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User Experience on Satisfaction and Willingness to Pay for Video Streaming Services in Thailand

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Abstract

This study provides insight into the opinions of people in Thailand who have experience using video streaming services, classified as Generations X, Y, and Z. It examined user experience, the quality of e-subscription services, perceived value, satisfaction, and willingness to pay for video streaming services. The findings indicate that the structural equation model developed in this research aligns with empirical data derived from theories, concepts, and relevant studies. The study reveals that user experience significantly impacts satisfaction, quality of e-subscription service, and perceived value in video streaming services. Meanwhile, the quality of e-subscription services influences both satisfaction and willingness to pay. While perceived value affects satisfaction, it does not directly affect willingness to pay. However, satisfaction has a direct effect on willingness to pay. These key findings provide video streaming business operators with valuable data for improving their services to meet user demands, enhance satisfaction, and increase willingness to pay. Specifically, businesses should focus on fostering user satisfaction while proactively addressing potential dissatisfaction, as negative experiences could impact users' willingness to pay.

Keywords: User Experience, Electronic Subscription Service Quality, Perceived Value, Satisfaction, Willing to Pay.

Introduction

The aftermath of the Covid-19 pandemic has continuously hit all business sectors. During the outbreak, various immediate actions were taken to respond to the country lockdowns, including transitioning to work-from-home and online classrooms, canceling or postponing social events, and shutting down public venues. Admittedly, the outbreak caused enormous losses amid social distancing policies in every business angle. In contrast, the pandemic has heavily accelerated the demand for video streaming services, with over 1 billion global subscribers for the first time in 2020 (Durrani & Allen, 2023). In Thailand, there were 7.17 million users of subscription video-on-demand services (SVoDs) with a total subscription fee of 161.12 million US dollars in 2021 and 12.74 million subscribers in 2022 (National Broadcasting and Telecommunication Commission, 2023). The leading SVoD providers in Thailand were Netflix (41%), followed by Amazon Prime Video, Disney Hotstar, and HBO Go (Digital Economy Promotion Agency Thailand, 2022). With over-the-top (OTT) services, consumers can browse endless up-to-date content based on their personalized interests from anywhere at any time. The paid subscription can access additional features with premium content.

Even long before the outbreak, the surge in the popularity of SVoDs significantly disrupted the entertainment industry, particularly the conventional media, which was forced to shift to digital platforms. Due to the effortless and active digital media access through personal gadgets (i.e.,

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smartphones, PCs, and laptops), consumers are welcome to co-create and share customized content with others. As a result, product review sharing contributes to a new norm of consumer behavior in the broader consumer community. From empirical cross-sectional data from 550 Thai citizens, it was found that people are more likely to digitalize than before the pandemic, leading to digitally transformed behavior and increasing positive digital behavioral control perceptions and decisions (Srisathan et al., 2023).

Recent studies extended the study to understand the determinants affecting customer's willingness to pay for SVoD services with various factors, including service quality (i.e., content and experience), monetary and convenience value, perceived enjoyment, and identity salience are considerably vital for customer satisfaction as these factors influence the users' continued intention to use streaming services (Azzahro et al., 2020; Gupta & Singharia, 2021; Jahanmir et al., 2020; Singh et al., 2020). In this view, user experience is likely influenced by consumers' perceived values developed from their satisfaction and further increase behavioral intention including willingness to pay a premium price (Demirgüneş, 2015).

Unlike other online products/services, consumers' willingness to pay for video streaming service subscriptions has developed in different patterns due to their great convenience and exclusiveness (Yang & Lee, 2018). When customers' perceived value is greater than the previous purchase, consumer's willingness to pay for an increased price or repurchase loyalty is retained (Ligas & Chaudhuri, 2012; Netemeyer et al., 2004). Richter and Brühl (2017) added that the personalized search experience provided by the OTT streaming service leads to increased satisfaction, influencing continuous usage and further subscription intention.

The dilemma for video streaming providers is that increased customer satisfaction means increased costs for the companies, resulting in increased retail prices. Due to the subscription-based business model, the video streaming firms gain revenues from the continuous subscription fees or additional membership plans. That is, the accuracy of the future paid membership forecast plays an important role in business planning corresponding with customers' expectations. Despite the growing number of SVoD applications, viewer churn rate (i.e., subscription cancellation) is critically high, up to 37 percent at the end of 2023 (Stoll, 2023). Hence, it is essential that streaming service providers seek innovative solutions to deliver a truly superior experience with high-quality service to avoid subscription cancellation.

On the other hand, the growth of subscription revenues can reflect customer satisfaction amid the highly competitive video streaming industry. Martins and Riyanto (2020) highlighted that customer satisfaction is developed from positive user experience. Former learning, viewing, or direct sampling can build customer confidence in using SVoD products/service, particularly when the products/services are perceived as easy to use. For Generation Z subscribers, user experience was found to have a significant effect on loyalty through satisfaction, resulting in an increase of subscription growth rate (Azzahro et al., 2020).

Customer-perceived values of product/service quality in terms of user-friendliness and system efficiency can even develop a higher degree of product/service awareness, leading to customer behavioral intention (Oyedele & Simpson, 2018). On the other hand, the negative perceived value of electronic subscription service quality (ESSQ), including the complexity and ambiguity of subscription terms and conditions, can cause a decline in decision-making. Thus, it is essential that the company can thoroughly interpret customer satisfaction to offer the products/services more effectively.

Given the importance of customer satisfaction, user experience has been heavily emphasized and used as a measurement tool to ensure that the streaming product and service have met what customers want. According to the six sub-variables of the user experience matrix proposed by Schrepp et al. (2017), the user experience questionnaire (UEQ) was developed to reflect the quality of interactive interface design of products and its service, including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty. In streaming services, UEQ has been widely used to measure whether service quality has been delivered in line with the customers' expectations, which can be adopted by practitioners to plan business strategies to increase continued subscription intention. Therefore, the determinants of the user experience questionnaire (UEQ) are employed in the proposed model in this study.

Previous studies have investigated the determinants of user experience and perception of quality and service influencing consumer's purchasing decisions or willingness to pay for video streaming service subscriptions (e.g., (Azzahro et al., 2020; Singh et al., 2020)). Additionally, recent studies explored the relationship between consumers' perception of quality and service affecting customer satisfaction (Amin, 2016; Cao et al., 2018) and the relationship between customer satisfaction affecting willingness to pay for the service (Gupta & Singharia, 2021; Ström & Martínez, 2013). However, the literature left an unclear understanding of the holistic linkage between customers' user experience and willingness to pay. This study aims to propose a conceptual framework for this complex phenomenon by using a structural equation model to determine whether it is consistent with previous theoretical frameworks related to user experience, perceived value, customer satisfaction, and willingness to pay, particularly in the context of subscription-based video on demand service.

Literature Review and Hypothesis Development

User Experience (UX)

According to Martins and Riyanto (2020), user experience is learning developed from a person's experience of an object which becomes one's self-reflection on that object. In the technological aspect, user experience (UX) is defined as feelings when a person interacts with a specific digital product/service or applications on devices that lead to his/her perceptions including ease of use, usability, and efficiency.

In the academic sphere, the role of user experience on willingness to pay a premium price in streaming video services was addressed in several studies (e.g.(Santos & Schlesinger, 2021; Situmorang & Harmawan, 2022)). Varela-Neira et al. (2023) described that the experience in which OTT providers delude users with personalized interfaces showing unlimited choice of content shapes their stronger personal bond with the services as 'we pay to buy ourselves.'

For marketing purposes, user experience has been used as an indicator to estimate user satisfaction if the product/service is attractive, enjoyable, or pleasing. Schrepp et al. (2017) suggested using a simple and highly efficient User Experience Questionnaire (UEQ) to measure users' subjective impression of interactive product quality and service with 26-item divided into six groups: Attractiveness (AT), Perspicuity (PS), Efficiency (EF), Dependability (DP), Stimulation (SM), and Novelty (NV). While other usability tests, including pragmatic quality (i.e., PS, EF, and DP) are unable to reflect critical hedonic quality aspects, UEQ includes NV and SM to provide overall impression assessing whether users like or dislike the product/service.

Based on previous studies confirming the relationship between user experience and satisfaction, the hypotheses are determined as follows.

H1: User experience has an influence on satisfaction of video streaming service.

H2: User experience has an influence on electronic subscription service quality of video streaming service.

H3: User experience has an influence on perceived value of video streaming service.

Electronic Subscription Service Quality (ESSQ)

For any entertainment provider, content availability is a major factor in decision-making about a particular service. The sophisticated search algorithm of streaming services is another key to satisfying or dissatisfying users based on their interests as it allows different levels of engagement that would further impact their continued subscription plan (Sharma & Mishra, 2023).

Subscribers can have the freedom to choose any type of content at anytime from anywhere through OTT service. With this advantage of on-demand videos, subscribers can browse endless lists of content on OTT streaming services (Jae & Han, 2023). Accordingly, overall e-service quality was defined as a key indicator influencing customer satisfaction and repurchase intentions (Blut et al., 2015; Hsu et al., 2012) and willingness to pay for a higher price (Gupta & Singharia, 2021) customer loyalty (Amin, 2016).

While the electronic subscription service quality (ESSQ) framework, including Quality of Content (QOC), Quality of Accessibility (QOA), and Quality of Experience (QOE), has been widely used to measure service quality in comparison with user satisfaction, it overlooked other aspects of perceived value, particularly monetary value, that has been confirmed its critical factor in willingness to pay for the subscription. Therefore, in this study, the independent variables of the ESSQ factors are further analyzed with the following hypotheses.

H4: Electronic subscription service quality has an influence on satisfaction of video streaming service.

H5: Electronic subscription service quality has an influence on willingness to pay for video streaming service subscription.

Perceived Values (PV)

Perceived value is “the consumer’s overall assessment of the utility of a product based on what is received and what is given” (Zeithaml, 1988). Perceived value is massively regarded as a key element of competitive advantage despite its complex cognitive-affective nature comprised of self-oriented and other oriented rational and emotional/hedonic perceptions, according to Holbrook (1999) and Sweeney and Soutar (2001). Decision-making emerges from purchasing and using experience, and it forms rational information processing, emotions, and feelings to become actual customer behavior (Sánchez-Fernández & Jiménez-Castillo, 2021). Empirical studies have revealed the role of perceived values on the purchase intention in various technological products and service e.g., freemium services (Hamari et al., 2020) and music streaming (Fernandes & Guerra, 2019) and subscription-based video streaming applications (Oyedele & Simpson, 2018).

According to Azzahro et al. (2020)’s study of the relationship between customer satisfaction and

willingness to pay on Demand streaming service, it was found that willingness to pay is directly impacted by the quality of accessibility, monetary value (MV), and identity salience (IS). However, customer satisfaction partially mediates the relationship between willingness to pay and the perceived value of content quality, perceived enjoyment, monetary value, and identity salience.

Perceived enjoyment (PE) is the subjective experience of pleasure or satisfaction that a user develops from using a video streaming service that was found to have a significant influence on satisfaction, leading to the user's continued use of the service (Pereira & Tam, 2021). On the other hand, personalized experience influencing perceived convenience value was found to have the highest impact on users' continued intention to use streaming services, followed by perceived enjoyment of content and experience (Singh et al., 2020). Likewise, the study by Yang and Lee (2018) revealed that content quality has the strongest effect on users' streaming media usage, while perceived usefulness was found to be indirectly associated with their behavioral intention to use the service.

In addition, Walsh and Singh (2022) posited in a recent study that social value (SV) and emotional values have an effect on identity salience with the choice of content, particularly for young consumers. In this phenomenon, ease of use, convenience, and monetary value play a less significant role in the user's continued use of service within the current circumstances but may become more influential when the industry reaches its maturity cycle.

Due to the limited empirical evidence revealing what sub-constructs of perceived value should be considered in the context of streaming video services in Thailand, perceived value, including perceived enjoyment, monetary value, social value, and identity salience, must be reexamined in this study.

H6: Perceived value has an influence on satisfaction of video streaming service.

H7: Perceived has an influence on willingness to pay for video streaming service subscription.

Customer Satisfaction (SF)

Customer satisfaction has been heavily found to have a direct role in customer service evaluation (Bitner & Hubbert, 1994). Kotler and Keller (2015) viewed satisfaction as a person's feelings after customers use the products or services, including sampling products or services, that leads to the different levels of perceived product/service performance varying based on their expectations; either satisfied or unsatisfied, and eventually associate with their purchasing decision process. In this light, customer satisfaction is directly influenced by user experience of service quality depending on how the products and services meet personal values and needs (Sharma & Mishra, 2023). Therefore, understanding customers' evaluation of product/service quality and efficiency leads to insights into product/service customer satisfaction insights.

When the products and services create a higher level of satisfaction than customers expected, implying that the products and services are positively satisfied, resulting in 'delighted customers.' Nevertheless, a positive service experience and developing 'delight' or 'satisfaction' are not enough to ensure a long-term commitment to the brand (Naumann & Bowden, 2015). As a result, the fluctuation of benefits or value that customers directly perceive from the products and services has an effect on customer satisfaction, making them seek an alternative service provider who can maintain the same level of service quality at probably a lower price (Cronin et al., 2000; Hennig-Thurau & Klee, 1997; Wangenheim & Bayón, 2007).

Given the importance of customer satisfaction with OTT platforms, particularly in subscription-based video streaming services, customers' willingness to pay is a key to business success. It means profitability that enables businesses to sustain themselves in the market. Therefore, marketing practitioners must plan their marketing strategies based on the customer's values and needs. To ensure that customers continue purchasing the products/services, the service providers must highlight positive satisfaction, which leads to their behavioral intention or willingness to pay for the service (Anisa & Tjhin, 2023).

The surplus of the perceived value consumers expected should increase their satisfaction, resulting in willingness to pay a higher price Žemgulienė (2014). Regarding the mediating role of satisfaction, this study sustains the concept that consumers' perceived value and service quality are associated with satisfaction and strengthens the likelihood of behavioral intention. Based on the related literature, the indirect effect of satisfaction on willingness to pay a premium price for a subscription is examined, making the research hypothesis as follows.

H8: User satisfaction with video streaming services has an influence on willingness to pay for subscriptions.

Due to the little evidence in the context of paid-membership video streaming products and services, this study aims to contribute academic implications by exploring determinants of customer perceived value that users have experienced from video streaming services for the companies to improve the product and service quality that leads to higher user satisfaction and eventually willingness to pay for video streaming service. The findings of this study would provide a greater understanding of consumers' decision to use and continue subscribing to video streaming services. The practical implications would benefit the on-demand media developers in designing and enhancing the experience according to customers' expectations. The conceptual framework is shown in Figure 1.

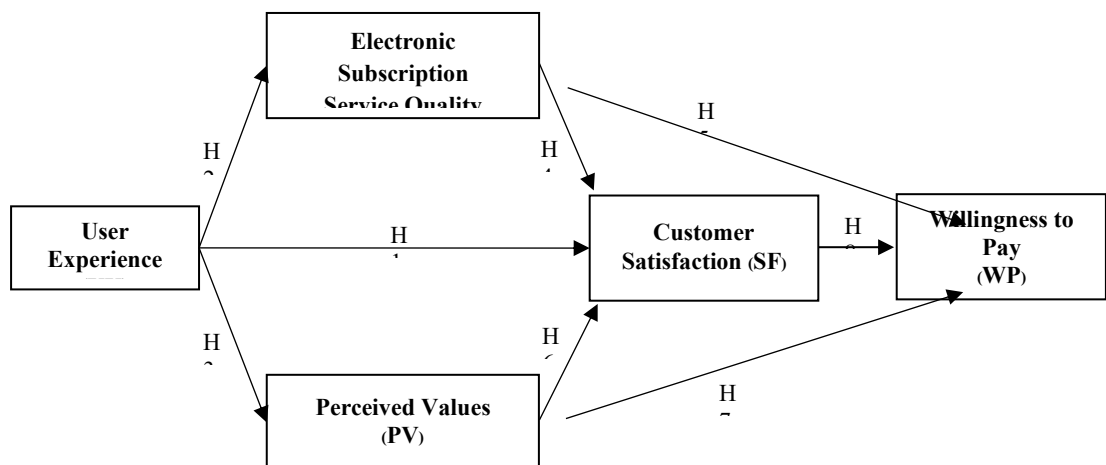


Figure 1. Conceptual Research Framework

Research Methods

Sample and Data Collection

The population in this study was those who have experienced using video streaming services in Thailand, at the age of 20-63 years old, consistent with research ethics, according to Bencsik and other (2016). The appropriate sample size for structural equation modeling analysis with the number of latent variables less than or equal to 7 variables should be at least 150 samples (observation), according to (Hair et al., 2019). The latent variables in this research were 5 variables, resulting in a sample size of at least 150 samples in this study. Data were collected by convenience sampling techniques. That is, the surveys were distributed to the members of the Facebook Group under a Thai name that could be translated into English as “Movie/Series Reviews” to ensure that these social communities have experience in certain video streaming services available in Thailand, including NETFLIX, Viu, Wetv, and Disney+. During the research period of 60 days, there were 290 returned responses with a completely valid questionnaire.

The questionnaire was designed with closed-ended questions from the theoretical concepts from various literature reviews. The Likert’s five-point scale was used to measure the components included in the proposed framework, as shown in Table 1.

Factors and Measurement	Previous Research
User Experience (UX) Attractiveness (AT) / Perspicuity (PS) / Efficiency (EF) Dependability (DP) / Stimulation (SM) / Novelty (NV)	Schrepp et al. (2017) Martins and Riyanto (2020)
Electronic Subscription Service Quality (ESSQ) Quality of Content (QOC) Quality of Accessibility (QOA) Quality of Experience (QOE)	Ström and Martínez (2013) Gupta and Singharia (2021)
Perceived Values (PV) Perceived Enjoyment (PE) / Monetary Value (MV) Social Value (SV) / Identity Salience (IS)	Zeithaml (1988) Azzahro et al. (2020) Singh et al. (2020)
Customer Satisfaction (SF)	Azzahro et al. (2020) Martins and Riyanto (2020)
Willingness to Pay (WP)	Azzahro et al. (2020)

Table 1: Questionnaire Factors and Measurements

Measurement Validity and Reliability

Based on previous studies, research tools employed in this study were tested by three marketing and management experts to ensure its content validity, corresponding with the research objectives. The result showed item objective congruence (IOC) index at 0.67-1.00, indicating validity according to Rovinelli and Hambleton (1976). To ensure the reliability of the research tool, the pilot test was conducted and distributed to 30 video-streaming users who experienced the service. The Cronbach’s Alpha Coefficient was at 0.735 – 0.943, indicating its reliability,

according to (Hair et al., 2019). Thus, the content and the research tools for data collection in this study were valid and reliable.

Data Analysis

The statistical data, including descriptive and inferential statistics, were analyzed using Structural Equation Modeling (SEM) to confirm its construct validity and whether it corresponded with the following research hypotheses. Data were tested to determine its normal distribution. After testing, the result exhibited Skewness Coefficient value between -2.061 and -0.672, which was less than ± 3 , and Kurtosis Coefficient between -0.501 and 3.489, which was less than ± 7 . According to Kline (2011), the results of data distribution were identified as normal. Confirmatory Factor Analysis (CFA) was used to test the consistency of variables in the proposed framework including user experience factors, quality of electronic subscription service factors, perceived value factors, satisfaction factors, and willingness to pay factors as demonstrated in Table 3.

Results

Demographical Data of Respondents

From the analysis of demographical data of the respondents who had experienced using video streaming services, it was found that the majority of the respondents were 28-43 years old, indicating their Generation Y (34.14%), followed by those at the age of 20-27 years old, indicating their Generation Z (33.10%), and those at the age of 44-93 years old, indicating their Generation X (32.76%), respectively. The longest experience of using video streaming services was 1-4 years (58.96%). The most-selected service provider was Netflix (58.28%). The majority of the respondents were introduced to video streaming products and services from social media via mobile phone, accounting for 32.51%. Most respondents (42.92%) watched the video streaming content from their smartphone. The average watching video streaming media was 3-4 hours per day. The period of watching was from 9.00 PM to 12.00 AM (42.18%), followed by from 4.00 PM to 8.00 PM (26.76%) and 12.00 PM – 4.00 PM (14.74%), respectively.

Measurement Model

From the confirmatory factor analysis (CFA) of the main five factors with the 15 observed variables, the Cronbach's alpha value was 0.74-0.94, with the factor loading of 0.53 – 0.92 which was larger than 0.60, and the average variance extracted (AVE) of 0.506 – 0.709, which was larger than 0.50. From the convergent validity test, composite reliability (CR) ranged from 0.799 – 0.923, larger than 0.70. According to Hair et al. (2010), the above values are indicative of good construct reliability of user experience factors with the high values of discriminant validity, indicating that the latent variables met the criteria to be included in the model as shown in Table 2.

Items	Loading	SE.	CR	AVE
User Experience (UX)			0.906	0.618
Attractiveness	0.76			
Perspicuity	0.73	0.073		
Efficiency	0.63	0.126		
Dependability	0.81	0.084		
Stimulation	0.89	0.092		

Novelty	0.87	0.101		
Electronic Subscription Service Quality (ESSQ)			0.850	0.654
Quality of content	0.81			
Quality of Accessibility	0.79	0.058		
Quality of Experience	0.82	0.061		
Perceived Values (PV)			0.799	0.506
Enjoyment	0.66			
Monetary Value	0.73	0.198		
Social Value	0.53	0.261		
Identity Salience	0.88	0.174		
Customer Satisfaction (SF)			0.923	0.709
Good quality	0.92			
Good value	0.91	0.043		
Good experience	0.88	0.043		
Meeting expectations	0.75	0.054		
Beyond expectations	0.73	0.062		
Willingness to Pay (WP)			0.892	0.677
Based on service quality	0.87			
Based on service value	0.97	0.061		
Based on overall satisfaction	0.73	0.064		
Based on price of a subscription	0.69	0.056		

Table 2 : Measurement Model and Reliability for Convergent Validity

From the confirmatory factor analysis (CFA), the indices showed that user experience factors, quality of electronic subscription service factors, perceived value factors, satisfaction factors, and willingness to pay factors from Table 3 met the recommended criteria. Therefore, the variables are considered consistent and reliable to be further analyzed.

Fit Indices	UX	ESSQ	PV	SF	WP	Recommended Values	
CMIN/df.	1.798	2.147	0.699	0.564	0.000	< 3	Hair et al. (2019)
GFI	0.987	0.986	0.996	0.997	1.000	> 0.95	Kline (2005)
AGFI	0.960	0.972	0.988	0.988	1.000	> 0.90	Tabachnick & Fidell (2007)
CFI	0.995	0.991	1.000	1.000	1.000	> 0.95	Kline (2011)
NIF	0.988	0.984	0.994	0.998	1.000	> 0.95	Hair et al. (2019)
SRMR	0.017	0.023	0.013	0.017	0.000	< 0.05	Diamantopoulos & Siguaw (2000)
RMSEA	0.053	0.063	0.000	0.000	0.000	< 0.08	Kline (2011)
RMR	0.006	0.007	0.004	0.003	0.000	<0.05	Hair et al. (2019)
p-value	0.083	0.092	0.092	0.689	0.000	> 0.05	Hair et al. (2019)

Table 3: Model Fit Indices for SEM Analysis

According to the correlation analysis of five variables, the Pearson's (r) correlation coefficient of each two sets of variables was positive, ranging from 0.455 - 0.695 at the p-value of 0.01. According to Baggio and Klobas (2011), when Pearson's correlation coefficient of a linear association between two variables is less than 0.75, the correlation is considered independent of each other, as shown in Table 4.

	Mean	S.D.	UX	QV	SF	WP	VIF
UX	4.56	0.49	1				
ESSQ	4.60	0.49	0.695**	1			3.217
PV	4.42	0.56	0.512**	0.455**			3.402
SF	4.52	0.61	0.525**	0.570**	1		3.535
WP	4.44	0.67	0.529**	0.487**	0.538**	1	2.810

Table 4: Correlation Analysis

Note: ** $p < 0.01$

Structural Model

The structural equation model was evaluated to determine the causal relationship between the constructs. Good statistical fit reflected that the structural equation model was consistent with the empirical data. The results of the structural equation model analysis were as following indices: CMIN/DF = 1.875, GFI = 0.907, AGFI = 0.094, CFI = 0.970, NFI = 0.958, SRMR = 0.035, RMSEA = 0.055, RMR = 0.018, p-value = 0.000, meeting all criteria.

In addition, hypotheses were tested to measure whether the effect of causal variables was standardized. The results indicated that H1 ($\beta = 0.621$, $t = 0.136$, $p < 0.001$), H2 ($\beta = 0.999$, $t = 13.283$, $p < 0.001$), H3 ($\beta = 0.997$, $t = 11.558$, $p < 0.001$), H4 ($\beta = 0.573$, $t = 0.480$, $p < 0.001$), H5 ($\beta = 0.470$, $t = 2.104$, $p < 0.001$), H6 ($\beta = 0.167$, $t = 3.615$, $p < 0.001$), H7 ($\beta = 0.012$, $t = -0.398$, $p < 0.691$) and H8 ($\beta = 0.538$, $t = 1.908$, $p < 0.001$). Therefore, hypotheses H1, H2, H3, H4, H5, H6 and H8 were accepted. On the other hand, hypothesis H7 was rejected, as shown in Table 5.

Hypotheses	Path	B	S.E.	C.R.	p-value	Test results
H1	UX \rightarrow SF	0.621	0.989	0.136	***	Supported
H2	UX \rightarrow ESSQ	0.999	0.099	13.283	***	Supported
H3	UX \rightarrow PV	0.997	0.069	11.558	***	Supported
H4	ESSQ \rightarrow SF	0.576	16.755	0.480	***	Supported
H5	ESSQ \rightarrow WP	0.470	0.870	2.104	***	Supported
H6	PV \rightarrow SF	0.167	1.414	3.615	***	Supported
H7	PV \rightarrow WP	0.012	1.974	-0.398	0.691	Not supported
H8	SF \rightarrow WP	0.538	0.363	1.908	***	Supported

Table 5: Hypotheses Results

Discussion

Despite several studies of consumers' behavioral intentions to use digital services influencing willingness to pay, the holistic decision-making process still needs to be explained. The findings

from examining the causal relationship in this study provide evidence that user experience has a significant impact on willingness to pay. H1 was accepted, reflecting that user experience has a significant effect on satisfaction, corresponding with the previous studies. When users start streaming video services, they gradually engage with on-demand entertainment and finally develop trust in using the digital streaming platform. Meanwhile, the service providers strive to offer user experiences. Including attractiveness, perspicuity, efficiency, dependability, stimulation, and novelty creates satisfaction with video streaming services (Martins & Riyanto, 2020). The quality of content and service plays the most important role in the satisfaction of SVoD service (Azzahro et al., 2020).

Moreover, the results of this study also confirmed that user experience has a significant impact on the quality of electronic subscription services in video streaming services, as H2 was accepted. The results were consistent with the study of Azzahro et al. (2020), suggesting that the digital media provider should be aware of the subscribing process since the complexity of the application and unclear conditions and terms lead users to unsubscribe or discontinue using the service. Thus, subscribing procedures are essential steps that impact how users feel (satisfied or dissatisfied) with the product and service.

In addition, the study results show that user experience has a significant impact on users' perceived value as H3 was accepted, including ease of use and system efficiency. The study was in accordance with and others study, revealing that user experience influences users' behavioral intention when they perceive value from the product and service as expected. Azzahro et al. (2020) also described the phenomenon that customers perceived value includes positive feelings/emotions – pleasure or perceived enjoyment derived from using the video streaming service, novelty or uniqueness of the platform, and social value allowing positive perception with other users.

In terms of the quality of electronic subscription services, the findings showed that the quality of electronic subscription services has a statistically significant effect on the satisfaction and willingness to pay for streaming video services, accepting H4 and H5. The results were in line with the previous studies. Puri and Fajar (2021) described that customers are satisfied with the electronic subscription service quality when subscription terms and conditions are simple to understand and convenient to subscribe to the service. Azzahro et al. (2020) also explained that customers are satisfied with the quality of the electronic subscription when the service is accessible through multiple devices. The readiness of the service, allowing users to continue watching seamlessly the streaming content from one device to another in no time, leads to customer satisfaction. Furthermore, the quality of electronic subscription services is regarded as a measuring tool of e-commerce business success since the completeness and accuracy of subscription services increases users' willingness to pay to access the content they want. The result in this study was consistent with the study of (Azzahro et al., 2020), concluding that the innovative value added to the product leads to customers' willingness to pay for the service.

Perceived value was found to have a significant impact on satisfaction, accepting H6. Perceived value is an evaluation of performance in the eyes of customers. Amin (2016) and Cao et al. (2018) explained that when users have a positive experience after using the product/service to the point that users desire to continuously use the service, users are more willing to pay for using the service. However, the result in this study contradicted the studies of Amin (2016) and Cao et al. (2018); thus, H7 was rejected.

Nevertheless, the result in this study was consistent with Azzahro et al. (2020) study, positing

that perceived enjoyment and perceived social value have no impact on willingness to pay for the service. The result in this study provided evidence supporting Azzahro et al. (2020)'s findings that overall perceived value has no effect on willingness to pay for streaming video services.

Finally, satisfaction was found to have a statistically significant effect on the willingness to pay for video streaming services, accepting H8. The result of this study confirmed Kotler's (2015) theory explaining that positive customer satisfaction leads to a purchasing decision. Likewise, Gupta and Singharia (2021) concluded that satisfaction derived from a variety of platforms of service leads to willingness to continue paying for the service.

Conclusion

This study found that most users have a positive experience prior to willingness to pay. After engaging with the service, users perceive the product and service quality and develop their satisfaction to the level that they are willing to continue paying the subscription fee for streaming video services. Hence, user experience is considered an important determinant that leads potential customers to become aware of the quality of the subscription service, become satisfied, and finally bond a long-term relationship with the service provider in the form of a willingness to pay a subscription fee. In this notion, video streaming service providers must highlight the importance of creating a superior experience with their products or services in various patterns so that prospective customers can perceive the clarity, efficiency, reliability, and novelty of the subscription service and are satisfied to the point of being willing to pay. Despite the impact of user experience on customer perceived value, customers' willingness to pay for the service varies from satisfaction levels. Therefore, video streaming service providers must also consider user experience creation, leading users to perceive the quality of subscription services rather than creating awareness of value.

Limitations and Recommendations for Future Research

From the findings in the study, satisfaction has a significant influence on users' willingness to pay for streaming services. Therefore, according to the study of (Ström & Martínez, 2013 ; Gupta & Singharia, 2021) service providers must prioritize developing customer satisfaction while monitoring possible causes of customer dissatisfaction to decrease the risk of unwillingness to pay. In addition, this study collected data from users between the ages of 20 and 63, combining Generations X, Y and Z. In future studies, data should be collected for a specific generation with a particular service platform to understand how users' experience influences satisfaction.

Moreover, the empirical evidence in this study should be extended to the brand level to provide sufficient practical implications for strategic planning. Overall, the findings can be used as holistic conceptual guidelines for developing the video streaming business in Thailand.

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