Factors Affecting Customer Loyalty Moderated by Switching Cost on the Customer Satisfaction of Digital Streaming Services

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Abstract. Digital video streaming service is online on-demand entertainment that delivers content over an Internet connection to a subscriber's computer, TV, or mobile device. One of the video streaming service platforms has several problems that have caused customer complaints regarding the subscription system that stays the same premium when the customer has made a payment. The applications are not compatible with all display devices, be it smartphones, iPads, or tablets, and delays. Video content uploaded needs consistent showtimes. However, it keeps customers from leaving this platform; the number of customers is increasing yearly. Therefore, as far as the platform stands, there has never been a measure of what factors influence a customer to keep using this digital video streaming service to see the attitude of customer loyalty. This study uses a model modified from several research models that have existed before. The variables used are taken from previous research, which significantly influences customer loyalty. This study was tested using a structural equation model (Partial Least Squares using SmartPLS 3 software). There are five independent variables: content library, price, service quality, social media marketing, and customer satisfaction. Then one moderating variable is switching cost, and the dependent variable is customer loyalty. This study obtained 310 respondents, of which only 301 are Viu users. This study concludes that 4 of the six hypotheses are proven, and customer satisfaction is a construct that affects customer loyalty directly. Meanwhile, the library of content and social media marketing is proven to affect customer satisfaction directly and indirectly influence customer loyalty. This study also found that switching costs moderated the effect of customer satisfaction on customer loyalty. Through the empirical analysis of this study, it was found that social media marketing has the strongest influence on customer satisfaction. High customer satisfaction will also increase customer loyalty to Viu, influenced by Social Media Marketing factors. This study suggests creating a

program that connects all customers in the application to connect with social media and improves marketing through social media by providing up-to-date content information. For future research, it is necessary to expand the scope and add aspects to the research model that are useful for the digital video streaming service industry.

Keywords: Digital Video Streaming, Customer Loyalty, Video on Demand, Customer Satisfaction, Switching Cost

1. Introduction

Technology is currently growing, both information technology and telecommunications. It makes all levels of society have a very high need for technology, one of which is internet technology. Based on Internet World Stats data, Indonesia ranks third as Asia's most significant internet user, with 212.35 million users (Nielsen, 2022). Without realizing it, the internet has become a basic necessity for everyone in today's digital era. The current digital age has changed many things, not only the daily activities of people who cannot be separated from all electronic devices but also people's preferences in entertainment content.

The Indonesian Internet Service Providers Association (APJII) survey shows that 49.3% of internet users choose watching movies/videos online as their frequently visited content (entertainment) (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). Supported by Report Data, the average Indonesian spends up to 2 hours and 50 minutes watching streaming platforms (We Are Social, 2021). The survey results indicate that the development of the internet has a massive role in the growth of the digital entertainment industry today.

One type of online video entertainment service in Indonesia is Subscription Video on Demand (VoD) and Over-the-top (OTT) Streaming services that allow users to select the desired video content. According to a survey conducted by DailySocial.id, out of 1037 internet users across Indonesia, Indonesians understand that video-on-demand is defined as video content watched over the internet that requires payment according to the content enjoyed (Zebua, 2017). Furthermore, according to research by The Trade Desk, nearly one in three Indonesians are currently streaming Over-the-top (OTT), consuming 3.5 billion hours of OTT content each month (The Trade Desk, 2021). According to We Are Social data, video on demand will be the most popular paid content service for internet users in 2021, gaining 31.3%. This is the basis that the digital streaming industry is experiencing very rapid development, with the growth of users increasing every day. More and more companies are working on the movie streaming service business, which can also be said Video on Demand (VoD). Indonesia currently has several companies that provide digital video streaming services, such as Netflix, Disney+ Hotstar, Viu, iQiyi, Amazon Prime Video, and others.

Nowadays, according to a report by Media Partners Asia (MPA), Viu ranks first

in the category of the number of users and second in terms of paid subscribers and streaming time among the major video streaming platforms in Southeast Asia. In addition, during the Covid-19 pandemic in 2021, Viu recorded revenue growth of 47% annually. However, due to the number of digital video streaming platforms operating in Indonesia, competition among digital video streaming companies is increasing. Therefore, as one of the paid streaming applications that occupy the top position in the category of users in Southeast Asia, Viu needs to maintain its position to compete with other digital video streaming.

Consumers have the right to use other products, and producers will not be able to prevent it, but there is something that can be done to make consumers more attached to their products by building customer loyalty first. This can be done by observing reviews given by Viu customers on the Play Store and AppStore. Some negative customer reviews say they unsubscribed from Viu and used other services. Customers experience several problems. First, too many advertisements in video cause customers to get bored and slow customer service responses. Second, failed subscriptions make due to an error in the Viu digital streaming service system. Third, subscription prices for Viu services are getting more expensive. Fourth, uploading video content delays and needs consistent viewing hours. However, users will still have to leave Viu, as Viu has control of 22% of premium video streaming minutes in Indonesia in Q3 2021, with Vidio coming in second with 17% of minutes (Bhojwani, 2021). However, subscriber growth was led by Disney+ Hotstar, with over 7 million subscribers. The entry of Disney+ Hotstar has intensified competition for SVOD services and created a more comprehensive range of consumer choices. This will undoubtedly affect user loyalty to video streaming services and result in the emergence of the brand-switching phenomenon.

At least 150 million paid subscriptions to stream video on demand (SVOD) services worldwide will be churn by 2022, with churn rates up to 30% by market, according to research conducted by Delloite Global (Arkenberg et al., 2021). This is due to faster churn in SVOD services. Thus, VoD manufacturers must have a strategy to attract more consumers to their products by building brand loyalty and customer loyalty. In addition, the current high level of competition in the digital streaming industry and the unfulfilled expectations of users of Viu's digital streaming service make Viu, not in the first place.

Based on these problems and reasons, it is necessary to find factors that affect Viu customer loyalty. The study on customer loyalty has been done a lot, but there are differences in this study. This research focuses on the digital streaming service Viu, and it still needs to be done. Therefore, the research model used is modified from several previous research models. The variables used are taken from previous research, which significantly influences customer loyalty. The modeling is expected to be a study to overcome the problems and find factors influencing customer loyalty Viu to evaluate and improve in the future.

2. Theoretical Background

The fact that technology plays a big role in the digital era is undeniable. The digital era can be viewed not only as a high degree of knowledge sharing but as the development of evolutionary systems that are increasingly beyond human control (Avgeropoulos & Sammut-Bonnici, 2015). The development of the digital era makes it easier for people to access the information they need faster and easier. Moreover, in this digital age, technology also brings many benefits from various fields such as politics, economics, socio-cultural, defense or security, information technology, and many more. However, it is undeniable that each application brings challenges. (Setiawan, 2017).

2.1. Digital Streaming

Streaming is defined as the periodic delivery of content by providers to end users through images, audio, or video over the internet network (Spilker & Colbjørnsen, 2020). The multimedia data will be transferred in packet streams interpreted and rendered in real-time by software applications usually referred to as streaming media (Green, 2011). Therefore, through this definition, it can be concluded that we can access or download videos and content available through our electronic platforms with digital streaming applications.

Sending content either in the form of sound or video via the internet and can be directly played by users without downloading it first can be called streaming. Video streaming, also known as prerecorded streaming, is a technology that allows users to access various content in the form of sound or video through various devices without the need for television antennas or satellite dishes again (Taksande et al., 2015).

2.2. Video on Demand

Video on Demand (VoD) service is a digital video streaming application that facilitates users to choose or control their videos to watch, such as an interactive television system. Therefore, VoD can be interpreted as the result of media convergence that combines television, film, and audiovisual content with technology. From this, VOD systems technically serve content over a network (Yuan, 2016).

As stated in the previous paragraph, VoD allows customers to choose the program they want to watch according to their wishes. The choices of programs provided also vary, such as movies, reality shows, TV series, streaming videos, and other programs. In addition to watching, users can also download available programs so they can watch them again offline. However, most of the services provided by VoD are based on a payment per impression system or can make purchases in weekly, monthly, or yearly packages. This study defines video on demand as a subscription video streaming service that allows users to choose the

content they want to watch via the internet.

2.3. Library of Content

In SVOD services, content is a significant factor, where the consumer's goal is to watch movies or dramas. When the content provided by the SVOD service is incomplete, consumers tend to switch to other services to be able to watch the desired movie. Therefore, SVOD service providers need to have a strategy to provide content that can inspire new customers to join, retain existing customers, and prevent existing customers from switching to competitors or stopping using the services provided (Kübler et al., 2021).

Research conducted (Berg et al., 2019) supports that the library of content influences customer satisfaction, which means that when the content provided can be accessed quickly and thoroughly, customers will feel happy and choose to be loyal by continuing to use the SVOD service. Therefore, this study defines a library of content as a collection of content that users of digital video streaming services can access, whether in the form of films, dramas, variety shows, or information in the application system.

2.4. Price

A price is a form of exchange rate when consumers want to use a product or service (Kotler & Armstrong, 2016). Price is always considered one of the most important factors when consumers choose because they are usually satisfied if they can buy a low price and still meet their expectations. On the other hand, price is also the most important factor that produces a comparative advantage between companies, which means that when a specific product or service has a lower price but produces the same value or quality for consumers, consumers tend to buy cheaper ones (Duy & Hoang, 2018). This also makes it difficult for consumers to switch to other brands if the brand has a lower price than other brands with the same value and quality offered.

Price is the main factor behind customer satisfaction and loyalty because the customer will be loyal to a product or service and continue to make repeated purchases when he can get more significant benefits than the amount of money that must be spent (Nisa, 2019). In addition, several studies, such as (Duy & Hoang, 2018) and (Berg et al., 2019), show that the price variable directly influences customer satisfaction. Therefore, this study defines price as a form of exchange rate for customers using goods or services whose value is determined by the seller.

2.5. Service Quality

Service quality can be defined as a measure of how well the service is performed, according to the customer's subjective assessment (Ogiemwonyi, 2020). It is not only an evaluation of the results of the service, but also an evaluation of how the service is delivered. Thus, the product's benefits can be seen from the uniqueness

and quality of the customer's expectations and desires. Service quality's role in shaping users' desire to repurchase is closely related to customer loyalty. If the service quality provided by the company improves, it will further increase customer satisfaction, ultimately impacting customer loyalty (Ratnasari & Aksa, 2016).

Research by (Ashraf et al., 2018) and (Pratama et al., 2020) states that service quality significantly affects obtaining higher customer satisfaction to reach more loyal customers in the target market. Therefore, this study, which refers to previous research, defines service quality as a benchmark for a service in terms of information or application features. It is one of the factors that can affect customer loyalty and is interrelated with customer satisfaction.

2.6. Social Media Marketing

Social media is a form of electronic communication through social networking that allows users to create groups to share information, ideas, personal chats, and other content, such as videos (Sharawneh, 2020). Consumers use social media to find information and share experiences and opinions about a brand or company. Meanwhile, companies use social media as a tool to promote products and services, as well as influence consumer behavior (Khan & Jan, 2019). This is known as social media marketing. Social media marketing is a communication tool to carry out promotions using a company's marketing strategy by offering increased interactivity through online relationships between companies and consumers (Ibrahim & Aljarah, 2018).

Through social media marketing, companies can introduce a new service or product so that consumers can recognize the service or product. That way, companies can build a relationship with consumers, which is the beginning of the formation of loyalty. Previous research conducted by (Wahyudi & Parahiyanti, 2021) and (Hanaysha, 2017) stated that Social Media Marketing influences Customer Satisfaction by utilizing the social media community to convey marketing information and customer service. Indirectly, this research also supports research conducted (Hanaysha, 2017) which shows that social media marketing can influence customer loyalty. Where social media marketing, customer satisfaction, and customer loyalty have a strong correlation, this study refers to that research (Chun et al., 2016). This study defines social media marketing as a marketing process through social media that can help companies increase brand exposure and expand customer reach.

2.7. Customer Satisfaction

Satisfaction is a person's feelings of pleasure or sadness resulting from comparing the perceived performance of a service or product with expectations (Kotler & Lane Keller, 2012). Customer satisfaction is often interpreted as the emotions users feel after trying or feeling a company's products or services. Overall, customer

satisfaction reflects an attitude toward a service provider or an emotional response to a discrepancy between what customers expect and what they receive (Ogiemwonyi, 2020). Customer satisfaction will affect the company and the products offered because if the company provides good quality products and services, customers will be happy, and the company will get more profits (Akoi & Yesiltas, 2020). Thus, customer satisfaction is essential for a company and critical in increasing business with loyal customers.

Increasing and maintaining a high level of customer satisfaction will also increase customer loyalty and protect against increased price competition (Anderson & Sullivan, 1993). Based on research conducted by (Koo, 2018) and (Duy & Hoang, 2018), it is known that the satisfaction variable has the most substantial effect on a customer's loyalty. This study draws on that research and defines it as an attitude towards service providers or an emotional reaction to the discrepancy between what customers expect and what they receive.

2.8. Switching Cost

Switching costs are among the most critical factors affecting customer perceptions. This usually occurs when other companies have lower costs or consumers may want to stop using their usual product and switch to another. Companies that take advantage of switching costs can build competitive advantages, reduce price competition, and get profits as an investment (Avgeropoulos & Sammut-Bonnici, 2015). Companies that take advantage of switching costs can build competitive advantages, reduce price competition, and get profits as an investment (Colgate & Lang, 2001).

One factor that motivates consumers to stick to one choice of products and services is switching costs, where consumers will reconsider when they want to switch because of the implications of the costs or risks that will be accepted (Temerak & El-Manstrly, 2019). In this study, switching costs are defined as things that consumers need to sacrifice in terms of cost, time, and associated risks when deciding to switch to another product. Many consumers finally decide to continue using the products or services that have been registered instead of using other products or services. Of course, it will impact user loyalty, supported by (Duy & Hoang, 2018) research, which states that switching costs can affect customer loyalty.

2.9. Customer Loyalty

The interest in customer loyalty has made significant contributions to date and shows impressive progress in understanding and conceptualization (Tartaglione et al., 2019). Customer loyalty is a form of customer satisfaction with a product or service that makes customers believe in using the product or service and not quickly move to another company (Ranabhat, 2018). In addition, customer loyalty creates an affective commitment that encourages consumers to continue using certain

brands, buy the same brands repeatedly, recommend others with good reviews, and not switch to competitors (Han et al., 2018). So, customer loyalty is essential to maintain a business because the success of a business sector depends on loyal customers. Therefore, loyal customers are a must for companies considering the importance of creating an advantage to sustainably compete with other companies (Wu & Ai, 2016).

Several previous studies found that customer loyalty is influenced by customer satisfaction, a library of content, social media marketing, service quality, price, and switching costs. Therefore, this study refers to previous studies by focusing on the influence of customer loyalty through customer satisfaction. It defines customer loyalty as a customer's long-term commitment, implemented through behavior and attitude loyal to the company and its products by consuming regularly and repeatedly.

3. Research Methodology

This research uses the literature study method to obtain information and insights related to research topics by studying the theories used by referring to books, articles, journals, the internet, and other sources. Followed by data collection carried out by quantitative methods by distributing questionnaires online with a Likert scale to respondents of this research. The respondents are who were subscribers of Viu's digital streaming service. In this study, the online questionnaire that will be distributed will use a Likert scale to perform calculations at 7-point intervals. Scales with 7-point intervals correlated more strongly with the observed significance level than the 5-point scale (Taherdoost, 2019). Therefore, the 7-point interval scale was the best overall, and the respondents cited it as the most accurate and easy to use. The following table is a description of the scale:

Tabel 1 : Score table

	SDA	DA	SD	N	SLA	A	SA
Score	1	2	3	4	5	6	7

Below is the research indicators used based on the proposed research model:

SDA: Strongly Disagree   N   : Neutral   A   : Agree
DA : Disagree   SLA : Slightly Agree   SA : Strongly Agree
SD   : Slightly Disagree

A good sample size is at least 100 or more, according to (Hair et al., 2014). For the basic rule, the sample size can be obtained by multiplying the number of variables analyzed by 5. However, there are some researchers also suggest that the number of samples is multiplied by 20. The samples needed to represent the population are calculated using Slovin's formula with a population of 8,400,000 million and a margin of error of 10%. Therefore, this study used 301 respondents to

fulfill these requirements.

SmartPLS 3 was used for the statistical analysis of the data. At the same time, the data analysis technique in this study is PLS-SEM. PLS or Partial Least Square is an alternative method of SEM (Structural Equation Modeling) based on variance or component-based structural equation modeling, which assumes the research data is distribution-free. The evaluation model in PLS (Partial Least Square) has two stages, namely the outer (measurement) evaluation model and the inner (structural) evaluation model. First, the outer model is carried out to test the validity and suitability of a measurement. Meanwhile, the inner or structural model is carried out to show how much influence the independent variables have on the dependent variable.

3.1. Research Model

The purpose of this study is to analyze the factors affecting customer loyalty to Viu digital video streaming services. The survey was conducted for Indonesian subscribers of Viu's digital streaming service, and the questionnaire was composed of factors such as the library of content, price, service quality, social media marketing, customer satisfaction, switching cost, and customer loyalty.

Based on the theoretical background mentioned before and the several previous studies of customer loyalty (Berg et al., 2019), (Duy & Hoang, 2018), (Ashraf et al., 2018), (Pratama et al., 2020), (Wahyudi & Parahiyanti, 2021), (Hanaysha, 2017) and (Koo, 2018). This study will divide the variables into independent, dependent, and moderating variables. The independent variables are Customer Satisfaction, Library of Content, Service Quality, Price, and Social Media Marketing. The dependent variable in this study is Customer Loyalty. Meanwhile, the moderating variable is Switching Cost. The following is the research model that will be used in this study:
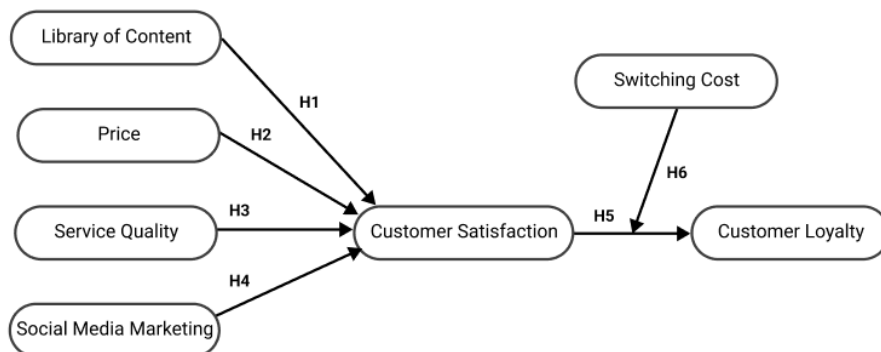

Fig 1: Research Model and Hypothesis

The following are the research indicators used based on the proposed research

model:

Table 2: Indicators and questions to each attribute

Variable	Indicator	Source
Library of Content	Completeness of content amount (LC1) Speed of adding new content (LC2) Genre variations in content (diversity) (LC3)	(Ström & Martinez, 2013); (Nagaraj et al., 2021); (Zahara et al., 2022)
Price	Affordable subscription package price (PR1) Service suitability with the price offered (PR2) Compatibility of service quality with price (PR3)	(Lee et al., 2018); (Barata & Coelho, 2021)
Service Quality	Response speed (SQ1) Service quality is going well (SQ2) Customer service response speed (SQ3)	(Zhang et al., 2020); (Dawi et al., 2018); (Salim et al., 2020); (Alam & Noor, 2020)
Social Media Marketing	The pleasure of accessing information through social media (SM1) Easy to find information (SM2) Information accuracy (SM3)	(Yadav & Rahman, 2017); (Qing and Jin 2022) (Seo & Park, 2018); (Sharawneh, 2020)
Customer Satisfaction	Pleasure in using the service (CS1) Advantages over other services (CS2) Fulfilment of expectations (CS3)	(Nagpal et al., 2018); (Ma, 2021); (Lin et al., 2022)
Switching Cost	Concerns that the new service does not meet expectations (SC1) Takes more time and effort to switch to another service (SC2) Fear of losing profits (SC3)	(Willys, 2018); (Dey et al., 2020)
Customer Loyalty	Interest in reusing (CL1) Talking about good things (CL2) Recommend the digital streaming service (CL3) Commitment not to use other services (CL4)	(Al-Haqam & Hamali, 2016); (Chang & Yeh, 2017); (Salim et al., 2020)

4. Hypothesis

Based on the research model in Figure 1, the following are the hypotheses made in this study:

H1: Library of content has an effect on customer satisfaction in the use of digital streaming services

H2: Price has an effect on customer satisfaction in the use of digital streaming services

H3: Service quality has an effect on customer satisfaction in the use of digital streaming services

H4: Social media marketing has an effect on customer satisfaction in the use of digital streaming services

H5: Customer Satisfaction has an effect on customer loyalty in the use of digital streaming services

H6: Switching Cost moderates the influence of customer satisfaction on Customer Loyalty in digital streaming services.

It is necessary to make a regression equation to determine the relationship between latent variables. The research model described in Figure 1 can be translated into a mathematical model. The following is a formula for measuring the relationship between the P-value variables to be observed:

$H_0 : \beta_{11} = 0$, then Library of Content does not affect Customer Satisfaction

$H_1 : \beta_{11} \neq 0$, then the Library of Content affects Customer Satisfaction

$H_0 : \beta_{12} = 0$, then Price does not affect Customer Satisfaction

$H_1 : \beta_{12} \neq 0$, then the Price affects Customer Satisfaction

$H_0 : \beta_{13} = 0$, then Service Quality does not affect Customer Satisfaction

$H_1 : \beta_{13} \neq 0$, then the Service Quality affects Customer Satisfaction

$H_0 : \beta_{14} = 0$, then Social Media Marketing does not affect Customer Satisfaction

$H_1 : \beta_{14} \neq 0$, then the Social Media Marketing affects Customer Satisfaction

$H_0 : \beta_{21} = 0$, then Customer Satisfaction does not affect Customer Loyalty

$H_1 : \beta_{21} \neq 0$, then the Customer Satisfaction affects Customer Loyalty

$H_0 : \beta_{22} = 0$, then Switching Cost does not moderate the influence of Customer Satisfaction on Customer Loyalty

$H_1 : \beta_{22} \neq 0$, then Switching Cost moderates the influence of Customer Satisfaction on Customer Loyalty

5. Results and Discussion

Based on the results of the distributed questionnaires, the data collected reached 310 respondents, and it was proven from 301 respondents that they were using the VIU

Digital Video Streaming application. Then after further analysis, it was found that most users were female, totaling 187 respondents and 114 other respondents were male. Then, there are 45% of users with an age range of 17-25 years, 34 of users with an age range of 26-35 years, 13% of users with an age range of 36-45 years, 4% of users with age less than 16 years old, 3% users with an age range 46-55 years old, and the rest are other respondents 1% who are users over 55 years old. By distributing questionnaires, information was obtained that 43% of respondents have used Viu digital streaming services for 1-2 years. It followed by VIU users who have used Viu in 1 - 2 years which has the same percentage as before, namely 43%, 11% of respondents have used Viu for more than three years, and the remaining 3% of respondents less than one year.

The results of the Convergent Validity test can be obtained by examining the loading factor value of each indicator for one variable and the Average Variance Sampling (AVE) value of each variable. (Hair et al., 2019) claim the minimum limit for the value of the loading factor and AVE of each variable in the validity test is 0.5, and the value is still practically significant. Below is the result table of the validity test.

Table 3: Validity test

Variables	Indicator	Loading Factor	AVE	Description
Library of Content	LC1	0.810		Valid
	LC2	0.724	0.604	Valid
	LC3	0.795		Valid
Price	PR1	0.914		Valid
	PR2	0.569	0.553	Valid
	PR3	0.708		Valid
Service Quality	SQ1	0.803		Valid
	SQ2	0.842	0.582	Valid
	SQ3	0.626		Valid
Social Media Marketing	SM1	0.606		Valid
	SM2	0.830	0.599	Valid
	SM3	0.861		Valid
Customer Satisfaction	CS1	0.668		Valid
	CS2	0.814	0.633	Valid
	CS3	0.889		Valid
Switching Cost	SC1	0.776		Valid
	SC2	0.860	0.709	Valid
	SC3	0.886		Valid
Customer Loyalty	CL1	0.771		Valid
	CL2	0.790		Valid
	CL3	0.794	0.647	Valid
	CL4	0.859		Valid

Based on the results of the factor loading value, all processed questions were declared valid because the factor loading value was greater than 0.5. After conducting the validity test, it is necessary to carry out the reliability test in this study in two ways, namely by looking at the value of Cronbach's Alpha and Composite Reliability. The minimum value of Cronbach's Alpha and Composite Reliability is 0.6 (Hair et al., 2019).

Table 4: Reliability test result

	Cronbach's Alpha	Composite Reliability
Library of Content	0.673	0.820
Price	0.654	0.782
Service Quality	0.654	0.804
Social Media Marketing	0.674	0.814
Customer Satisfaction	0.708	0.836
Switching Cost	0.796	0.879
Customer Loyalty	0.823	0.880

As a result of the above, based on Cronbach's Alpha and Composite Reliability tests performed on the collected data, we can determine that all variables meet the minimum criterion of 0.6, and all variables are determined to be reliable.

Furthermore, it can be done to analyze the hypotheses' results. A hypothesis can be accepted if the significance level is met where the p-value must be 0.05 so that the relationship can be considered significant. It aims to assess the effect of one variable on other variables and whether the hypothesis can be accepted or rejected, as shown below:

Table 5: Hypothesis result

	T Statistics (|O/STDEV|)	P-Value	Result
Library of Content → Customer Satisfaction	4,346	0.000	Accepted
Price → Customer Satisfaction	0,955	0.340	Rejected
Service Quality → Customer Satisfaction	1,703	0.089	Rejected
Social Media Marketing → Customer Satisfaction	9,586	0.000	Accepted
Customer Satisfaction → Customer Loyalty	10,928	0.000	Accepted
Moderation of SC on CS → Customer Loyalty	5,191	0.000	Accepted

The results of hypothesis testing in Table 5 showed that four of the six hypotheses previously proposed were accepted. It includes including H1 (Library of Content → Customer Satisfaction), H4 (Social Media Marketing → Customer Satisfaction), H5 (Customer Satisfaction → Customer Loyalty), H6 (Moderation of Switching Cost on Customer Satisfaction → Customer Loyalty). There are two

rejected hypotheses, H2 (Customer Satisfaction Price) and H3 (Customer Satisfaction Service Quality), which means that the price and service quality factors do not affect customer satisfaction. The T-Statistic value of the Social Media Marketing and Library of Content variables is more than 1.96, so it can be stated that these variables significantly influence the Customer Satisfaction variable. The most considerable significant value is Social Media Marketing which is 9.586. The Customer Satisfaction variable significantly influences the Customer Loyalty variable with a T-Statistic value of 10.928.

6. Conclusions

Based on the results of hypothesis testing that has been done, a conclusion and clear implications of the very significant hypotheses can be drawn as follows.

1. The library of content or a collection of content from various genres available in the use of digital streaming services, both exclusive content and regular content, has a positive and significant impact on the customer satisfaction for the services or products currently used.

2. Social media marketing, an essential communication tool for promotion has a significant positive influence on customer satisfaction. This indicates that customers like promotions carried out by the digital streaming service through social media.

3. Customer satisfaction received for services or products from digital streaming has a positive and significant impact on customer loyalty to choose a product or service for an extended period.

4. Switching costs, which customers must pay if they want to switch to other products or services, moderate the customer satisfaction factor on customer loyalty.

The rejected hypothesis can be concluded as follows.

1. Service quality, which measures how well the service is carried out with subjective customer evaluations, does not significantly affect customer satisfaction with digital streaming services.

2. The price must be paid to obtain Viu's digital streaming services does not significantly affect customer satisfaction.

The results found in this study indicate that several things can be considered for Viu's digital streaming service to increase customer loyalty. First, this study found that Social Media Marketing strongly influences customer satisfaction. High customer satisfaction will also increase customer loyalty to Viu, influenced by Social Media Marketing factors. These results support previous research where Social Media Marketing significantly influences customer satisfaction (Wahyudi & Parahiyanti, 2021).

Based on the results of the data collection and analysis carried out in this study, some suggestions and recommendations regarding the development of research with Viu digital streaming service objects in developing the Viu application as a medium for transactions with customers in the future:

1. Create a program to connect all customers in the application to connect with Viu's social media by giving reward points to customers who share the movie they are watching on the Viu application to their Instagram feed or story. Through this, customer loyalty can be increased because now the number of Viu subscribers is not proportional to the number of followers on Instagram. Only about 28% of Viu subscribers are connected to Viu social media.

2. Improves marketing through social media by providing up-to-date content information.

Up-to-date content can be:

a. Information on new films or dramas will be shown on the Viu digital streaming service as video trailers in the reels feature.

b. Frequently asked questions content posted on the Instagram feed is a list of questions and answers.

1. Post content on a consistent schedule every day. For example, posting on the story feature on Instagram at least once a day; posting on the feed at least once every two days. This needs to be done in order to stay connected with Viu customers.

This study contributes positively to obtaining academic and practical implications by discovering factors influencing customer loyalty to Viu's digital video streaming service. However, the future study needs to expand the scope and add variables considered relevant to customer loyalty in digital video streaming services to enrich the analysis results, such as trust and perceived ease of use. Also, it can compare several digital video streaming services, not just one.

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