

THE IMPACT OF KEY DRIVERS, CUSTOMER SATISFACTION, AND ATTITUDE ON CONTINUANCE INTENTION TO USE OVER-THE-TOP (OTT) PLATFORMS: A CASE STUDY OF NETFLIX USERS IN THAILAND

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ABSTRACT

Purpose: *The goal of this study is to identify the primary factors impacting customers' desire to continue with OTT platforms, with a focus on Thai Netflix subscribers. The study investigates how factors such as user attitude, customer satisfaction, perceived performance, enjoyment, ease of use, and usefulness impact users' intentions to continue.*

Research Design, Data and Methodology: *This study uses a quantitative methodology, gathering primary data from 400 members of the general Thai community using an online survey. The Technology Acceptance Model (TAM) serves as the foundation, the research incorporates variables associated with user intentions toward OTT platforms. Additionally, it creates a new conceptual model by combining ideas from three well-known theoretical frameworks. To evaluate the correlations between the primary variables, multiple linear regression analysis was performed using the data that was gathered.*

Findings: *The findings suggest that customer satisfaction is greatly impacted by perceived performance, highlighting the need for reliable and efficient platform functionality to enhance user experiences. In contrast, perceived enjoyment shows no significant effect on customer satisfaction, implying that enjoyment alone may not be sufficient to drive overall satisfaction. Additionally, user attitudes are substantially determined by perceived ease of use and usefulness, with the former having a slightly greater impact. Lastly, customer satisfaction and attitude to use emerge as key determinants of continuance intention, underscoring the importance of creating positive user experiences and fostering favorable attitudes for sustaining long-term user engagement.*

Research Limitations/Implications: *This research centers on Netflix users in Thailand, which may limit its applicability to other OTT platforms or settings. To enhance understanding of user behavior and preferences in the OTT market, future studies could investigate diverse demographic groups, consider cultural influences, and conduct cross-platform analyses.*

KEYWORDS: *Perceived Performance, Perceived Enjoyment, Perceived Ease of Use, Perceived Usefulness, Customer Satisfaction, Attitude to Use, Continuance Intention, OTT platforms, Netflix.*

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Introduction

Over-the-top (OTT) platforms, such as Netflix, Disney+, and Amazon Prime Video, have revolutionized the entertainment industry by offering on-demand streaming services that bypass traditional distribution channels like TV and cable. This shift from linear TV to OTT services has made entertainment more personalized, allowing consumers greater flexibility and control over their viewing choices. By 2025, the number of global OTT users is expected to reach 3.76 billion, representing 48% of the world's population.

OTT platforms have rapidly grown, driven by major providers like Netflix, Amazon, and Disney+, who have expanded their user base by investing in original content and personalized recommendation algorithms. Netflix, with over 230 million global subscribers as of 2023, continues to lead, though challenges such as high content production costs and rising competition pose risks to long-term profitability.

In Asia, the OTT market has thrived due to better digital infrastructure and widespread smartphone use. Localized content has been a key driver of engagement, with Netflix adapting by offering content in regional languages, contributing to its success. In Thailand, Netflix stands out as the leading OTT platform, offering a mix of global hits and local content, particularly reflecting Thai cultural values.

However, the entry of competitors like HBO Go and Viu has intensified market competition. Understanding the factors influencing users' intention to remain on Netflix is crucial for its continued dominance. This study uses the Technology Acceptance Model (TAM) and its extension, TAM2, to explore these factors, focusing on perceived usefulness and ease of use as critical elements affecting user decisions to maintain their subscription.

TAM2 introduces additional elements such as social influence and cognitive processes, which are especially important in Thailand, where peer recommendations and social approval play significant roles in media consumption. Furthermore, this study incorporates variables like perceived performance and enjoyment, which are important in evaluating user satisfaction and continuance intention.

The research aims to examine how perceived performance, enjoyment, usefulness, and ease of use influence customer satisfaction and attitudes toward Netflix, and how these factors contribute to users' long-term commitment. The findings will provide valuable insights into user behavior in the OTT space and offer practical guidance for OTT providers seeking to enhance user retention. A structured questionnaire survey was used to gather data from Netflix users in Thailand, providing reliable data for this study.

Literature Review

Perceived Performance and Customer Satisfaction

Perceived performance plays a crucial role in shaping consumer satisfaction, especially in digital platforms such as Netflix, where streaming quality, system dependability, and response time are critical variables. Hsu and Lin (2015) found that when users believe a platform's performance meets or surpasses their expectations, they are more inclined to stick with it. Furthermore, Xu et al. (2013) imply that high perceived performance has a direct impact on user happiness in entertainment platforms. Zhou et al. (2010) highlighted that efficient system performance, including user interface functionality, is a critical factor in shaping customer satisfaction and continuance intention within digital services.

Perceived Performance and Customer Satisfaction

Customer satisfaction is significantly influenced by perceived enjoyment, especially on digital platforms like Netflix, where entertainment forms the core of the user experience. Hsu and Lin (2008) identified perceived enjoyment as a key factor influencing satisfaction in hedonic systems, where the pleasure derived from using the platform boosts user engagement. Similarly, Van der Heijden (2004) emphasized how crucial enjoyment is to hedonic information systems, noting that user satisfaction is closely tied to how much they enjoy the platform. Furthermore, research by Thong et al. (2006) shown that satisfaction and inclination to continue are positively impacted by perceived enjoyment, as users who derive enjoyment from a service are more likely to remain engaged with it over time.

Perceived Ease of Use and Attitude to Use

Perceived ease of use refers to how effortless users believe it is to interact with a system. This covers Netflix's features such as intuitive navigation, quick content access, and a seamless user experience. According to Venkatesh and Davis (2000), one important element influencing people's attitudes toward embracing and using technology is thought to be simple. When users find the platform easy to navigate, their attitude toward it is likely to be more positive. Gefen and Straub (2003) demonstrated that simplicity of utilization has a strong influence on how users perceive, which in turn affects their level of participation and desire for continuously using the platform. Similarly, Suh and Han (2002) observed that systems requiring minimal cognitive effort foster more favorable user attitudes, leading to higher levels of continuance intention.

Perceived Usefulness and Attitude to Use

Perceived usefulness reflects users' belief that engaging with a system enhances their performance or fulfills specific needs. For Netflix, this is exemplified by how effectively the platform satisfies entertainment demands through features like a diverse content library, convenient access, and tailored recommendations. Bhattacharjee (2001) discovered that users' attitudes about technology are significantly shaped by perceived usefulness, which raises the possibility of continuing intention. Similarly, Lin and Bhattacharjee (2010) highlighted that platforms offering functional benefits and convenience foster positive user attitudes, which lead to continued usage. Al-Gahtani et al. (2007) also underlined that, in the case of digital services, perceived usefulness has a major role in user happiness and positive views.

Customer Satisfaction and Continuance Intention to Use

Customer satisfaction on digital platforms significantly influences consumers' intentions to continue to stick around because happy people are more inclined to maintain their engagement with a service. For Netflix, satisfaction arises from elements such as high-quality content, user-friendly design, and an overall positive experience. Bhattacharjee (2001) found that the most important indicator of desire to continue using online services was satisfaction. When users have a satisfying experience, they develop emotional loyalty, increasing their likelihood of remaining active on the platform. Additionally, Kim et al. (2017) found that satisfied consumers are more inclined to suggest the service, contributing to user base growth and reinforcing continuance intention. Satisfaction serves as a mediator, bridging users' initial expectations with their long-term commitment to the service (Oliver, 2010). Furthermore, studies such as Chiu et al. (2009) indicate that features like personalized content recommendations enhance user satisfaction, thereby strengthening continuance intention.

Attitude to Use and Continuance Intention to Use

One important determinant of whether consumers will continue to utilize a platform is the use of an attitude. Several factors, such as perceived usefulness, ease of use, and satisfaction with the service, shape the perceptions of Netflix users. Venkatesh and Davis (2000) highlighted attitude as a key driver of continuance intention, noting that positive attitudes significantly enhance the likelihood of sustained engagement. Similarly, Taylor and Todd (1995) found that users' attitudes toward digital platforms strongly influence their commitment to ongoing use, as favorable experiences and perceptions foster loyalty. Bhattacharjee (2001) further proved that attitude serves as a link between intention to continue and satisfaction, indicating that users with a positive perception of the platform are more inclined to remain loyal and continue their usage.

Conceptual Framework

The conceptual framework examines the connection between mediating characteristics like customer satisfaction and attitude toward usage and independent variables like perceived performance, enjoyment, ease of use, and usefulness. The intention to continue is then determined by these variables. It does this by drawing on previous research, theoretical ideas, and literature. This framework, which is depicted in the figure below, attempts to uncover the main factors impacting Thai Netflix members' desire to continue using OTT platforms.

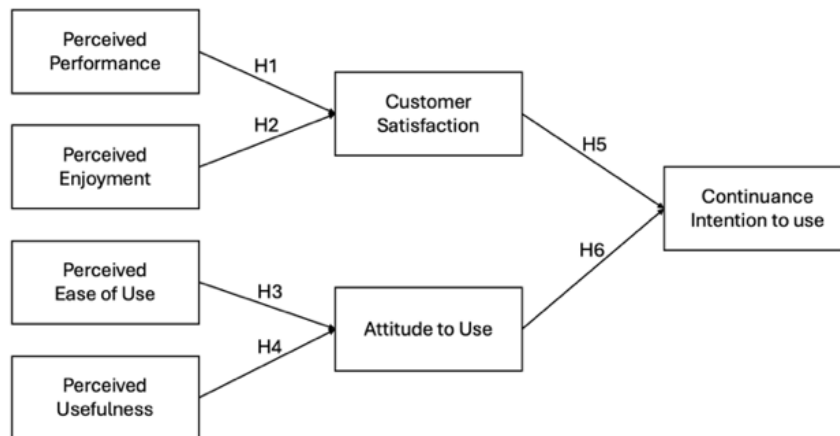


Figure 1: The Impact of Key Drivers on Continuance Intention to Use OTT Platforms: A Case Study of Netflix Users in Thailand

Research Methodology

Research Design

This study explores factors affecting Thai Netflix users' decisions to continue using OTT platforms, focusing on perceived performance, enjoyment, ease of use, usefulness, satisfaction, attitude, and continuance intention. A quantitative approach is used, employing techniques like Multiple Linear Regression (MLR), Cronbach's Alpha, and descriptive statistics.

The questionnaire includes 39 questions: 3 screening questions, 28 on key variables, and 8 demographic questions. Cronbach's Alpha will assess reliability, with a pilot study involving 30 participants to ensure clarity. MLR will analyze how perceived performance and enjoyment influence customer satisfaction, and how perceived usefulness and ease of use impact attitudes toward OTT use.

Secondary data from books, journals, and previous studies will support the analysis and conclusions.

Sampling Plan

- **Target Population**

The intended population of the investigation is Thailand's general populace, estimated at 66.05 million people. The focus will be on individuals who use OTT services, particularly Netflix, and the study will examine their satisfaction and intention to continue using these platforms.

- **Sampling Unit**

This study's sample unit consists of individual Netflix customers in Thailand, with an emphasis on their satisfaction and attitude toward utilizing the platform, along with their determination of continuing using OTT services.

- **Sampling Unit**

A sample size estimation was conducted out in light of the limitations on the size of the research population. Using Calculator.net, based on Thailand's population of 66.05 million, the number of survey respondents for this investigation was determined to be 400.

Calculator.net determined that a minimum of 385 respondents would be required to meet the desired statistical constraints. Upon review, the researchers found that 400 respondents were sufficient and accepted for this study.

- **Sampling Procedure**

Convenience sampling, data was collected for the investigation using a type of non-probability sampling. Each data point was initially reviewed to guarantee conformity with the goals of the research. Due to time limitations, the study team opted against using a probability sampling technique. Because of

time constraints and the ease of use of the approach, convenience sampling was determined to be the best option for the study.

Research Instrument

The survey for this study aims to assess the factors influencing the intention to continue using OTT platforms, focusing on Netflix users in Thailand. It is administered online to ensure participants meet the criteria of being active Netflix subscribers. The questionnaire consists of 39 questions divided into three sections.

The first section includes screening questions to ensure eligibility, while the second section addresses the independent and dependent variables of the study, such as attitude, satisfaction, perceived performance, enjoyment, usefulness, ease of use, and continuance intention. The final section collects demographic information.

Methods of Data Gathering and Procedures

This study used both primary and secondary data collection methods to evaluate variables affecting Thai consumers' intention to continue using OTT platforms, especially Netflix.

For primary data, an online survey was sent to Thai Netflix subscribers through digital media. It included screening questions to ensure qualified respondents. Participants who did not regularly use Netflix were excluded. The survey asked about respondents' agreement with statements related to perceived performance, ease of use, usefulness, enjoyment, customer satisfaction, attitude toward use, and intention to continue using Netflix, using a 5-point Likert scale.

Demographic data, including age, gender, income, and Netflix usage frequency, were also gathered. The survey asked about viewing habits and preferred content types, like documentaries and TV programs.

Secondary data came from credible sources like online databases, academic journals, and industry reports on OTT platforms and user satisfaction. This data supported the study's theoretical framework and hypotheses.

Together, primary and secondary data guided the research design, hypotheses, sample size, and data analysis, ensuring the reliability of the results.

Statistical Treatment of Data

Both the null hypothesis (Ho) and the alternative hypothesis (Ha) were established for each of the conceptual framework's hypotheses (H1 through H6). The p-value, which represents the significance level, among the variables was assessed using multiple linear regression analysis. For every measured variable, the p-value stated if it was appropriate to accept or reject the null hypothesis. Software called Cloud Jamovi was used to evaluate the data gathered from 400 responders.

Data Analysis and Critical Discussion of Result

The results of the study are presented in this chapter using both descriptive and inferential statistical analysis, along with hypothesis testing. The data analysis was conducted using the JAMOVI software, which facilitated the collection, evaluation, and interpretation of the results. Descriptive analysis, which summarizes sample characteristics, and inferential analysis, which tests the study hypotheses and offers information about the relationships between the variables, are the two primary phases of the analytical process.

Reliability Testing

The research questionnaire was rigorously evaluated for potential flaws or discrepancies after 400 individuals responded. Cronbach's Alpha (1951) was used to evaluate the reliability of the survey instrument; each item had a level of 0.6 or above, which was considered satisfactory. Table 1 compiles the reliability test results.

Table 1: The Value of Reliability Analysis of Each Item and Variable in this Study (n=400)

Variables	Cronbach's Alpha	Strength of Association	N. of items
Perceived performance	0.770	Acceptable	4
Perceived enjoyment	0.774	Acceptable	4
Perceived ease of use	0.756	Good	4
Perceived Usefulness	0.736	Acceptable	4

Customer satisfaction	0.751	Acceptable	4
Attitude to use	0.781	Excellent	4
Continuance intention to use (CIS)	0.745	Good	4

Descriptive Analysis of Demographic Data

A total of 406 respondents, or 105.45% of the target sample size, took part in the study that the researchers conducted among Netflix users in Thailand between September and October 2024. 400 appropriate individuals (103.9% of the sample total) were added to the data analysis after six participants were eliminated for giving erratic or insufficient answers. The demographic information collected included gender, age group, income, frequency of Netflix use, subscription duration, device usage, payment methods, and content preferences. This extensive descriptive study sought to accurately identify and analyze respondent characteristics, offering useful insights for additional studies on user behavior and preferences.

Table 2: Demographic information analysis by using frequency distribution and percentage

(n=400)

Demographic Factor	Frequency	Percent
Gender		
Female	276	69.0 %
Male	117	29.3 %
Not Specified	7	1.8%
Total	400	100%
Age Group		
Under 18	24	6.0 %
18-24	75	18.8 %
25-34	231	57.8 %
35-44	45	11.3 %
45 and above	25	6.3 %
Total	400	100%
Income		
Less than 20,000 THB	29	7.2%
20,000 to 39,999 THB	167	41.8%
40,000 to 59,999 THB	183	45.8%
60,000 to 79,999 THB	19	4.8%
80,000 THB and higher	2	0.5%
Total	400	100%
Frequency of useNetflix		
Daily	35	8.8%
2-3 times a week	215	53.8%
Once a week	94	23.5%
2-3 times a month	50	12.5%
Rarely	6	1.5%
Total	400	100%
Subscription duration		
Less than 6 months	26	6.5 %
6 months – 1 year	150	37.5 %
1 – 2 years	152	38.0 %
More than 2 years	72	18.0 %
Total	400	100%
Device Usage		
Mobile phone	142	35.5 %
Tablet	137	34.3 %
Laptop / Desktop	73	18.3 %
Smart TV	48	12.0 %
Total	400	100%
Payment methods		

Self – paid	185	46.3%
Shared payment with others	155	46.3 %
Family / Partner pays	55	13.8 %
Other	6	1.5%
Total	400	100%
Content preferences		
Movies	117	29.3 %
TV Shows / Series	173	43.3%
Reality Shows	58	14.5%
Anime	29	7.2%
Stand-up Comedy	15	3.8%
Other	8	2.0%
Total	400	100%
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2-3 times a month	50	12.5%
Rarely	6	1.5%
Total	400	100%
Subscription duration		
Less than 6 months	26	6.5 %
6 months – 1 year	150	37.5 %

Source: Conduct by author.

Hypothesis Testing Result

Linear regression was used to explore relationships between variables like perceived performance, enjoyment, ease of use, usefulness, attitude toward continuance intention, and customer satisfaction. Three separate multiple linear regression models were conducted: the first analyzed the impact of perceived performance and enjoyment on customer satisfaction, the second explored the relationship between perceived usefulness, ease of use, and attitude toward use, and the third assessed how attitude and satisfaction affect continuance intention. To ensure reliable results, the variance inflation factor (VIF) was kept below 5, and the R-squared value indicated how much of the variation in the dependent variable was explained by the independent factors. This methodology helped to understand the key determinants of continued OTT platform use.

- **Result of Multiple Linear Regression of H1, H2**

The hypothesis under consideration is:

Ho: There is no significant influence of perceived performance(H1) and perceived enjoyment (H2) on customer satisfaction among the continuance intention to use of Netflix users in Thailand.

Ha: There is significant influence of perceived performance(H1) and perceived enjoyment (H2) on customer satisfaction among the continuance intention to use of Netflix users in Thailand.

The study examined how perceived performance and enjoyment impact customer satisfaction among Thai Netflix users. The results showed that perceived performance significantly influenced customer satisfaction (p-value <0.001), with a coefficient value (B) of 0.2630 and a beta value of 0.3146, indicating a moderate effect. The variance inflation factor (VIF) was 1.01, showing no multicollinearity.

In contrast, perceived enjoyment had a p-value of 0.523, exceeding the 0.05 threshold, meaning its effect on customer satisfaction was not statistically significant. The coefficient (B) for enjoyment was 0.0259, and the beta value was 0.0305, both indicating a negligible effect. The VIF for enjoyment was also 1.01, confirming no multicollinearity.

Overall, perceived performance significantly impacts customer satisfaction, while perceived enjoyment does not.

Table 3 : Result of Multiple Linear Regression (MLR) for H1,H2

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Perceived Performance	0.2630	0.0399	0.3146	6.589	< .001*	1.01	Reject
Perceived Enjoyment	0.0259	0.0405	0.0305	0.639	0.523	1.01	Fail to Reject
RR-Square				0.102			
AAdjusted R-Square				0.0970			
Note: *Beta coefficient is reported with p-value less than 0.05; Customer Satisfaction (CS) - dependent variable B: Unstandardized coefficients B SE B: the standard error for the unstandardized beta β : the standardized beta t: t-value p: p-value VIF: Variance Inflation Factor							

- **Result of Multiple Linear Regression of H3, H4**

The hypothesis under consideration is :

Ho: There is no significant influence of perceived ease of use(H3) and perceived usefulness (H4) on customer's attitude to use among the continuance intention to use of Netflix users in Thailand.

Ha: There is significant influence of perceived ease of use(H3) and perceived usefulness (H4) on customer's attitude to use among the continuance intention to use of Netflix users in Thailand.

Table 4 presents the results of the analysis on how perceived usefulness and ease of use affect consumers' attitudes toward using Netflix. Both factors significantly impacted attitudes, with p-values below 0.001, leading to the rejection of the null hypotheses for H3 and H4.

The coefficient for perceived ease of use was 0.211, with a beta value of 0.230, indicating a moderate positive effect. Perceived usefulness had a coefficient of 0.200 and a beta value of 0.186, showing a positive impact on attitudes toward use. Both variables had a VIF of 1.04, confirming no multicollinearity.

The model explained 10.4% of the variation in users' attitudes, with an R-squared value of 0.104 and an adjusted R-squared value of 0.0993. The model's outcomes are reliable with a 95% confidence level, and the absence of multicollinearity further supports its validity. The findings highlight the importance of perceived usefulness and ease of use in shaping Thai users' opinions of Netflix.

Table 4 : Result of Multiple Linear Regression (MLR) for H3, H4

Variables	B	SE B	β	t	p	VIF	Null Hypothesis
Perceived Ease of Use	0.211	0.0444	0.230	4.76	<.001*	1.04	Reject
Perceived Usefulness	0.200	0.0519	0.186	3.85	<.001*	1.04	Reject
RR-Square				0.104			
AAdjusted R-Square				0.0993			
Note: *Beta coefficient is reported with p-value less than 0.05; Attitude to use (AU) - dependent variable B: Unstandardized coefficients B SE B: the standard error for the unstandardized beta β : the standardized beta t: t-value p: p-value VIF: Variance Inflation Factor							

• **Result of Multiple Linear Regression of H5, H6**

The hypothesis under consideration is:

Ho: There is no significant influence of customer satisfaction (H5) and attitude to use (H6) on continuance intention to use among Netflix users in Thailand.

Ha: There is significant influence of customer satisfaction (H5) and attitude to use (H6) on continuance intention to use among Netflix users in Thailand.

Table 5 shows the results of the analysis on how customer satisfaction and attitude toward use affect Thai Netflix users' intention to continue using the service. Both factors had a significant impact, with p-values below 0.001, leading to the rejection of the null hypotheses for H5 and H6.

Attitude toward use ($B = 0.273, \beta = 0.295$) and customer satisfaction ($B = 0.166, \beta = 0.163$) both had positive effects, with VIFs of 1.11, indicating no multicollinearity. As users' attitudes improve, their likelihood of continued use increases. The model's R-squared value of 0.144 indicates that customer satisfaction and attitude toward use explained 14.4% of the variation in continuance intention. The adjusted R-squared value of 0.139 reflects a slight adjustment for the number of predictors, ensuring reliability.

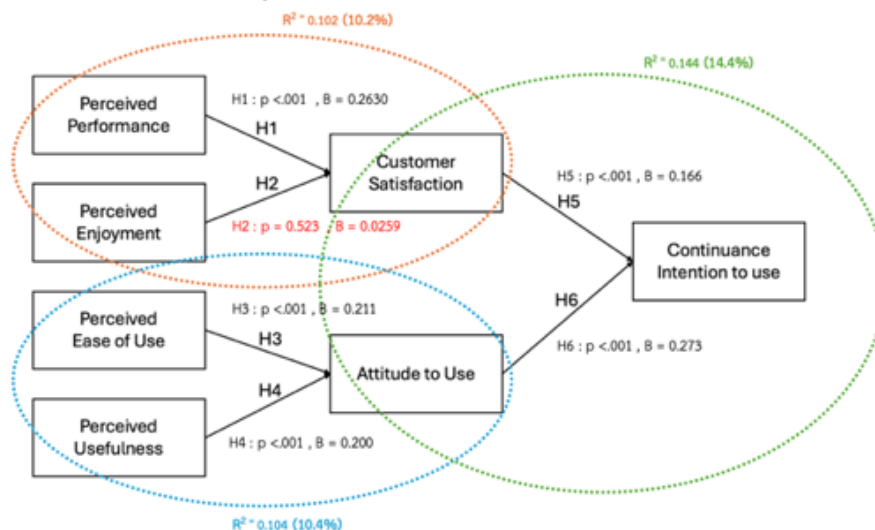
The results are trustworthy, with a 95% confidence level. The absence of multicollinearity further supports the findings, concluding that customer satisfaction and attitude toward use significantly influence Netflix users' intention to continue using the platform in Thailand.

Table 5: Result of Multiple Linear Regression (MLR) for H5, H6

Variables	B	SE B	β	t	p	VIF	Null Hypothesis	
Attitude to use	0.273	0.0452	0.295	6.04	<.001*	1.11	Reject	
Customer Satisfaction	0.166	0.0498	0.163	3.34	<.001*	1.11	Reject	
RR-Square							0.144	
AAdjusted R-Square							0.139	

Note: *Beta coefficient is reported with p-value less than 0.05; Continuance intention to use (CIS) - dependent variable
 B: Unstandardized coefficients B | SE B: the standard error for the unstandardized beta | β : the standardized beta | t: t-value | p: p-value | VIF: Variance Inflation Factor

Figure 1: The Structure Model Result



Conclusion

Summary of Finding

This study aimed to explore factors influencing Thai consumers' intention to continue using OTT platforms. The sample size, calculated using population estimates from the Thailand Board of Investment (2023), was set at 385 respondents, with 406 initially participating. After data screening, 400 valid responses were analyzed using closed-ended questions from a questionnaire, processed through

JAMOVI analysis. Reliability was assessed using Cronbach's Alpha (value > 0.6), with the inter-rater reliability coefficient above 0.5.

Descriptive statistics, including means, frequencies, and standard deviations, were used to summarize the data. Multiple linear regression (MLR) analysis evaluated the relationships among seven key variables.

Demographic analysis revealed that most respondents were female (69.0%) and aged 25-34 (57.8%). Most respondents had a monthly income between 40,000–59,999 THB (45.8%) and used Netflix 2-3 times per week (53.8%), with a subscription duration of 1-2 years (38.0%). The most common device used was a mobile phone (35.5%), and TV shows/series were the most popular content type (43.3%).

The study found the highest mean and standard deviation for perceived performance ($\bar{x} = 3.80$, $SD = 0.83$), followed by perceived enjoyment and attitude. The intention to continue using Netflix had a mean of $\bar{x} = 3.77$. Consumer satisfaction, perceived ease of use, and perceived usefulness also showed significant means and standard deviations.

Three MLR models assessed the relationships between key variables. The first model revealed that enjoyment and perceived performance strongly influenced customer satisfaction. The second model showed that perceived utility and ease of use affected customer perceptions. The third model examined how attitude and customer satisfaction impacted the decision to continue using Netflix.

The analysis led to the rejection of the null hypothesis for five variables (customer satisfaction, attitude, perceived performance, perceived usefulness, and ease of use), as their p-values were below 0.05. However, the null hypothesis was maintained for perceived enjoyment, which had a p-value higher than 0.05.

Table 6: Summary of the Hypothesis Testing Results

Statement of Hypothesis	p-value	Decision Results
H ₁ : Perceived performance has no significant influence on customer satisfaction among the continuance intention to use of Netflix users in Thailand.	<.001*	Reject
H ₂ : Perceived enjoyment has no significant influence on customer satisfaction among the continuance intention to use of Netflix users in Thailand.	0.523	Fail to Reject
H ₃ : Perceived ease of use has no significant influence on customer's attitude to use among the continuance intention to use of Netflix users in Thailand.	<.001*	Reject
H ₄ : Perceived usefulness has no significant influence on customer's attitude to use among the continuance intention to use of Netflix users in Thailand.	<.001*	Reject
H ₅ : Customer satisfaction has no significant influence on continuance intention to use among Netflix users in Thailand.	<.001*	Reject
H ₆ : Customer's attitude to use has no significant influence on continuance intention to use among Netflix users in Thailand.	<.001*	Reject
H ₁ : Perceived performance has no significant influence on customer satisfaction among the continuance intention to use of Netflix users in Thailand.	<.001*	Reject

Discussion based on Findings (conclusions based on Findings)

The hypothesis test results indicate that customer satisfaction is significantly influenced by perceived performance, but not by perceived enjoyment. Perceived usefulness and ease of use also have a significant impact on customer perceptions. Additionally, customer satisfaction and attitude toward using OTT platforms play a key role in determining the intention to continue using Netflix among Thai users.

- **Customer satisfaction, Attitude to use and Continuance Intention to use**

The study shows that Thai users' intention to continue using Netflix is significantly influenced by their attitude toward use and customer satisfaction. Customer satisfaction has a positive impact ($B = 0.166$, $\beta = 0.163$, $p < 0.001$), while attitude toward use has a stronger effect ($B = 0.273$, $\beta = 0.295$, $p <$

0.001). These findings align with Davis's Technology Acceptance Model (TAM), which emphasizes the importance of satisfaction and attitude in influencing continued technology use.

Customer satisfaction reflects Netflix's success in meeting user expectations, such as consistent streaming and diverse content. Kotler and Keller (2016) stress that satisfaction is key for long-term loyalty and trust. In the competitive OTT market, this helps prevent users from switching to competitors.

Attitude to use, with its higher coefficient, shows the emotional and psychological impact on user behavior. Positive perceptions of Netflix increase emotional attachment, which Kim et al. (2021) noted leads to greater loyalty and continued use.

The adjusted R-squared value of 0.144 indicates that customer satisfaction and attitude explain 14.4% of the variation in continuance intention. However, the remaining unexplained variance suggests external factors like peer recommendations or pricing strategies may also play a role, as highlighted by Dwivedi et al. (2021).

- **Perceived Performance, Perceived Enjoyment and Customer satisfaction**

The study shows that perceived performance significantly affects customer satisfaction among Thai Netflix users ($B = 0.263$, $\beta = 0.3146$, $p < 0.001$), while perceived enjoyment has no significant impact ($B = 0.0259$, $\beta = 0.0305$, $p = 0.523$). This suggests that users prioritize functional aspects like streaming quality, platform reliability, and speed over entertainment value.

The significance of perceived performance supports Bhattacharjee's (2001) Expectation-Confirmation Model, which emphasizes the role of performance in meeting user expectations and enhancing satisfaction. Netflix's reliable streaming quality—minimal buffering, fast load times, and seamless playback—builds trust and drives satisfaction, highlighting the importance of performance in user retention.

In contrast, the lack of significance for perceived enjoyment reflects changing user expectations in the competitive OTT market. While enjoyment may have been a key factor early on, with platforms like Disney+, Amazon Prime, and HBO Max offering similar content, users now prioritize functional attributes like content personalization, diverse options, and flexible subscriptions. Lee, Park, and Kim (2020) argue that reliability and usability now outweigh entertainment value in competitive service markets.

The R-squared value of 0.102 indicates that perceived performance and enjoyment together explain only 10.2% of customer satisfaction, suggesting that other factors like content relevance, pricing, or social influences also play a role.

- **Perceived Ease of Use, Perceived Usefulness and Attitude to Use**

The study shows that both perceived ease of use and perceived usefulness significantly influence consumer attitudes toward Netflix, with perceived ease of use having a slightly stronger impact ($B = 0.211$, $\beta = 0.230$, $p < 0.001$) compared to perceived usefulness ($B = 0.200$, $\beta = 0.186$, $p < 0.001$). These findings align with the Technology Acceptance Model (TAM), which emphasizes that attitudes toward technology are shaped by its ease of use and perceived usefulness.

The significance of perceived ease of use highlights the importance of intuitive platform design. User-friendly interfaces and seamless navigation, like Netflix's personalized recommendations, reduce resistance and foster positive attitudes, consistent with Venkatesh and Bala (2008), who found that systems perceived as easy to use lead to higher user satisfaction and engagement.

Perceived usefulness reflects the value users derive from Netflix in fulfilling their entertainment needs. The platform's diverse content and effective recommendation system enhance users' perceptions of its utility, aligning with Teo et al. (1999), who found that usefulness is a key factor in shaping attitudes, especially in hedonic systems.

Perceived ease of use and usefulness together explain 10.4% of the variance in attitude toward use ($R\text{-squared} = 0.104$), suggesting that other factors, like societal influence or brand loyalty, may also contribute to user attitudes, as noted by Gefen et al. (2003).

Recommendations based on Findings

This study provides insights into the factors that influence Thai consumers' intention to continue using Netflix, customer satisfaction, and attitudes toward the platform. Based on these findings, the following recommendations are made to improve Netflix's performance and user engagement.

Firstly, customer satisfaction is key to Netflix's success, with perceived performance, such as high-quality streaming, video, sound quality, and effective recommendations, playing a significant role. To meet users' expectations, Netflix should prioritize technological advancements like optimizing servers, bandwidth management, and refining recommendation algorithms for more personalized suggestions. These efforts will reinforce Netflix's reputation as a reliable, user-centric platform.

Secondly, user attitudes are shaped by the ease of use of the platform. A seamless, intuitive interface is crucial for user engagement. Netflix can improve navigation by focusing on design updates for diverse users, including first-time users. Features like structured tutorials, personalized dashboards, and quick access options will simplify navigation and foster positive attitudes toward the platform.

Third, perceived usefulness is important in shaping attitudes. Users value Netflix's ability to fulfill their entertainment needs, but in a competitive market, value-added features are essential. Expanding exclusive content tailored to Thai audiences, offering offline downloads, and implementing virtual watch parties can increase Netflix's perceived utility. Personalized notifications based on user preferences will further deepen engagement.

Moreover, satisfied users are more likely to continue using Netflix. Netflix can enhance this by proactively engaging users through regular feedback, resolving issues promptly, and offering loyalty programs with benefits such as discounts and early access to content.

Finally, to sustain positive attitudes and loyalty in a competitive OTT market, Netflix should innovate with cutting-edge features like 4K streaming, virtual reality, and interactive storytelling. Collaborating with regional influencers and promoting local content will help build emotional connections with Thai users, ensuring Netflix remains a key part of their entertainment routines.

In conclusion, Netflix should focus on improving perceived performance, ease of use, and usefulness, while considering evolving user expectations, competitive dynamics, and social influences. Future studies could explore factors like pricing models, peer recommendations, and local content strategies to further refine Netflix's offerings. By following these recommendations, Netflix can enhance user satisfaction, foster positive attitudes, and maintain a competitive edge in the OTT market.

Further Studies

This study provides valuable insights into the factors influencing the intention to continue using OTT platforms, specifically focusing on Netflix users in Thailand. However, several opportunities exist for future research to expand and deepen this understanding.

Future studies could explore specific demographic groups, such as Generation Z, Millennials, or rural vs. urban populations, to better understand how different groups perceive and use OTT platforms. Additionally, while this study focused on Netflix, expanding the analysis to include other OTT platforms like Disney+, Amazon Prime Video, and local competitors like WeTV and 3 Plus+ could offer a broader view of the OTT market and highlight platform-specific strengths and weaknesses.

Cultural influences, such as local content preferences, language, and viewing habits, also warrant further exploration. Understanding these factors could provide deeper insights into user engagement in a localized context.

Incorporating other theoretical frameworks, like the Unified Theory of Acceptance and Use of Technology (UTAUT), could enrich the findings. The UTAUT model introduces additional variables like social influence and facilitating conditions, offering a broader view of technology adoption and usage behavior. This could help explore further factors influencing user intentions to continue using OTT platforms.

A longitudinal approach could track changes in user behavior over time, identifying emerging trends and shifts in user priorities in the rapidly evolving OTT industry. Furthermore, investigating the impact of emerging technologies, such as AI-driven personalization and gamification, could reveal how innovations influence user satisfaction and retention. Examining the role of different subscription models, such as ad-supported vs. premium, could provide insights into how pricing affects user decisions.

Cross-regional and international comparisons could also uncover regional differences in user behavior and preferences, offering valuable insights for global OTT strategies. Qualitative methodologies like interviews or focus groups could supplement quantitative research by exploring user motivations, while examining the views of non-users or those who have canceled subscriptions could reveal barriers to adoption or reasons for attrition.

In conclusion, this study contributes to understanding user behavior regarding OTT platforms in Thailand. Future research can build on these findings by exploring diverse demographics, incorporating broader theoretical frameworks, and addressing emerging trends and technologies, further enriching the understanding of the dynamic OTT landscape.

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