



Integration of the S-O-R model and dedication–constraint mechanisms: Over-the-top platform vidio

Tiara Ilmi Dinary¹, Hapsari Setyowardhani^{1,*}

¹ Department of Management, Faculty of Economics and Business, Universitas Indonesia, Depok, West Java 16424, Indonesia.

*Correspondence: hapsari.setyowardhani@gmail.com

Received Date: November 15, 2025

Revised Date: February 10, 2026

Accepted Date: February 23, 2026

ABSTRACT

Background: The development of digital technology has changed the way people consume entertainment, from traditional television to Over-the-Top (OTT) platforms. As the OTT industry grows, competition among platforms has become more intense, giving users many alternatives and encouraging them to switch between platforms. Therefore, user retention has become a major challenge for OTT platforms, including Vidio. This study aims to analyze the effect of dedication-based factors (personalization and content diversity) and constraint-based factors (investment cost and learning effort) on continuous usage intention through use satisfaction and resistance to switching. **Methods:** This study uses the Stimulus–Organism–Response (S-O-R) framework integrated with dedication–constraint mechanisms. A quantitative approach was applied through a survey of 213 active Vidio subscribers in Indonesia who had used the platform for at least three months. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). **Findings:** The Organism block of S-O-R, Resistance to Switching, has a stronger influence on Continuous Usage Intention (with factor loading (β) = 0.560) than Use Satisfaction (0.262). In the other part, the stimulus block of S-O-R, Content Diversity, has a stronger impact on Use Satisfaction (0.427), compared to Personalization with 0.299 β value. On the other side, Learning Effort also gives more impact on Resistance to Switching (0.389) than Investment Cost (0.332). Mediation analysis shows that all indirect effects were significant. Use satisfaction significantly mediated the relationships between personalization and continuous usage intention and between content diversity and continuous usage intention. Resistance to switching also significantly mediated the relationships between investment cost and continuous usage intention and between learning effort and continuous usage intention. **Conclusion:** One of the strongest reasons why customers tend to continue the usage of Vidio as an OTT platform is their reluctance to put in the learning effort with other platforms. This also makes customers feel resistant to switching to other platforms and have the intention to continue using the Vidio OTT Platform. **Novelty/Originality of this article:** The research combines the S-O-R and Dedication–Constraint Mechanisms models. Vidio as OTT Platform also plays as unique object from this research.

KEYWORDS: content diversity; dedication–constraint mechanisms; learning effort; personalization; resistance to switching; vidio.

1. Introduction

Digital development has changed many aspects of people's lives. One of these changes can be seen in the way people access and enjoy entertainment (Pan & Cho, 2022). The increasing use of the internet and smartphones has encouraged people to switch from traditional television to digital entertainment services. One of the most popular services is the Over-the-Top (OTT) platform (Badr et al., 2023). An OTT platform is an internet-based streaming service that provides various types of video content directly to users. It can be

Cite This Article:

Dinary, T. I., & Setyowardhani, H. (2026). Integration of the S-O-R model and dedication–constraint mechanisms: Over-the-top platform vidio. *Linkage*, 3(1), 90–108. <https://doi.org/10.61511/linkage.v3i1.2026.3994>

Copyright: © 2026 by the authors. This article is distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (<https://creativecommons.org/licenses/by/4.0/>).



accessed through different devices without relying on cable television or traditional broadcasting (Pandey et al., 2019). The popularity of OTT platforms continues to grow because they offer flexibility in accessing content. Furthermore, they are easy to use and have relatively affordable subscription fees (Menon, 2023).

As the OTT industry continues to grow, competition among platforms has also become more intense (Yoon & Kim, 2023). Consumers are faced with many platform options that offer attractive content and unique features. As a result, consumers often use more than one platform and frequently switch from one OTT platform to another (Sridevi & Sarathy, 2025; Deloitte, 2021). This phenomenon shows that retaining users has become one of the main challenges for OTT platform providers (Fran, 2024).

User retention is one of the most important factors for a company. This is because acquiring new customers is much more expensive than retaining existing ones (Liu et al., 2011). The cost of acquiring new customers is estimated to be five to ten times higher than the cost of retaining current customers (Egan, 2011). Therefore, OTT platform providers need to understand the factors that encourage users' continuous usage intention (Pan & Cho, 2022). However, previous studies on OTT platforms have mainly focused on users' initial adoption behavior. For example, several studies have examined the factors influencing purchase intention toward OTT platforms (Karjaluoto et al., 2020). In contrast, studies on continuous usage intention in the context of OTT platforms are still limited.

Previous studies on continued use of a system have commonly used the Expectation-Confirmation Model (Bhattacharjee, 2001b; Qi & Xu, 2007). This model focuses on dedication-based mechanism, where users continue using a service because they are satisfied and want to maintain their relationship with the company (Chang & Chou, 2012). However, dedication-based mechanism alone cannot fully explain the factors that influence users' continued usage (Kim & Kim, 2020). To address this limitation, S. Kim & Son (2009) proposed a conceptual framework suggesting that continued usage is influenced by two main mechanisms, which are dedication-based mechanism and constraint-based mechanism.

Although the OTT platform industry has experienced rapid growth worldwide, studies on continuous usage intention in developing countries remain limited. Most previous studies have been conducted in developed countries, such as South Korea (Yoon & Kim, 2023) and Taiwan (Chen, 2023). Since market characteristics and consumer preferences differ across countries, findings from developed countries may not be fully applicable to developing countries. Therefore, further research is needed to better understand the factors influencing continuous usage intention in developing-country contexts.

Indonesia provides an appropriate research context because it is one of the largest and fastest-growing OTT markets in Southeast Asia. According to the Asia Video Industry Association (AVIA) (2026), Indonesia generated the highest online video revenue among several Southeast Asian countries in 2025. Therefore, examining users' continuous usage intention in Indonesia can extend the literature on OTT platforms in developing countries.

One of the fastest-growing OTT platforms in Indonesia is Vidio. According to Lokadata (2025), Vidio is the second most-used OTT platform in Indonesia. The platform offers a variety of content, including local content, Asian content, and live sports, allowing it to meet different user preferences. Asia Video Industry Association (2026) reported that Vidio, together with Netflix, accounted for about 51% of Indonesia's premium OTT market revenue. In addition, Vidio has experienced higher user engagement, as both total viewing time and average viewing time per user have increased (Wahyuningsih, 2025). Although Vidio has a strong market position and high user engagement, it still faces intense competition from other OTT platforms. Therefore, Vidio provides a suitable context for examining the factors that influence users' continuous usage intention.

Based on the discussion above, this study is entitled "Analysis of Factors Influencing Continuous Usage Intention of Users on the Over-the-Top (OTT) Platform Vidio: Integration of the S-O-R Model and Dedication-Constraint Mechanisms". This study aims to examine the effects of personalization and content diversity on use satisfaction, the effects of investment cost and learning effort on resistance to switching, and the effects of use satisfaction and

resistance to switching on the continuous usage intention of Vidio users. This study adapts the research model proposed by Yoon & Kim (2023) as the basis for this conceptual framework, which also employs a dedication–constraint mechanisms model. Furthermore, this study incorporates the Stimulus–Organism–Response (SOR) theory to explain the internal psychological processes that drive users to continue using OTT platforms (Mehrabian & Russell, 1974).

1.1 Literature review

The Stimulus–Organism–Response (S-O-R) framework was introduced by Mehrabian & Russell (1974) to explain how environmental stimuli influence individual behavior through internal psychological processes. In this framework, stimulus (S) refers to external factors, organism (O) represents individuals' cognitive and emotional responses, and response (R) refers to the resulting behavioral outcomes (Park & Jung, 2024). The S-O-R framework has been widely applied to explain consumer behavior in various contexts, including e-commerce, tourism, and information systems (Imanuddin & Handayani, 2025; Liang et al., 2024; Duong et al., 2024).

In the OTT context, personalization, content diversity, investment cost, and learning effort are conceptualized as stimuli, while use satisfaction and resistance to switching represent users' internal psychological evaluations (organism). Continuous usage intention serves as the response, reflecting users' intention to continue using the platform. The S-O-R framework is appropriate for this study because it explains how platform characteristics influence users' psychological states, which subsequently shape their behavioral intentions (Park & Jung, 2024). Furthermore, this study integrates the S-O-R framework with the dedication–constraint mechanism to provide a more comprehensive understanding of the factors driving continuous usage intention in OTT platforms. A similar approach was adopted by Chou & Lin (2025), who combined these two frameworks to examine user-generated contributions in online communities. However, studies that integrate the S-O-R model and dedication–constraint mechanisms in the context of OTT platforms remain limited.

The dual post-adoption model, also known as the dedication–constraint mechanism, was introduced by S. S. Kim & Son (2009). The model explains that users' continuous usage intention is driven by two complementary mechanisms: dedication-based and constraint-based mechanisms (Yoon & Kim, 2023). It is grounded in Social Exchange Theory, which suggests that individuals maintain a relationship either because they want to continue it or because they perceive few attractive alternatives (Bendapudi & Berry, 1997). The dedication-based mechanism explains continued usage based on users' willingness to maintain the relationship because they perceive benefits from the service (Kim & Son, 2009). This mechanism reflects users' positive evaluation of the service and is closely associated with use satisfaction, which has been identified as a key predictor of continuous usage intention (Bhattacharjee, 2001a; Kim & Kim, 2017). In this study, personalization and content diversity are classified as dedication-based factors because they enhance users' satisfaction with OTT platforms.

In contrast, the constraint-based mechanism explains continued usage through switching barriers rather than voluntary commitment. Users remain with a service because switching would require additional costs or the loss of previous investments, creating a lock-in effect (Kim & Son, 2009; Bendapudi & Berry, 1997). These investments may include financial, psychological, or learning-related resources that increase resistance to switching (Muna et al., 2024). In this study, investment cost and learning effort are classified as constraint-based factors in this study. Both mechanisms contribute to users' continued relationship with a service (Kim & Min, 2015). The dedication–constraint mechanism has also been applied in previous studies on digital payment services, Airbnb, social networking services, and OTT platforms (Muna et al., 2024; Gong et al., 2022; Kim & Kim, 2020; Kim & Min, 2015).

1.2 Research hypothesis

Personalization refers to a platform's ability to provide content, interface, and interactions that match users' needs and preferences (Blom, 2002). By filtering information and reducing information overload, personalization enables users to find relevant content more efficiently (Liang et al., 2006). This is consistent with the Principle of Least Effort, which suggests that individuals tend to minimize the effort required to complete a task (Zipf, 1949). As a result, personalization enhances the perceived value of the service and increases use satisfaction (Ameen et al., 2020). Prior studies have consistently demonstrated the positive effect of personalization on use satisfaction across various digital services, including e-commerce (Pereira, 2017; Maduwinarti & Kusbianto, 2025), chatbots (Zhu et al., 2022), customer service (Liang et al., 2009), social networking sites (Ji-hong Park, 2014), and OTT platforms (Chung & Zhang, 2020).

H1a: Personalization service of OTT is positively related to use satisfaction

Content diversity refers to a platform's ability to provide a wide variety of content, including movies, series, documentaries, and other entertainment programs (Koul & Ambekar, 2020). A wider variety of content gives users more viewing choices, which increases their perceived value of the platform and their intention to subscribe (Wu et al., 2024). Moreover, content diversity serves as a key differentiator among OTT platforms and strengthens their competitive advantage (Afilipoaie & Raats, 2021; Saranya & Jisha, 2024). Previous studies have shown that attractive, diverse, high-quality, and exclusive content plays a critical role in improving user satisfaction and encouraging continued OTT usage (Yousaf et al., 2021; Prabhavathy & Senthilkumar, 2025). Empirical evidence also confirms that content diversity has a significant positive effect on user satisfaction in OTT platforms (Shin & Park, 2021; Yoon & Kim, 2023).

H1b: Content diversity of OTT is positively related to use satisfaction

Use satisfaction refers to users' overall evaluation of their experience with a service (Yousaf et al., 2021). Meanwhile, continuous usage intention refers to users' intention to continue using the service (Gupta & Singharia, 2021). Satisfied users are more likely to maintain an ongoing relationship with a service (Kim & Min, 2015). Prior studies have consistently identified satisfaction as a key predictor of continuous usage intention across various digital services (Bhattacharjee et al., 2015), including mobile payment (Muna et al., 2024), mobile value-added services (Kuo et al., 2009), mobile banking (Sharma & Sharma, 2020), and OTT platforms (Gupta & Singharia, 2021). These findings suggest that users who have a positive service experience are more likely to continue using the platform.

H2: Use satisfaction of OTT services is positively related to continuous usage intention

Investment cost refers to the financial resources users invest in a service and is considered a form of sunk cost because it cannot be recovered (Liang et al., 2014). The sunk cost effect explains that individuals tend to continue using a service to justify previous investments of money, time, or effort (Arkes & Blumer, 1985). In the OTT context, subscription fees represent sunk costs that encourage users to maximize the value of their investment through continued use (Dick & Lord, 1998; Iyengar et al., 2021). As a result, investment cost acts as a switching barrier and increases users' resistance to switching (Wu et al., 2024). This relationship is supported by Yoon & Kim (2023), who found that investment cost has a significant positive effect on resistance to switching in OTT platforms.

H3a: Investment cost of an OTT service is positively related to resistance to switching

Learning effort refers to the time and effort required for users to learn and adapt to a new service in order to use it effectively (Alba & Hutchinson, 1987). It constitutes a component of switching cost that contributes to user lock-in and platform dependence (Kim & Son, 2009). The knowledge and skills acquired from using a platform are often provider-specific and cannot be fully transferred to another platform, requiring users to invest additional time and effort when switching (Klemperer, 1995). As a form of sunk cost, greater learning effort increases users' reluctance to switch because abandoning the current platform would mean losing their previous learning investment (Jones et al., 2002; Polites & Karahanna, 2012). Previous research has demonstrated that learning effort has a significant positive effect on resistance to switching (Yoon & Kim, 2023).

H3b: Learning effort of an OTT service is positively related to resistance to switching

Resistance to switching refers to users' reluctance to switch from one service to another. According to status quo bias theory, individuals tend to continue using their current service even when better alternatives are available (Samuelson & Zeckhauser, 1988). High switching costs make users feel that switching requires additional costs or effort, reducing their willingness to move to another platform (Grønhaug & Gilly, 1991; Kim & Son, 2009). As a result, users are more likely to remain with their current service, making resistance to switching an important factor in customer retention (Kim & Min, 2015). Previous research has also shown that resistance to switching has a significant positive effect on continuous usage intention in the OTT context (Yoon & Kim, 2023). Figure 1 shows these hypothesis in the form of research model, adapted from the study by Yoon & Kim (2023), titled "Why Do Consumers Continue to Use OTT Services?".

H4: Resistance to switching OTT services is positively related to continuous usage intention

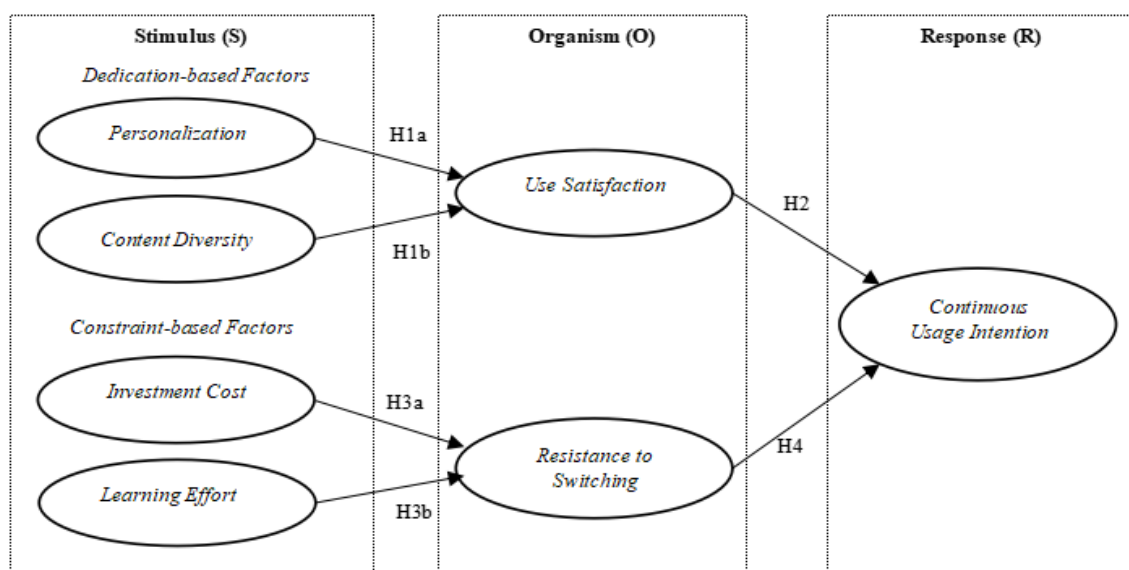


Fig. 1. Research model
(Yoon & Kim, 2023)

2. Methods

This study used primary data collected through a survey using a self-administered questionnaire. The questionnaire was created using Google Forms and distributed to respondents both online and offline. Non-probability sampling with a purposive sampling technique was applied as the sampling method. The respondents were individuals aged 17–61 years who lived in Indonesia, had subscribed to, and had actively used the Vidio OTT platform for at least three months. There are 31 indicators representing seven variables. Each indicator was measured using a five-point Likert scale (1–5), where scale 1 indicated

"Strongly Disagree" and scale 5 indicated "Strongly Agree." The operationalization of the variables is shown in Table 1. Partial Least Squares–Structural Equation Modeling (PLS-SEM) was used to analyze the data. SmartPLS 3.0 and IBM SPSS Statistics 26 were used to support the data analysis process.

Table 1. Operationalization of Variables

Variable	Indicator	Statement	Sources
Personalization	PER1	Vidio recommends content that matches my interests.	Haqqo & Isharina (2024)
	PER2	Vidio provides recommendations for content that I have not watched before.	
	PER3	Vidio recommends diverse content for me.	
	PER4	Vidio provides explanations as to why certain content is recommended to me (e.g., "Because you watched...", "Popular", "Trending", or "Recommended for you").	
Content Diversity	CD1	Vidio offers a wide variety of video content ranging from local to regional and global.	Abd et al. (2025)
	CD2	Vidio offers content across a variety of genres. (These genres include romance, comedy, action, thriller, and horror.)	Haqqo & Isharina (2024)
	CD3	Vidio offers a wide variety of content in every genre (for example, many different titles within a single genre). Example: In the comedy genre, there are many titles available, such as Warkop DKI Reborn, Cek Toko Sebelah, Welcome to Waikiki, and others.	Yoon & Kim, (2023)
	CD4	Vidio regularly provides new content	
	CD5	The amount of content available on Vidio is sufficient to meet my needs.	
Investment cost	IC1	To access content on Vidio, I pay a subscription fee.	Yoon & Kim (2023)
	IC2	I regularly pay the Vidio subscription fee according to the subscription period I have chosen (monthly, quarterly, or yearly).	
	IC3	I invested some money to subscribe to Vidio.	
	IC4	I allocate part of my monthly spending to Vidio subscription fees.	
Learning Effort	LE1	I spent time learning how to use Vidio. Example: spending time understanding how the app works, such as searching for content and navigating the main menu.	Yoon & Kim (2023)
	LE2	I am trying to understand the features and functions available on Vidio. For example: trying to understand the purpose of certain features, such as the download feature, the For You Page, and Kids Mode.	
	LE3	Adapting to the Vidio application's appearance (user interface) takes time	
	LE4	I try to explore and understand the various content provided by Vidio.	
Use Satisfaction	US1	I think that I made the correct decision to use Vidio.	Sae-tae & Wang (2024) Yoon & Kim (2023)
	US2	The experience that I have had with Vidio as an OTT platform has been satisfactory.	
	US3	The purpose of my pursuit is satisfied by searching and using content on Vidio.	
	US4	Overall, I am satisfied with the services I have received from Vidio.	
Resistance to Switching	RS1	Switching to another OTT streaming service would be a hassle for me.	Kim & Son (2009)

		(For example, I'd have to create a new account, adjust the language settings, and set up a new payment method.)	Yoon & Kim (2023)
	RS2	It would be cumbersome to invest time and effort again to learn how to use another OTT service. (For example, learning the app interface, features, and the new recommendation system.)	
	RS3	Switching to another OTT service could involve many unexpected inconveniences. (e.g., incomplete subtitles or technical problems with the application).	
	RS4	If I stop using Vidio service, the subscription fees I've paid and the time I've spent learning and adapting to the features will have been wasted.	
	RS5	I would lose many benefits if I switched to another OTT service. (For example, I would lose access to exclusive content, cheaper subscription packages, or features that are only available on Vidio).	
Continuous Usage Intention	CUI1	I intend to continue using Vidio rather than discontinue its use.	Yoon & Kim (2023)
	CUI2	I plan to continue using Vidio rather than other OTT platforms to watch video content.	Soren & Chakraborty (2023)
	CUI3	If possible, I would not discontinue my use of Vidio.	
	CUI4	I intend to continue using Vidio as one of my preferred entertainment options in the future.	
	CUI5	I intend to use Vidio frequently.	

3. Results and Discussion

This study was conducted in four stages, including questionnaire development, wording test, pretest, and main test. The questionnaire items were adapted from previous studies and modified to fit the context of the Vidio OTT platform. The wording test was conducted with eight respondents and identified nine indicators that required revision. Based on the feedback received, ambiguous or unclear items were revised before the pretest stage. The pretest was conducted with 42 respondents to evaluate the validity and reliability of the measurement items using SPSS version 26. After the questionnaire met the required validity and reliability criteria, the study proceeded to the main test. The questionnaire was distributed both online and offline through social media platforms, including WhatsApp, Instagram, TikTok, and X. In the main test, data from 213 respondents who met the research criteria were collected and analyzed. The final dataset was analyzed using SmartPLS version 3 to assess the measurement and structural models.

3.1 Measurement model

The measurement model was used to evaluate whether the constructs and their indicators were valid and reliable. Based on the confirmatory factor analysis results shown in Table 2, six of the seven constructs had AVE values above 0.50. However, the AVE value of the content diversity construct was 0.467, which did not meet the recommended threshold. Therefore, indicator CD2 was removed. After removing CD2, the AVE value of content diversity increased to 0.507 and met the recommended threshold. Although several indicators had outer loadings below 0.70, they were retained because the AVE value met the required criterion and the outer loadings were still above the acceptable minimum value. Furthermore, as presented in Table 2, all constructs had Cronbach's alpha values above 0.60 and composite reliability values above 0.70, indicating that all constructs were reliable. In addition, the Heterotrait–Monotrait Ratio (HTMT) and the Fornell–Larcker criterion showed that all constructs had good discriminant validity.

Table 2. Confirmatory factor analysis results

Variabel	Indikator	Outer Loadings (≥ 0.7)	AVE (≥ 0.5)	Cronbach's Alpha	Composite Reliability
Personalization	PER1	0.763	0.514	0.685	0.808
	PER2	0.71			
	PER3	0.705			
	PER4	0.687			
Content Diversity	CD1	0.702	0.467	0.675	0.804
	CD2	0.646			
	CD3	0.675			
	CD4	0.689			
	CD5	0.704			
Investment Cost	IC1	0.704	0.677	0.842	0.893
	IC2	0.828			
	IC3	0.882			
	IC4	0.866			
Learning Effort	LE1	0.775	0.573	0.754	0.843
	LE2	0.803			
	LE3	0.756			
	LE4	0.691			
Use Satisfaction	US1	0.816	0.56	0.738	0.835
	US2	0.769			
	US3	0.699			
	US4	0.702			
Resistance to Switching	RS1	0.847	0.653	0.867	0.904
	RS2	0.817			
	RS3	0.82			
	RS4	0.733			
	RS5	0.82			
Continuous Usage Intention	CUI1	0.83	0.59	0.826	0.877
	CUI2	0.81			
	CUI3	0.729			
	CUI4	0.711			
	CUI5	0.753			

3.2 Structural model

The structural model was used to examine the relationships among the latent constructs. The collinearity analysis showed that all inner VIF values were below 5, indicating that the model had no multicollinearity issues. The coefficient of determination (R^2) results are presented in Table 3. The highest adjusted R^2 value was found for continuous usage intention (0.465). This means that 46.5% of the variation in continuous usage intention can be explained by the variables in the research model, while the remaining 53.5% is explained by other factors outside the model.

Table 3. R^2 test results

Variabel	R Square	R Square Adjusted
US	0.360	0.354
RS	0.323	0.317
CUI	0.470	0.465

The path coefficient results are presented in Table 4. All proposed relationships were significant ($p \leq 0.05$). The strongest relationship was between resistance to switching and continuous usage intention ($\beta = 0.560$). The relationships between content diversity to use satisfaction, learning effort to resistance to switching, investment cost to resistance to switching, personalization to use satisfaction, and use satisfaction to continuous usage intention were also positive and significant.

Table 4. Direct path coefficient test results using bootstrapping

Path Coefficient	Original Sample (O)	Sample Mean (M)	Std. Dev	T-Value	P-Value	Conclusion
PER à US	0.299	0.315	0.082	3.650	0.000	Significant
CD à US	0.427	0.420	0.085	5.046	0.000	Significant
US à CUI	0.262	0.264	0.067	3.894	0.000	Significant
IC à RS	0.332	0.334	0.070	4.752	0.000	Significant
LE à RS	0.389	0.398	0.061	6.429	0.000	Significant
RS à CUI	0.560	0.564	0.051	11.042	0.000	Significant

The mediation analysis results are presented in Table 5. All indirect effects were significant. Use satisfaction significantly mediated the relationships between personalization and continuous usage intention and between content diversity and continuous usage intention. Resistance to switching also significantly mediated the relationships between investment cost and continuous usage intention and between learning effort and continuous usage intention. These findings support the proposed dedication-constraint mechanisms, where use satisfaction represents the dedication-based mechanism and resistance to switching represents the constraint-based mechanism in explaining continuous usage intention toward OTT platforms.

Table 5. Specific indirect effects test results using bootstrapping

Path Coefficient	Original Sample (O)	Sample Mean (M)	Std. Dev	T-Value	P-Value	Conclusion
PER -> US -> CUI	0.078	0.083	0.031	2.513	0.006	Significant
CD -> US -> CUI	0.112	0.112	0.041	2.711	0.003	Significant
IC -> RS -> CUI	0.186	0.189	0.044	4.220	0.000	Significant
LE -> RS -> CUI	0.218	0.225	0.043	5.019	0.000	Significant

Figure 2 shows the overall analysis for structural analysis of SEM for the research model. In the Organism block of S-O-R, Resistance to Switching has a stronger influence on Continuous Usage Intention (with factor loading (β) = 0.560) than Use Satisfaction (0.262). In the other part, the stimulus block of S-O-R, Content Diversity has a stronger impact on Use Satisfaction (0.427), compared to Personalization with 0.299 β value. On the other side, Learning Effort also gives more impact on Resistance to Switching (0.389) than Investment Cost (0.332).

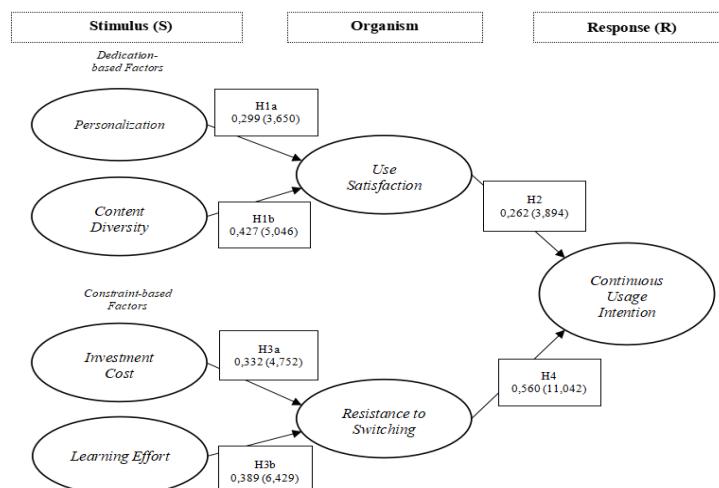


Fig. 2. Result of structural model

3.3 Discussion

The hypothesis testing results show that H1a is supported. This is confirmed by a path coefficient of 0.299, a p-value of 0.000 (≤ 0.05), and a t-value of 3.650 (≥ 1.645). These results indicate that higher levels of personalization lead to higher use satisfaction among

OTT users. Personalization allows users to create a viewing experience that matches their preferences. Users actively select the content they enjoy, while the platform uses this information to generate more relevant recommendations. This process reflects co-creation, in which users participate in shaping their own service experience (Minkiewicz et al., 2014). As the recommendation algorithm becomes more accurate, users receive content that better matches their interests, creating a more meaningful viewing experience and increasing satisfaction (Zhang et al., 2021).

Personalization also helps users find relevant content more easily. This function is particularly important because OTT platforms offer a large amount of content, which can make content selection more difficult (Afipioaie & Raats, 2021). Personalized recommendations reduce the time and effort required to search for suitable content (Haqqo & Isharina, 2024). They also reduce information overload by filtering content according to users' preferences (Liang et al., 2006). This finding is consistent with the Principle of Least Effort, which states that individuals prefer approaches requiring less effort to achieve their goals (Zipf, 1949). Consequently, users are more likely to have a positive experience and report higher satisfaction (Liang et al., 2006). These findings are consistent with previous studies conducted in chatbot services (Zhu et al., 2022), service industries (Mittal & Lassar, 1996), e-commerce (Maduwinarti & Kusbianto, 2025), and OTT platforms (Yoon & Kim, 2023).

H1a: Personalization service of OTT is positively related to use satisfaction

The hypothesis testing results show that H1b is supported. This is confirmed by a path coefficient of 0.427, a p-value of 0.000 (≤ 0.05), and a t-value of 5.046 (≥ 1.645). These results indicate that higher levels of content diversity lead to higher use satisfaction among OTT users. This finding is consistent with the Stimulus–Organism–Response (SOR) framework, in which content diversity acts as a stimulus that influences users' internal evaluation in the form of use satisfaction. Compared with personalization, content diversity has a stronger effect on use satisfaction, as indicated by its higher path coefficient (0.427 > 0.299).

A diverse content library gives users more viewing options and helps them find content that matches their interests (Wu et al., 2024). Content diversity also reflects an important dimension of content quality on OTT platforms (An et al., 2022). In addition to the number of available titles, users also value content variety, frequent content updates, and exclusive original content (Prabhavathy & Senthilkumar, 2025). These features enhance the perceived value of the platform, encourage users to explore more content, and improve their viewing experience (Kee & Yazdanifard, 2015; Wu et al., 2024). Consequently, users are more likely to report higher satisfaction. These findings are consistent with previous studies showing that content diversity has a significant positive effect on use satisfaction in OTT platforms (Yoon & Kim, 2023; Shin & Park, 2021).

H1b: Content diversity of OTT is positively related to use satisfaction

The hypothesis testing results show that H2 is supported. This is confirmed by a path coefficient of 0.262, a p-value of 0.000 (≤ 0.05), and a t-value of 3.894 (≥ 1.645). These results indicate that higher use satisfaction leads to stronger continuous usage intention among OTT users. This finding is consistent with the Stimulus–Organism–Response (SOR) framework, in which use satisfaction represents users' internal evaluation that influences their behavioral response. It also supports the dedication–constraint mechanism, which suggests that satisfied users continue using a service because they genuinely value the benefits it provides rather than feeling obligated to stay (Kim & Son, 2009; Muna et al., 2024).

This finding can also be explained by the Expectation–Confirmation Theory (ECT). According to this theory, users continue using a service when its performance meets or exceeds their initial expectations, resulting in satisfaction (Rajput & Gahoor, 2020). In the

OTT context, high-quality content and reliable platform performance create a positive viewing experience and increase users' perceived value (Wu et al., 2024). Features such as stable streaming and minimal technical issues further improve user satisfaction and encourage continued platform use (Guo, 2022). These findings are consistent with previous studies showing that satisfaction positively influences continuance intention across digital services, including pay TV (Dawi et al., 2018), social networking services (Gao & Bai, 2014), telecommunications (Srivastava & Sharma, 2013), and OTT platforms (Gupta & Singharia, 2021; Yousaf et al., 2021).

H2: Use satisfaction of OTT services is positively related to continuous usage intention

The hypothesis testing results show that H3a is supported. This is confirmed by a path coefficient of 0.332, a p-value of 0.000 (≤ 0.05), and a t-value of 4.752 (≥ 1.645). These results indicate that higher investment cost leads to stronger resistance to switching among OTT users. This finding is consistent with the Stimulus–Organism–Response (SOR) framework, in which investment cost acts as a stimulus that influences users' psychological state in the form of resistance to switching. Users tend to associate the money they have already spent with the benefits they expect to receive from the service (Prelec & Loewenstein, 1998). Therefore, they are more likely to continue using the platform to maximize the value of their subscription (Okada, 2001).

This finding can also be explained by the sunk cost effect. Users are often reluctant to abandon a service after investing money because doing so would make their previous investment feel wasted (Arkes & Blumer, 1985). As a result, they are more likely to remain with the current platform and increase their usage to justify the subscription cost (Thaler, 1980). In the OTT context, users may watch more content, use additional features, and access exclusive content to maximize the value of their subscription (Wu et al., 2024). These findings are consistent with previous research. Kim & Lee (2017) showed that monetary sunk cost has a significant positive effect on retention intention. Iyengar et al. (2022) found that prepaid subscriptions encourage users to continue using a service because of the sunk cost effect. Similarly, Yoon & Kim (2023) reported that investment cost has a significant positive effect on resistance to switching in OTT platforms.

H3a: Investment cost of an OTT service is positively related to resistance to switching

The hypothesis testing results show that H3b is supported. This is confirmed by a path coefficient of 0.389, a p-value of 0.000 (≤ 0.05), and a t-value of 6.429 (≥ 1.645). These results indicate that higher learning effort leads to stronger resistance to switching among OTT users. Compared with investment cost, learning effort has a stronger effect on resistance to switching, as indicated by its higher path coefficient ($0.389 > 0.332$). This finding suggests that the time and effort invested in learning an OTT platform play a more important role in discouraging users from switching than investment cost alone.

Users need time and effort to become familiar with an OTT platform. Although some knowledge can be transferred, switching to another platform still requires users to learn a new interface, navigation system, and content structure (Ganaie & Bhat, 2021). Users may also need to rebuild their viewing history and personalized recommendations (Kim & Min, 2015). This additional effort makes users more reluctant to switch because they have already invested time in learning the current platform (Kim & Son, 2009; Polites & Karahanna, 2012). These findings are consistent with previous research. Yoon & Kim (2023) found that learning effort has a significant positive effect on resistance to switching in OTT platforms. Kim & Son (2009) and Kim & Min (2015) also showed that learning increases perceived switching cost, making users less willing to change platforms. However, this finding differs from Kim & Lee (2017), who found that learning cost did not significantly affect retention intention in the mobile gaming context.

H3b: Learning effort of an OTT service is positively related to resistance to switching

The hypothesis testing results show that H4 is supported. This is confirmed by a path coefficient of 0.560, a p-value of 0.000 (≤ 0.05), and a t-value of 11.042 (≥ 1.645). These results indicate that higher resistance to switching leads to stronger continuous usage intention among OTT users. Users who perceive greater barriers to switching are more likely to continue using their current platform. This finding suggests that users tend to maintain their existing service when switching is perceived to require additional costs or effort. In the OTT context, switching may involve losing familiar features, adapting to a new interface, or experiencing differences in service quality, such as incomplete subtitles or less stable streaming (Colgate & Lang, 2001; Polites & Karahanna, 2012). These perceived losses reduce users' willingness to switch and encourage them to continue using their current platform.

These findings are consistent with previous studies. Jones et al. (2000) found that perceived switching cost has a significant positive effect on repurchase intention. Kim & Min (2015) also reported that switching barriers positively influence continuance intention in social networking services. Similarly, Yoon & Kim (2023) demonstrated that resistance to switching has a significant positive effect on continuous usage intention in OTT platforms. Furthermore, resistance to switching has a stronger effect on continuous usage intention than use satisfaction, as indicated by its higher path coefficient ($0.560 > 0.262$). This finding suggests that constraint-based mechanisms play a more important role than dedication-based mechanisms in encouraging continued OTT use. This interpretation is further supported by the descriptive analysis. Use satisfaction has a higher mean score (4.222) than resistance to switching (3.524). Although users generally reported being satisfied with Vidio, resistance to switching was relatively lower. This suggests that satisfied users may still consider switching to another OTT platform if a more attractive alternative becomes available. Therefore, strengthening users' resistance to switching may be as important as maintaining high satisfaction to encourage continued platform use. This finding is also consistent with the concept of captive loyalty, which explains that users may continue using a service because switching barriers make it difficult to leave rather than because they have developed true loyalty toward the service (Patterson & Smith, 2003; Pollack, 2017).

H4: Resistance to switching OTT services is positively related to continuous usage intention

4. Conclusions

This study aims to analyze the factors that influence continuous usage intention among OTT platform users by using the SOR (Stimulus–Organism–Response) approach and dedication–constraint mechanisms. The results show that personalization and content diversity have a positive and significant effect on use satisfaction. In addition, investment cost and learning effort have a positive and significant effect on resistance to switching. Furthermore, use satisfaction and resistance to switching both have a positive and significant effect on continuous usage intention. Therefore, it can be concluded that both the dedication-based mechanism and the constraint-based mechanism influence users' continuous usage intention on OTT platforms.

This study has several limitations. These limitations can be considered for future research. First, the distribution of respondents is not yet balanced and is dominated by respondents from Java Island. Future studies are recommended to expand and balance the geographical distribution of respondents so that the sample becomes more representative. Second, there may still be other factors that influence resistance to switching, such as content exclusivity. Future research is suggested to examine the role of content exclusivity as a factor influencing resistance to switching among OTT platform users. For example, the availability of exclusive sports broadcasts and original content that is not available on other platforms may be a reason for users to continue using Vidio instead of switching to other OTT platforms.

Third, this study did not conduct exploratory factor analysis (EFA) before confirmatory factor analysis (CFA). The use of EFA can be considered in future research, especially when

the indicators are adapted from multiple sources. Future studies are also suggested to review the indicators of the resistance to switching variable. This is because one indicator combines aspects of investment cost and learning effort, which may cause overlap with other constructs. Although most indicators meet the validity criteria, some indicators still have outer loading values below 0,7. Therefore, the measurement instrument in this study can be further improved in future research to produce more accurate measurement results.

Acknowledgement

All of the processes during the research process, starting from the research design until the final manuscript was completed by Tiara Ilmi Dinary, while Hapsari Setyowardhani assisted, supervised, and reviewed all of the research process.

Author Contribution

From 14 credit contribution role, Tiara Ilmi Dinary carried out most of the roles in the research process and writing the manuscript. Tiara completed the work in the planning & design part (conceptualization, methodology, software), the research & analysis part (data curation, formal analysis, investigation, resources, and validation), and also the communication part (visualization, writing the original draft, and reviewing & editing). Hapsari wrote a draft of the manuscript, and Tiara helped to complete it. Hapsari has roles in funding the publication, handling the administration of the research & publication, and supervising the research process and the publication. Hapsari assisted, supervised, and reviewed every single step of the research process.

Funding

This research process has been fully funded by Tiara, as a bachelor's undergraduate student worked on her thesis. Hapsari helped sponsor the thesis to become a publication paper.

Ethical Review Board Statement

Ethical review and approval were not applicable to this research because, in our institution, the Faculty of Economics & Business, Universitas Indonesia, we have no obligation to request ethical clearance from the Ethical Board Organization for executing the thesis process. As we mentioned before, this article was originate from Tiara's undergraduate thesis.

Informed Consent Statement

The research used an online questionnaire for data collection. The authors don't ask the respondents to provide a written informed consent statement, but we give an explanation to the respondents that "all information from respondents will be kept confidential."

Data Availability Statement

Please contact Tiara's email, which has been listed in this article, when more data or information is required from the article.

Conflicts of Interest

The authors declare no conflict of interest.

Declaration of Generative AI Use

During the preparation of this work, the authors used ChatGPT to improve the structure and diction of the sentences and paragraphs. The authors also use Grammarly to assist in improving the grammar, clarity, and academic tone of the manuscript. After using this tool, the authors reviewed and edited the content as needed and took full responsibility for the content of the publication.

Open Access

©2026. The authors. This article is licensed under a Creative Commons Attribution 4.0 International License, which permits use, sharing, adaptation, distribution and reproduction in any medium or format, as long as you give appropriate credit to the original author(s) and the source, provide a link to the Creative Commons license, and indicate if changes were made. The images or other third-party material in this article are included in the article's Creative Commons license, unless indicated otherwise in a credit line to the material. If material is not included in the article's Creative Commons license and your intended use is not permitted by statutory regulation or exceeds the permitted use, you will need to obtain permission directly from the copyright holder. To view a copy of this license, visit: <http://creativecommons.org/licenses/by/4.0/>

References

- Abd, H., Halim, E., & Elbadrawy, R. (2025). New Review of Hypermedia and Multimedia Over-The-Top (OTT) streaming services examination from customers' perception : the case of Egypt. *New Review of Hypermedia and Multimedia*, 31(4), 360–378. <https://doi.org/10.1080/13614568.2025.2533153>
- Afilipoaie, A., & Raats, T. (2021). The 'Netflix Original' and what it means for the production of European television content. *Critical Studies in Television*, 16. <https://doi.org/10.1177/17496020211023318>
- Alba, J., & Hutchinson, J. W. (1987). Dimensions of Consumer Expertise. *Journal of Consumer Research*, 13(March). <https://doi.org/10.1086/209080>
- Ameen, N., Tarhini, A., Reppel, A., & Anand, A. (2020). Customer experiences in the age of artificial intelligence. *Computers in Human Behavior*, 114, 106548. <https://doi.org/10.1016/j.chb.2020.106548>
- An, S., Seo, J., & Choi, J. (2022). A Study on the Factors Affecting the Continuous Intention to Use Digital Content Over-the-Top Service. *Journal of Korean Society for Quality Management*, 50(1), 105-124. <https://doi.org/10.7469/JKSQM.2022.50.1.105>
- Arkes, H., & Blumer, C. (1985). The Psychology of Sunk Cost. *Organizational Behavior and Human Decision Processes*, 124–140. [https://doi.org/10.1016/0749-5978\(85\)90049-4](https://doi.org/10.1016/0749-5978(85)90049-4)
- Asia Video Industry Association. (2026). *THE ASIA VIDEO INDUSTRY REPORT 2026*.
- Badr, N., Sharaf, S., & Mahrous, A. (2023). Streaming wars: an analysis of the growth and competitive landscape of the subscription video-on-demand services market. *EuroMed J. of Management*, 1–21. <https://doi.org/10.1504/EMJM.2024.135992>
- Bendapudi, N., & Berry, L. L. (1997). Customers' motivations for maintaining relationships with service providers. *Journal of retailing*, 73(1), 15-37. [https://doi.org/10.1016/S0022-4359\(97\)90013-0](https://doi.org/10.1016/S0022-4359(97)90013-0)
- Bhattacharjee, A. (2001a). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision support systems*, 32(2), 201-214. [https://doi.org/10.1016/S0167-9236\(01\)00111-7](https://doi.org/10.1016/S0167-9236(01)00111-7)
- Bhattacharjee, A. (2001b). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Bhattacharjee, A., Perols, J., Sanford, C., & Bhattacharjee, A. (2015). Information Technology Continuance: A Theoretic Extension and Empirical Test information technology continuance: a theoretic extension and empirical test University of South Florida. *Journal of Computer Information System*, 4417. <https://doi.org/10.1080/08874417.2008.11645302>
- Blom, J. (2002). A theory of personalized recommendations. In *CHI'02 Extended Abstracts on Human Factors in Computing Systems* (pp. 540-541). <https://doi.org/10.1145/506443.506471>
- Chang, S. C., & Chou, C. M. (2012). The roles of constraint-based and dedication-based influences on user's continued online shopping behavior. *The Spanish journal of*

- psychology, 15(3), 1177-1200. https://doi.org/10.5209/rev_SJOP.2012.v15.n3.39406
- Chou, E., & Lin, C. (2025). Good for all , good for me : the influences of dedication- and constraint-based switching barriers on user-generated contributions. *Internet Research*, 35(2). <https://doi.org/10.1108/INTR-05-2023-0363>
- Chung, Y., & Zhang, W. (2020). Effect of Service Characteristics of a Subscription-based OTT on User Satisfaction and Continuance Intention: Evaluation by Netflix Users. *The Journal of the Korea Contents Association*, 20(12), 123–135. <https://doi.org/10.5392/JKCA.2020.20.12.123>
- Colgate, M., & Lang, B. (2001). Switching barriers in consumer markets : an investigation of the financial services industry. *Journal of Consumer Marketing*, 18, 332–347. <https://doi.org/10.1108/07363760110393001>
- Dawi, N. M., Jusoh, A., International, A. H., Streimikis, J., Mardani, A., & International, A. H. (2018). The Influence of Service Quality on Customer Satisfaction and Customer Behavioral Intentions by Moderating Role of Switching Barriers in Satellite Pay TV Market. *Economics and Sociology*, 11(4), 198–218. <https://doi.org/10.14254/2071-789X.2018/11-4/13>
- Dick, A. S., & Lord, K. R. (1998). The impact of membership fees on consumer attitude and choice. *Psychology & Marketing*, 15(1), 41-58. [https://doi.org/10.1002/\(SICI\)1520-6793\(199801\)15:1%3C41::AID-MAR4%3E3.0.CO;2-N](https://doi.org/10.1002/(SICI)1520-6793(199801)15:1%3C41::AID-MAR4%3E3.0.CO;2-N)
- Duong, C. D., Nguyen, T. H., Viet, T., & Ngo, N. (2024). Exploring higher education students ' continuance usage intention of ChatGPT: amalgamation of the information system success model and the stimulus-organism- response paradigm. <https://doi.org/10.1108/IJILT-01-2024-0006>
- Egan, J. (2011). *Exploring Relational Strategies in Marketing* (4th ed.). Pearson Education.
- Fran, A. (2024). Streaming Wars : Navigating the Competitive Landscape. *Global Media Journal*, 22(70), 1–3. <https://doi.org/10.36648/1550-7521.22.70.452>
- Ganaie, A., & Bhat, M. A. (2021). Switching Costs and Customer Loyalty : A Review of literature. *International Journal of Management and Development Studies*, 10(05), 7–14. <https://doi.org/10.53983/ijmds.v10i05.369>
- Gao, L., & Bai, X. (2014). An empirical study on continuance intention of mobile social networking services network externalities and flow theory. *Asian Pasific Journal of Marketing and Logistics*, 2013. <https://doi.org/10.1108/APJML-07-2013-0086>
- Gong, X., Liu, X., & Xiao, Z. (2022). A dedication-constraint model of consumer switching behavior in mobile payment applications. *Information & Management*, 59(4), 103640. <https://doi.org/10.1016/j.im.2022.103640>
- Grønhaug, K., & Gilly, M. C. (1991). A transaction cost approach to consumer dissatisfaction and complaint actions*. *Journal of economic psychology*, 12(1), 165-183. [https://doi.org/10.1016/0167-4870\(91\)90048-X](https://doi.org/10.1016/0167-4870(91)90048-X)
- Guo, M. (2022). The Impacts of Service Quality , Perceived Value , and Social Influences on Video Streaming Service Subscription. *International Journal on Media Management*, 24(2), 65–86. <https://doi.org/10.1080/14241277.2022.2089991>
- Gupta, G., & Singharia, K. (2021). Consumption of OTT Media Streaming in COVID-19 Lockdown : Insights from PLS Analysis. *SAGE Open*, 25, 26–46. <https://doi.org/10.1177/0972262921989118>
- Haqqo, C. I., & Isharina, I. (2024). The Influence of Content Quality and Personalization on Continuous Intention to Subscribe Netflix through the Mediation Of Perceived Value. 5(5), 407–425. <https://doi.org/10.47153/jbmr55.8882024>
- Imanuddin, K. A., & Handayani, P. W. (2025). User continuance intention to use social commerce livestreaming shopping based on stimulus-organism-response theory. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2479178>
- Iyengar, R., Park, Y.-H., & Yu, Q. (2021). *The Impact of Subscription Programs on Customer Purchases* (Issue September).
- Iyengar, R., Park, Y., & Yu, Q. (2022). The Impact of Subscription Programs on Customer Purchases. *American Marketing Association*, 59(6), 1101–1119.

- <https://doi.org/10.1177/00222437221080163>
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2000). Switching Barriers and Repurchase Intentions in Services. *Journal of Retailing*, 76(2), 259–274. [https://doi.org/10.1016/S0022-4359\(00\)00024-5](https://doi.org/10.1016/S0022-4359(00)00024-5)
- Jones, M. A., Mothersbaugh, D. L., & Beatty, S. E. (2002). Why customers stay : measuring the underlying dimensions of services switching costs and managing their differential strategic outcomes. *Journal of Business Research*, 55, 441–450. [https://doi.org/10.1016/S0148-2963\(00\)00168-5](https://doi.org/10.1016/S0148-2963(00)00168-5)
- Karjaluoto, H., Hepola, J., & Lepp, M. (2020). Is it all about consumer engagement? Explaining continuance intention for utilitarian and hedonic service consumption. *Journal of Retailing and Consumer Services*, 57(April). <https://doi.org/10.1016/j.jretconser.2020.102232>
- Kee, A., & Yazdanifard, R. (2015). The Review of Content Marketing as a New Trend in Marketing Practices. *International Journal of Management, Accounting and Economics*, 2(9), 1055–1064. <https://doi.org/10.5281/zenodo.17348407>
- Kim, B., & Kim, B. (2017). Understanding Key Antecedents of User Loyalty toward Mobile Messenger Applications: An Integrative View of Emotions and the Dedication-Constraint Model Understanding Key Antecedents of User Loyalty toward Mobile Messenger Applications: An Integrative View of Emotions and the Dedication-Constraint Model. *International Journal of Human-Computer Interaction*, 33(12), 984–1000. <https://doi.org/10.1080/10447318.2017.1304607>
- Kim, B., & Kim, D. (2020). Attracted to or Locked In? Explaining Consumer Loyalty toward Airbnb. *Sustainability*, 1–19. <https://doi.org/10.3390/su12072814>
- Kim, B., & Min, J. (2015). *The distinct roles of dedication-based and constraint-based mechanisms in social networking sites: Byoungsoo Kim Jinyoung Min*. <https://doi.org/10.1108/intr-11-2013-0253>
- Kim, S. S., & Son, J. (2009). Out of Dedication or Constraint? A Dual Model of Post-Adoption Phenomena and its Empirical Test in the Context of Online Services. *MIS Quarterly*, 33. <https://doi.org/10.2307/20650278>
- Kim, Y., & Lee, S. (2017). Computers in Human Behavior Mobile gamer 's epistemic curiosity affecting continuous play intention . Focused on players ' switching costs and epistemic curiosity. *Computers in Human Behavior*, 77, 32–46. <https://doi.org/10.1016/j.chb.2017.08.023>
- Klemperer, P. (1995). Competition when Consumers have Switching Costs : An Overview with Applications to Industrial Organization , Macroeconomics , and International Trade. *The Review of Economic Studies Limited*, 62, 515–539. <https://doi.org/10.2307/2298075>
- Koul, S., & Ambekar, S. S. (2020). Determination and ranking of factors that are important in selecting an over-the-top video platform service among millennial consumers. *International Journal of Innovation Science*, 13(1), 53–66. <https://doi.org/10.1108/IJIS-09-2020-0174>
- Kuo, Y., Wu, C., & Deng, W. (2009). The relationships among service quality , perceived value , customer satisfaction , and post-purchase intention in mobile value-added services. *Computers in Human Behavior*, 25(4), 887–896. <https://doi.org/10.1016/j.chb.2009.03.003>
- Ledger, D., Arkenberg, C., & Loucks, J. (2021). *How streaming video services can tackle subscriber churn*. Deloitte Insights. <https://www.deloitte.com/us/en/insights/industry/technology/video-streaming-services-churn-rate.html>
- Liang, A. R., Lee, C., & Tung, W. (2014). Electronic Commerce Research and Applications The role of sunk costs in online consumer decision-making. *Electronic Commerce Research and Applications*, 13(1), 56–68. <https://doi.org/10.1016/j.elerap.2013.10.001>
- Liang, T., Kong, H., & Chen, H. (2009). Effect of Personalization on the Perceived Usefulness of Online Customer Services : A Dual-Core Theory. *ACM International Conference Proceeding Series*, 279–288. <https://doi.org/10.1145/1593254.1593296>

- Liang, T., Lai, H., & Ku, Y. (2006). Personalized Content Recommendation and User Satisfaction: Theoretical Synthesis and Empirical Findings Personalized Content Recommendation and User Satisfaction: Theoretical. *Journal of Management Information Systems*, 1222. <https://doi.org/10.2753/MIS0742-1222230303>
- Liang, X., Huo, Y., & Luo, P. (2024). What drives impulsive travel intention in tourism live streaming? A chain mediation model based on SOR framework. *Journal of Travel & Tourism Marketing*, 41(2), 169–185. <https://doi.org/10.1080/10548408.2024.2310175>
- Liu, C., Maggie, Y., & Lee, C. (2011). International Journal of Information Management The effects of relationship quality and switching barriers on customer loyalty. *International Journal of Information Management*, 31(1), 71–79. <https://doi.org/10.1016/j.ijinfomgt.2010.05.008>
- Lokadata. (2025). Peta OTT Video di Indonesia, dari Dominasi Netflix hingga Persaingan Konten Niche. <https://surv.co.id/web/artikel/Peta-OTT-Video-di-Indonesia-dari-Dominasi-Netflix-hingga-Persaingan-Sengit-Konten-Niche>
- Maduwinarti, A., & Kusbianto, N. (2025). The influence of customer personalization on customer satisfaction , engagement , and loyalty Indonesian E-commerce in the digital age. *International Journal of Innovative Research and Scientific Studies*, 8(3), 1904–1914. <https://doi.org/10.53894/ijirss.v8i3.6900>
- Mehrabian, A., & Russell, J. A. (1974). The basic emotional impact of environments. *Perceptual and motor skills*, 38(1), 283–301. <https://doi.org/pms.1974.38.1.283>
- Menon, D. (2023). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports*, 5(March 2022), 100006. <https://doi.org/10.1016/j.teler.2022.100006>
- Minkiewicz, J., Evans, J., & Bridson, K. (2014). How do consumers co-create their experiences ? An exploration in the heritage sector. *Journal of Marketing Management*, 30(1--2), 30–59. <https://doi.org/10.1080/0267257X.2013.800899>
- Mittal, B., & Lassar, M. (1996). The Role of Personalization Encounters in Service. *Journal of Retailing*, 72(1), 95–109. [https://doi.org/10.1016/S0022-4359\(96\)90007-X](https://doi.org/10.1016/S0022-4359(96)90007-X)
- Muna, N., Sukresna, I. M., & Muna, N. (2024). Post-adoption model of mobile payment in Indonesia: Integration of UTAUT2 and the dedication-con- straint perspective Nalal. *International Journal of Data and Network Science*, 8, 967–976. <https://doi.org/10.5267/j.ijdns.2023.12.010>
- Okada, E. M. (2001). Trade-ins, mental accounting, and product replacement decisions. *Journal of Consumer Research*, 27(4), 433–446. <https://doi.org/10.1086/319619>
- Pan, Z., & Cho, H. J. (2022). A study on the Factors Influencing Continuance Intention to Use Subscription-based OTT Platform Services. *2022 IEEE/ACIS 7th International Conference on Big Data, Cloud Computing, and Data Science (BCD)*, 76–80. <https://doi.org/10.1109/BCD54882.2022.9900848>
- Pandey, S., Choi, M. J., & Park, S. (2019). The evolution of over the top (OTT): Standardization, key players and challenges. *Majlesi Journal of Electrical Engineering*, 13(4), 81–87. https://mjee.isfahan.iau.ir/article_696377.html
- Park, Ji-hong. (2014). The effects of personalization on user continuance in social networking sites. *Information Processing and Management*, 50(3), 462–475. <https://doi.org/10.1016/j.ipm.2014.02.002>
- Park, J., & Jung, Y. (2024). Unveiling the dynamics of binge-scrolling: A comprehensive analysis of short-form video consumption using a Stimulus-Organism-Response model. *Telematics and Informatics*, 95, 102200. <https://doi.org/10.1016/j.tele.2024.102200>
- Patterson, P. G., & Smith, T. (2003). A cross-cultural study of switching barriers and propensity to stay with service providers. *Journal of Retailing*, 79, 107–120. [https://doi.org/10.1016/S0022-4359\(03\)00009-5](https://doi.org/10.1016/S0022-4359(03)00009-5)

- Pereira, H. (2017). The determinants of website purchases: the role of e-customer loyalty and word-of-mouth. *International Journal of Electronic Marketing and Retailing*. <https://doi.org/10.1504/IJEMR.2017.10006409>
- Polites, G., & Karahanna, E. (2012). Shackled to the Status Quo: The Inhibiting Effects of Incumbent System Habit, Switching Costs, and Inertia on New System Acceptance. *MIS Quarterly*, 36(1), 21–42. <https://doi.org/10.2307/41410404>
- Pollack, B. L. (2017). The Divergent “ Loyalty ” Behaviors of a Captive Consumer The Divergent “ Loyalty ” Behaviors of a Captive Consumer. *Services Marketing Quarterly*, 38(2), 74–87. <https://doi.org/10.1080/15332969.2017.1289788>
- Prabhavathy, R., & Senthilkumar, S. (2025). User Experiences in Over-The-Top (OTT) Streaming Media Platform Services. *Qubahan Academic Journal*, 5(2), 82–99. <https://doi.org/10.48161/qaj.v5n2a1600>
- Prelec, D., & Loewenstein, G. (1998). The Red and the Black: Mental Accounting of Savings and Debt. *Marketing Science*, 17. <https://doi.org/10.1287/mksc.17.1.4>
- Qin, M., & Xu, S. (2007, September). An extended expectation confirmation model for information systems continuance. In *2007 International conference on wireless communications, networking and mobile computing* (pp. 3879-3882). IEEE. <https://doi.org/10.1109/WICOM.2007.959>
- Rajput, A., & Gahfoor, R. Z. (2020). Satisfaction and revisit intentions at fast food restaurants. *Future Business Journal*, 6(1), 1–12. <https://doi.org/10.1186/s43093-020-00021-0>
- Sae-tae, K., & Wang, Q. (2024). Telematics and Informatics Reports Satisfied but no payment: The impact of perceived value on continuance intention and purchase intention in music streaming services. *Telematics and Informatics Reports*, 16(800).
- Samuelson, W., & Zeckhauser, R. (1988). Status Quo Bias in Decision Making. *Journal of Risk and Uncertainty*, 59, 7–59. <https://doi.org/10.1007/BF00055564>
- Saranya, P. S., & Jisha, K. (2024). Exploring OTT Platforms : Advantages, Challenge , and the Importance of Content Diversity and Inclusion. *International Journal of Novel Research and Development*, 9(8), 855–859. <https://www.ijnrd.org/papers/IJNRD2408183.pdf>
- Sharma, S. K., & Sharma, M. (2020). International Journal of Information Management Examining the role of trust and quality dimensions in the actual usage of mobile banking services : An empirical investigation. *International Journal of Information Management*, 44(July 2018), 65–75. <https://doi.org/10.1016/j.ijinfomgt.2018.09.013>
- Shin, S., & Park, J. (2021). Factors affecting users ’ satisfaction and dissatisfaction of OTT services in South Korea. *Telecommunications Policy*, 45(9), 102203. <https://doi.org/10.1016/j.telpol.2021.102203>
- Soren, A. A., & Chakraborty, S. (2023). Journal of Retailing and Consumer Services The formation of habit and word-of-mouth intention of over-the-top platforms. *Journal of Retailing and Consumer Services*, 75(February), 103460. <https://doi.org/10.1016/j.jretconser.2023.103460>
- Sridevi, M., & Sarathy, T. (2025). *Consumer Streaming Loyalty and Switching Behaviour across OTT Platforms in the Attention Economy*. 2025(1), 1264–1282. <https://psvmkendra.com/index.php/journal/article/view/297>
- Srivastava, K., & Sharma, N. K. (2013). Service Quality, Corporate Brand Image, and Switching Behavior : The Mediating Role of Customer Satisfaction and Repurchase Intention Service Quality , Corporate Brand Image , and Switching Behavior : The Mediating. *Services Marketing Quarterly*, 2969. <https://doi.org/10.1080/15332969.2013.827020>
- Thaler, R. (1980). Toward a positive theory of consumer choice. *Journal of economic behavior & organization*, 1(1), 39-60. [https://doi.org/10.1016/0167-2681\(80\)90051-7](https://doi.org/10.1016/0167-2681(80)90051-7)
- Tsai, J. C., Chen, L. Y., & Cai, M. H. (2023). Exploring Consumers'intention To Use Ott Video Streaming Platforms. *International journal of organizational innovation*, 15(4). <https://www.ijoi-online.org/index.php/current-issue/436-exploring-consumers-intention-to-use-ott-video-streaming-platforms>
- Wahyuningsih, A. (2025). *Year in review 2025: Tahun kejayaan konten lokal di layar*

- streaming, K-Drama dan Hollywood lewat. Brilio.net. <https://www.brilio.net/film/year-in-review-2025-tahun-kejayaan-konten-lokal-di-layar-streaming-k-drama-dan-hollywood-lewat-2512191.html>
- Wu, B., Guo, G., & Luo, P. (2024). The effect of subscriptions on customer engagement. *Journal of Business Research*, 178(April), 114638. <https://doi.org/10.1016/j.jbusres.2024.114638>
- Wu, T., Jiang, N., Kumar, T. B. J., & Chen, M. (2024). The role of cognitive factors in consumers' perceived value and subscription intention of video streaming platforms: a systematic literature review. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2329247>
- Yoon, J. H., & Kim, H. K. (2023). Why do consumers continue to use OTT services? *Electronic Commerce Research and Applications*, 60(June), 101285. <https://doi.org/10.1016/j.eleap.2023.101285>
- Yousaf, A., Mishra, A., Taheri, B., & Kesgin, M. (2021). A cross-country analysis of the determinants of customer recommendation intentions for over-the-top (OTT) platforms. *Information & Management*, 58(8), 103543. <https://doi.org/10.1016/j.im.2021.103543>
- Zhang, P., Meng, F., Kam, K., & So, F. (2021). Cocreation Experience in Peer-to-Peer Accommodations: Conceptualization and Scale Development. *Journal of Travel Research*, 60(6), 1331–1351. <https://doi.org/10.1177/0047287520938873>
- Zhu, Y., Janssen, M., Wang, R., & Liu, Y. (2022). It is me, chatbot: working to address the COVID-19 outbreak-related mental health issues in China. User experience, satisfaction, and influencing factors. *International Journal of Human-Computer Interaction*, 38(12), 1182–1194. <https://doi.org/10.1080/10447318.2021.1988236>
- Zipf, G. K. (1949). *Human behavior and the principle of least effort*. Cambridge: Addison Wesley Press.

Biographies of Authors

Tiara Ilmi Dinary, graduated from the Bachelor Program, Department of Management, Faculty of Economics, University of Indonesia, majoring in Marketing.

- Email: tiarailmidinary@gmail.com
- ORCID: N/A
- Web of Science ResearcherID: N/A
- Scopus Author ID: N/A
- Homepage: N/A

Hapsari Setyowardhani, Lecturer & Researcher at the Department of Management, Faculty of Economics, University of Indonesia, majoring in Marketing.

- Email: hapsari.setyowardhani@gmail.com
- ORCID: 0000-0002-1404-2493
- Web of Science ResearcherID: N/A
- Scopus Author ID: 57207841477
- Homepage: https://scholar.google.com/citations?user=GO_0VB4AAAAJ&hl=id