

MDDM

Master's Degree Program in
Data-Driven Marketing

NAVIGATING THE SUBSCRIPTION ECONOMY

Understanding How Streaming Services Are Transforming Consumer
Behavior and Loyalty

Maria Inês Diniz Silva Oliveira

Master Thesis

presented as partial requirement for obtaining a Master's Degree in Data-Driven Marketing

NOVA Information Management School
Instituto Superior de Estatística e Gestão de Informação
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by

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Master Thesis presented as partial requirement for obtaining the Master's degree in Data-Driven Marketing, with a specialization in Data Science for Marketing

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STATEMENT OF INTEGRITY

I hereby declare having conducted this academic work with integrity. I confirm that I have not used plagiarism, any form of undue use of information or falsification of results along the process leading to its elaboration. I further declare that I have fully acknowledged the Rules of Conduct and Code of Honor from the NOVA Information Management School.

[Lisbon, July 15th 2024]

DEDICATION

To my family, for their unwavering support and encouragement throughout this journey.

To my friends, for their endless motivation and understanding.

To my mentors, for their valuable guidance and wisdom.

And to all those who have walked this path before me, your efforts have paved the way for this achievement.

This thesis is a testament to your belief in me. I am grateful to each one of you.

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I also want to thank my family for their reassurance and comfort. You have been fundamental to my success, and I am very grateful for all you have done for me.

My friends have provided me with much-needed moral support and laughter. Thank you for always being there for me.

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Finally, I would like to acknowledge all the faculty and staff members who have contributed to my academic journey. Your dedication and hard work do not go unnoticed.

Thank you all for being my source of strength and inspiration.

ABSTRACT

This study investigates consumer behavior within the subscription economy, focusing specifically on streaming services such as Netflix and Spotify. By integrating the IS Success Model (DeLone & McLean, 2003) with constructs like perceived value, enjoyment, usefulness, and intention to reuse, this research aims to understand how these factors influence user satisfaction, engagement, and loyalty. Using a comprehensive multidimensional research model and employing Partial Least Squares Structural Equation Modeling (PLS-SEM) for data analysis, the study reveals that system quality, information quality, and perceived value significantly impact user satisfaction. However, the anticipated positive effects of enjoyment and usefulness on satisfaction were not supported, indicating potential areas for further investigation. The findings offer practical insights for streaming service providers to enhance user experience and retention. Recommendations for future research include employing longitudinal studies, diversifying samples, and exploring additional constructs and mediating variables.

KEYWORDS

Consumer behavior; Loyalty; Subscription-Based Streaming Services; IS Success Model; Netflix; Spotify.

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1. INTRODUCTION

The rapid advancement of technology has fundamentally altered the landscape of entertainment consumption, with streaming platforms emerging as a dominant force in the digital media industry. These platforms, such as Netflix and Spotify, have revolutionized how content is accessed, consumed, and enjoyed by audiences worldwide. The unprecedented growth and widespread adoption of these platforms have necessitated a deeper understanding of the factors that contribute to their success and sustainability. This study aims to explore the various dimensions of streaming platform success by examining user satisfaction, engagement, and loyalty, grounded in established theoretical frameworks and empirical evidence.

In this study, we aim to explore consumer behavior in the context of the subscription economy, specifically focusing on streaming services. The research model for this study is based on the integration of the IS Success Model (DeLone & McLean, 2003) and additional constructs that we believe are relevant to consumer behavior in streaming services: enjoyment, perceived value, usefulness, and intention to reuse.

We strongly believe that in the context of streaming platforms, the more actively users engage with the service—such as regularly watching content and engaging with the platform—the more likely they are to perceive value and satisfaction from the service. This study aims to connect the quality attributes of streaming services with users' willingness to continue using these services. While it is essential to leverage emerging technologies and digital enablers to enhance user experience, businesses must also focus on providing substantial value beyond mere profitability to maintain long-term user engagement and satisfaction.

Our goal is to understand how various factors such as system quality, information quality, service quality, enjoyment, and perceived usefulness impact users' behaviors and beliefs towards streaming services. This understanding will help generate new insights and contribute to existing theories on consumer behavior in the subscription economy. Furthermore, this study will analyze potential strategies that streaming service providers can adopt to improve their relationships with consumers, thereby enhancing retention and satisfaction.

2. LITERATURE REVIEW

2.1. INTRODUCTION TO THE SUBSCRIPTION ECONOMY

The subscription economy marks a paradigm shift from traditional product ownership to a model where consumers pay recurring fees for ongoing access to services and products. This shift is driven by advancements in technology and changing consumer preferences toward convenience and personalization. Tien Tzuo (2018) explained how businesses across various sectors are adopting subscription-based models to build sustainable revenue streams and foster long-term customer relationships. The shift towards subscription models is not merely a trend but a fundamental change in how businesses operate and interact with customers (Tzuo, 2018). According to Tzuo, businesses that adopt subscription models benefit from predictable revenue streams, stronger customer relationships, and valuable insights from customer data.

The subscription model is not entirely new; it has roots in historical practices such as newspaper and magazine subscriptions. However, its modern resurgence can be attributed to several key developments. First, the rise of digital technologies, including cloud computing, mobile internet, and big data analytics, has made it easier for companies to offer and manage subscription services. Companies can now efficiently track customer behavior, personalize offerings, and automate billing processes. McKinsey & Company (2019) highlight how digital transformation has enabled companies to scale subscription services globally, providing insights into the critical role of technology in this evolution. Furthermore, today's consumers prioritize experiences over ownership. Joseph Pine and James Gilmore (1999), argue that consumers are increasingly seeking memorable experiences rather than material possessions. This preference aligns with the subscription model, which often provides ongoing access to experiences and services. Schmitt (1999) and Shaw & Ivens (2002) further elaborate on the shift towards experiential consumption and its impact on business strategies. Another reason is economic efficiency. Subscription models offer economic advantages for both businesses and consumers. For businesses, recurring revenue from subscriptions ensures a steady cash flow and reduces reliance on one-time sales. For consumers, subscriptions often provide more affordable access to services and products, spreading the cost over time rather than requiring significant upfront investment. Thus, subscription models enhance customer lifetime value and business resilience (Warrillow, 2015).

In the past, the subscription business model was mainly used for magazines, gyms, or cable packages. Today, subscriptions encompass a wide array of services, including TV shows, music, food, clothing, etc. Several key factors drive the popularity of subscriptions. Price is a significant factor; for instance, Costco offers unique goods at lower prices for an annual fee. Convenience also plays a crucial role. Services like Amazon offer subscriptions for regular delivery of essentials, eliminating the need for frequent store visits (Barseghian, 2019).

The shift to subscription models is widespread among established companies due to two main reasons. Firstly, brand loyalty among online shoppers is low, prompting retailers to adopt subscription models to stay competitive. Secondly, subscriptions ensure predictable revenue, which is attractive for business valuations (Barseghian, 2019). Moreover, subscriptions influence customer behavior through the psychological sunk-cost fallacy. Customers feel compelled to utilize services they've paid for to justify their expenditure (Iyengar, 2022).

2.2. THE SUBSCRIPTION ECONOMY IN MEDIA AND ENTERTAINMENT: NETFLIX AND SPOTIFY

2.2.1. NETFLIX

In this study, we are going to focus on subscription-based streaming platforms, particularly Netflix and Spotify. These companies have fundamentally changed how people consume content by prioritizing accessibility, personalization, and a vast library of options.

Netflix is a subscription video-on-demand streaming service founded in 1997 by Reed Hastings and Marc Randolph that started as a DVD rental service. The company shifted to a streaming model in 2007. By 2013, Netflix had started producing original content, beginning with "House of Cards," which significantly disrupted traditional television models (Investopedia, 2023)

Netflix's content strategy is crucial to its success. The company invests heavily in original programming, creating exclusive shows and movies that attract and retain subscribers. Popular series like "Stranger Things," "The Crown," and "Squid Game" have garnered massive global audiences and critical acclaim, strengthening Netflix's brand and subscriber loyalty. This strategy not only differentiates Netflix from competitors but also attracts and retains subscribers seeking unique and high-quality content. (Quartr, 2023).

Furthermore, Netflix uses advanced data analytics to enhance user experience through personalized content recommendations. The platform collects extensive data on viewing habits to tailor suggestions, thereby increasing user engagement and retention. This data-driven approach is a critical factor in Netflix's ability to maintain high subscriber satisfaction (Au-Yong-Oliveira et al., 2020).

Lastly, Netflix's international growth strategy involves localizing content and adapting to regional tastes. The company offers a diverse library that includes international content, which helps attract a broader audience. The ability to tailor its offerings to various markets has been pivotal in its international growth (Lotz et al., 2022).

2.2.2. SPOTIFY

Spotify was launched in 2008 by Daniel Ek and Martin Lorentzon as a response to music piracy. By offering a legal, user-friendly streaming service, Spotify provided an attractive alternative for both consumers and artists. Its freemium model, which includes both free ad-supported and premium subscription tiers, has been key to its widespread adoption (Investopedia, 2024).

There are many reasons to justify Spotify's success. First, the vast music library is a result of strategic partnerships and licensing agreements with major record labels and independent artists. This extensive catalog satisfies diverse musical tastes and encourages user engagement. Spotify's revenue-sharing model has also provided artists with a new source of income while combating piracy (Aguilar & Waldfogel, 2018).

Moreover, Spotify excels in personalization through its algorithmically generated playlists, such as Discover Weekly and Release Radar. These playlists introduce users to new music based on their listening history, enhancing user satisfaction and driving music discovery. Personalized playlists significantly influence user behavior and artist visibility (Datta et al., 2017).

2.2.3. IMPACT ON THE ENTERTAINMENT INDUSTRY

Spotify and Netflix have revolutionized the media and entertainment industry, impacting content consumption, production, and industry dynamics. These platforms have enabled a shift from traditional media consumption to on-demand viewing and listening, significantly altering viewer and listener behaviors. This might be justified by the new consumption models that prioritize user preferences, accessibility, and personalized content.

Regarding the music industry, traditional music sales, including physical albums and digital downloads, have declined as streaming has become the dominant revenue model. Spotify's subscription and ad-supported models provide continuous revenue streams, although they have been criticized for the lower payouts to artists compared to traditional sales (Chalaby, 2023). Furthermore, Spotify's algorithms and curated playlists have enhanced artist exposure, especially for emerging artists. The platform's ability to recommend music based on user preferences has made it easier for users to discover new music, thus expanding the reach of lesser-known artists (Chalaby, 2023). Also, the convenience of on-demand streaming has changed how consumers engage with music. Users can now explore a wider variety of music genres and artists without additional costs, leading to a more diverse music consumption pattern (Chalaby, 2023).

In regard to the television industry, Netflix has invested heavily in original content, significantly altering the production and distribution landscape. Its strategy of releasing entire seasons at once has changed viewing habits, leading to the phenomenon of "binge-watching"

(Chalaby, 2023). Moreover, unlike traditional media companies that rely on regional licensing agreements, Netflix's global distribution model allows for simultaneous worldwide releases. This has broadened the audience for non-English content and increased the global exchange of cultural products (Kumar et al., 2025). Additionally, Netflix uses data analytics to guide its content creation and acquisition strategies. By analyzing viewer preferences and behaviors, Netflix can produce and recommend content that is more likely to be successful, leading to more targeted and efficient content investments (Kumar et al., 2025).

Overall, both Spotify and Netflix have contributed to a broader trend of digital transformation within the media and entertainment industry. Their success has encouraged traditional media companies to develop their streaming services, further accelerating the shift away from physical media and linear broadcasting. The success of these platforms has raised consumer expectations for media accessibility, convenience, and personalization. Users now expect to access a vast array of content anytime, anywhere, and on any device (Kumar et al., 2025).

The entry of these platforms has intensified competition within the media industry. Traditional media companies, tech giants, and new entrants are investing heavily in content creation and technological innovation to capture and retain subscribers (Chalaby, 2023).

In addition, the democratization of content production and distribution has led to a more diverse array of available content. Independent creators and smaller production companies can now reach global audiences more efficiently, contributing to a richer and more varied media landscape (Chalaby, 2023).

2.2.4. MARKET ANALYSIS

The streaming platforms market keeps reaching new highs every year. The projected revenue in the Video Streaming (SVoD) market worldwide is expected to reach \$108.50 billion in 2024, indicating a promising growth potential for the market. It is further projected that the revenue will experience a Compound Annual Growth Rate (CAGR) of 8.27% from 2024 to 2027, resulting in a market volume of \$137.70 billion by 2027. This demonstrates the increasing popularity and demand for video streaming services globally. When comparing the revenue generated in different countries, the United States stands out as the market leader (Statista, 2024).

Additionally, the average revenue per user (ARPU) in the Video Streaming (SVoD) market is expected to amount to \$76.58 in 2024. This metric provides insights into the financial performance of video streaming platforms per user, signifying the revenue generated from each user (Statista, 2024).

As of 2022, Netflix had 238.8 million subscribers and 269.6 million paid subscribers worldwide as of the first quarter of 2024, making it the most subscribed platform worldwide (Statista, 2024).

In terms of the number of users, it is projected that the Video Streaming (SVoD) market will have approximately 1.6 billion users by 2027. This indicates a substantial growth in user base, reflecting the increasing adoption of video streaming services worldwide. The user penetration rate, which measures the proportion of the population using video streaming services, is expected to be 18.3% in 2024 and is projected to reach 20.7% by 2027. This signifies the potential for further market expansion and penetration in the coming years (Statista, 2024).

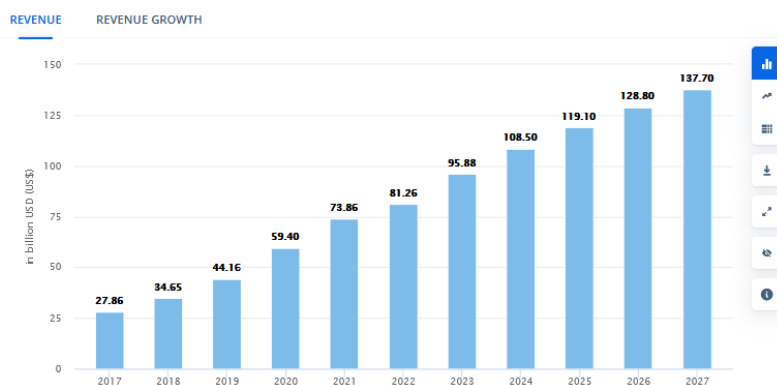


Figure 1 - Worldwide Video Streaming Revenue (2017-2027)

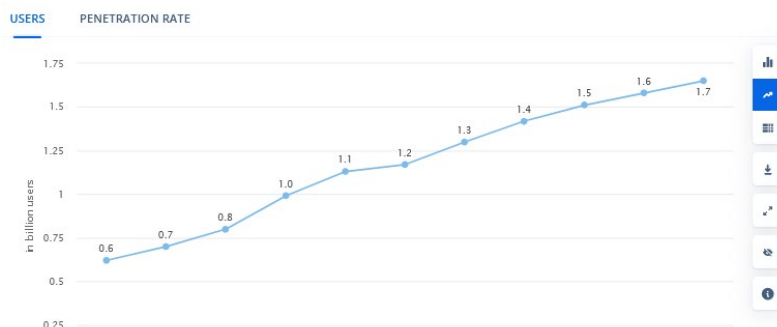


Figure 2 – Worldwide Video Streaming Users (2017-2027)

Source: Statista Market Analysis (March 2024)

Additionally, according to a study conducted by Forbes in partnership with OnePoll, “*beyond just subscriber numbers, Netflix also leads in terms of user satisfaction and enjoyment*” (Durrani, 2024). A significant 36% of streaming service users report that Netflix is their favorite platform in terms of interface and user experience. This distinction underscores Netflix's success in not only delivering diverse content but also in providing an engaging and user-friendly experience (Durrani, 2024).

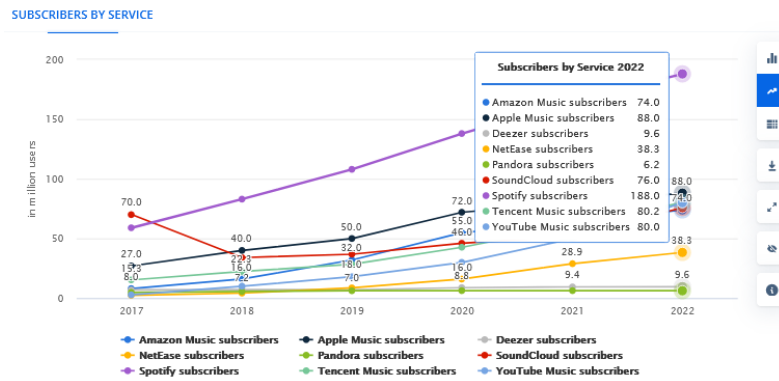


Figure 3 – Worldwide Subscribers by Service – Video Streaming Users (2017-2022)

Source: Statista Market Analysis (March 2024)

Regarding the music streaming market, it is projected to reach a revenue of \$29.60 billion in 2024, with an expected annual growth rate (CAGR 2024-2027) of 4.70%, resulting in a projected market volume of \$33.97 billion by 2027. The United States is anticipated to generate the highest revenue in the music streaming market, reaching \$12,110.00 million in 2024 (Statista, 2024).

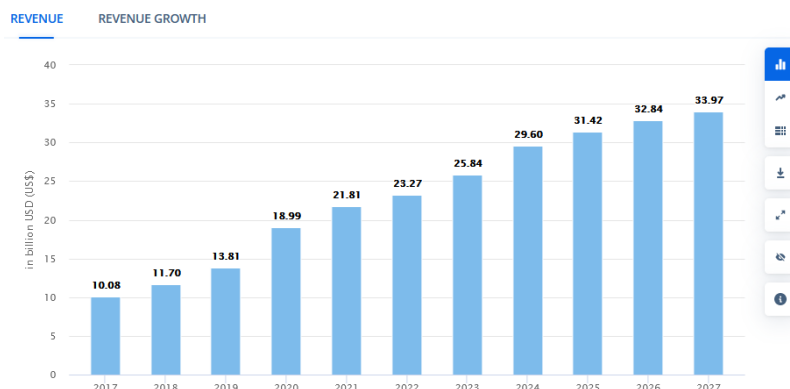


Figure 4 – Worldwide Music Streaming Revenue (2017-2027)

Source: Statista Market Analysis (March 2024)

As of 2022, Spotify has 188.0 million subscribers (Statista, 2024), and in 2024, it has more than 615 million users, including 239 million subscribers (Spotify, 2024), making it the most-used music streaming platform. By 2027, the number of users in the music streaming market is expected to amount to 1.1 billion. The user penetration rate is projected to be 12.7% in 2024 and is expected to increase to 14.1% by 2027. This growth is driven by the increasing availability and convenience of music streaming services, which have transformed consumer music consumption patterns. The average revenue per user (ARPU) in the music streaming market is expected to stabilize around \$30.33 by 2027, showing a slight increase from \$29.99 in 2023. The music streaming market has experienced significant disruption due to technological advancements. Services like Spotify have successfully combated illegal

distribution and expanded access to music globally. However, to maintain competitive advantages, many services are now focusing on exclusive content offerings such as pre-releasing new music or providing unique content like concerts or podcasts (Statista, 2024). This overview provides a snapshot of the current state and future projections of the music streaming industry, highlighting the dominant market players, revenue trends, and user growth.

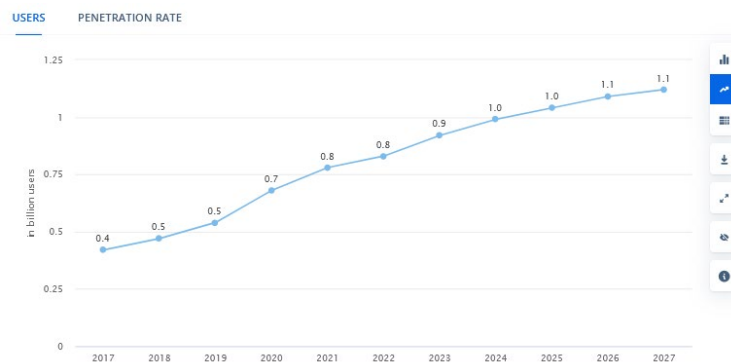


Figure 5 – Worldwide Music Streaming Users (2017-2027)

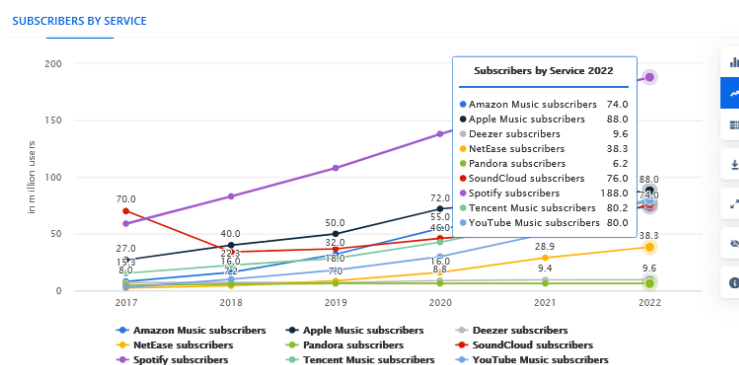


Figure 6 – Worldwide Subscribers by Service – Music Streaming (2017-2022)

Source: Statista Market Analysis (March 2024)

2.3. CONSTRUCTS

Many theories have been developed in the Information Systems literature that explore the use of technology. The Information Systems Success Model by DeLone and McLean initially proposed in 1992 and updated in 2003, provides a framework for assessing the success of information systems (IS), and will be the basis for this study. The model identifies seven key dimensions of IS success: System Quality, Information Quality, Service Quality, Use, User Satisfaction, Intention to Use and Net Benefits, and suggests that these dimensions are interrelated.

Another crucial theory is the Unified Theory of Acceptance and Use of Technology (UTAUT) and its extension, UTAUT 2 (Venkatesh et al., 2003; Venkatesh et al., 2012). These models

were developed to understand and predict user acceptance and usage of information technology.

The Technology Acceptance Model (TAM), developed by Fred Davis (1989), is a widely used framework for understanding how users come to accept and use technology. The model identifies two primary factors that influence an individual's decision to use a technology: Perceived Usefulness (PU) is the degree to which a person believes that using a particular system would enhance their job performance; and Perceived Ease of Use (PEOU) is the degree to which a person believes that using a particular system would be free of effort (Davis, 1989). These two factors influence the user's Attitude Toward Using (ATU) the system, which in turn affects their Behavioral Intention to Use (BI) the system, ultimately leading to actual system use. On this study, we will also focus on the intention to continue using the system (Intention to Reuse). Bhattacharjee (2001) developed the Expectation-Confirmation Model (ECM) to explain users' intention to continue using an information system after initial adoption, with three main constructs: Confirmation, Perceived Usefulness and Satisfaction (Bhattacharjee, 2001).

For the purposes of the study, we will be focusing on five constructs from the IS Success Model (DeLone and McLean, 2000) and other four that we considered relevant to the research.

SYSTEM QUALITY

System Quality refers to the performance attributes of an information system, encompassing aspects such as reliability, usability, and efficiency. In the context of streaming platforms, System Quality includes factors like streaming speed, interface design, and technical performance. High System Quality is essential for ensuring a seamless user experience, which in turn enhances user satisfaction and continued usage.

DeLone and McLean (1992) initially introduced the concept of System Quality as a crucial dimension of information systems success. They emphasized that a high-quality system must be reliable, easy to use, and responsive. In their updated model, DeLone and McLean (2003) reinforced the importance of System Quality, linking it directly to user satisfaction and system use.

Seddon (1997) and Seddon and Kiew (1996) expanded on this by examining the impact of System Quality on user satisfaction in various contexts, finding that high System Quality leads to greater user satisfaction and higher levels of system use. Petter et al. (2008) further validated these findings, demonstrating that System Quality is a significant predictor of information systems success across different studies and contexts.

Urbach et al. (2010) applied the IS Success Model to measure the success of information systems in organizations, emphasizing the importance of System Quality in achieving user

satisfaction and system effectiveness. Lastly, Wang (2008) also highlighted that System Quality, alongside other constructs like Information Quality and Service Quality, plays a critical role in determining the overall success of e-commerce systems.

INFORMATION QUALITY

Information Quality involves the relevance, accuracy, and comprehensiveness of the content provided by the system. For streaming platforms, this includes the quality and variety of content available, as well as the accuracy of metadata such as descriptions, ratings, and reviews. High Information Quality ensures that users receive valuable and pertinent content, which enhances their overall satisfaction and perceived value.

DeLone and McLean (1992) initially identified Information Quality as a key dimension of IS success. In their updated model, DeLone and McLean (2003) further emphasized that Information Quality significantly influences user satisfaction and system use.

Seddon (1997) and Seddon and Kiew (1996) investigated the role of Information Quality in user satisfaction, finding that high-quality information leads to greater satisfaction and higher levels of system use. Petter et al. (2008) confirmed these findings, demonstrating that Information Quality is a critical predictor of IS success across various contexts.

Urbach et al. (2010) applied the IS Success Model to study employee portal success, highlighting that high Information Quality is essential for achieving user satisfaction and system effectiveness. Finally, Wang (2008) also underscored the importance of Information Quality in determining the success of e-commerce systems.

SERVICE QUALITY

Service Quality pertains to the support services provided by the platform, including customer service, technical support, and overall user assistance. Effective Service Quality is essential for resolving user issues promptly and maintaining high levels of user satisfaction. Parasuraman et al. (1988) developed the SERVQUAL model to measure service quality across dimensions such as reliability, responsiveness, assurance, and empathy.

DeLone and McLean (2003) incorporated Service Quality into their updated IS success model, recognizing its critical role in user satisfaction and system success. Petter et al. (2008) further validated the importance of Service Quality, demonstrating its significant impact on user satisfaction and system use. In addition, Cronin et al. (2000) explored the effects of service quality on consumer satisfaction and behavioral intentions, finding that high Service Quality leads to greater customer satisfaction and increased likelihood of repeat use. Parasuraman and Grewal (2000) also emphasized the importance of Service Quality in fostering customer

loyalty and satisfaction. Lastly, Urbach et al. (2010) highlighted the role of Service Quality in achieving user satisfaction and system effectiveness, while Wang (2008) underscored its importance in the success of e-commerce systems.

ENJOYMENT

Enjoyment, also referred to as hedonic motivation, fun, or playfulness, is a critical factor influencing user engagement and satisfaction with streaming platforms. Enjoyment measures the degree to which users find the experience of using the system enjoyable, beyond mere functionality. A high level of enjoyment can lead to increased user engagement and a stronger intention to continue using the service.

Igbaria et al. (1996) highlighted the role of perceived enjoyment in influencing user acceptance of microcomputer technology. They found that users who perceive higher levels of enjoyment are more likely to engage with technology and exhibit positive usage behaviors. Moreover, perceived fun (enjoyment) has been shown to significantly impact the acceptance and usage of microcomputer technology, indicating that enjoyment plays a crucial role in technology adoption (Igbaria et al., 1994).

Other studies highlighted the importance of enjoyment in technology acceptance (Venkatesh and Davis, 2000; Venkatesh, 2000). Agarwal and Karahanna (2000) explored cognitive absorption, a state of deep involvement and enjoyment, as a determinant of technology acceptance. Their findings suggest that users who experience higher levels of cognitive absorption are more likely to perceive the technology as useful and enjoyable, leading to increased usage intentions. Davis et al. (1992) incorporated enjoyment into the Technology Acceptance Model (TAM), showing that perceived enjoyment positively influences users' attitudes toward using technology and their subsequent usage behaviors. Additionally, Van der Heijden (2004) emphasized the importance of enjoyment in information systems. His research indicated that enjoyment is a significant predictor of continued usage intentions, highlighting its role in user satisfaction and loyalty.

Another important study is the extended version of the Unified Theory of Acceptance and Use of Technology (UTAUT) which included hedonic motivation (enjoyment) as a key determinant of technology adoption and usage. Their findings support the idea that enjoyment significantly influences users' behavioral intentions and actual use (Venkatesh et al., 2012).

USEFULNESS

Usefulness, often referred to as perceived usefulness, is a core construct in understanding user acceptance and satisfaction with information systems, including streaming platforms. Perceived usefulness refers to the degree to which a person believes that using a particular

system would enhance their performance or experience. In the context of streaming platforms, usefulness can be understood as how well the platform helps users find and enjoy content that meets their interests and enhances their viewing experience.

Davis (1989) introduced the concept of perceived usefulness as a fundamental determinant of technology acceptance in his Technology Acceptance Model (TAM). He posited that perceived usefulness directly influences users' attitudes toward using technology and their actual usage behavior. Davis et al. (1992) further validated this concept, demonstrating that perceived usefulness significantly impacts users' intentions to use technology.

Two similar studies (Igarria et al., 1994; Igarria et al., 1996) developed a model of microcomputer usage, highlighting that perceived usefulness is a critical factor influencing user engagement and adoption of technology.

Further research explored cognitive absorption and its impact on perceived usefulness, showing that users who experience deep involvement and enjoyment with technology are more likely to perceive it as useful (Agarwall and Karahanna, 2000).

Bhattacharjee (2001) extended the expectation-confirmation theory to the IS continuance context, demonstrating that perceived usefulness is a key predictor of users' intentions to continue using information systems.

Additionally, Limayem et al. (2007) examined the determinants of online consumer behavior, finding that perceived usefulness significantly influences users' intentions to engage in online activities. Thong et al. (2006) also highlighted the importance of perceived usefulness in the adoption of information systems, emphasizing its role in shaping user satisfaction and continued usage intentions and Van der Heijden (2004) investigated user acceptance of hedonic information systems concluding that perceived usefulness is a significant predictor of continued usage intentions.

Venkatesh (2000) integrated control, intrinsic motivation, and emotion into the Technology Acceptance Model, demonstrating that perceived usefulness, alongside other factors, plays a vital role in shaping users' perceptions and acceptance of technology and Venkatesh and Davis (2000) further validated the importance of perceived usefulness, showing that it significantly affects users' attitudes towards technology and their intention to use it.

PERCEIVED VALUE

Perceived value refers to the user's overall assessment of the benefits received relative to the costs or efforts involved in using a platform. It is a crucial determinant of user satisfaction, usage, and loyalty. Several factors can influence perceived value, including the quality of content, subscription costs, and the overall user experience.

Studies have demonstrated that perceived value is influenced by price perceptions (Grewal et al., 1998; Sirdeshmukh et al., 2002; Venkatesh et al., 2012) and quality assessments (Dodds et al., 1991). Their research indicated that higher perceived value leads to greater user satisfaction and positive behavioral intentions, such as repurchase or continued usage (Dodds et al., 1991; Sirdeshmukh et al., 2002). Furthermore, Fornell et al. (1996) introduced the concept of perceived value as a key component in their customer satisfaction model, showing that it directly impacts customer satisfaction and loyalty. This notion is further supported by other studies that suggested that perceived value significantly influences customer loyalty and satisfaction in various service contexts (Lin and Wang, 2006; Patterson and Spreng, 1997; Parasuraman and Grewal, 2000; Voss et al., 1998).

Another study explored the relationship between experience quality, perceived value, satisfaction, and behavioral intentions in the tourism industry. Their findings suggest that perceived value is a significant determinant of user satisfaction and future behavioral intentions (Chen and Chen, 2010).

A more recent study discussed the importance of perceived value in the success of e-commerce systems, highlighting that users' perception of value significantly impacts their satisfaction and behavioral intentions (Wang, 2008).

USER SATISFACTION

User satisfaction is a critical component in the evaluation of information system success. It measures the degree to which users are content with their overall experience using the system. High user satisfaction typically leads to increased usage, positive word-of-mouth, and long-term loyalty.

DeLone and McLean (1992) first introduced user satisfaction as a fundamental measure in their IS Success Model. They posited that various factors including system quality, information quality, and service quality influence user satisfaction. Their model highlighted that it directly affects individual and organizational impacts, which are ultimate measures of system success. In their updated model, DeLone and McLean (2003) further emphasized the importance of user satisfaction, integrating it with new dimensions such as service quality. This updated model reinforced the concept that user satisfaction is not only a direct outcome of system use but also a predictor of overall net benefits. A further study also provided empirical validation for the IS Success Model, reaffirming that user satisfaction is a significant predictor of system success (Petter et al., 2008)

The study by Seddon (1997) extended the DeLone and McLean model, proposing that user satisfaction is a key determinant of net benefits and should be measured to assess the success of information systems. Seddon and Kiew (1996) also emphasized that user satisfaction should be evaluated as it reflects users' overall contentment with their interactions with the system.

More recently, Urbach et al. (2010) applied the IS Success Model to the context of employee portals, demonstrating that user satisfaction is crucial for achieving system success. Their study confirmed that user satisfaction significantly impacts users' perceptions of system effectiveness and overall benefits. In terms of e-commerce systems, Wang (2008) also extended the IS Success Model, showing that user satisfaction plays a critical role in determining system success. His findings suggested that satisfied users are more likely to exhibit repeat usage behaviors and recommend the system to others.

USE

Use, as conceptualized in the IS Success Model by DeLone and McLean, refers to the actual utilization of an information system by its users. It is a critical measure of the system's success, indicating the extent to which the system is being employed to achieve desired outcomes.

DeLone and McLean (1992) introduced the IS Success Model, highlighting IS use as a fundamental component in assessing information systems' success. They posited that increased use of a system typically correlates with higher satisfaction and better performance outcomes. Their updated model in 2003 further emphasized the importance of use, linking it directly to user satisfaction, system quality, information quality, and service quality. In 2008, Petter et al. provided a comprehensive review and empirical validation of the IS Success Model, reinforcing the critical role of use in determining system success. They argued that use is both an outcome and a predictor of other success measures like user satisfaction and net benefits.

Additionally, Seddon (1996, 1997) extended the IS Success Model by incorporating the notion that use should be measured not just in terms of frequency, but also in terms of the nature and quality of the interactions users have with the system.

Another relevant study (Urbach et al., 2010) applied the IS Success Model to assess employee portal success, underscoring that high levels of use are indicative of a successful system. Their study confirmed that use is a crucial determinant of user satisfaction and overall system effectiveness.

INTENTION TO REUSE

Intention to reuse is a critical determinant of long-term success for information systems. It refers to the likelihood that users will continue to use the platform in the future based on their past experiences. This construct corresponds to the “loyalty”, “continued IT usage intention”, or “IS continuance intention” constructs found in other studies.

A study by Fornell et al. (1996) introduced the American Customer Satisfaction Index, which demonstrated that high customer satisfaction leads to increased loyalty that translates into repeat usage intentions. Similarly, other studies used “customer loyalty” to describe long-term usage intentions (Lin and Wang, 2006; Parasuraman and Grewal, 2000). In these studies, they discussed the impact of perceived value on customer loyalty, suggesting that higher perceived value leads to intentions to continue using the service (Lin and Wang, 2006; Parasuraman and Grewal, 2000), and the role of customer satisfaction on loyalty (Lin and Wang, 2006).

In terms of post-acceptance of information systems, the expectation-confirmation theory has been used to examine the determinants of post-adoption beliefs and their impact on IS continuance intention (Bhattacharjee, 2001; Limayem et al., 2007; Thong et al., 2006). These studies emphasized that users' intention to continue using an information system is influenced by their satisfaction and perceived usefulness. This concept is crucial for understanding user behavior in the post-adoption phase (Bhattacharjee, 2001; Limayem et al., 2007; Thong et al., 2006).

Additionally, Wang (2008) applied the IS Success Model to the context of e-commerce, highlighting that user satisfaction and perceived value are critical predictors of users' intention to reuse the system. His findings underscore the importance of ensuring high user satisfaction to achieve long-term success.

3. CONCEPTUAL MODEL

3.1. HYPOTHESES DEVELOPMENT

The present section consists of the study's conceptual framework, based on the theoretical foundation reviewed in the previous chapter. This study proposes a comprehensive, multidimensional research model for assessing the success of streaming platforms. The framework includes independent and dependent variables, and the respective relationships among them. Each hypothesis is presented based on the rationale behind it. This framework serves as the basis for designing the method in the following section.

The research model is grounded in the IS Success Model by DeLone & McLean (2003), which evaluates information system success through constructs like system quality, information quality, service quality, and user satisfaction. This model has been extended and validated by various studies, including Urbach et al. (2010). Additionally, the constructs of perceived value, enjoyment, intention to reuse, and usefulness are integrated from other relevant studies to provide a comprehensive understanding of user behavior in the context of streaming platforms.

The relationship between User Satisfaction and the variables System Quality, Service Quality and Information Quality are based on the theoretical and empirical work reported by DeLone & McLean (2003). Previous studies hypothesized that system quality positively influences user satisfaction (Petter et al., 2008; Urbach et al., 2010). According to Wang et al. (2008), high system quality ensures that users have a positive viewing experience, which in turn enhances their overall satisfaction with the platform. High service quality indicates that the platform provides prompt, helpful, and reliable support, which can significantly impact user satisfaction and use (Urbach et al., 2010). Parasuraman et al. (1988) emphasized the importance of service quality dimensions such as reliability, responsiveness, and assurance in influencing user satisfaction. Furthermore, prior research (Bailey and Pearson, 1983; Urbach et al., 2010) identified information quality as a critical determinant of user satisfaction. Therefore, we hypothesize that:

H1: System quality positively influences User Satisfaction in the streaming platform context.

H2: Service quality positively influences User Satisfaction in the streaming platform context.

H3: Information quality positively influences User Satisfaction in the streaming platform context.

Seddon (1996, 1997) extended the DeLone and McLean IS success model by incorporating perceived usefulness as a key determinant of user satisfaction. Seddon et al. (1997) argued that perceived usefulness should be considered an essential component of IS success because it directly impacts how satisfied users are with the system. In his empirical tests, Seddon (1996) found that users who perceive a system as useful are more likely to report higher levels

of satisfaction. Moreover, Bhattacharjee (2001) developed the Expectation-Confirmation Model (ECM) for information systems continuance, which also highlights that perceived usefulness is a major determinant of user satisfaction. According to the author, when users find a system useful, their expectations are met or exceeded, leading to higher satisfaction levels. His study demonstrated that perceived usefulness directly influences user satisfaction, which in turn affects the continued use of the information system. This model underscores the importance of perceived usefulness in fostering a positive user experience and satisfaction with the system. Lastly, Limayem et al. (2007) further explored the determinants of information systems continuance and found that perceived usefulness significantly influences user satisfaction. Their study applied the ECM in a longitudinal context, which demonstrated that perceived usefulness is a consistent predictor of user satisfaction over time. Therefore, this study emphasizes that:

H4: Usefulness positively influences User Satisfaction in the streaming platform context.

Thong et al. (2006) investigated post-adoption beliefs and found that enjoyment significantly influences user satisfaction. Their research highlights that users who find the system enjoyable are more likely to be satisfied with their overall experience, which promotes continued usage. Similarly, Igbaria et al. (1994) investigated the respective roles of perceived fun (enjoyment) in the acceptance of microcomputer technology. Their research also demonstrated that users who enjoy using a system are more likely to be satisfied with their overall experience. These studies collectively provide robust evidence that enjoyment is a significant determinant of user satisfaction. Therefore, this study hypothesizes that:

H5: Enjoyment positively influences User Satisfaction in the streaming platform context.

Fornell et al. (1996) discussed the American Customer Satisfaction Index (ACSI) and found that perceived value is a crucial determinant of customer satisfaction across various industries, emphasizing that customers who perceive higher value are more likely to be satisfied with the service. The study by Chen et al. (2010) showed that when tourists perceive high value from their experiences, their satisfaction levels increase, which in turn affects their future behavioral intentions. Another study by Wang (2008) respecified and validated the DeLone and McLean model and found that perceived value significantly influences user satisfaction in the context of e-commerce systems. This study emphasizes that higher perceived value from e-commerce systems leads to greater user satisfaction, reinforcing the importance of perceived value in online contexts. These studies collectively provide robust evidence that perceived value is a significant determinant of user satisfaction. Therefore, we hypothesize that:

H6: Perceived value positively influences User Satisfaction in the streaming platform context.

Previous research has shown that perceived quality has a direct impact on perceived value (Teas & Agarwal, 2000; Wang, 2008). This perceived value, in turn, is a direct driver of the intention to reuse or repurchase (Bolton & Drew, 1991; Patterson & Spreng, 1997; Cronin et

al., 2000). Furthermore, other studies support the notion that perceived value is crucial for fostering customer loyalty (e.g., Dodds et al., 1991; Grewal et al., 1998; Voss et al., 1998; Parasuraman & Grewal, 2000). The link between quality, value, and loyalty is consistent with prior consumer behavior research (Zeithaml, 1988; Dodds et al., 1991; Patterson & Spreng, 1997; Cronin et al., 2000;). Therefore, this study hypothesizes that:

H7: *Information Quality positively influences Perceived Value in the streaming platform context.*

H8: *System Quality positively influences Perceived Value in the streaming platform context.*

H9: *Service Quality positively influences Perceived Value in the streaming platform context.*

H10: *Perceived Value positively influences Use in the streaming platform context.*

H11: *Perceived Value positively influences Intention to Reuse in the streaming platform context.*

Davis (1989) introduced the Technology Acceptance Model (TAM), which posits that perceived usefulness is a primary factor influencing users' intentions to use technology. Adams et al. (1992) replicated and extended the findings of the original TAM research, confirming that perceived usefulness is a key factor influencing the use of information technology. Their study reinforced the notion that users are more inclined to adopt and utilize a system that they perceive as beneficial to their performance or tasks. Furthermore, Igbaria et al. (1996) also demonstrated that perceived usefulness is a significant predictor of both initial and continued use of technology. Their findings showed that users' perceptions of the usefulness of a system directly impact their frequency and duration of use. These studies provide strong evidence that when users find a system useful, they are more likely to engage with it. Therefore, this study hypothesizes that:

H12: *Usefulness positively influences Use in the streaming platform context.*

The relationship between enjoyment and actual use is well-supported by key studies in the field of information systems and consumer behavior. Enjoyment is the extent to which using a system is perceived to be enjoyable, aside from any performance consequences that may be anticipated (Davis et al., 1992). This intrinsic motivation plays a significant role in influencing users' actual usage behavior. Igbaria et al. (1994) conducted a study examining the respective roles of perceived usefulness and perceived fun in the acceptance of microcomputer technology. Their research found that perceived fun (enjoyment) significantly influences users' acceptance and actual use of microcomputers. The study demonstrated that when users find the technology enjoyable, they are more likely to use it frequently and for extended periods, highlighting the importance of enjoyment in driving actual use. Furthermore, Igbaria et al. (1996) further explored this relationship. The study identified perceived enjoyment as a critical factor influencing the use of microcomputers. The findings

showed that users who derive pleasure from using the technology are more likely to engage with it regularly, underscoring the role of enjoyment in promoting sustained usage. Thus, we hypothesize:

H13: *Enjoyment positively influences Use in the streaming platform context.*

According to DeLone & McLean (2003), a positive experience with 'Use' leads to higher 'User Satisfaction', which in turn enhances 'Intention to Use'. The relationship between satisfaction and reuse aligns with previous research on user behavior in MIS (e.g., Wang, 2003a; Lin & Wang, 2006). Moreover, other studies have consistently shown that Satisfaction reliably predicts Intention to Reuse/Repurchase (Patterson & Spreng, 1997; Cronin et al., 2000; Wang et al., 2001; Lam et al., 2004). Additionally, Wang (2008) supports the relationship between satisfaction and reuse intentions and Bhattacharjee (2001) states “Users' level of satisfaction with initial IS use is positively associated with their IS continuance intention” (Bhattacharjee, 2001, p.355). As a result, the study hypothesizes that:

H14: *User Satisfaction positively influences Intention to Reuse in the streaming platform context.*

H15: *Use positively influences User Satisfaction in the streaming platform context.*

The relationship between use and the intention to reuse a system has been supported by several key studies in the field of information systems and technology acceptance. Numerous studies have demonstrated that higher levels of use lead to a stronger intention to continue using the system, as well as increased loyalty and continuance of use. Bhattacharjee (2001) developed the Expectation-Confirmation Model (ECM) for information systems continuance, showing that use significantly influences the intention to continue using the system. This model highlights the importance of positive user experiences in fostering ongoing use intentions. According to Limayem et al. (2001, 2007), the continuance of use follows an initial adoption decision. Hence, we hypothesized that:

H16: *Use positively influences Intention to Reuse in the streaming platform context.*

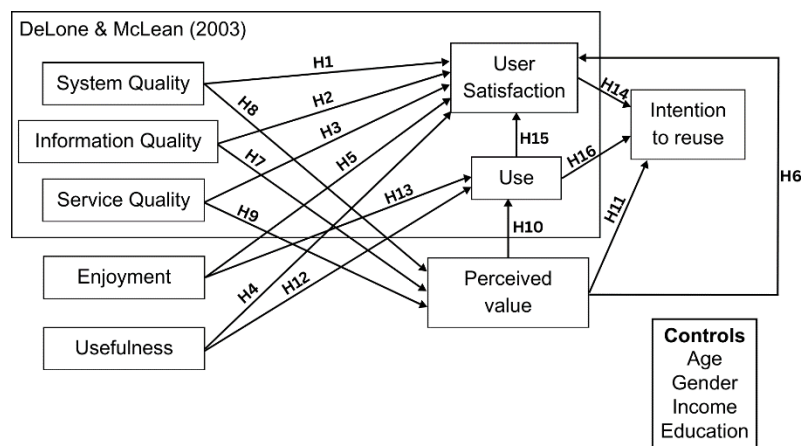


Figure 7 – Conceptual Model

Table 1 - Questionnaire Items

Construct	Item		Adapted from
Select from Strongly Agree to Strongly Disagree the following statements:			
System Quality	SYSQ_1	The streaming platform is easy to navigate.	(Urbach et al., 2010)
	SYSQ_2	The streaming platform allows me to easily find the content I am looking for.	
	SYSQ_3	The streaming platform is well structured.	
	SYSQ_4	The streaming platform is easy to use.	
	SYSQ_5	The streaming platform offers appropriate functionality.	
Information Quality	IQ_1	The information provided by the streaming platform is useful.	(Urbach et al., 2010)
	IQ_2	The information provided by the streaming platform is understandable.	
	IQ_3	The information provided by the streaming platform is interesting.	
	IQ_4	The information provided by the streaming platform is reliable.	
	IQ_5	The information provided by the streaming platform is complete.	
	IQ_6	The information provided by the streaming platform is up-to-date.	
Service Quality	SERQ_1	The customer support is always highly willing to help whenever I need support with the streaming platform.	(Urbach et al., 2010)
	SERQ_2	The customer support provides personal attention when I experience problems with the streaming platform.	
	SERQ_3	The customer support provides answers to issues in due time.	
	SERQ_4	The customer support has sufficient knowledge to answer my questions in respect of the streaming platform.	
User Satisfaction	SAT_1	The streaming platform is efficient.	(Urbach et al., 2010)
	SAT_2	The streaming platform is effective.	
	SAT_3	I am satisfied with the streaming platform.	
Enjoyment	EN_1	I have fun browsing content on the streaming platform.	(Agarwal and Karahanna, 2000)
	EN_2	Using the streaming platform provides me with a lot of enjoyment.	
	EN_3	I enjoy using the streaming platform.	
	EN_4	Using the streaming platform bores me.	
Usefulness	USEF_1	With streaming platforms, I can decide more quickly and more easily which movie/tv show I want to watch or what music I want to listen to than in the past.	(van der Heijden, 2004)
	USEF_2	With streaming platforms, I can better decide which movie/tv show I want to watch or what music I want to listen to than in the past.	
	USEF_3	I am better informed about new movies, tv shows and music.	
Perceived Value	PV_1	Compared to subscription I pay, the use of the streaming platform offers value for money.	(Sirdeshmukh et al., 2002)
	PV_2	Compared to the effort I need to put in, the use of the streaming platform is beneficial to me.	
	PV_3	Compared to the time I need to spend, the use of the streaming platform is worthwhile to me.	
	PV_4	Overall, the use of the streaming platform delivers me good value.	
Use	USE_1A	How often do you use the streaming platform? (Select from never to several times each day)	(DeLone and McLean, 2003)
	USE_1B	How do you consider the extent of your current streaming platform use? (Select from non-use to heavy use)	
	USE_1C	On average, I spend a significant amount of hours using the streaming platform each week.	
Intention to Reuse	INT_1	Assuming that you have access to the streaming platform, you intend to reuse it.	(Wang, 2008)
	INT_2	You will reuse the streaming platform in the future.	
	INT_3	You will frequently use the streaming platform in the future.	
Filter and Controls	Use	What is the streaming platform that you use most often? (Netflix, Spotify, Other).	
	Age	Age (in years)	
	Gender	Gender (Female, Male, Other).	
	Income	What is the average monthly net income of your household?	
	Education	What is the highest education degree you have earned?	
	Prof	What is the best description of your current professional situation?	
	CMB1	What is your degree of knowledge about streaming platforms?	
	CMB2	How well do you know about Nova University of Lisbon?	

4. METHODOLOGY

To achieve this study's objectives, data was collected through a structured questionnaire administered to all respondents uniformly, ensuring consistency and comparability of responses. This approach mirrors the typical structure of opinion polls, where the interviewer's role is limited to obtaining responses without engaging in discussions about the questions. A structured questionnaire was selected for its effectiveness in reaching a broad audience and for its practicality in self-administration, which allows for efficient and consistent data collection.

In the proposed study, data was collected using an online questionnaire which was available through the Qualtrics platform and shared on social media and via email. This platform was created as an online survey tool for researchers and facilitates the creation, distribution and collection of survey responses, as well as generating reports. This method was chosen due to its minimal risk of error, the ease of data aggregation into statistical tables, and the ability to effectively measure and analyze the variables of interest (Vergara, 2006). The questionnaire was administered in both English and Portuguese in order to reach a broader audience. The questionnaire consisted of two main types of questions: demographic questions aimed at categorizing respondents into specific social groups (such as age, gender, educational background, employment status, and income level), and information questions designed to gather data on respondents' opinions and experiences. The demographic questions were multiple-choice, while the information questions used a seven-point Likert scale ranging from 1 ("Strongly Disagree") to 7 ("Strongly Agree") to measure respondents' agreement with various statements. This scaling method enables the collection of detailed and subjective information about respondents' perceptions, attitudes, preferences, and opinions (Carmo & Ferreira, 2015). The resulting numerical data were then analyzed to identify averages and patterns relevant to the study's objectives.

The survey started with a brief introduction to the study, its purpose and key information needed to complete it. This was proceeded with the consent form. If not given consent to pursue, the questionnaire would be finished immediately. Respondents were first asked to answer what streaming platform they used more often (Netflix, Spotify or other, which they had to specify). Following this, the survey proceeded with the measurement items and demographic questions.

The instrument was designed to reflect our previously introduced research model. Each construct presented in the prior section of the study (e.g., system quality, perceived value, satisfaction, intention to reuse) was measured using the original scales developed by their respective authors, with a few adaptations to better fit the context of streaming platforms. Consequently, every item in the questionnaire was adapted for streaming platforms from the original theories, which have been widely used and tested in other contexts. Therefore, the

developed instrument has theoretical and empirical support, previously validated in the literature.

Specifically, the perceived value scale was adapted from Sirdeshmukh et al. (2002) and included four items. The satisfaction construct (with three items), system quality (five items), service quality (four items), and information quality (six items) were adapted from Urbach et al. (2010). The enjoyment construct (four items) was adapted from Agarwal and Karahanna (2000). Usefulness (three items) was adapted from van der Heijden (2004). Use (three items) was adapted from DeLone and McLean (2003), and intention to reuse (three items) was adapted from Wang (2008). The questionnaire consisted of closed-ended and multiple-choice questions and responses were collected using a 7-point scale, ranging from one extreme attitude to another: (1) “strongly disagree” to (7) “strongly agree”; (1) “never” to (7) “several times each day”; and (1) “non-use” to (7) “heavy use”. The measurement items are shown in Table 1.

To test the instrument, we began with a pilot test involving 31 streaming platform users. This pilot allowed us to determine if respondents had any difficulties answering the survey and provided an initial assessment of the instrument’s reliability and validity. It also enabled us to refine and remove ambiguous items. The responses collected during the pilot were not included in the main study, which ended up having 254 respondents between May and June 2024.

Regarding the sociodemographic profile of the respondents, the ages ranged from 18 to 81, with a mean age of 35. In education, 79% had completed a bachelor’s degree or higher, and 82% were employed, including working students and self-employed. The sample was predominantly female (approximately 55%). On average, the respondents were frequent users of streaming platforms. The instrument is included in the annex at the end of this document.

5. DATA ANALYSIS AND RESULTS

The model testing was conducted using the Partial Least Squares (PLS) methodology, a structural equation modeling (SEM) approach, with the SmartPLS software. PLS employs procedures based on ordinary least squares methods to estimate the relationships between model variables, making it a robust choice for this study's data analysis.

Table 2 – Loadings (values in bold) and cross-loadings.

	SYSQ	IQ	SERQ	EN	USEF	PV	SAT	USE	INT
SYSQ_1	0.856	0.782	0.465	0.656	0.514	0.647	0.731	0.579	0.622
SYSQ_2	0.833	0.738	0.415	0.628	0.592	0.638	0.704	0.627	0.602
SYSQ_3	0.845	0.71	0.523	0.594	0.554	0.652	0.71	0.551	0.536
SYSQ_4	0.862	0.795	0.43	0.645	0.503	0.645	0.743	0.529	0.65
SYSQ_5	0.886	0.804	0.423	0.682	0.525	0.693	0.736	0.575	0.657
IQ_1	0.76	0.783	0.442	0.601	0.565	0.558	0.675	0.503	0.557
IQ_2	0.801	0.904	0.392	0.686	0.513	0.664	0.761	0.572	0.71
IQ_3	0.695	0.866	0.41	0.682	0.512	0.653	0.714	0.444	0.637
IQ_4	0.737	0.826	0.467	0.614	0.461	0.604	0.697	0.521	0.624
IQ_5	0.735	0.797	0.661	0.632	0.545	0.611	0.647	0.474	0.537
IQ_6	0.708	0.771	0.663	0.622	0.538	0.601	0.619	0.474	0.545
SERQ_1	0.46	0.493	0.771	0.461	0.514	0.337	0.378	0.31	0.212
SERQ_2	0.414	0.43	0.695	0.382	0.42	0.294	0.35	0.279	0.156
SERQ_3	0.422	0.564	0.93	0.471	0.415	0.432	0.433	0.318	0.297
SERQ_4	0.549	0.619	1.064	0.642	0.64	0.476	0.512	0.418	0.287
EN_1	0.581	0.639	0.526	0.798	0.627	0.533	0.573	0.44	0.415
EN_2	0.532	0.54	0.402	0.688	0.543	0.478	0.484	0.393	0.442
EN_3	0.702	0.681	0.419	0.983	0.613	0.682	0.717	0.528	0.558
EN_4	-0.419	-0.481	-0.407	-0.455	-0.456	-0.448	-0.391	-0.161	-0.268
USEF_1	0.556	0.54	0.499	0.654	0.909	0.493	0.505	0.549	0.358
USEF_2	0.557	0.546	0.485	0.652	0.886	0.457	0.526	0.499	0.385
USEF_3	0.564	0.6	0.543	0.666	0.878	0.517	0.552	0.461	0.343
PV_1	0.544	0.536	0.33	0.499	0.361	0.741	0.62	0.525	0.553
PV_2	0.7	0.68	0.462	0.586	0.463	0.868	0.76	0.526	0.616
PV_3	0.674	0.625	0.35	0.631	0.553	0.881	0.758	0.627	0.615
PV_4	0.676	0.688	0.373	0.697	0.476	0.903	0.781	0.572	0.681
SAT_1	0.752	0.706	0.414	0.606	0.483	0.72	0.852	0.551	0.673
SAT_2	0.758	0.731	0.399	0.626	0.487	0.787	0.901	0.555	0.718
SAT_3	0.753	0.783	0.474	0.722	0.608	0.791	0.918	0.644	0.719
USE_1A	0.595	0.527	0.23	0.433	0.505	0.586	0.591	0.899	0.592
USE_1B	0.597	0.55	0.364	0.468	0.492	0.594	0.566	0.897	0.615
USE_1C	0.589	0.532	0.426	0.519	0.511	0.585	0.593	0.872	0.529
INT_1	0.639	0.624	0.244	0.571	0.422	0.643	0.69	0.516	0.829
INT_2	0.537	0.572	0.169	0.386	0.276	0.574	0.614	0.544	0.827
INT_3	0.623	0.639	0.281	0.479	0.322	0.606	0.68	0.573	0.856

Table 3 – Cronbach's Alpha (CA), Composite reliability (CP) and Average Variance Extracted (AVE).

Construct	CA	Avg	StDev	CR	AVE	SYSQ	IQ	SERQ	EN	USEF	PV	SAT	USE	INT
SYSQ	0.911			0.949	0.661	0.856								
IQ	0.928			0.943	0.801	0.895	0.826							
SERQ	0.911			0.949	0.735	0.526	0.605	0.877						
EN	0.32			0.737	0.79	0.749	0.775	0.566	0.755					
USEF	0.911			0.95	0.863	0.627	0.63	0.571	0.737	0.891				
PV	0.911			0.938	0.822	0.765	0.746	0.446	0.713	0.548	0.851			
SAT	0.911			0.95	0.787	0.846	0.832	0.482	0.732	0.592	0.861	0.891		
USE	0.911			0.949	0.861	0.667	0.603	0.381	0.532	0.565	0.661	0.656	0.889	
INT	0.875			0.923	0.863	0.717	0.731	0.277	0.737	0.406	0.726	0.79	0.651	0.837

Table 4 - Heterotrait-Monotrait Ratio (HTMT).

Construct	SYSQ	IQ	SERQ	EN	USEF	PV	SAT	USE	INT
SYSQ									
IQ	0.895								
SERQ	0.528	0.609							
EN	0.755	0.792	0.586						
USEF	0.628	0.633	0.569	0.758					
PV	0.764	0.745	0.441	0.722	0.547				
SAT	0.846	0.829	0.478	0.731	0.591	0.859			
USE	0.668	0.603	0.38	0.516	0.565	0.663	0.655		
INT	0.716	0.729	0.271	0.569	0.407	0.727	0.789	0.65	

5.1. MEASUREMENT MODEL

In this section, we present the assessment of the measurement model, a critical step to ensure the validity and reliability of the constructs used in this research. The measurement model assessment aims to evaluate how well the observed variables represent the underlying latent constructs and to confirm the appropriateness of the data collection instruments. This process will involve evaluation such as internal consistency, convergent validity, and discriminant validity (Hair et al., 2012). First, we start with construct validity which examines content validity, convergent validity and discriminant validity (Haynes et al., 1995; Fornell & Larcker, 1981; Campbell & Fiske, 1959). Then, we check reliability using Cronbach's Alpha (Cronbach, 1951) and Composite Reliability (Werts et al., 1974).

To assess the construct validity of the measurement model, several criteria were examined, including convergent validity, discriminant validity, and internal consistency reliability. The analyses were conducted using SmartPLS.

To ensure strong and reliable scale measures, we began by conducting a thorough literature review for each construct to assess content validity (Haynes et al., 1995). System Quality (SYSQ) measures the performance characteristics of the streaming platform, including reliability, ease of use, response time, and overall system efficiency. Service Quality (SERQ) pertains to the quality of support services provided by the platform, such as customer service and technical support. Information Quality (IQ) refers to the quality of the content provided by the streaming platform, including accuracy, relevance, timeliness, and completeness. These three quality constructs were adapted from scale items in Urbach et al. (2010) and based on the IS Success Model by DeLone & McLean.

Enjoyment (EN) measures the degree to which users find the experience of using the streaming platform entertaining. Adapted from Agarwal et al. (2000), the items include statements about the system providing an enjoyable experience.

Usefulness (USEF) refers to the degree to which the streaming platform enhances the user's performance or experience. The scale items were adapted from van der Heijden (2004).

Perceived Value (PV) is the users' overall assessment of the benefits they receive from the system relative to the costs or effort involved in using it. Adapted from Sirdeshmukh et al. (2002), the items include statements about the streaming platform providing good value for money and being worth the effort.

User Satisfaction (SAT) refers to the users' overall contentment with the system based on their experience. Adapted from Urbach et al. (2010) and based on the IS Success Model by DeLone & McLean, the items include the overall satisfaction with the streaming platform.

Use (USE) refers to the actual usage of the streaming platform by the users. Adapted from DeLone & McLean (2003), the items include statements about frequency of use.

Intention to Reuse (INT) indicates the likelihood that users will continue to use the streaming platform in the future. Adapted from Wang (2008), the items include statements about the continuance of use.

Convergent validity ensures that items that are supposed to measure the same construct are indeed related. Three indicators were evaluated: factor loadings, Average Variance Extracted (AVE), and Composite Reliability (CR). Composite reliability measures the internal consistency of the constructs. For acceptable convergent validity, the composite reliability should be greater than 0.7 (Hair et al., 2014). As shown in table 2, only two constructs didn't have composite reliability values exceeding the threshold, indicating good internal consistency. Regarding AVE, it measures the amount of variance that is captured by a construct in relation to the amount of variance due to measurement error. An AVE value of 0.5 or higher suggests that the construct explains more than half of the variance of its indicators (Fornell and Larcker, 1981). In this study, the AVE values for all constructs are above the 0.5 threshold, demonstrating that a substantial amount of variance is captured by the constructs (see table 3 shows), therefore showing convergent validity.

Discriminant validity was assessed to ensure that constructs that are supposed to be unrelated are indeed distinct. Three main criteria were used: the Fornell-Larcker criterion, the Heterotrait-Monotrait Ratio (HTMT) and the cross loadings. According to the Fornell-Larcker criterion, the square root of the AVE of each construct should be greater than its highest correlation with any other construct (Campbell & Fiske, 1959), as we can see in Table 3. Moreover, the HTMT ratios in Table 4 were below 0.90 (Henseler et al., 2014), therefore supporting discriminant validity. Finally, the cross loadings need to be less than the loadings of each indicator (Götz et al., 2010), as seen on Table 2.

Reliability assessment focuses on the internal consistency of the constructs, ensuring that the measurement items consistently reflect the intended construct. Internal consistency reliability examines whether the items that make up a construct are consistent in their measurement of that construct. This is evaluated using Cronbach's Alpha (Cronbach, 1951) and Composite Reliability (Werts et al., 1974), both of which should exceed the threshold values indicating good reliability (>0.70). Cronbach's Alpha is calculated based on the average correlation

between items and the number of items in the scale and Composite Reliability is calculated using the standardized factor loadings and the measurement error variances of the items (Cronbach, 1951; Werts et al., 1974). As seen on table 3, all but one construct (Enjoyment) exceeded the threshold values, confirming good internal consistency.

Based on these analyses, the measurement model demonstrates strong construct validity. All constructs show good convergent and discriminant validity as well as internal consistency reliability, ensuring that the measurement model is robust and suitable for further analysis. The high factor loadings, AVE, CR, and Cronbach's alpha values support the conclusion that the constructs are well-defined and reliable, providing a solid foundation for testing the structural model and hypotheses.

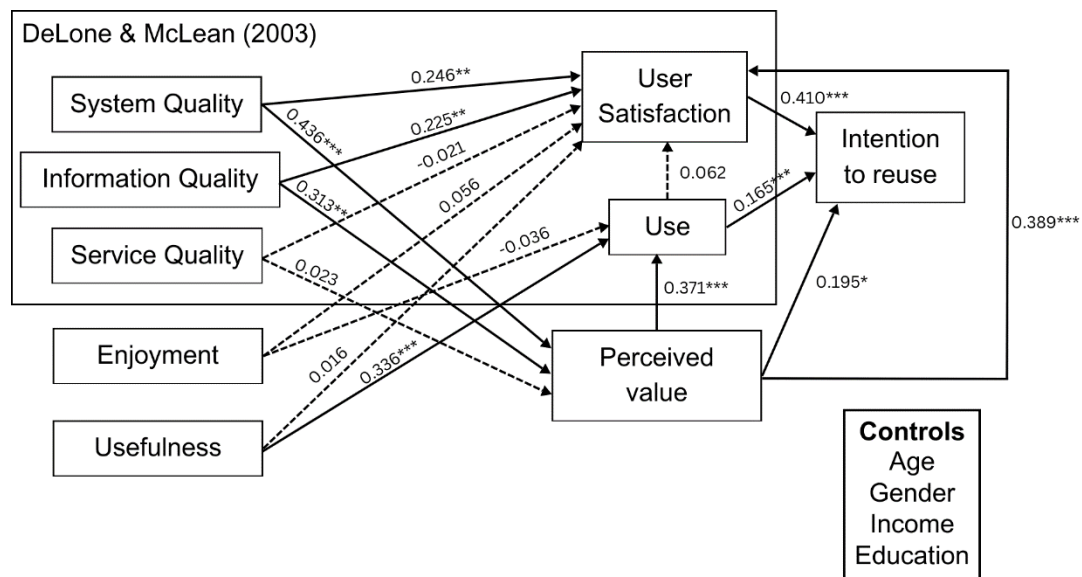


Figure 8 – Supported hypotheses and statistical significance.

Note: * $p < .10$; ** $p < .05$; *** $p < .01$

5.2. STRUCTURAL MODEL AND HYPOTHESES

Figure 8 shows the results of the model testing. Ten of the sixteen hypotheses were supported. System quality was hypothesized to positively influence perceived value (H8) and user satisfaction (H1). The results show that system quality significantly influences perceived value ($\beta = 0.436$, $p < 0.01$) and user satisfaction ($\beta = 0.246$, $p < 0.05$). This indicates that higher system quality leads to increased perceived value and user satisfaction, consistent with prior studies (Urbach et al., 2010; DeLone & McLean, 2003).

Service quality was hypothesized to positively influence user satisfaction (H3) and perceived value (H9). However, the results indicate that these relationships are not supported ($\beta = -$

0.021, $p > 0.10$; $\beta = 0.023$, $p > 0.10$), which suggests that service quality does not significantly impact user satisfaction or perceived value in this context.

Information quality was hypothesized to positively influence perceived value (H7) and user satisfaction (H2). The analysis supports these hypotheses, showing significant positive effects on perceived value ($\beta = 0.313$, $p < 0.05$) and user satisfaction ($\beta = 0.225$, $p < 0.05$). This confirms that high-quality information enhances both perceived value and user satisfaction (Urbach et al., 2010; Wang, 2008).

Enjoyment was hypothesized to positively influence user satisfaction (H5) and use (H13) but, surprisingly, the results do not support the hypotheses ($\beta = 0.056$, $p > 0.10$; $\beta = -0.036$, $p > 0.10$). This suggests that in the context of streaming platforms, enjoyment does not significantly impact either user satisfaction or use.

Usefulness was hypothesized to positively influence user satisfaction (H4) and use (H12). The results strongly support H12, showing a significant positive effect ($\beta = 0.336$, $p < 0.01$). However, results show that usefulness does not have a strong influence on user satisfaction ($\beta = 0.016$, $p > 0.10$).

Perceived value was hypothesized to positively influence user satisfaction (H6), use (H10) and intention to reuse (H11). The results confirm these hypotheses with significant positive effects on user satisfaction ($\beta = 0.389$, $p < 0.01$), use ($\beta = 0.371$, $p < 0.01$) and intention to reuse ($\beta = 0.195$, $p < 0.05$). This aligns with prior research indicating that perceived value is a crucial determinant of user satisfaction, use and intention to reuse (Wang, 2008; Sirdeshmukh et al., 2002).

User satisfaction was hypothesized to positively influence intention to reuse (H14). The results strongly support this hypothesis ($\beta = 0.410$, $p < 0.01$), which aligns with prior research (Bhattacharjee, 2001; Fornell et al., 1996; Limayem et al., 2007; Lin and Wang, 2006; Parasuraman and Grewal, 2000; Thong et al., 2006; Wang 2008).

Use was hypothesized to positively influence intention to reuse (H16) and user satisfaction (H15). The results show a significant positive effect on intention to reuse ($\beta = 0.165$, $p < 0.01$), indicating that higher use of the platform increases the intention to reuse it, but a weak effect on satisfaction ($\beta = 0.062$, $p > 0.10$).

The control variables (age, gender, income, education) were also analyzed for their effects on the use and intention to reuse. Education significantly influences intention to reuse ($\beta = 0.134$, $p < 0.001$) and use ($\beta = 0.130$, $p < 0.05$). Gender also significantly affects intention to reuse ($\beta = 0.172$, $p < 0.05$), but not use ($\beta = -0.094$, $p > 0.10$). Age influences both variables, while income doesn't have a significant effect on either.

Table 5 – Hypotheses Testing Results.

Hypothesis	Relationship	Result
H1	SYSQ > SAT	ACCEPTED
H2	IQ > SAT	ACCEPTED
H3	SERQ > SAT	NOT ACCEPTED
H4	USEF > SAT	NOT ACCEPTED
H5	EN > SAT	NOT ACCEPTED
H6	PV > SAT	ACCEPTED
H7	IQ > PV	ACCEPTED
H8	SYSQ > PV	ACCEPTED
H9	SERQ > PV	NOT ACCEPTED
H10	PV > USE	ACCEPTED
H11	PV > INT	ACCEPTED
H12	USEF > USE	ACCEPTED
H13	EN > USE	NOT ACCEPTED
H14	SAT > INT	ACCEPTED
H15	USE > SAT	NOT ACCEPTED
H16	USE > INT	ACCEPTED

6. DISCUSSION

The results of this study provide several important insights into the factors influencing user satisfaction, use, and intention to reuse streaming platforms. System Quality and Information Quality emerged as significant determinants of Perceived Value and User Satisfaction. This underscores the importance of maintaining high standards in system functionality and content quality to enhance user experiences. Users expect streaming platforms to provide seamless, reliable performance and access to high-quality, relevant content. This finding aligns with previous research, indicating that technical excellence and content relevance are crucial to positive user experiences.

Contrary to expectations, the anticipated positive effects of Service Quality on User Satisfaction and Perceived Value were not supported in this context. This suggests that users may prioritize the functional and informational aspects of the platform over direct service interactions. This could be due to the nature of streaming platforms, where user interaction with customer service may be infrequent compared to the constant interaction with the system and content. This could also mean that when users interact with customer services, they may encounter subpar service experiences, which can diminish the overall perceived quality. This suggests that while customer support is important, it may not be the primary driver of satisfaction and perceived value in the context of streaming platforms.

Similarly, the anticipated influence of Enjoyment on User Satisfaction and Use was not supported. While enjoyment is an important aspect of the user experience, it appears that other factors, such as system performance and content quality, play a more substantial role in driving satisfaction and continued use. This finding suggests that while creating an enjoyable user experience is beneficial, it should not overshadow the need for robust system performance and high-quality content.

Perceived value, which encompasses the overall assessment of the benefits of using the service relative to its costs, had a strong positive effect on User Satisfaction, Use, and Intention to Reuse. This highlights the critical role of value perception in driving user engagement and loyalty. These findings are consistent with previous research, emphasizing the importance of Perceived Value as a key determinant of user behavior. Users who perceive high value in the service are more likely to be satisfied, use the service frequently, and intend to continue using it in the future. This highlights the importance of delivering a compelling value proposition to users.

Interestingly, while Usefulness significantly influenced Use, it did not have a strong impact on User Satisfaction. This suggests that while users recognize and appreciate the practical benefits of the platform, these benefits alone are not sufficient to ensure overall satisfaction. Therefore, satisfaction may require a combination of practical benefits, emotional engagement, and perceived value.

Overall, this study contributes to a deeper understanding of the complex relationships between System Quality, Information Quality, Service Quality, Perceived Value, Enjoyment, Usefulness, User Satisfaction, Use, and Intention to Reuse in the context of streaming platforms. The findings provide valuable insights for streaming service providers aiming to enhance user experience and retention. The validated research model serves as a robust framework for future studies exploring additional factors and moderating variables that could further explain the dynamics of user satisfaction and loyalty in the digital entertainment industry.

6.1. IMPLICATIONS FOR STREAMING SERVICE PROVIDERS

The results suggest several strategic actions for streaming service providers to enhance user satisfaction and loyalty. First, it is important to focus on technical excellence. Ensuring high System Quality is crucial. Providers should invest in robust infrastructure that guarantees reliability, speed, and security. Regular updates and maintenance are essential to prevent technical issues that could disrupt user experience. Thus, high System Quality not only enhances user satisfaction but also reduces churn rates.

Similarly, another focus should be on content quality and relevance. Investing in high-quality, relevant content is crucial, therefore providers should curate a diverse content library that meets the varied preferences of users. Utilizing data analytics to understand user preferences can help in tailoring content recommendations, thereby enhancing Perceived Value and continued use. Exclusive and original content can also be a significant draw for users. In addition, providers should continuously evaluate and enhance the value proposition of their services. This could involve offering flexible subscription plans, exclusive content, and personalized user experiences that justify the cost and retain users. Bundling services, providing family plans, or adding value through partnerships with other digital services can also enhance Perceived Value. In terms of marketing strategies, highlighting unique features, exclusive content, and overall cost-benefit advantages can differentiate a service in a crowded market. Utilizing data-driven insights to create personalized marketing campaigns can significantly enhance user engagement. Personalized recommendations, targeted promotions, and customized communication can improve the user experience and increase satisfaction. Engagement through social media, interactive content, and user communities can also foster loyalty. Moreover, implementing mechanisms to collect continuous user feedback can help providers and marketers understand evolving user needs and preferences. This feedback can inform service improvements, content curation, and marketing strategies, ensuring they remain aligned with user expectations. Offering free trials, discounts, and loyalty programs can attract new users and retain existing ones. Innovative promotional strategies, such as partnerships with other brands, limited time offers, and referral programs to expand the user base, could also be explored.

Furthermore, a reevaluation of service quality could also result in positive outcomes. While direct service interactions may not be the primary driver of satisfaction, the quality of customer service should not be neglected. Providers must ensure that customer support is responsive, helpful, and capable of resolving issues efficiently. Poor customer service experiences can significantly impact the overall perception of the service, suggesting a need for improvements in this area.

Finally, the promotion of practical benefits. While Usefulness alone does not drive satisfaction, highlighting the practical benefits of the platform can enhance user engagement. This includes features like offline viewing, multi-device support, and user-friendly interfaces, which should be prominently featured in marketing campaigns, since they can attract users who prioritize functionality and convenience.

6.2. THEORETICAL IMPLICATIONS

This study makes several theoretical contributions to the literature on information systems and consumer behavior, particularly in the context of streaming services. By validating and extending existing models, this research highlights the critical roles of System Quality, Information Quality, and Perceived Value in user satisfaction, use and intention to reuse streaming platforms. These findings support and expand upon several theoretical frameworks and models.

This research validates and extends the Information Systems (IS) Success Model by incorporating additional constructs such as Perceived Value, Enjoyment, and Usefulness. The IS Success Model traditionally emphasizes the importance of System Quality, Information Quality, and Service Quality. However, this study demonstrates that in the context of streaming services, Perceived Value plays a crucial role in driving user satisfaction and reuse intention, suggesting that future applications of the IS Success Model should consider including Perceived Value as a key construct.

The study challenges the traditional emphasis on Service Quality within the IS Success Model by showing that it did not significantly impact User Satisfaction or Perceived Value in the streaming context. This finding suggests that while Service Quality remains important, its role may vary depending on the service type. For streaming platforms, where direct service interactions are minimal, System Quality and Information Quality take precedence. This calls for a reevaluation of the relative importance of Service Quality in different digital service contexts.

By integrating constructs from the Expectation-Confirmation Theory (ECT), such as Perceived Value and Usefulness, this study provides a more comprehensive understanding of user satisfaction and reuse intention. The positive impact of Perceived Value on User Satisfaction and Intention to Reuse reinforces the ECT's assertion that the fulfillment of user expectations

significantly influences continued use. This integration suggests that future research should consider a multi-theoretical approach to better capture the complexities of user behavior in digital environments.

The study's findings on the non-significant impact of Enjoyment and the limited impact of Usefulness on User Satisfaction offer new insights into the emotional and practical drivers of user satisfaction in streaming services. While enjoyment is traditionally considered an important factor in user experience, this study suggests that practical benefits and perceived value are more critical in driving satisfaction and reuse intention. This insight contributes to a nuanced understanding of the balance between emotional and practical factors in user satisfaction. The findings highlight the importance of both practical (Usefulness) and emotional (Enjoyment) aspects of streaming services, although their impacts on satisfaction vary. This dual perspective suggests that theoretical models should account for both types of value but also recognize that their relative importance may differ based on the context. The strong influence of Perceived Value indicates that users evaluate streaming services based on a holistic assessment of benefits relative to costs, integrating both practical and emotional dimensions.

6.3. LIMITATIONS AND FUTURE RESEARCH

Despite the valuable insights provided by this study, some limitations must be acknowledged. First, the cross-sectional nature of the data collection limits the ability to draw causal inferences. The data was collected at a single point in time, which means the relationships observed between constructs are correlational rather than causal. Longitudinal studies, where data is collected at multiple points over time, could help determine the direction of causality and provide a more robust understanding of how these relationships evolve.

Secondly, the data collected was mainly quantitative. Future research could integrate user interviews and focus groups, which could provide deeper insights into the subjective experiences and preferences of users. This could complement quantitative findings and offer a more holistic understanding.

Furthermore, the sample was predominantly drawn from a specific geographic region, which may limit the generalizability of the findings. Cultural differences can significantly influence user perceptions and behaviors. For instance, users from different regions may have varying expectations of service quality, content preferences, or responses to technological features. Therefore, the results of this study may not be applicable to users in different cultural or regional contexts. Future studies should consider a more diverse and representative sample, including participants from various countries and cultural backgrounds, to enhance the external validity and generalizability of the results.

Additionally, this study focused on a limited set of constructs based on the IS Success Model and additional factors such as perceived value, enjoyment and usefulness. While these constructs are crucial for understanding user satisfaction and intention to reuse streaming platforms, other variables could also play significant roles. For instance, trust in the platform, privacy concerns, and social influence from peers or social media could also affect user satisfaction and loyalty. Including these additional variables in future research could provide a more comprehensive understanding of user behavior and the factors that drive continued use and satisfaction with streaming services.

Lastly, the operationalization of constructs through adapted scales from previous studies, while ensuring content validity, might not fully capture the unique context of streaming platforms. The scales used to measure constructs like system quality, service quality, and user satisfaction were adapted from studies in other contexts, such as general information systems or e-commerce. While these scales are reliable and valid, they may not account for specific aspects of streaming platforms, such as content variety, ease of navigation, or streaming quality. Developing and validating new measurement scales tailored specifically to the streaming platform context could improve the precision and relevance of future research.

7. CONCLUSION

As the subscription service market rapidly expands across various sectors, including video and music streaming, grocery delivery, home and personal essentials, among others, it is crucial for these service and product providers to develop strategies to remain competitive and lead the industry. This study provides significant insights into the factors influencing user satisfaction and intention to reuse streaming platforms, emphasizing the critical roles of System Quality, Information Quality, and Perceived Value. The findings challenge traditional assumptions about the impact of Service Quality and Enjoyment, suggesting that users prioritize technical and content-related aspects over service interactions and enjoyment alone. These insights offer valuable guidance for streaming service providers to enhance their offerings through robust infrastructure, high-quality content, and personalized user experiences. Moreover, the study underscores the importance of targeted marketing strategies and supportive policies to promote user engagement and retention. By addressing these key factors, streaming platforms can better meet user expectations and foster long-term loyalty in the competitive digital entertainment landscape.

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ANNEXES (OPTIONAL)

Instrument

Part 1: Use

1. What is the streaming platform that you use most often?

- Netflix
- Spotify
- Other _____ (please specify)

Part 2: System quality

Select from Strongly Agree to Strongly Disagree the following statements:

3. The streaming platform is easy to navigate.
4. The streaming platform allows me to easily find the content I am looking for.
5. The streaming platform is well structured.
6. The streaming platform is easy to use.
7. The streaming platform offers appropriate functionality.

Part 3: Information Quality

Select from Strongly Agree to Strongly Disagree the following statements:

8. The information provided by the streaming platform is useful.
9. The information provided by the streaming platform is understandable.
10. The information provided by the streaming platform is interesting.
11. The information provided by the streaming platform is reliable.
12. The information provided by the streaming platform is complete.
13. The information provided by the streaming platform is up-to-date.

Part 4: Service quality

Select from Strongly Agree to Strongly Disagree the following statements:

14. The customer support is always highly willing to help whenever I need support with the streaming platform.

15. The customer support provides personal attention when I experience problems with the streaming platform.

16. The customer support provides answers to issues in due time.

17. The customer support has sufficient knowledge to answer my questions in respect of the streaming platform.

Part 5: Enjoyment

Select from Strongly Agree to Strongly Disagree the following statements:

18. I have fun browsing content in the streaming platform.

19. Using the streaming platform provides me with a lot of enjoyment.

20. I enjoy using the streaming platform.

21. Using the streaming platform bores me.

Part 6: Perceived Value

Select from Strongly Agree to Strongly Disagree the following statements:

22. Compared to subscription I pay, the use of the streaming platform offers value for money.

23. Compared to the effort I need to put in, the use of streaming platforms is beneficial to me.

24. Compared to the time I need to spend, the use of streaming platforms is worthwhile to me.

25. Overall, the use of streaming platforms delivers me good value.

Part 7: User Satisfaction

Select from Strongly Agree to Strongly Disagree the following statements:

26. The streaming platform is efficient.

27. The streaming platform is effective.

28. I am satisfied with the streaming platform.

Part 8: Usefulness

Select from Strongly Agree to Strongly Disagree the following statements:

29. With streaming platforms, I can decide more quickly and more easily which movie/tv show I want to watch or what music I want to listen to than in the past.

30. With streaming platforms, I can better decide which movie/tv show I want to watch or what music I want to listen to than in the past.

31. I am better informed about new movies, tv shows and music.

Part 9: Intention to Reuse

Select from Strongly Agree to Strongly Disagree the following statements:

32. Assuming that you have access to the streaming platform, you intend to reuse it.

33. You will reuse the streaming platform in the future.

34. You will frequently use the streaming platform in the future.

Part 10: Use

35. How often do you use the streaming platform?

(I) Never (VII) Several times each day

36. How do you consider the extent of your current streaming platform use?

(I) Non use (VII) Heavy Use

37. On average, I spend a significant amount of hours using the streaming platform each week.

From Strongly Agree to Strongly Disagree

Part 10: Demographic Factors

35. Gender

- Female
- Male
- Other

36. Age (in years)

37. What is the highest education degree you have earned?

- Primary school or lower level of education
- Basic schooling (9th grade)
- High School
- Bachelor's degree

- Master's degree
- PhD or higher
- Other

38. What is the best description of your current professional situation?

- Full-time student
- Working student
- Employee
- Self-employed
- Retired
- Unemployed
- Not fit to work

39. What is the average monthly net income of your household?

40. What is your degree of knowledge about streaming platforms?

41. How well do you know about Nova University of Lisbon?

