AN INFLUENCE OF USER EXPERIENCE AND BRAND EXPERIENCE ON THE CUSTOMER SATISFACTION AT DISNEY+ HOTSTAR DIGITAL STREAMING SERVICES

Firsan Nova[1], **Putri Elma Fitria[2]**

[1,2]Program Studi Manajemen, Universitas Darma Persada
email: *firsannova@yahoo.com*

ABSTRACT

Nowadays, we have entered the era of digitalization 4.0 which makes the internet play a very important role in supporting and facilitating humans in their daily activities through a variety of existing technologies. The problems identified were several poor ratings accompanied by complaints submitted by Dinsey+ Hotstar customers regarding the use of the application and there was a lot of competition among Video On Demand (VOD) which caused an unstable subscription rate in Q4 2020 until Q1 2022. This study objectives to examine the influence of User Experience and Brand Experience on Customer Satisfaction at Disney+ Hotstar digital streaming services in Bekasi City. This study applied a causal research type by a quantitative approach. The final sample was 100 which were rounded off from the results of the calculation of Slovin's formula i.e., 98.01, and also with conditions met, i.e., at least three times in 1 month final. The data analysis technique uses a multivariate approach with a regression technique. The results of empirical research after the alternate hypothesis test was carried out on User Experience and Brand Experience to Customer Satisfaction resulted in research findings that stated a significant influence on Disney+ Hotstar Customers as partially and simultaneously.

Keywords: User Experience, Brand Experience, Customer Satisfaction, Video On Demand (VoD)

INTRODUCTION

Nowadays, we have entered the era of digitalization 4.0 which makes the internet play a very important role in supporting and facilitating humans in their daily activities through a variety of existing technologies (Kessler & Viola, 2017). Interconnection-networking or the internet is a network that links any electronic media by another electronic media swiftly and properly. The stages of changing information among regions and betwixt countries do not much differ through the information exchange within a corporate, merely the media is other (Santoso, Sani, Husain, & Hendri, 2021). The communication network will convey some of the information sent by transmitting signals with an adjusted frequency. The Internet has gone through several developments to date (Bourgeois & Bourgeois, 2014). Ranging from young people to adults, the majority use the internet as a media tool in carrying out and associating various human activities accurately, efficiently, and effectively, which report the share of web traffic by device, as viewed in Figure 1:

(Source: *https://datareportal.com/reports/digital-%202022-global-digital-overview*)
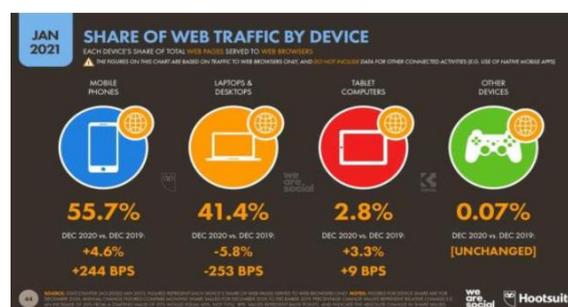
Communities need devices to access the internet in the form of certain technologies. If in terms of its use, the development of information technology is endless. So that a lot of changes have occurred starting from information, communication, and the devices used. Based on survey data (Figure 1) on datareportal.com in January 2021, 55.7% used mobile phones, 41.4% used laptops and desktops, 2.8% used tablet computers and 0.07% used others. This shows that

the majority prefer mobile phones as the main device. The survey also shows that from 2019 to 2020 there was an increase of 4.6% for those using mobile phones, a reduction of 5.8% for using laptops and desktops, and an increase of 3.3% for those using tablet computers. This shows that from December 2019 to January 2021 there was no change, that mobile phones are still in the first place as the device used by the majority in accessing the internet. When viewed in terms of size and dimensions, mobile phones have the smallest size among other devices, thus making mobile phones more practical when compared to others, which report the daily time spent exploit with media, as viewed in Figure 2:
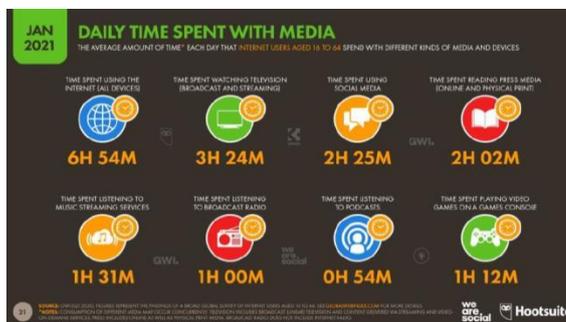

Figure 2. Time in Using the Internet
(Source: *https://datareportal.com/reports/digital-%202022-global-digital-overview*)

The internet has several benefits in every field, such as business, education, information, health, and social and entertainment. Various benefits from each field make people use the internet to fulfilling their daily activities and needs. Based on report survey data from datareportal.com in January 2021 which raised the theme of average internet use at the age of 16-64 years, the first place is internet usage (on all devices) of 6 hours 54 minutes. In second place is watching movies in the form of broadcast and streaming with an average usage of 3 hours and 24 minutes. In third place is using social media with an average usage of 2 hours and 25 minutes. Fourth place is reading press media in the online form and physical print in the form of broadcast and streaming with an average usage of 2 hours and 2 minutes. In fifth place is listening to music on streaming services with an average usage of 1 hour 31 minutes. In sixth place is playing video games with an average use of 1 hour and 12 minutes. In seventh place is listening to radio broadcasts with an average use of 1 hour. In the last sequence, listening to podcasts with an average usage of 54 minutes.

The presence of the Disney+ Hotstar SVOD service has defeated Netflix, which is believed to have succeeded in stealing the SVOD service market in Indonesia. This proves that in Q4 2020, Disney+ Hotstar was successful in the SVOD service market in Indonesia, as viewed in Figure 3:
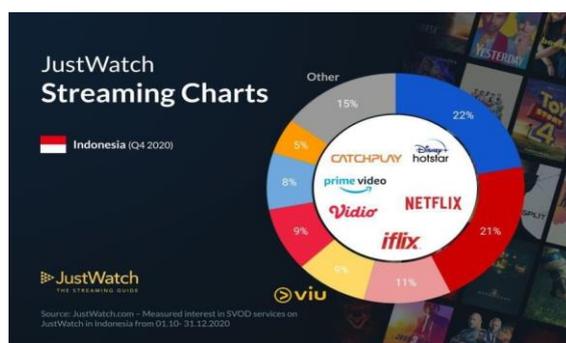

Figure 3. Survey of SVoD Service Enthusiasts, Indonesia Q4 2020
(Source: *justWatch.com, 2022*)

However, based on a survey from justwatch.com users of the SVOD service, in Q4 2022 it can be seen in Figure 4:

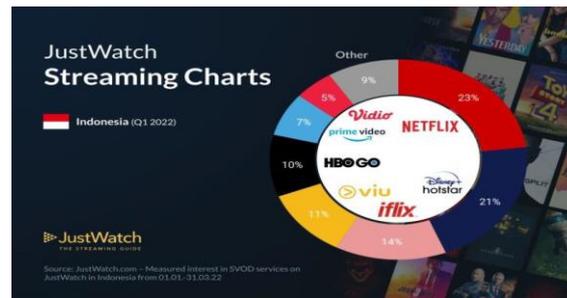Figure 4. Survey of SVoD Service Enthusiasts, Indonesia Q1 2022
(Source: *justWatch.com*, 2022)

Disney+ Hotstar's position was shifted by Netflix with a percentage of 23% of users and Disney+ Hotstar was ranked second with a percentage of 21% of users. Then followed by Iflix with 14% of users, Viu and Vidio ranked the same, namely 12% of users, Prime Vidio with 7% of users and also HBO GO with 10% of users.

The definition of the Internet according to the A.S. Hornby (hal. 680) stands for International Networking or Interconnection Networking is a global network media that connects computers in all parts of the world (Saragih & Husain, 2012). One of the benefits of the internet in the entertainment sector is watching movies online in streaming form. One form is in the form of Video On Demand (VOD) services. Video On Demand (VOD) is one form of entertainment that is increasingly in demand by the public, especially young people (Ildir & Celik Rappas, 2022). Freedom in choosing the film or series you want to watch is an advantage that VOD has. The world of digital entertainment is evolving faster with the sign that people no longer rely on television, because VOD services are available that don't have to wait for broadcast time (Burroughs, 2019). One of the Video On Demand (VOD) services that is in great demand by the public is Disney Plus Hotstar (Disney+). Disney+ is a VOD service from India owned by Star India, a subsidiary of The Walt Disney Company. Disney+ Hotstar's SVOD service also made a breakthrough by providing more than 300 local content, including exclusive ones. The Disney Company understands the importance of product localization to get consumers' attention in a competitive market (MultiLingual, 2021). In line with the rapid growth of digital technology, user experience has become a popular research topic today. User experience becomes important in product development due to the adjunction functional and interfaces complexity of products, the growth of new interaction outlooks, availability of innovative technologies and tools, etc (Filippi & Barattin, 2017). User experience heads to the internal and personalized

feelings that a person has now that utilizing a product or service (Chen, You, & Wang, 2018). A brief description of how the user experience is, can be seen in the responses, reviews or reviews from customers after they use a product or service. This of course can also describe how satisfied a customer is with the product or service.

Previous experience with a brand has a large implication on brand choice for subsequent purchases (Sahin, Zehir, & Kitapçı, 2011). Each brand has a different brand experience as well. Brand stimuli (for example, colors, shapes, typography, mascots, slogans, designs, and brand characters) evoke sensory, intellectual, affective, social, and behavioral experiences and can evoke sensory, emotional as well as intellectual experiences (Brakus, Schmitt, & Zarantonello, 2009). Such efficiency and control over media choice and consumption can greatly motivate customers to engage in binge-watching behavior. Therefore, there are still non-technical factors from Disney+ that are humane and need to be known through brand experience (Shim & Kim, 2018). Each brand has a different brand experience as well. In addition, brand experiences also vary in intensity and strength, which makes some brands have a better experience (Sand, Frison, Zotz, Riener, & Holl, 2020).

In providing a memorable brand experience, Disney+ Hotstar provides story synopsis and trailers or screenshots of each content that can be watched first before customers start watching in its entirety. Disney+ Hotstar has dark blue as the color that represents its brand identity and also the slogan "Best Movies For Families" which is quite popular, so it can trigger the sensory experience of its customers. In addition, Disney+ Hotstar also attaches great importance to personalization to better understand its customers and provide a unique experience. Hotstar's Disney+ subscription business model echoes Pay TV, but its algorithmic reference system is still purely new media (Zahara, Wulandari, Kairupan, & Hidayat, 2022). Therefore, it is also necessary to

know whether with these advantages, Disney+ Hotstar has been able to help customers solve the problems they face (Lobato, 2019). Disney+ provides a diverse collection of professionally produced, varied, and worldwide content that is not necessarily available on other digital streaming services (Ko, Lee, Park, & Choi, 2022). Even though the amount and type of content in each country varies due to broadcast licensing matters and regulations in certain countries, all Disney+ exclusive and original content, most of which are of good quality, can be enjoyed by Indonesian subscribers.

Some of the literature reviewed include: (1) Effect of User Experience on E-Government Service User Satisfaction: Case Study of the GAMPIL Application using 398 samples using a simple linear regression technique which proves that user experience has a significant impact on user satisfaction with a contribution of 99.2 percent (Amalina & Jumhur, 2018). (2) The implication of software user experience towards customer satisfaction with usability aesthetics, identification, utility, and value factors to the customer satisfaction of smartphones users in Jordan using 393 samples using a simple and hierarchical regression technique which proves that all UX variables affect customer satisfaction. Value is the most influential variable. There is statistical significance in adopting UX patterns for smartphone users appropriate to gender, age, and experience; education level showed no statistical impact (Badran & Al-Haddad, 2018). (3) Influence of Brand Experience to the Brand Loyalty in Indonesian Casual Dining Restaurant (three local brands and two international brands) in Malang City, East-Java Province using 120 samples using a SEM analysis and confirmatory factor analysis which proves that brand experience was discovered to have a positive direct effect on customer satisfaction and brand loyalty (Hussein, 2018). (4) The Customer Satisfaction of Online Transportation in Indonesia on conference proceedings at online transportation customer

satisfaction in Indonesia using 332 samples using associative methods proves that interface and user experience, and consumer innovativeness on consumer satisfaction, as well as consumer innovation on consumer satisfaction, while online shopping attitudes showed no effect (Sanny, Larasathy, Claudia, & Widarman, 2019).

The problems identified were several poor ratings accompanied by complaints submitted by Dinsey+ Hotstar customers regarding the use of the application in the form of errors, bugs, and other technical problems. This shows that Dinsey+ Hotstar still needs to carry out further and in-depth evaluations regarding the user experience of its customers. In addition, there was a lot of competition between Video On Demand (VOD) which caused an unstable subscription rate in Q1 2020 Disney Hotstar was ranked number one with a percentage of 24% of users, then in Q4 2022 Disney+ Hotstar experienced a decrease in users and was ranked second after Netflix with a percentage of 21%. Therefore, this study objetives to discuss the influence of User Experience and Brand Experience on Customer Satisfaction of Disney+ Hotstar Digital Streaming Services (Case study on Disney+ Hotstar in Bekasi City). This research is practically expected to provide solutions to solving problems related to user experience and brand experience towards customer satisfaction for companies and as input for decision makers to determine company policy.

RESEARCH METHODS

This study takes a causal research type by a quantitative approach in which identifies the extent and nature of cause-and-effect relationships between two or more variables (Mertler, 2022, hal. 108). Research variables are everything in any form decided by the researchist (Sugiyono, 2018, hal. 67). To simplify comprehension and illustrate what is refers by variables in this study, it needs to supply a research model constellation as follows:
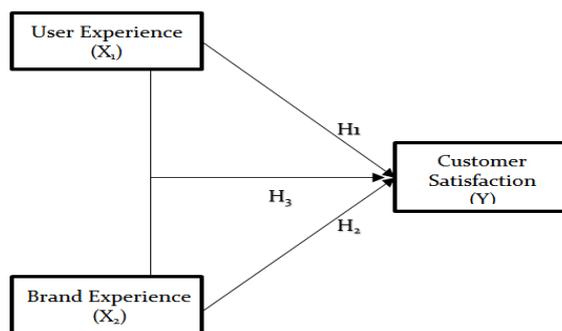
Source: (Author Elaborate, 2022)

The location of this research was put to death in the Bekasi City area with the research object of the Disney+ Hotstar digital streaming service. As for the respondents, namely users of the Disney+ Hotstar service, the research was conducted from May to July 2022.

Measurement of the User Experience (X1) variable adopted six dimensions with eighteen indicators: functional, informational, perceptual, usefulness, psychological, and social (Robert, 2014). The measurement of the Brand Experience (X2) variable uses three dimensions with twelve indicators: sensory, affective, and behavioral (Brakus, Schmitt, & Zarantonello, 2009). The measurement of the Customer Satisfaction (Y) variable uses four dimensions with twelve indicators: a product and service feature, attribution, comprehends of equity or fairness, and other users (Zeithaml, Bitner, & Gremler, 2017).

The final was 100 which were rounded off from the results of the calculation of the Slovin' formula, and also with conditions met, i.e., at least three times in 1 month final

The sample in this study was 100 which were rounded off from the results of the calculation of the Slovin' formula at a result of 98.01 using a precision score of 0.1, where the respondent was determined to be a user of the Disney+ Hotstar digital streaming service with conditions met, i.e., at least three times in 1 month final. Based from the (Kaptein, Nass, & Markopoulos, 2010), the questionnaire as a means of collecting data is measured using an Ordinal scale. All of these instruments are measured using a 'Likert' scale (Sani, Wiliani, & Husain, 2019).

The data analysis technique uses a multivariate approach with regression technique, which can be developed from several stages by utilizing a structured approach, such as modeling in multivariate analysis (Husain, Ardhiansyah, & Fathudin, 2021). The stages in testing the regression technique require validity testing of the data and instruments, i.e., validity and reliability. Validity requires that the validity test decision criteria have a positive correlation with the criterium (total score) and a high correlation, while the instrument being tested must have a Cronbach's alpha score of at least 0.6, the reliability results of which can be calculated using SPSS assistance (Sugiyono, 2018, hal. 268). Activities in data analysis are grouping data based on variables of entire respondents, serving data for every variable investigated, revealing computes to examine the hypothesis that has been proposed (Creswell, 2014), with several stages consist of multiple regression analysis, determination (R^2), and hypothesis testing.

RESULTS AND DISCUSSION
3.1. Results

Business Scale Disney+ Hotstar as a movie streaming application places its business on an international scale. Where Disney+ Hotstar focuses its films on Disney, Pixar, Marvel, Starwars, National Geographic, to 20th Century Fox. Disney+ Hotstar also presents original broadcast content specially produced for Disney+ Hotstar (Disney+ Hotstar - APAC Content Showcase, 2021). To attract the attention of the wider Indonesian public, the Disney+ Hotstar service also presents local films and documentaries, such as films produced by MD Pictures and Falcon.

The results of this study begin by presenting the profiles of 100 respondents from the Disney+ Hotstar digital streaming service based on distribution categories of gender, age, educational background, reasons for using Disney+ Hotstar services, and the most preferred genre. The criterion for respondents, from gender, divided by 58 percent is female and 42 percent is male. Most of them are aged 20-25 years 85 percent and have an educational background in high school or vocational school undergraduate students 92 percent. Meanwhile, the reasons for using the Disney+ Hotstar service with quite a varied percentage are because of well-known and trusted brands, recommendations from friends, and complete and easily accessible services. The most preferred genre also varies with the percentage consisting of action, drama, comedy, horror/thriller, and romance.

The results of this study further from processing with inferential statistics by presenting the data validity and instrument reliability, where the r-table is 0.1946 (dF-k calculation).

Table 1. Data Validity and Instrument Reliabitlity Outcomes

(Variable), Statements (S) on ...	r-Scoring	Conclusion (Testing)
User Experience (X1)		
S1	0.647	valid
S2	0.226	valid
S3	0.399	valid
S4	0.675	valid
S5	0.500	valid
S6	0.529	valid
S7	0.534	valid
S8	0.451	valid
S9	0.432	valid
S10	0.437	valid
S11	0.545	valid
S12	0.445	valid
S13	0.600	valid
S14	0.524	valid
S15	0.636	valid
S16	0.456	valid
S17	0.595	valid
S18	0.445	valid
Cronbach's Alpa Scoring	0.816	reliable
Brand Experience (X2)		
S1	0.552	valid
S2	0.525	valid
S3	0.501	valid
S4	0.460	valid
S5	0.508	valid
S6	0.638	valid
S7	0.656	valid
S8	0.651	valid
S9	0.550	valid
S10	0.667	valid
S11	0.682	valid
S12	0.612	valid
Cronbach's Alpa Scoring	0.821	reliable
Customer Satisfaction (Y)		
S1	0.771	valid
S2	0.643	valid
S3	0.531	valid
S4	0.567	valid
S5	0.722	valid
S6	0.653	valid
S7	0.631	valid
S8	0.688	valid
S9	0.679	valid
S10	0.623	valid
S11	0.694	valid
S12	0.666	valid
Cronbach's Alpa Scoring	0.876	reliable

Source: (Author Elaborate, 2022)

Table 1 above presents the results of data processing which concludes all statements on research variables i.e., User Experience (X1), Brand Experience (X2), and Customer Satisfaction

(Y) proceeds overall statements in a higher score > r-table (0.1946), the purpose of each statement item is declared valid. In addition, the reliability of the instrument was stated to have very good reliability with each Cronbach's Alpha scoring being greater than 0.6, meaning that the research instrument was declared reliable.

The results of multivariate analysis with multiple regressions obtained an analysis of the equations as follows:

$$Y = 3.382 + 0.443\,X1 + 0.336\,X2 + e$$

Table 2. Regression Test Outcomes

Variable	Coefficients	Significant Probability	Conclusion (Testing)
Constant	3.382		
User Experience (X1)	0.443	0.000	Accept H1
Brand Experience (X2)	0.336	0.000	Accept H2

Source: (Author Elaborate, 2022)

Table 2 on the proceeds of partial testing, obtained a significant value for the User Experience variable (X1) on Customer Satisfaction of 0.000 <0.05, meaning that User Experience has a significant influence on Customer Satisfaction in a positive direction. The first hypothesis is concluded that the significant influence on the relationship of the above variables is accepted. The significance value of the Brand Experience variable (X2) to the Customer Satisfaction is 0.000 <0.05, meaning that Brand Experience has a significant influence to the Customer Satisfaction in a positive direction. The second hypothesis is concluded that the significant influence on the above variable relationship is accepted.

Table 3. ANOVA Test Outcomes

F-Scoring	Significant Probability	Conclusion (Testing)
69.647	0.000	Accept H3

Source: (Author Elaborate, 2022)

Table 3 on the proceeds of simultaneosly testing, obtained a significant value for the User Experience (X1) and Brand Experience variable (X2) to the Customer Satisfaction is 0.000 <0.05, meaning that Both of them have a significant affect to the Customer Satisfaction.

Table 4. Determination Coefficient Test Outcomes

R^2- Scoring	Conclusion (Testing)
0.589	High Contribution

Source: (Author Elaborate, 2022)

Table 4 on the results of determination coefficient testing, obtained an R^2-scoring of 0.589 (close to 0.6), so it can be concluded that the contribution of the influence of the User Experience and Brand Experience variables to the Customer Satisfaction is 58.9 percent and the remaining 41.1 influenced by other factors.

3.2. Discussion

Influence of user experience and brand experience to the customer satisfaction at Disney+ Hotstar digital streaming services from empirical evidence in 100 respondents, which prove the first hypotesis statements i.e., a positive significant affect as User Experience on the Customer Satisfaction directly with 44,3 percent the amount of influence. This findings in line with prior study such as software user experince from (Badran & Al-Haddad, 2018) research, and internet user experience (Amalina & Jumhur, 2018), and both of them significantly influence towards customer satisfaction. User experience (abbreviated as 'UX') can be comprehend as the scope of all thoughts, feelings, sensations and actions when involved in several activities or systems (Benyon, 2019, hal. 2). In addition, it is strengthened by the value of satisfaction in using a product, system or service with the convenience, comfort, efficiency, benefits of the uses received by it. Hotstar Disney+ customers experience satisfying usage experiences

both in terms of functionality, usability, effectiveness, etc. This certainly can be an advantage that Disney+ hotstar has as one of the digital streaming services that is currently highly developed.

Customer satisfaction at Disney+ Hotstar digital streaming services from empirical evidence in 100 respondents, which prove the second hypotesis statements i.e., a positive significant as Brand Experience on the affect on Customer Satisfaction directly with 0,336 percent the amount of influence. This findings in line with prior study such as causal dining restaurant from (Hussein, 2018) research has significantly influence towards customer satisfaction and brand loyalty. Brand experience referred is driven in quantifying consumers' perception of their brand experience and is more consideration of the potential for this experience to alter into their preferential handling of the brand (Shamim & Butt, 2013). The brand experience felt by Disney+ Hotstar customers is enough to make their customers satisfied. However, Disney+ Hotstar must continue to take care of its customers in order to have a memorable experience, positive feelings towards the brand and even towards the behavior of its customers.

Customer satisfaction at Disney+ Hotstar digital streaming services from empirical evidence, which prove the third hypotesis statements i.e., a positive significant as User Experience and Brand Experience simultaneosly imply to the Customer Satisfaction directly with 58,9 percent contribution. Disney+ hotstar can also analyze the advantages of competing digital streaming services and compare them with Disney+ hotstar as a basis for developing its services.

CONCLUSION

The results of empirical research after the first hypothesis test was carried out on User Experience on Customer Satisfaction resulted in research findings which stated a significant influence on Disney+ Hotstar Customers in Bekasi City. The second hypothesis test was carried out on Brand Experience on Customer Satisfaction resulted in research findings which stated a significant influence on Disney+ Hotstar Customers in Bekasi City. Both of them, with simultaneously hypothesis was also carried out on User Experience and Brand Experience to the Customer Satisfaction with 58,9 percent contribution.
User experience is the most dominant variable, this shows that Disney+ Hotstar customers experience a satisfying use experience in terms of functionality, usability, effectiveness, etc. This

certainly can be an advantage that Disney+ Hotstar has as one of the digital streaming services that are currently highly developed. Furthermore, the brand experience felt by Disney+ Hotstar customers is enough to make their customers satisfied. However, Disney+ Hotstar must continue to take care of its customers in order to have a memorable experience, positive feelings towards the brand, and even towards the behavior of its customers when using Disney+ Hotstar.

Due to the limited scope of research that only tests empirically on customers in Bekasi City, and there is still 41.1% remaining contribution to customer satisfaction from Disney+ Hotstar Customers, this study has not yet thoroughly generalized the findings to a wider context.
Disney+ Hotstar should provide a breakthrough in the form of the latest features to improve the user experience of its services so that customers remain satisfied and reduce the possibility of switching to other digital streaming services. Services on the Disney+ Hotstar brand to be superior and become the main alternative for solving customer problems regarding entertainment needs compared to other digital streaming services. Further researchers are expected to add other variables not included in this study such as price, trust, and customer loyalty or add other factors that can affect customer satisfaction so that in the future more in-depth and comprehensive research results related to customer satisfaction obtained.

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