Original Article

Factors Influencing Continuance Usage Mediated By Consumer Satisfaction and Emotional Value Among Gen Z Users of Netflix

[1]**Maris Agung Triandewo**, [2]**Nabila Zahra Latasha**
[1,2]*Trisakti School of Management, Jakarta, Indonesia.*

Abstract: This study investigates the determinants of continuance usage of Netflix among Generation Z users in Indonesia. It examines the influence of Social Value and Hedonic Value on Continuance Usage, with Emotional Value and Consumer Satisfaction serving as mediating variables. A quantitative approach was applied using purposive sampling. Data were collected through an online questionnaire from 302 Generation Z Netflix users in Bekasi, Indonesia. The proposed model was analyzed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS. The findings reveal that Social Value positively and significantly influences Emotional Value and Continuance Usage. Emotional Value also has a significant positive effect on Continuance Usage. Hedonic Value demonstrates a strong positive impact on Consumer Satisfaction and directly affects Continuance Usage. Furthermore, Consumer Satisfaction significantly enhances Continuance Usage. Mediation analysis indicates that Emotional Value partially mediates the relationship between Social Value and Continuance Usage, while Consumer Satisfaction partially mediates the effect of Hedonic Value on Continuance Usage. These results extend prior research on post-adoption behavior in digital streaming services by emphasizing the roles of social and experiential benefits in sustaining user engagement. Practically, the study provides insights for OTT providers in developing strategies to strengthen customer retention and maintain a competitive advantage in the streaming industry.

Keywords: Consumer Satisfaction, Continuance Usage, Emotional Value, Generation Z, Hedonic Value, Netflix, OTT Platforms, Social Value.

I. INTRODUCTION

The rapid advancement of digital technology over the past decade has significantly transformed global media consumption patterns. Audiences are increasingly shifting from traditional television to internet-based entertainment platforms, especially Over-the-Top (OTT) services (Paul, 2024). Indonesia is chosen as the focus of this study because of its strong position in the regional digital streaming market and its fast-growing digital environment. The country has become the largest market for premium video streaming, or Subscription Video-on-Demand (SVOD), in Southeast Asia, with revenue reaching USD 552 million in 2024 (CNBC Indonesia, 2024). This growth is supported by a large digital population, with 185.3 million internet users and 139.0 million social media users recorded in early 2024 (Datareportal, 2024). These changes are closely related to developments in communication technology, which have shifted media consumption from traditional formats such as television, radio, and film toward digital convergence. In this process, digital technology connects old and new media into integrated platforms (Bahfiarti & Arianto, 2022). The adoption of digital applications is so widespread that it has been integrated into users' everyday routines, altering individual behaviors and social interactions as a whole, including how individuals consume media in their daily lives (Briliana, 2024). These changes in consumption behavior have made OTT platforms an influential form of digital media services that are reflective of this paradigm shift, with users becoming increasingly reliant on online streaming compared to cinema and broadcast media startups offering easier access and changing viewing habits (Chatterjee, 2020).

Netflix drove the global expansion of OTT services, launching its streaming platform in the United States in 2007 before positioning itself as one of two leading SVOD providers worldwide alongside Amazon Prime Video (Dhar, 2021). Offering flexible access, diverse content options, and interactive viewing features, Netflix competes with a number of other platforms in Indonesia — namely Disney +, Viu, Prime Video and Vidio (IDComm 2023) Netflix's global revenue performance is evidenced by its subscribers, exceeding 301.63 million in the fourth quarter of 2024, up +15.9% YoY (GoodStats, 2025) OTT services are not only connected with entertainment but also with good outcomes like pleasure, relaxation and reduction of stress (Menon, 2022) Accordingly, Talwar et al. (2024) argue that OTT consumption is now increasingly driven by hedonic, emotional and social values that integrate streaming into users' everyday lives in the post-pandemic period.

Table 1: Long-Form Video Platforms Frequently Accessed by Generation (%)

Platform	Generation Z	Millenials	Generation X	Baby Boomers	Pre-Boomers
Video	14.48	15.14	13.56	12.81	16.67
Youtube	63.72	65.79	66.92	62.12	50.00
Netflix	8.41	4.57	2.92	1.67	0.00
WeTV	3.10	1.84	1.33	1.67	0.00
Disney+ Hotstar	0.86	0.86	0.51	1.11	0.00
Others	7.79	10.70	13.50	20.33	33.33

***Source:** Indonesian Internet Service Providers Association (APJII), Internet Profile Survey 2025.*

However, national-level usage patterns in Indonesia reveal a contrasting phenomenon. Data from the Indonesian Internet Service Providers Association (APJII) indicate that Netflix is not the most frequently accessed video platform among Indonesian internet users, including Generation Z. Platforms such as YouTube and Vidio record much higher visitation frequency. This contrast highlights a gap between Netflix's strong global subscriber growth and its actual level of routine use at the local level. In other words, owning a subscription does not always mean that users consistently or habitually use the platform.

Netflix's competitive brand positioning is further supported by recent market statistics. More recently, in 2024, Netflix became the world-leading entertainment application with a voluminous download of 161 million times worldwide (GoodStats, 2024), beating competitors like Amazon Prime Video, Disney+ and Hotstar. However, the APJII data show that high download numbers and global subscription figures can be reconciled with lower levels of habitual engagement. This condition adds further emphasis to the need for researching Continuance Usage over strictly peri-adoption or post-adoption evolution. Thus, Netflix serves as an important application for investigating post-adoption behavior in the OTT context.

In tandem with OTT consumption, the industry has become highly competitive (Friederich et al., 2024). Though new subscribers are continually added in numbers, a large portion of those platforms fail to maintain these users, as on-demand subscription methods often lead to heightened churn rates and murky debt-free subscription paths (Tumiwa 2022). In addition, the rapid emergence of new online streaming platforms has intensified competition within the OTT industry (Mulla, 2022). As the number of service providers increases, users now have a wider range of choices, each offering different features and service experiences (Lu & Siegfried, 2021). Under these conditions, OTT providers are required to develop strong competitive advantages that enable them to differentiate their services, sustain user engagement, and retain subscribers in an increasingly competitive market environment. Therefore, understanding the psychological factors that drive Continuance Usage has become increasingly important for ensuring the long-term sustainability of OTT platforms in competitive digital markets.

During this time of increased competition, Generation Z represents one of the most influential user segments. Being digital natives, Gen Zers readily adopt digital technologies into their day-to-day communication and recreational activities (Dimock, 2019; Petrock, 2021). APJII (2025) states that Generation Z has an internet penetration rate of 87.80%, making it one of the most digitally connected demographics in Indonesia, contributing 25.54% to the total number of internet users. Savvy, yet media consumers are gravitating towards the digital entertainment platforms as well. According to previous research, streaming services are favored by most Generation Z users when watching movies and series compared to going to cinemas (IDN Times, 2024). The great internet penetration rate in addition to the generation's experiential orientation and increased consumption of digital content make Generation Z users more likely to develop habitual and emotionally driven usage patterns when accessing OTT platforms. Therefore, addressing psychological factors that may play a role in Continuance Usage from Generation Z is becoming essential to achieve user engagement sustainability on the increasingly competitive OTT industry in Indonesia.

Despite an increased interest in OTT research, several gaps persist. Many earlier studies were scoped prior to or during the COVID-19 pandemic, which has implications for their relevance within our current post-pandemic environment. Furthermore, most literature has targeted technical issues like content quality or platform accessibility. Although psychological mechanisms based on consumption values exist, the combined effect of Social Value and Hedonic Value mediated by Emotional Value and Consumer Satisfaction has not yet been thoroughly examined. While the Indonesian OTT market is the biggest SVOD segment in Southeast Asia, there has been little empirical research about OTT usage in this country. In this context, the current study makes several important contributions. It suggests an integrative model that investigates the influences of Social Value and Hedonic Value on Continuance Usage intention with Emotional Value and Consumer Satisfaction as two mediators. Furthermore, the study uniquely investigates Generation Z in Indonesia, an emergent yet largely neglected demographic in terms of digital media consumption.

This study focuses specifically on Generation Z users of Netflix in the urban area of Bekasi, Indonesia. This research seeks to extend the literature on post-adoption behavior in digital media services by addressing the gap between subscription

growth and local usage since October 2023, when Netflix´s unconditional global access helped produce a lag in household frequency of usage. The findings should also provide practical insights into effective user retention strategies for OTT providers in Indonesia that would ensure long-term sustainability amid increasingly competitive streaming market dynamics.

II. LITERATURE REVIEW

A) Stimulus-Organism-Response Model

The Stimulus–Organism–Response (SOR) theory, introduced by Mehrabian and Russell (1974), emphasises stimulation as the main cause of emotional reactions and relates human behavior to outside stimuli (Zhu and Deng, 2020). Mehrabian and Russel (1974) describes how various environmental elements function as stimuli (S) that affect a person's internal state (O), resulting in behavioral reactions (R). The SOR hypothesis provides a framework for several behavioral investigations and has significant explanatory value with relation to users' intention to continue (Nikhashemi et al., 2021; Lim et al., 2021). Gogan et al. (2018) showed that hedonic gratification functions as a key stimulus within the Stimulus–Organism–Response (S-O-R) framework, significantly influencing users' emotional states and satisfaction, which subsequently drives Continuance Usage intention. This suggests that the SOR framework is well-suited to explain why users continue engaging with digital streaming services.

B) Theory of Consumption Values

The Theory of Consumption Values (TCV), proposed by Sheth et al. (1991) suggests that individuals evaluate consumption experiences based on several value dimensions, such as functional, social, emotional, epistemic, and conditional values. Recent studies have expanded the application of the Theory of Consumption Values (TCV) to better understand continuance intention in digital environments. For instance, research that combines Expectation-Confirmation Theory with TCV shows that consumption values, particularly social and Emotional Values, are important factors in shaping users' decisions to keep using social media platforms (Mehrabioun, 2024). In addition, research that applies the Theory of Consumption Values to digital service contexts, such as mobile application usage, shows that both Social Value and Emotional Value play an important role in shaping users' intentions to continue using a service after initial adoption (Ananda & Patrisia, 2024). Thus, the Theory of Consumption Values offers a solid theoretical basis for understanding how social and emotional benefits influence users' intentions to continue using digital streaming services.

C) Social Value and Emotional Value

Social Value was described as the perceived benefit derived from the connection between an option and one or more specific social groups by Sheth et al. (1991), which is attained through the use of observable products or services and is influenced by the social influence of reference groups (Sheth et al., 1991). Social Value has been demonstrated to positively impact Emotional Value, suggesting that social benefits from consumption experiences can heighten Consumers' Emotional reactions toward goods and services (Rasoolimanesh et al., 2020). According to empirical research, Social Value has a positive impact on Emotional Value, meaning that users who benefit socially and interpersonally from digital platforms are more likely to have positive emotional reactions to the service (Talwar et al., 2024). These findings imply that Social Value does not merely function as an external social stimulus, but also acts as an internal psychological trigger that shapes users' emotional attachment and affective evaluation of digital services. Thus, the following hypotheses are proposed:

H1. There is an influence of Social Value on Emotional Value of Netflix among Gen Z users.

D) Social Value and Continuance Usage

In the literature on digital media consumption, Social Value has been conceptualized as the perceived benefits that users gain from social interaction, recognition from others, and a heightened sense of belonging when engaging with a platform (Wang et al., 2021). Mehrabioun (2024) integrates the Theory of Consumption Values with post-adoption models and finds that social value significantly influences Continuance Intention in social media usage. Maqableh et al. (2021) showed that Social Value is among the values that influence users' intention to continue using platforms like Facebook. Ji et al. (2024) show that desired Social Value directly influences continuance intention and that psychological mechanisms such as FoMO play a mediating role. Based on the findings, it concludes that Social Value positively influences Continuance Usage, as users who perceive social benefits from platform usage are more likely to sustain their subscription. Therefore:

H2. There is an influence of Social Value on Continuance Usage of Netflix among Gen Z users.

E) Emotional Value and Continuance Usage

Several empirical studies demonstrate that Emotional responses, such as Enjoyment and Emotional attachment, play a crucial role in shaping Continuance Usage intentions in the digital media context. Emotional Value is the perceived utility of a product or service acquired from arousing feelings and affective states (Sheth et al., 1991), as well as generating pleasure and emotions in users (Sweeney & Soutar, 2001). Motivated by Emotional Bonding, users often invest more energy and time in sustaining their relationship with the platform (Lu et al., 2022). Further supporting this perspective, Zhang et al. (2025) Emotional Attachment (enjoyment and affective engagement) strongly predicts Continuance Usage Intention in a pan-

entertainment live-streaming context. Chakraborty (2023) highlights Emotional Value as a prominent factor influencing user attitudes and content consumption behavior in OTT platforms, and further supports the argument that Emotional Value impacts user decision-making regarding their subscription to streaming services; whereas Mehrabioun et al. (2024) empirically confirm that Emotional Value has a direct relationship with Continuance Intention for social media use. Therefore, the proposed hypothesis is:

H3. There is an influence of Emotional Value on Continuance Usage of Netflix among Gen Z users.

F) Hedonic Value and Consumer Satisfaction

Kurnianingsih et al. (2025) refer to Hedonic Value as the Emotional Value and personal gratification that consumers get from the consumption experience of a particular product or service, which includes experiences related to sensation, aesthetics, as well as emotional fulfilment beyond functional rewards. Hedonic value is defined in the context of consumer behavioral literature related to sensory and emotional feelings that are gained as a result of purchasing or consuming a certain product or service (Hussain et al., 2019). When the content is enjoyable and emotional for users, they tend to be satisfied because this enjoyment meets their craving for entertainment and positive emotion (Yum & Kim, 2024). Research on curations of subscription services provides further evidence that features such as surprise, enjoyment and experiential pleasures — Sohedonic Attributes tend to have a predominant impact on Consumer Satisfaction relative to utilitarian benefits (Li et al., 2023). Similarly, Andriani et al. (2021) show that hedonic purchasing value enhances consumers' enjoyment and sense of delight in e-commerce settings, which subsequently leads to higher levels of platform satisfaction. Accordingly, the following hypotheses are proposed:

H4. There is an influence of Hedonic Value on the Consumer Satisfaction of Netflix among Gen Z users.

G) Hedonic Value and Continuance Usage

Hedonic value represents enjoyment, pleasure, and anxiety related to the use of a product/service (Holbrook and Hirschman, 1982). Hedonic value was shown to positively and significantly influence users' continuance intention (Jo, 2022). According to Lianto et al. (2024), in the case of ride-hailing applications, enjoyment plays a crucial role in determining usage behavior in successive instances, as Hedonic Value exhibits a positive effect over Continuance Intention. Furthermore, studies of online brand communities indicate that hedonic benefits play an important role in users' Continuance Intention (Han et al., 2018), as enjoyment and experiential value not only attract but also keep users engaged with digital platforms for the long run. Further research in mobile commerce contexts incorporates Hedonic Value into hierarchical consumer value frameworks, demonstrating that Hedonic Value influences mobile buyers' intention to stick around, further demonstrating its applicability outside of particular applications (Maduku & Thusi, 2023). Consequently, it is suggested that:

H5. There is an influence of Hedonic Value on Continuance Usage of Netflix among Gen Z users.

H) Consumer Satisfaction and Continuance Usage

Satisfaction generally means the collection of feelings when one's previous emotions are combined with unconfirmed expectations (Oliver, 1980). According to Triandewo & Viryanie (2023), Customers will be satisfied when their needs and demands can be met by the product or service. In video-on-demand platforms, Pereira & Tam (2021) state that contentment has a direct impact on Continuing Intention. Lo et al. (2024) show similar results, stating that among OTT users, Consumer Satisfaction is the best predictor of Continuous Usage intention. According to research on Indonesian online meal delivery services, consumers' intentions to stick with the platform are strongly influenced by Consumer Satisfaction, highlighting satisfaction as a crucial predictor of retention behavior (Kurniawan et al., 2024). Evidence from FinTech peer-to-peer payment apps also demonstrates that consumers' intentions to continue using digital financial services are influenced by their level of satisfaction when their expectations are met or exceeded (Savitha et al., 2022). Hence, we propose that:

H6. There is an influence of Consumer Satisfaction on the Continuance Usage of Netflix among Gen Z users.

I) The Mediating Effect

Based on hypotheses H1 and H3, Social Value plays an important role in shaping Emotional Value, which in turn drives Continuance Usage. This finding suggests that the influence of social benefits on sustainable use behavior is mediated by Emotional Value as a psychological mechanism. When users perceive the Social Value of a platform, there will be a positive emotional response, such as comfort, enjoyment, and emotional attachment. This emotional response then encourages users to continue using the service for a longer period. Gogan et al. (2018) support this finding by showing that social fulfillment significantly increases emotional commitment, which in turn impacts the intention to continue using social media.

In line with this view, Talwar et al. (2022) emphasize that Social Value and Emotional Value play a significant role in Continuance Usage in digital content consumption. Based on these findings, this study positions Emotional Value as a mediating variable in the relationship between Social Value and Continuance Usage. Thus, the higher the perceived level of Social Value by users, the stronger the Emotional Value generated, which further drives an increase in users' tendency to sustain service usage.

H7. There is an effect of Social Value on Continuance Usage of Netflix mediated by Emotional Value.

Based on hypotheses H4 and H6, Hedonic Value plays a crucial role in enhancing Consumer Satisfaction, which subsequently leads to Continuance Usage. This indicates that Consumer Satisfaction functions as a key mechanism that transforms pleasurable and enjoyable experiences into sustained use over time. When users experience enjoyment, excitement, or emotional pleasure while using a platform, these positive feelings increase their level of satisfaction, making them more inclined to Continue Using the service. This relationship is supported by (Kurniawan et al. 2024), who found that Hedonic motivation significantly improves Consumer Satisfaction in the context of online food delivery services, which in turn strengthens users' intentions to continue using the platform. Their findings highlight the importance of affective experiences in shaping long-term usage behavior.

Furthermore, Lo et al. (2024) also report a strong association between Hedonic Value and Continuance Intention through Consumer Satisfaction, reinforcing the idea that enjoyable service experiences encourage sustained usage. However, their study does not explicitly investigate the mediating role of Consumer Satisfaction in this relationship. To address this gap, the present study extends the work of Lo et al. (2024) by incorporating Consumer Satisfaction as a mediating variable. By doing so, this research offers a deeper and more nuanced explanation of the psychological mechanisms through which Hedonic Value influences Continuance Usage. Therefore:
H8. There is an effect of Hedonic Value on Continuance Usage of Netflix mediated by Customer Satisfaction.
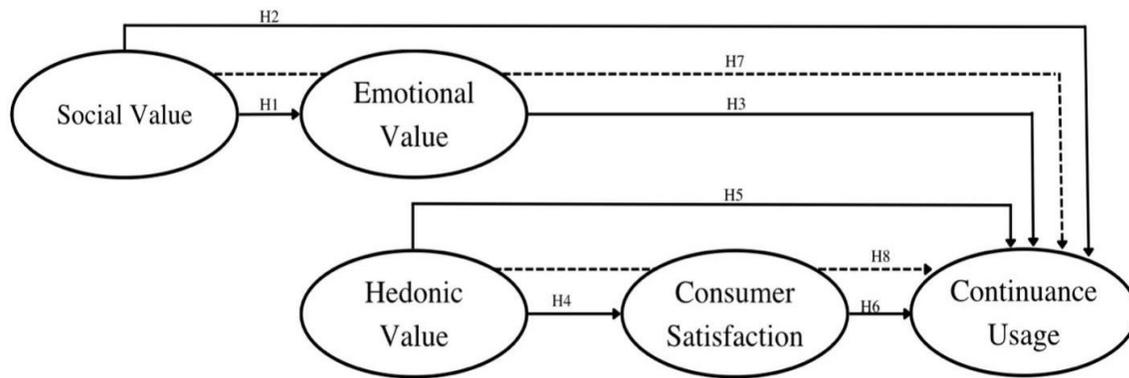

Figure 1. Research Model

Research Model in this study was established from two sources: (Lo et al. 2024) and (Talwar et al. 2024)

J) Research Method
Data used to make this analysis was collected using a quantitative research design of causal explanatory type, as it aimed to prove how Social Value, Hedonic Value, Emotional Value and Consumer Satisfaction affect Continuance Usage on digital streaming services. The findings are then used and discussed in correlation with the focus on Generation Z Netflix users as typical representatives of digital natives, which are types of users who heavily engage with online entertainment platforms.

The participants provided responses for all constructs on a five-respondent Likert scale (1 = strongly disagree to 5 = strongly agree). The measurement items were selected and modified from existing empirical studies in consumption value theory, post-adoption behavior, and digital service usage that reflected the context of OTT streaming services. Content validity and construct reliability were guaranteed through the use of validated scales.

The population targeted in this study was Gen Z users of the Netflix streaming service. A purposive sampling was managed whereby all respondents fulfilled the predetermined research criteria. Participants specifically must live in Bekasi, have been subscribed to Netflix for more than just a year, be the decision-maker when it comes to subscribing to Netflix, use the streaming platform at least once every week and consume web series content if they primarily watch on that service. These criteria were defined in order for respondents to have enough usage experience and familiarity with the platform, so they could produce informed and reliable assessments of the constructs considered in this research. All computed values of minimum sample size were done based on the PLS-SEM guideline that suggested a sample size at least ten times as much as the highest number of structural paths pointing to a latent variable (Hair et al., 2022, p. 25). A total of 309 responses initially met these sensitivities for research criteria. Subsequently, outliers were removed for data quality and model robustness purposes, with 7

responses being omitted. 832 responses were received, of which 302 were considered valid and included for further analysis.

The collected data were analyzed with Partial Least Squares–Structural Equation Modeling (PLS-SEM) using SmartPLS 3 software. The chosen analytical approach offered several advantages for predictive research, including the suitability of complex models with data containing more than one latent construct and robustness to non-normality (Hair et al., 2022: 28). Measurement model validation consisted of the evaluation through several criteria for all constructs including indicator reliability, internal consistency reliability, convergent validity and discriminant validity using factor loadings, Composite Reliability (CR), Average Variance Extracted (AVE), cross-loadings, Fornell–Larcker criterion and HTMT ratios. The structural model was then examined through path coefficients, coefficient of determination (R^2), and predictive relevance (Q^2) to test the proposed hypotheses and mediating effects.

III. RESULTS AND DISCUSSION

Based on some of the characteristics of respondents who meet the criteria, there are 302 respondents whose data are outlined in the results of the following data collection.

Table 2: Respondent Profile

Demographic variable	Category	Frequency	%
Gender	Male	93	30.8
	Female	209	69.2
Age	17 - 20	71	23.5
	21 - 24	201	66.6
	25 - 28	30	9.9
Occupation	Student	228	75.5
	Civil Servant (PNS)	9	3.0
	Private Employee	38	12.6
	BUMN	8	2.6
	Entrepreuneur	17	5.6
	TNI/POLRI	0	0.0
	Others	2	0.7
Monthly Income	< Rp 1.000.000	73	24.2
	Rp 1.000.000 - Rp 2.999.999	132	43.7
	Rp 3.000.000 - Rp 4.999.999	49	16.2
	≥ Rp 5.000.000	48	15,9
Last Education	SMA/SMK	193	63.3
	S1	105	34.4
	S2	3	1.0
	D3	1	0.3
	Others	1	0.3
Device Used	TV	147	48.68
	Smartphone	208	68.87
	Laptop	202	66.89
	PC	22	7.28
	Tablet	54	17.88

Source: *Data processing using SPSS*

Table 1 reports the demographic profile of the study. The observed characteristics consist of gender, age, occupation, education level, monthly income, and device used. The results indicate that female respondents dominate the sample (69.2%), with the majority falling within the 21–24 age group (66.6%). Most respondents are students (75.5%) and have an educational background of senior high school or vocational school (63.3%). In terms of income, the largest proportion of respondents earn between IDR 1,000,000 - IDR 2,999,999 per month (43.7%) and smartphones are the most frequently used device for accessing Netflix (68.87%).

A) Evaluation of the Measurement Model (Outer Model)

According to Hair et al. (2022, p. 120), discriminant validity refers to the extent to which a construct is empirically distinct from other constructs, indicating that each construct captures a phenomenon not represented by other constructs in the model. As a general guideline, indicator outer loadings should be statistically significant, and values of 0.70 or higher are recommended to ensure adequate indicator reliability.

Internal consistency reliability is assessed using Composite Reliability (CR) and Cronbach's Alpha (CA), with both measures required to exceed the minimum threshold of 0.70 to indicate satisfactory reliability. Furthermore, convergent

validity is evaluated using the Average Variance Extracted (AVE), where values of 0.50 or higher indicate that the construct explains at least half of the variance of its indicators (Hair et al., 2022, p. 120).

Based on the results of the SmartPLS analysis, all indicators demonstrate outer loading values that meet the recommended thresholds. In addition, the CR, CA, and AVE values for all constructs exceed the minimum criteria, indicating that the measurement items reliably and validly represent their respective constructs.
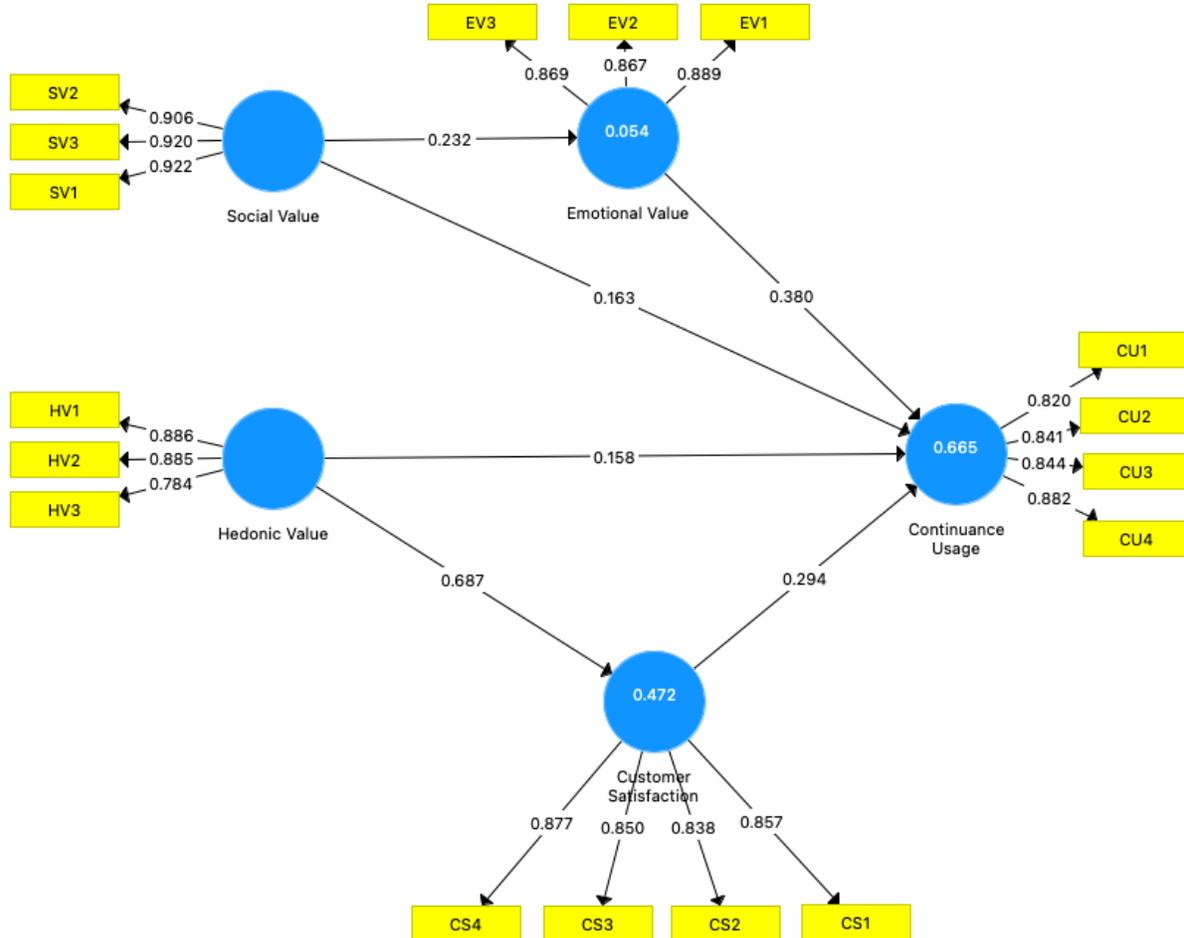

Figure 2. Measurement Model Test Result

Based on data processing, it can be concluded that convergent validity has been achieved, as indicated by all Loading Factors above 0.70 (valid) and AVE values greater than 0.50 (valid), and the reliability calculations show that all Composite Reliability and Cronbach's alpha values are greater than 0.70. A detailed summary of the outer loadings, reliability coefficients, and AVE values is presented in Table 3.

Table 3: Loadings, Reliability Measures and Validity Measures

Constructs and Measurement Items	Loading
Social Value (α = .904; CR = .9407; AVE = .839)	
SV1: Watching Netflix helps me to participate in social conversations	0.906
SV2: Watching Netflix helps me to gain social approval	0.920
SV3: Using Netflix helps me stand out among my Peers	0.922
Hedonic Value (α = .813; CR = .889; AVE = .728)	
HV1: Using Netflix is fun	0.886
HV2: I enjoyed using Netflix	0.885
HV3: Using Netflix truly felt like an escape	0.784
Emotional Value (α = .847; CR = .908; AVE = .766)	
EMV1: Watching a web series on Netflix is exciting	0.889
EMV2: Watching Netflix is enjoyable	0.867

EMV3: I enjoy web series that are available on Netflix	0.869
Consumer Satisfaction (α = .878; CR = .916; AVE = .733)	
CS1: I like the variations of the Netflix content	0.857
CS2: I am satisfied with Netflix (e.g. timely content updates)	0.838
CS3: Watching on Netflix meets my expectations	0.850
CS4: I would be happy to recommend Netflix to others	0.877
Continuance Usage (α = .869; CR = .910; AVE = .718)	
CU1: I continue to use Netflix rather than discontinue its use	0.820
CU2: I will use Netflix in the future	0.841
CU3: I recommend others to use Netflix	0.844
CU4: I plan to use Netflix in the future	0.882

Source: Data processing using SmartPLS 3.0

Discriminant validity refers to the extent to which a construct is truly distinct from other constructs in the research model, meaning that each construct represents a unique concept and does not overlap with others (Hair et al., 2022, p. 120). In this study, discriminant validity is primarily assessed using the Fornell–Larcker criterion and the Heterotrait–Monotrait Ratio (HTMT). The Fornell–Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) of each construct with its correlations with other constructs to ensure adequate separation. In addition, Heterotrait–Monotrait Ratio (HTMT) is used to assess the degree of similarity between constructs by comparing correlations across constructs with correlations within the same construct.

Table 4: Forenell-Larcker criterion

	Continuance Usage	Consumer Satisfaction	Emotional Value	Hedonic Value	Social Value
Continuance Usage	0.847				
Consumer Satisfaction	0.728	0.856			
Emotional Value	0.754	0.759	0.875		
Hedonic Value	0.672	0.687	0.714	0.853	
Social Value	0.358	0.226	0.232	0.252	0.916

Source: Data processing using SmartPLS 3.0

Based on the results presented in Table 4, discriminant validity is established according to the Fornell–Larcker Criterion, where the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other latent constructs (Hair et al., 2022, p. 121). This indicates that each construct shares more variance with its own indicators than with other constructs in the research model.

In addition, an inspection of indicator loadings shows that each indicator is more strongly associated with its intended construct than with other constructs in the model, providing further support for discriminant validity.

However, as highlighted by Hair et al. (2022, p. 121), both the Fornell–Larcker Criterion and indicator loading inspections may have limitations in detecting discriminant validity issues, particularly when constructs are conceptually related. Therefore, the discriminant validity assessment is further strengthened by employing the Heterotrait–Monotrait Ratio (HTMT), which provides a more stringent and reliable evaluation of discriminant validity.

Table 6: Heterotrait-Monotrait Ratio (HTMT)

	Continuance Usage	Consumer Satisfaction	Emotional Value	Hedonic Value	Social Value
Continuance Usage					
Consumer Satisfaction	0.833				
Emotional Value	0.877	0.880			
Hedonic Value	0.795	0.804	0.846		
Social Value	0.401	0.251	0.262	0.306	

Source: Data processing using SmartPLS 3.0

Based on the HTMT results shown in Table 9, all values are below the recommended threshold of 0.90 as suggested by Hair et al. (2022, p. 126). This indicates that discriminant validity is not a concern in this study. In other words, each construct in the model can be empirically distinguished from the others, suggesting that the measurement model demonstrates satisfactory quality and is suitable for further analysis.

B) Structural Model Testing (Inner Model)

Structural model (inner model) testing is conducted to evaluate the relationships among latent constructs by examining path coefficients and their levels of significance, which serve as the basis for hypothesis testing. According to Hair et al. (2022,

p. 13), the inner model represents the structural relationships between constructs and is used to assess the proposed causal links within the research framework.

In this study, the explanatory power of the model is evaluated using the coefficient of determination (R-square), which indicates the extent to which the exogenous variables explain the variance of the endogenous variables. R-squared is calculated based on the squared correlation between the observed and predicted values of the endogenous construct. The value of R-square ranges from 0 to 1, where higher values indicate a stronger explanatory capability of the model (Hair et al., 2022, p. 195).

In addition to R-square, predictive relevance is assessed using the Q-square value obtained through the blindfolding procedure. Q-square evaluates the model's ability to predict data points that are omitted during the estimation process. A Q-square value greater than zero indicates that the model has adequate predictive relevance, whereas a value equal to or below zero suggests a lack of predictive capability (Hair et al., 2022, p. 202).

Table 7: Predictive accuracy and relevance (R2 and Q2)

	R2	Q2
Continuance Usage	0.665	0.470
Consumer Satisfaction	0.472	0.343
Emotional Value	0.054	0.038

Source: Data processing using SmartPLS 3.0

The R² value for Continuance Usage is 0.665, indicating that Social Value, Hedonic Value, Emotional Value, and Consumer Satisfaction are able to explain approximately 66.5% of the variance in Continuance Usage. The remaining 33.5% of the variance is explained by other factors outside the research model. In addition, the Q² value of 0.470 indicates good predictive relevance, as the value is greater than zero, suggesting that the model has a strong ability to predict continuance usage behavior.

For Consumer Satisfaction, the R² value of 0.472 indicates that Hedonic Value explains 47.2% of the variance in Consumer Satisfaction, while the remaining variance is influenced by other variables not included in the model. The Q² value of 0.343 further confirms that the model demonstrates adequate predictive relevance for Consumer Satisfaction.

Meanwhile, Emotional Value shows an R² value of 0.054, indicating that Social Value explains 5.4% of the variance in Emotional Value, with the majority of the variance influenced by factors beyond the scope of this study. Despite the relatively low explanatory power, the Q² value of 0.038 remains above zero, suggesting that the model still possesses predictive relevance for Emotional Value.

Table 8: Summary of Path Coefficients and Hypotheses Testing

Hypotheses	Path	B	t-value	p-values	Result
H1	SV → EV	0.232	4.360	0.000	Supported
H2	SV → CU	0.163	4.048	0.000	Supported
H3	EV → CU	0.380	6.290	0.000	Supported
H4	HV → CS	0.687	23.220	0.000	Supported
H5	HV → CU	0.158	2.867	0.004	Supported
H6	CS → CU	0.294	4.443	0.000	Supported
H7	SV → EV → CU	0.088	3.221	0.001	Supported
H8	HV → CS → CU	0.202	4.440	0.000	Supported

Source: Data processing using SmartPLS 3.0

Table 8 shows the results of the hypothesis testing are summarized. Here is the explanation of the results for each hypothesis:
1. Hypothesis 1 (H1) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.232. This indicates that Social Value has a positive effect on Emotional Value. The higher the Social Value perceived by users, the higher the Emotional Value toward Netflix. This result is consistent with the research by Talwar et al. (2024).
2. Hypothesis 2 (H2) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.163. These results indicate that Social Value has a positive effect on Continuance Usage. The higher the Social Value, the higher the users' intention to continue using Netflix. This result is consistent with the research by Talwar et al. (2024).
3. Hypothesis 3 (H3) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.380. This indicates that Emotional Value has a positive effect on Continuance Usage. The higher the Emotional Value experienced by users, the higher the Continuance Usage. This result is consistent with the research by Talwar et al. (2024).

4. Hypothesis 4 (H4) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.687. These results indicate that Hedonic Value has a positive effect on Consumer Satisfaction. The higher the Hedonic Value, the higher the Consumer Satisfaction. This result is consistent with the research by Lo et al. (2024).

5. Hypothesis 5 (H5) has a p-value of 0,004 < 0.05 and a positive coefficient value of 0.158. This indicates that Hedonic Value has a positive effect on Continuance Usage. The higher the Hedonic Value, the higher the Continuance Usage. This result is consistent with the research by Lo et al. (2022).

6. Hypothesis 6 (H6) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.294. These results indicate that Consumer Satisfaction has a positive effect on Continuance Usage. The higher the Consumer Satisfaction, the higher the Continuance Usage. This result is consistent with the research by Lo et al. (2024).

7. Hypothesis 7 (H7) has a p-value of 0,001 > 0.05 and a coefficient value of 0.088. These results indicate that Social Value has a positive effect on Continuance Usage mediated by Emotional Value. The higher the Social Value, the higher the Continuance Usage through Emotional Value. This mediation is a partial mediation, as both the direct and indirect effects are significant. This result is consistent with the research by Talwar et al. (2024).

8. Hypothesis 8 (H8) has a p-value of 0.000 < 0.05 and a positive coefficient value of 0.202. This indicates that Hedonic Value has a positive effect on Continuance Usage mediated by Consumer Satisfaction. The higher the Hedonic Value, the higher the Continuance Usage through Consumer Satisfaction. This mediation is a partial mediation, as both the direct and indirect effects are significant. This finding extends the study of Lo et al. (2024) by demonstrating that the effect of Hedonic Value on Continuance Usage is partially mediated by Consumer Satisfaction.

C) Discussion

This study aims to explain the key factors that influence Continuance Usage of Netflix among Generation Z by examining the roles of Social Value and Hedonic Value, along with the mediating effects of Emotional Value and Consumer Satisfaction. The findings offer important insights into how social and experience-based consumption values shape long-term usage behavior in Over-the-Top (OTT) streaming services, particularly within the Indonesian context.

The results show that Social Value has a positive and significant effect on Emotional Value. This indicates that social benefits gained from using Netflix, such as shared viewing experiences, peer influence, and a sense of social connection, contribute to more positive emotional responses. For Generation Z, streaming platforms are not only used for entertainment but also serve as social spaces where users can feel socially connected and recognized. This finding supports previous studies that highlight the role of Social Value in strengthening emotional responses in a digital consumption context (Talwar et al., 2024). On the other hand, a study by Gogan et al. (2018) shows that social-oriented benefits strengthen emotional responses and emotional attachment, thereby reinforcing users' affective connection with digital platforms.

The findings also indicate that Social Value has a positive and significant effect on Continuance Usage. This suggests that perceptions of social relevance and social acceptance increase users' intentions to keep using Netflix. Among Generation Z, streaming platforms are often embedded in daily social life, where peer influence and shared content experiences play an important role in shaping Continued Usage. This result is consistent with prior studies emphasising that Social Value is a strong driver of Continuance Usage intention in digital service contexts (Talwar et al., 2024; Flavián et al., 2024).

Furthermore, the results show that Emotional Value positively and significantly influences Continuance Usage. This means that feelings such as feeling satisfied emotionally, relaxation, and positive mood gained from using Netflix encourage users to continue using the service. Emotional gratification, therefore, functions as an important psychological factor that links consumption experiences to repeated usage behavior. This finding aligns with prior research on digital entertainment services (Talwar et al., 2024) and is further supported by recent studies showing that emotional attachment strengthens continuance intention in digital platforms (Zhang et al., 2025).

In addition, the findings demonstrate that Hedonic Value has a strong positive effect on Consumer Satisfaction. This suggests that enjoyable and entertaining experiences provided by Netflix significantly increase users' satisfaction levels. For Generation Z users, hedonic aspects are particularly important when evaluating digital services, as they place high value on entertainment quality and overall enjoyment. This result is consistent with previous studies identifying Hedonic Value as a key determinant of Consumer Satisfaction in OTT services (Lo et al., 2024), and is supported by recent evidence showing that higher hedonic experiences enhance Consumer

Satisfaction (Esmaeilzadeh et al., 2025).

Moreover, the results reveal that Hedonic Value also has a direct and positive effect on Continuance Usage. This indicates that enjoyable and entertaining experiences directly motivate users to keep subscribing to Netflix. In highly competitive digital markets, such enjoyment-based experiences play a crucial role in sustaining usage behavior. This finding is in line with prior research showing that Hedonic Value significantly influences continuance intention in streaming and digital service contexts (Lo et al., 2024), and is further supported by studies demonstrating that perceived enjoyment encourages continued engagement with digital platforms (Mpinganjira et al., 2024).

The study further confirms that Consumer Satisfaction has a positive and significant effect on Continuance Usage. This means that users who are satisfied with their overall experience are more likely to continue using Netflix over time. Satisfaction reflects users' overall evaluation of the service and helps strengthen ongoing engagement while reducing the likelihood of discontinuation. This result is consistent with Lo et al. (2024) and supported by prior research highlighting satisfaction as a key driver of sustained usage behavior among digital users in OTT platforms (Friederich et al., 2023).

Regarding the indirect effect, this study finds that Consumer Satisfaction significantly mediates the relationship between Hedonic Value and Continuance Usage. This suggests that hedonic experiences encourage continued usage not only directly, but also indirectly by enhancing users' satisfaction. While previous studies, such as Lo et al. (2024), highlighted the importance of Hedonic Value and Consumer Satisfaction as key predictors of Continuance Intention, the present study extends this line of research by empirically demonstrating the mediating role of Consumer Satisfaction in this relationship and is further supported by evidence demonstrating that satisfaction mediates the relationship between hedonic benefits and Continuance Intention in mobile application contexts, where enjoyment leads to greater satisfaction and continued use (Akel & Armağan, 2021).

Finally, the results indicate that Emotional Value significantly mediates the relationship between Social Value and Continuance Usage. This implies that social benefits influence continued Netflix usage through users' emotional responses. When Netflix is perceived as socially relevant, it generates positive feelings that strengthen users' intention to continue using the platform. This mediating mechanism is consistent with prior research highlighting the role of emotional value in connecting social experiences with sustained usage behavior in digital consumption contexts (Talwar et al., 2024).

IV. CONCLUSION

A) Practical Implications

The findings of this research have direct and meaningful implications for OTT service providers, especially Netflix, in enhancing Continuance Use among Generation Z users. First, given that Social Value significantly affects users' emotional experiences, OTT platforms could enrich their application features based on social interaction. For instance, Netflix can add simple social-sharing tools — such as a button that lets users share their favorite movies or series to friends in social media or messaging apps. "Watch together" features, shared playlists or visible popularity indicators are also all designed to encourage social engagement and make people feel connected when on the platform.

Second, emotional and hedonic experiences need to be enabled by content, but also by interface design. Website and mobile app developers can create colourful interfaces with seductive layouts and smooth navigation to make users feel gratified during browsing or viewing. A well-designed and user-friendly interface can increase users' Emotional Value, leading to higher satisfaction, which is particularly echoed amongst Generation Z users who are more prone to digital exposure.

Third, content strategy is still a big lever for user retention. Films and series established themselves as the main items of OTT demand in recent digital entertainment surveys (Redaksi, 2025). Account Settings (08)Netflix should invest in high-quality content creation and licensing of popular genres. Emotional attachment and usage over time can be strengthened even further by developing local content that is original to Indonesia, expanding audiences and referencing Indonesian culture with younger fans.

Lastly, we are also covering the latest tech to make your streaming worthwhile. Technical problems like buffering or poor video quality might diminish enjoyment and lead to decreased use. Moreover, Netflix should constantly optimize the performance of streaming, provide an adaptive quality video, and also offer a flexible on-demand viewing option to enable users to enjoy content anytime and anywhere. OTT providers can put in place enlivening. How about we need to catch a more

profound reason for presenting social features, delightful plans, life-stirring content and solid specialized execution that will help with user joint satisfaction followed by long-term support among Generation Z.

B) Theoritical Implications

This study adds to the literature by incorporating Consumption Value Theory (Sheth et al. (1991) and the Stimulus–Organism–Response (SOR) model proposed by Mehrabian and Russell (1974), which are used to explain continuance usage behavior in OTT context. Consumption Value Theory provides an explanation of how users assess digital services in terms of perceived values, focusing on Social Value and Emotional Value, while the SOR framework clarifies that these values act as external stimuli that translate to internal mental states, like Hedonic Value and Consumer Satisfaction, which then guide behavioral response—Continuance Usage. Both theories are applied in the post-adoption context and for Gen Z users of digital streaming services. Although previous research, including Lo et al. (2024), highlighted the importance of Hedonic Value and Satisfaction for maintaining use, and Talwar et al. While Chan et al. (2024) underscored social and emotional features of digital entertainment, the present study enhances the relevant body of literature by unifying Social Value, Emotional Value, Hedonic Value and Consumer Satisfaction within a cohesive explanatory model. In this way, the findings contribute to a broader perspective on how social and experiential elements shape long-term use of OTT platforms in concert with each other.

C) Limitations Of The Study And Recommendations For Future Research

There are several limitations that should be noted in this study. Firstly, this study only has a sample of Generation Z Netflix users in Bekasi City, so the generalization of the research findings remains limited. The research area for this study was selected based on the high population density, urban status, and strong exposure to digital technology and OTT streaming services emerging in Bekasi, a strongly populated city, which fits Generation Z's Continuance Usage behavior as the subject of analysis with matching criteria. In other cities/areas, user behaviours may vary significantly. Hence, it is suggested that further research should broaden the sample coverage by including respondents from different regions in Indonesia, allowing the results to represent wider demographic and regional differences.

Second, this study investigates only Netflix as the OTT streaming platform in focus. As such, the results mainly capture users' perception and usage behavior in relation to the domain of Netflix. Different OTT platforms may have different content strategies, pricing models, and platform features that can result in a different user experience and continuance behavior. This suggests that future studies should incorporate several OTT platforms (e.g., Disney+, Amazon Prime Video) or local streaming services to compare their continuance usage behavior, providing a more holistic perspective of the OTT market.

Third, this research only investigates a few variables that are Social Value, Hedonic Value, Emotional Value and Consumer Satisfaction in predicting Continuance Usage. Although these factors provide important insight, whether users continue using OTT platforms will also depend on multiple other determinants. Other factors like price fairness, habitual usage and perceived usefulness or trust in the platform may also be significant. Hence, it is suggested to include additional variables and simple moderating factors (e.g., gender differences, age group, or frequency of platform usage) in future research on the proposed model in order to better understand how these factors may strengthen/weaken relationships.

V. REFERENCES

[1] Akel, G., & Armağan, E. (2021). Hedonic and utilitarian benefits as determinants of the application continuance intention in location-based applications: the mediating role of satisfaction. Multimedia Tools and Applications, 80(5), 7103–7124. https://doi.org/10.1007/S11042-020-10094-2

[2] Andriani, N., Mugiono, M., & Rahayu, M. (2021). Utilitarian Shopping Value and Hedonic Shopping Value to Improve Customer Satisfaction and Intention on E-Commerce Business. *Jurnal Aplikasi Manajemen*, 19(1), 166–174. https://doi.org/10.21776/UB.JAM.2021.019.01.15

[3] APJII. (2025). *Asosiasi Penyelenggara Jasa Internet Indonesia - Survei*. https://survei.apjii.or.id/

[4] Bahfiarti, T., & Arianto, A. (2022). Uses and gratifications approach: influence of COVID-19 media exposure on millennial generation in Makassar city, Indonesia. *Heliyon*, 8(6), e09704. https://doi.org/10.1016/j.heliyon.2022.e09704

[5] Briliana, V. (2024). Why Does Indonesian Generation Z Use Food Delivery Order Apps (FDA's) Post Covid? *International Journal of Business, Economics and Law*, 32, 1. https://ijbel.com/wp-content/uploads/2024/07/IJBEL32-ISU1_713.pdf

[6] Chakraborty, D., Siddiqui, M., Siddiqui, A., Paul, J., Dash, G., & Mas, F. D. (2023). Watching is valuable: Consumer views – Content consumption on OTT platforms. *Journal of Retailing and Consumer Services*, 70, 103148. https://doi.org/10.1016/J.JRETCONSER.2022.103148

[7] Chatterjee, M. (2020). Globalization propelled technology often ends up in its micro-localization: Cinema viewing in the time of OTT. *Global Media Journal-Indian Edition*, 12, 1.

[8] Dhar. (2021). *What does OTT mean? How did it emerge and become popular?* https://theenvoyweb.com/features/ott-meaning-emerge-popular-platforms/

[9] Dimock. (2019). *Where Millennials end and Generation Z begins | Pew Research Center*. https://www.pewresearch.org/short-reads/2019/01/17/where-millennials-end-and-generation-z-begins

[10] Esmaeilzadeh, P., Maddah, M., & Mirzaei, T. (2025). Using AI chatbots (e.g., CHATGPT) in seeking health-related information online: The case of a common ailment. *Computers in Human Behavior: Artificial Humans*, 3, 100127. https://doi.org/10.1016/j.chbah.2025.100127

[11] Flavián, C., Belk, R. W., Belanche, D., & Casaló, L. v. (2024). Automated social presence in AI: Avoiding consumer psychological tensions to improve service value. *Journal of Business Research*, 175. https://doi.org/10.1016/j.jbusres.2024.114545

[12] Friederich, F., Palau-Saumell, R., Matute, J., & Meyer, J. H. (2024). Digital natives and streaming TV platforms: an integrated perspective to explain continuance usage of over-the-top services. *Online Information Review*, 48(1), 1–21. https://doi.org/10.1108/OIR-03-2022-0133

[13] Friederich, F., Palau-Saumell, R., Matute, J., & Meyer, J.-H. (n.d.). *Digital natives and streaming TV platforms: an integrated perspective to explain*

continuance usage of over-the-top services. https://doi.org/10.1108/OIR

[14] Gogan, I. C. W., Zhang, Z., & Matemba, E. D. (2018). Impacts of Gratifications on Consumers' Emotions and Continuance Use Intention: An Empirical Study of Weibo in China. *Sustainability 2018, Vol. 10, Page 3162*, *10*(9), 3162. https://doi.org/10.3390/SU10093162

[15] Goodstats. (2025). *Netflix Puncaki Aplikasi Hiburan Terpopuler 2024 - GoodStats*. https://goodstats.id/article/netflix-puncaki-aplikasi-hiburan-terpopuler-2024-9Uhtx

[16] Hair, J., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.

[17] Han, M., Wu, J., Wang, Y., & Hong, M. (2018). A Model and Empirical Study on the User's Continuance Intention in Online China Brand Communities Based on Customer-Perceived Benefits. *Journal of Open Innovation: Technology, Market, and Complexity*, *4*(4), 46. https://doi.org/10.3390/JOITMC4040046

[18] Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science 2014 43:1*, *43*(1), 115–135. https://doi.org/10.1007/S11747-014-0403-8

[19] Hirschman Elizabeth, C. (1982). The experiential aspects of consumption: consumer fantasies, feelings, and fun. *Journal of consumer research*, *9*(2), 132-40.

[20] Hussain, R., Hussain, Y. K., & Hussain, I. (2019). Exploring Hedonic Value and Its Impact on User's Continuance Intention to Use Smartwatches. *Journal of Retailing and Consumer Services, 51*, 343-352.

[21] IDCOMM. (2023). *Platform Video Streaming Berbayar: Era Kebebasan Ekspresi dan Komunikasi Sineas Film - IDCOMM*. https://www.idcomm.id/id/platform-video-streaming-berbayar-era-kebebasan-ekspresi-dan-komunikasi-sineas-film-3/

[22] IDN Times. (2024). *Understanding and Uncovering the Behavior, Challenges, and Opportunities*. https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf

[23] *Indonesia Negara Nomor 1, Warga RI Paling Banyak Langganan Netflix Cs*. (2025). Retrieved January 3, 2026, from https://www.cnbcindonesia.com/tech/20250617124959-37-641665/indonesia-negara-nomor-1-warga-ri-paling-banyak-langganan-netflix-cs

[24] Ji, C., Li, K., & He, Q. (2024). Understanding user's continuance intention of mobile social media apps: fear of missing out (FoMO) and users' desired value. *Current Psychology 2024 43:21*, *43*(21), 19330–19343. https://doi.org/10.1007/S12144-024-05753-8

[25] Jo, H. (2022). Continuance intention to use artificial intelligence personal assistant: type, gender, and use experience. *Heliyon*, *8*(9), e10662. https://doi.org/10.1016/J.HELIYON.2022.E10662

[26] Kemp Simon. (2024). *Digital 2024: Indonesia — DataReportal – Global Digital Insights*. https://datareportal.com/reports/digital-2024-indonesia

[27] Kurnianingsih, A., Tannady, H., Indradewa, R., & Sofia, Regina. D. (2025). Hedonic value and its influence on consumers: Systematic literature review. *International Journal of Innovative Research and Scientific Studies*, *8*(5), 1536–1542. https://doi.org/10.53894/IJIRSS.V8I5.9175

[28] Kurniawan, A. C., Rachmawati, N. L., Ayu, M. M., Ong, A. K. S., & Redi, A. A. N. P. (2024). Determinants of satisfaction and continuance intention towards online food delivery service users in Indonesia post the COVID-19 pandemic. *Heliyon*, *10*(1), e23298. https://doi.org/10.1016/j.heliyon.2023.e23298

[29] Li, Z., Zhao, X., & Ou, G. (2023). Understanding customer satisfaction in curated subscription services: Moderating roles of subscription time and information disclosure. *Information & Management*, *60*(6), 103834. https://doi.org/10.1016/J.IM.2023.103834

[30] Lianto, F., Kusuma Dewi, C., Widodo, A., Rubiyanti, N., Silvianita, A., Bisnis, A., & dan Bisnis, K. (2024). The Influence of Hedonic Value and Economic Value on Continuance Intention with Satisfaction as an Intervening Variable. *East Asian Journal of Multidisciplinary Research* , *3*(5), 1831–1838. https://doi.org/10.55927/EAJMR.V3I5.9253

[31] Lim, X. J., Cheah, J. H., Ng, S. I., Kamal Basha, N., & Liu, Y. (2021). Are men from Mars, women from Venus? Examining gender differences towards continuous use intention of branded apps. *Journal of Retailing and Consumer Services*, *60*. https://doi.org/10.1016/J.JRETCONSER.2020.102422

[32] Lo, M. C., Mohamad, A. A., Wan Ibrahim, W. H., & Thong, J. Z. (2024). Unveiling the dynamics of Malaysian viewers' continuance usage intention of OTT platforms: insights from the stimulus-organism-response (SOR) paradigm. *Global Knowledge, Memory and Communication*. https://doi.org/10.1108/GKMC-03-2024-0139/1253380

[33] Lu, B., Yan, L., & Chen, Z. (2022). Perceived values, platform attachment and repurchase intention in on-demand service platforms: A cognition-affection-conation perspective. *Journal of Retailing and Consumer Services*, *67*, 103024. https://doi.org/10.1016/J.JRETCONSER.2022.103024

[34] Lu, Y., & Siegfried, P. (2021). E-Commerce Live Streaming – An Emerging Industry in China and Potential Future Trend in The World. *ACC Journal*, *27*(2), 73–89. https://doi.org/10.15240/tul/004/2021-2-007

[35] Maduku, D. K., & Thusi, P. (2023). Understanding consumers' mobile shopping continuance intention: New perspectives from South Africa. *Journal of Retailing and Consumer Services*, *70*, 103185. https://doi.org/10.1016/J.JRETCONSER.2022.103185

[36] Maqableh, M., Obeidat, Z., Obeidat, A., Jaradat, M., Shah, M. H., & Masa'deh, R. (2021). Examining the Determinants of Facebook Continuance Intention and Addiction: The Moderating Role of Satisfaction and Trust. *Informatics 2021, Vol. 8, Page 62*, *8*(3), 62. https://doi.org/10.3390/INFORMATICS8030062

[37] Mehrabian, A. and Russell, J.A. (1974), An Approach to Environmental Psychology, The MIT Press, Cambridge, MA.

[38] Mehrabioun, M. (2024). A multi-theoretical view on social media continuance intention: Combining theory of planned behavior, expectation-confirmation model and consumption values. *Digital Business*, *4*(1), 100070. https://doi.org/10.1016/J.DIGBUS.2023.100070

[39] Menon, D. (2022). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports*, *5*, 100006. https://doi.org/10.1016/J.TELER.2022.100006

[40] Mpinganjira, M., Dlodlo, N., & Idemudia, E. C. (2024). Perceived experiential value and continued use intention of e-retail chatbots. *International Journal of Retail and Distribution Management*, *52*(13), 121–135. https://doi.org/10.1108/IJRDM-04-2023-0237

[41] Mulla, T. (2022). Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021. *Telematics and Informatics*, *69*, 101797. https://doi.org/10.1016/J.TELE.2022.101797

[42] Nikhashemi, S. R., Knight, H. H., Nusair, K., & Liat, C. B. (2021). Augmented reality in smart retailing: A (n) (A) Symmetric Approach to continuous intention to use retail brands' mobile AR apps. *Journal of Retailing and Consumer Services*, *60*, 102464. https://doi.org/10.1016/J.JRETCONSER.2021.102464

[43] Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, *17*(4), 460. https://doi.org/10.2307/3150499

[44] Paul, R. (2024). Indian Journal of Mass Communication and Journalism (IJMCJ) Over-the-Top Platforms' Impact on Traditional Entertainment in India. https://doi.org/10.54105/ijmcj.D1077.04021224

[45] Pereira, R., & Tam, C. (2021). Impact of enjoyment on the usage continuance intention of video-on-demand services. *Information & Management*, *58*(7), 103501. https://doi.org/10.1016/J.IM.2021.103501

[46] Petrock. (2021). *A look at Gen Z's preferred social platforms*. https://www.emarketer.com/content/gen-z-preferred-social-platforms

[47] Rasoolimanesh, S. M., Iranmanesh, M., Amin, M., Hussain, K., Jaafar, M., & Ataeishad, H. (2020). Are functional, emotional and social values

interrelated? A study of traditional guesthouses in Iran. *International Journal of Contemporary Hospitality Management*, *32*(9), 2857–2880. https://doi.org/10.1108/IJCHM-03-2020-0193

[48] Redaksi. (2025). Tren Digital 2025: Saat Gen Z Mengendalikan Hiburan. https://www.kba.one/news/tren-digital-2025-saat-gen-z-mengendalikan-hiburan/index.html

[49] Savitha, B., Hawaldar, I. T., & Kumar K, N. (2022). Continuance intentions to use FinTech peer-to-peer payments apps in India. *Heliyon*, *8*(11), e11654. https://doi.org/10.1016/j.heliyon.2022.e11654

[50] Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, *22*(2), 159–170. https://doi.org/10.1016/0148-2963(91)90050-8

[51] Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. Journal of Retailing, 77(2), 203–220.

[52] Talwar, S., Kaur, P., Kumar, S., Laroche, M., & Dhir, A. (2024). Caged, helpless but not bored: consumption values derived from over-the-top platforms during pandemic. *Information Technology and People*, *37*(1), 422–448. https://doi.org/10.1108/ITP-11-2021-0837

[53] Triandewo, M. A., & Viryanie, V. (2023). Factors Influencing Customer Loyalty on A&W Customers in Jakarta. *IJEBD (International Journal of Entrepreneurship and Business Development)*, *6*(2), 265–277. https://doi.org/10.29138/IJEBD.V6I2.2193

[54] Tumiwa, E. S. D. (2022). Developing Strategy to Enhance User Retention and Product Preference in Indonesia OTT Industry (Case Study of Vidio.com). *International Journal of Current Science Research and Review*, *05*(04). https://doi.org/10.47191/IJCSRR/V5-I4-61

[55] Wang, Q., Yang, M., & Zhang, W. (2021). Accessing the Influence of Perceived Value on Social Attachment: Developing Country Perspective. *Frontiers in Psychology*, *12*, 760774. https://doi.org/10.3389/FPSYG.2021.760774/REFERENCE

[56] Yum, K., & Kim, J. (2024). The Influence of Perceived Value, Customer Satisfaction, and Trust on Loyalty in Entertainment Platforms. *Applied Sciences 2024, Vol. 14, Page 5763*, *14*(13), 5763. https://doi.org/10.3390/APP14135763

[57] Zhang, S., Ji, T., Liang, K., Wei, L., & Pan, Y. (2025). Why do users stay? Emotional vs. functional attachment in pan-entertainment live streaming platforms. *Frontiers in Psychology*, *16*, 1623568. https://doi.org/10.3389/FPSYG.2025.1623568/BIBTEX

[58] Zhu, H., & Deng, F. (2020). How to Influence Rural Tourism Intention by Risk Knowledge during COVID-19 Containment in China: Mediating Role of Risk Perception and Attitude. *International Journal of Environmental Research and Public Health 2020, Vol. 17, Page 3514*, *17*(10), 3514. https://doi.org/10.3390/IJERPH17103514