2022). Consumer satisfaction is a metric that quantifies how well a product or service meets or even exceeds the consumer's expectations (Cesariana, Juliansyah, and Fitriyani 2022). If users are satisfied with their experience while using the Viu platform, they are more likely to come and reuse it, recommend it to others, and even intend to subscribe to it (Belver-Delgado, San-Martín, and Hernández-Maestro 2020).

The willingness or intention of users to accept and use technology is one of the most critical aspects of its success (Faqih, 2022). Behavioral intentions refer to the probability of likelihood of a person carrying out an activity (Azizi, Roozbahani, and Khatony 2020). Behavioral intentions are a person's tendency or intervention to use a technology that includes various activities that reflect their individual's desire to utilize the technology in everyday life, both for personal and professional purposes (Chairia et al., 2020). In this case, the favorable

behavioral intentions indicator that users who develop behavioral intentions watch or user servicers their Viu platform are likely to peuse the Viu platform in the future, such as users planning to continue using their Viu platform and use will recommend the Viu platform to others (Rudhumbu, 2022). Favorable behavioral intentions are behavioral interventions that are beneficial and are the key variables that the Viu platform wants to achieve (Belver-Delgado, San-Martín, and Hernández-Maestro 2020).

This study will analyze how user expectations of the performance of their Viu platform and the price value given and perceived by Viu platform users affect their satisfaction and behavioral intentions of Viu platform users in Indonesia to continue using their platform in the future so that it is profitable for their Viu platform. Research conducted by Norrman Rudumbu (2021) shows that performance expectancy significantly influences behavioral intentions (Rudhumbu 2022). Multiple research findings indicate that perceived price valuer significantly affects satisfaction and behavioral interactions (Klonaridis & Lues, 2023; Aljaafreh, 2021; Teangsompong et al., 2024). Research findings show that pricing affects users' views on the value of service on the Viu platform; when users see a relatively low price, They tend to think they are getting more excellent value for their money, which makes them more inclined to purchase Viu premium products (Jayson, Erwin, and Saribu 2022). Numerous studies have discovered that consumer behavioral intentions are significantly impacted by satisfaction (Gil-Cordero et al., 2024; Teangsompong et al., 2024). This study also provides a better comprehension of what factors influence the behavioral intentions of Viu platform users, namely performance expectations, price value, and customer satisfaction, as mediators believed to influence a person's behavioral intentions. This understanding is important for Viu to improve service quality and maximize customer satisfaction, so that it can increase user behavioral intentions, such as subscription purchases, positive reviews, and recommendations to others. Therefore, research is needed to understand the performance expectations, price value, and satisfaction of Viu platform users in Indonesia in order to formulate the right strategy to increase user satisfaction and behavioral intentions for Viu's benefit.

### Conceptual Framework

The description above may be used to build the research framework that follows:

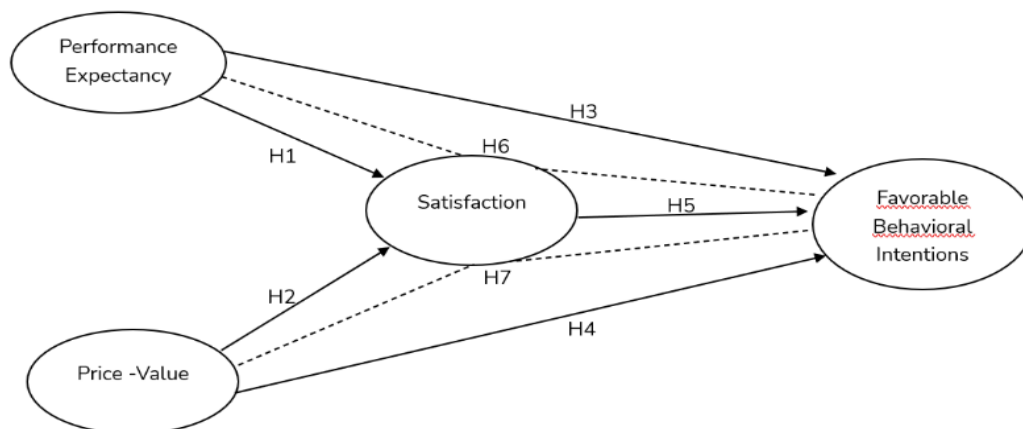


Figure 1. Research Framework

## Research Hypothesis

The problem description and conceptual framework support the researcher's research hypothesis as follows:

1. Performance expectancy has an influence on influences satisfaction.
2. Price value has an influence on satisfaction.
3. Performance expectancy has an influence on favorable behavioral intentions.
4. Price value has an influence on favorable behavioral intentions.
5. Satisfaction has an influence on favorable behavioral intentions.
6. Performance expectancy has an influence on favorable behavioral intentions through satisfaction.
7. Price value has an influence on favorable behavioral intentions through satisfaction.

## RESEARCH METHOD

According to the data type and analysis, this study uses quantitative methods and is grounded in empirical data. According to the level of explanation, this study is a causal associative study or a cause-and-effect connection. In order to construct and evaluate models in their first or causer and effect models, this study employed the statistical approach known as structural equation modeling (SEM). The interdependence link between construct variables and indicators is estimated using statistical techniques considering measurement errors (Hair et al., 2021). This study use a questionnaire to collect data distributed or distributed online to respondents who meet the sampler criteria. The questionnaire users a Likert scaler of 1 or 5 with categories: Strongly agree with a score or 5; Agree with a score or 4; Neutral with a score or 3; Disagree with a score 2; Strongly disagrees with a score 1. The population in this study were all Viu platform users in Indonesia. The number of samples in this study was 206 respondent, which refers to the research of Hair et al (2021) that the recommended minimum sample size ranges from 100-300 in estimating SEM parameters. The sampling technique used user non-probability sampling in the first of purposive sampling with the following criteria: 1) Minimum age 17 years; 2) Domicile in Indonesia; 3) Have has been a user of their Viu premium platform for the past 2 years.

Based on the research model formulated from the theoretical study that has been discussed, the research paradigm can be described in figure 1. Measurement of their Performance expectancy variable refers to previous research conducted by (Huang and Kao 2015) with four indicators: perceived usefulness, extrinsic motivation, job fit, and relative advantage. Measuring their price value is more variable with three indicators, quality, valuer, and price, which refer to research (Huang and Kao 2015). According to previous research conducted by (Khotimah et al. 2021), measuring their satisfaction is more variable with three indicators: feeling satisfied, fulfilling user expectations, and always the user. Their measurement of favorable behavioral intentions is more variable with six indicators, namely repurchase intentions, positive word-of-mouth communication, service quality, usage timer, usage frequency, and user variety which refer to research (Huang and Kao 2015).

## RESULTS AND DISCUSSION

### Respondent Characteristics

Demographic information used in this study was respondents as many as 206 with the characteristics of respondents mostly aged 21-30 years with a percentage of 76.7% of the number of respondents, the sex of the most women was 66.5%, the latest education of the

respondent most of the school respondents most of the students are students with a percentage of 38.3 %, some respondents have an income of Rp 3 million to Rp 5 million as much as 25.2 % of the number of respondents, benefits for respondents who do not work mostly less than Rp. 1 million as many as 24.8%and several respondents live in Kalimantan as many as 29.6%.

### Measurement Models

Calculating average values is referred to as descriptive statistics. The following table displays the findings:

**Table 1. Loading Factor (LF), Composite Reliability (CR), and Average Variance Extracted (AVE)**

Variables	Item	LF	CR	AVE
Performance Expectancy	Using Viu really helps me watch a wider variety of TV shows and movies.	0.784	0.834	0.557
	I felt compelled to use Viu because many of my friends were using it too.	0.705		
	The variety of content available on Viu suits my interests.	0.732		
	Using Viu increases my chances of enjoying high-quality entertainment.	0.762		
Price Value	According to my price, the video and audio quality displayed on Viu is clear and sharp.	0.807	0.821	0.605
	The benefits I received while using the Viu platform are the price I paid.	0.772		
	Viu's subscription price is commensurate with the amount and quality of content offered.	0.754		
Satisfaction	Overall, I am satisfied with the quality of Viu platform services	0.737	0.824	0.610
	Viu has managed to meet my expectations for a streaming platform.	0.780		
Favorable Behavioral Intentions	I am interested in continuing to use Viu.	0.823	0.910	0.629
	I will continue to use Viu in the future.	0.814		
	I also recommend Viu to others.	0.766		
	I will continue to use Viu as long as Viu continues to offer the quality of entertainment that meets my desires.	0.767		
	I would chose to use Viu to fill my frere timer.	0.821		
	When I need entertainment to watch, I often choose to use Viu.	0.796		
	I am interested in continuing to use Viu because I feel unlimited in the choice of content on Viu.	0.792		

*Source: Data processed by SmartPLS 4, 2024*

Based on table 1, the validity and reliability test findings show that all model measurement items and indicators meet the requirements for validity and reliability, ther indicators and measurement items in their tabler have loading factor (LF) values above 0.70, composite reliability (CR) is more than 0.70, average variance extracted (AVE) is more than 0.50 (Hair et al., 2021). This shows that all metrics in the table above are valid and adequate to measure the overall composition of their resulting model and that all instruments are reliable and can consistently measure structure across all models built.

### Table 2. Fornell Lacker

	<b>Favorable Behavioral Intentions</b>	<b>Performance Expectancy</b>	<b>Price Value</b>	<b>Satisfaction</b>
Favorable Behavioral Intentions	0.793			
Performance Expectancy	0.711	0.746		
Price Value	0.662	0.646	0.778	
Satisfaction	0.762	0.728	0.651	0.781

Based on the table above, the results of the fornell lacker discriminant validity test indicate that all matrices used are valid and adequate to measure the entire model. Average variance extracted (AVE) shows that each construct has a unique variance that is greater than the variance shared with other constructs, his meets the criteria for discriminant validity and indicates that each construct measures a unique and different concept.

**Table 3. R-Square Table**

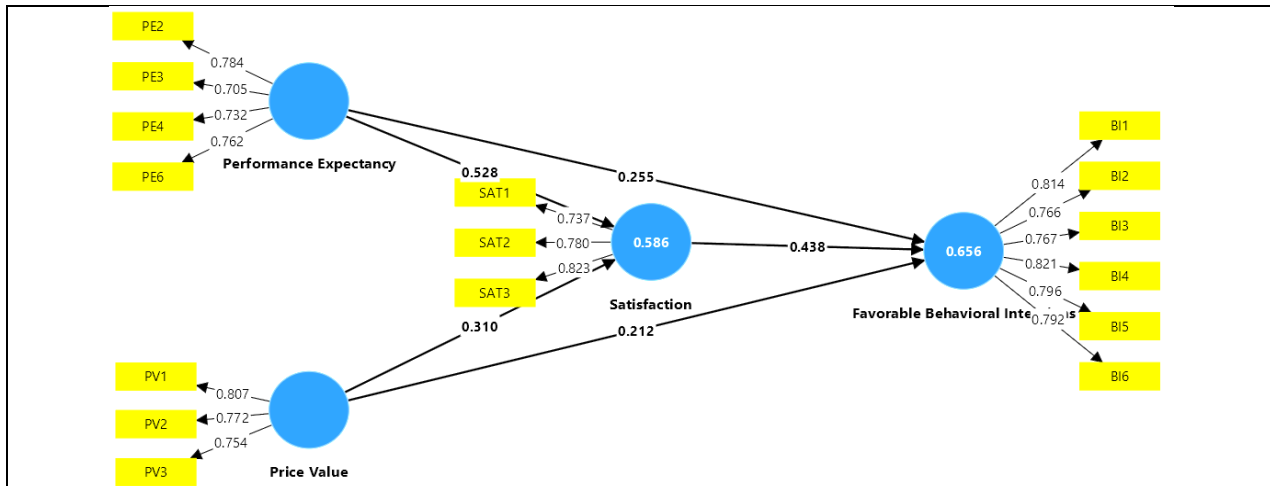
	<b>R-Square</b>	<b>R-Squarer Adjusted</b>
Favorable Behavioral Intentions	0.656	0.651
Satisfaction	0.586	0.582

The R-square and adjusted R-square values indicate how well the regression model explains the variability of the dependent variable. For favorable behavioral intentions, an R-square of 0.656 means that 65.6% of the variability can be explained by the model, with an adjusted R-square of 0.651 indicating a small adjustment. For satisfaction, an R-square of 0.586 indicates that 58.6% of the variability is explained, and an adjusted R-square of 0.582 provides a similar small adjustment. This indicates that the model has a good fit and is not experiencing overfitting.

**Table 4. Model Fit**

	<b>Saturated Model</b>	<b>Estimated Model</b>
SRMR	0.075	0.075
d_ ULS	0.765	0.765
d_ G	0.302	0.302
Chi-square	353,515	353,515
NFI	0.778	0.778

Based on the table above, the SRMR value for both models is 0.075. The d\_ ULS and d\_ G values are also identical, namely 0.765 and 0.302. The very high chi-square value of 353.515 indicates a significant difference between the estimated model and the observed data. However, the NFI value of 0.778 indicates that the estimated model is a reasonably good fit for the data. The appropriate NFI value shows that this model can explain most data variation even though the estimated model and the observed diverge significantly.



**Figure 2. Model Results**

**Hypothesis Testing**

The following is a summary of the findings for assessing the impact of the relationships between variables in their study configuration created for this investigation:

**Table 5. Hypothesis testing**

	Original Sample (O)	Sample mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Performance Expectancy-> Satisfaction	0.528	0.529	0.064	8.226	0.000
Price Value-> Satisfaction	0.310	0.307	0.068	4,594	0.000
Performance Expectancy -> Favorable Behavioral Intentions	0.255	0.255	0.099	2,579	0.010
Price Value -> Favorable Behavioral Intentions	0.212	0.215	0.093	2.276	0.023
Satisfaction -> Favorable Behavioral Intentions	0.438	0.437	0.090	4.875	0.000
Performance Expectancy -> Satisfaction -> Favorable Behavioral Intentions	0.231	0.231	0.057	4.055	0.000
Price Value -> Satisfaction -> Favorable Behavioral Intentions	0.136	0.133	0.036	3,751	0.000

Based on the results of the hypothesis test in table 5, the structural model shows a significant influence between performance expectancy, price value, and satisfaction on favorable behavioral intentions. This finding provides empirical support for the hypothesized relationship in the model. The first hypothesis, with a path coefficient of 0.528 and a p-value of 0.000, indicates a positive and significant relationship between performance expectancy and satisfaction. This indicates that as performance expectancy increase, consumer satisfaction also increases, so the hypothesis is accepted. The second hypothesis shows a path coefficient of 0.310 and a p-value of 0.000 indicating a significant positive relationship between price value and satisfaction. This implies that as consumers perceive better price value, their satisfaction increases, so the second hypothesis is accepted. A positive path coefficient of 0.255 and a p-value of 0.010 indicate a positive and significant relationship between performance expectancy and favorable behavioral intentions. This indicates that consumers are more likely to show



favorable behavior as performance expectancy increase, so the third hypothesis is accepted. The fourth hypothesis with a path coefficient of 0.212 and a p-value of 0.023 shows a significant positive relationship between price value and favorable behavioral intention, which means that better price value increases the likelihood of favorable behavioral intentions which means the hypothesis is accepted. Then the path coefficient of 0.438 and a p-value of 0.000 shows a significant positive relationship between satisfaction and favorable behavioral intentions this means that higher consumer satisfaction leads to more favorable behavioral intentions the hypothesis is accepted. And the sixth hypothesis with a path coefficient of 0.231 and a p-value of 0.000 shows a significant positive effect of performance expectancy on favorable behavioral intentions through satisfaction. This shows that satisfaction plays a mediating role in the relationship between expected performance and favorable behavioral intentions so that the hypothesis is accepted. And the seventh hypothesis with a path coefficient of 0.136 and a p-value of 0.000 shows a significant positive effect of price value on favorable behavioral intentions through satisfaction. This means that consumer satisfaction mediates the relationship between perceived price value and favorable behavior which means the hypothesis is accepted.

### **Discussion**

Most of these respondents generally have high expectations for the Viu platform. This is as shown in the average results of respondents' answers to the performance expectancy variable, which is 4.297. Respondents in this study stated that using the Viu platform really helps them to be able to watch more diverse TV shows, respondents are encouraged to use Viu because many friends also use it, the variety of content available on Viu suits their interests, and respondents feel that by using Viu they have greater freedom to enjoy high-quality entertainment. Such performance expectancy drives increasing respondent satisfaction as reflected in respondents' satisfaction with the quality of Viu's services, Viu is considered successful in meeting their expectations, and respondents' interest in continuing to use Viu. This is in line with research conducted by Purnamasari et al (2023) and Anurahman et al (2022) which shows that performance expectancy has a positive effect on satisfaction and performance expectancy has a positive effect on behavioral intentions.

Most respondents in this study have a high assessment of the price value on the Viu platform. This is shown in the average results of respondents' answers to the price value variable, which is 4.213. Respondents in this study stated that the quality of the video and audio displayed on Viu is very clear and sharp according to the price I paid, the benefits received while using the Viu platform are in accordance with the price they paid, and respondents consider that the price of a Viu subscription is comparable to the amount and quality of content offered. Such price value encourages increasing respondent satisfaction as reflected in the respondents' satisfaction with the price that is in accordance with the benefits received on the Viu platform, thus generating respondents' interest in continuing to use the Viu platform. This is in line with the research of Klonaridis et al (2023) which shows that price value has an effect on satisfaction, and in line with the research of Vol et al (2024), but there is research showing that price value is not always significant for behavioral intentions (Rudhumbu 2022).

The satisfaction variable shows the average result of respondents' answers of 4.262, which shows that most respondents in this study have high satisfaction with the Viu platform. Respondents stated that overall they were satisfied with the quality of the Viu platform service, Viu succeeded in meeting their expectations for a streaming platform, and respondents were interested in continuing to use the Viu platform. Such satisfaction encourages respondents'

loyalty to the Viu platform and increases their likelihood of continuing to use the Viu platform in the future. High satisfaction strengthens positive perceptions of Viu, so that respondents feel that the platform not only meets, but also exceeds their expectations in terms of streaming service quality.

The behavioral intentions variable shows an average respondent answer of 4.241, indicating that most respondents have favorable behavioral intentions for the Viu platform. Respondents stated that they would continue to use Viu in the future, recommend Viu to others, continue to use Viu as long as Viu continues to offer quality entertainment that meets their desires, respondents would choose to use Viu to fill their free time, choose to use the Viu platform when they need entertainment to watch, and respondents are interested in continuing to use Viu because they feel unlimited in the choice of content on Viu. Such behavioral intentions reflect high loyalty and satisfaction with the Viu platform. This shows that the features and content provided by Viu have succeeded in meeting their expectations and the benefits they feel are commensurate with the price they pay, thus forming a desire to continue using the Viu platform and recommend it to others.

## CONCLUSION

The development of information technology, especially the Internet, has changed various aspects of life, including the entertainment industry. In Indonesia, streaming platforms such as Viu are very popular for watching Korean dramas. Viu's success is influenced by three main factors, namely performance expectancy, price value, and user satisfaction. Performance expectancy reflects user expectations of platform capabilities, while price value describes the balance between benefits and costs (Ho and Shafiq 2021; Ulvia Ajnura et al., 2024). These two factors influence users' intention to continue using the platform, while satisfaction is also important to encourage users to return, recommend, and subscribe to paid services. This study shows that performance expectancy and price value have a significant effect on favorable behavioral intentions through satisfaction on the Viu platform. This finding is supported by previous studies showing that performance expectancy and customer satisfaction increase behavioral intentions (Anurahman and Putri 2022). A positive relationship between performance expectancy and user behavioral intentions on the service was also found (Nurdiansyah, Pratiwi, and Kaunaini 2022; Roza, Agussalim, and Begawati 2021). User expectations about the platform's ability to meet their needs increase satisfaction, which strengthens the intention to continue using Viu. In addition, the price value that is comparable to the benefits obtained also contributes to increasing user satisfaction and loyalty. Viu's service quality in Indonesia currently does not meet user expectations, especially when compared to other platforms. This indicates a challenge for Viu in improving user experience to be more competitive in an increasingly competitive market. The key to Viu's success in Indonesia lies in its ability to adapt to local needs and understand user preferences. These findings provide important implications for Viu, namely the importance of improving service quality and developing a competitive pricing strategy. By focusing on ensuring the stability of streaming services, reducing buffering, providing a variety of content types including local dramas, movies, and variety shows; reducing the number of ads displayed on free services to improve user convenience, or providing an ad-free subscription option for a better viewing experience; improving user experience with a more user-friendly and easy-to-navigate interface design; and implementing a competitive and flexible pricing strategy, including affordable subscription packages and attractive promotions to attract

more users.

## RECOMMENDATIONS

Viu's success in preserving and growing its market share in Indonesia depends on its comprehension of the elements that affect user satisfaction and behavioural intentions. Viu's service quality in Indonesia currently does not meet user expectations, especially when compared to other platforms. This indicates a challenge for Viu in improving user experience to be more competitive in an increasingly competitive market. The key to Viu's success in Indonesia lies in its ability to adapt to local needs and understand user preferences. These findings provide important implications for Viu, namely the importance of improving service quality and developing a competitive pricing strategy. By focusing on ensuring the stability of streaming services, reducing buffering, providing a variety of content types including local dramas, movies, and variety shows; reducing the number of ads displayed on free services to improve user convenience, or providing an ad-free subscription option for a better viewing experience; improving user experience with a more user-friendly and easy-to-navigate interface design; and implementing a competitive and flexible pricing strategy, including affordable subscription packages and attractive promotions to attract more users. Viu's success in preserving and growing its market share in Indonesia depends on its comprehension of the elements that affect user satisfaction and behavioural intentions.

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