

Streaming Popularity: Analyzing the Competition of SVOD Brands in Achieving Preferences and Loyalty of Generation Z

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ABSTRACT

This study investigates the impact of brand experience, brand trust, brand image and brand awareness on brand loyalty among Generation Z customers. As competition intensifies in the Subscription Video On Demand (SVOD) industry, particularly with Generation Z's increasing influence, SVOD brands strive to differentiate themselves through distinct logos, enhanced user experiences, and intuitive applications. The research is set in the context of Batam, where 259 Generation Z customers participated in the study via a questionnaire distributed through Google Forms. The questionnaire employed a 5-point Likert scale to measure various brand-related factors. Respondents were selected using purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results demonstrate that brand experience has a significant positive impact on brand image, brand trust, and brand loyalty. Similarly, brand awareness positively affects both brand image and brand trust. However, brand awareness does not significantly influence brand loyalty, nor does brand trust significantly affect loyalty. Additionally, brand image has no significant impact on brand trust. The findings underscore the pivotal role of brand experience and brand image in fostering loyalty among Generation Z customers, offering valuable insights for SVOD brands aiming to enhance their market position.

Keywords: Brand Awareness, Brand Experience, Brand Image, Brand Loyalty, Brand Trust.



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INTRODUCTION

The technology landscape in Indonesia is undergoing rapid development, marked by the integration of various advanced technologies that facilitate daily activities for the populace. Government initiatives play a crucial role in enhancing and ensuring equitable distribution of Information and Communication Technology (ICT) facilities and infrastructure to propel technological progress further (APJII, 2022). According to data from the Central Statistics Agency (BPS), the Technology

and Information Development Index witnessed a growth of 5.59 in 2021. This index is measured through three key components: (1) the ICT access and infrastructure index, which assesses public accessibility and the availability of current technology, (2) the community-level index that gauges the utilization of the internet and ICT in Indonesia, and (3) the index of ICT skills and capabilities in the country.

The development of ICT infrastructure and equity in Indonesia encourage public interest and accessibility to the internet. Internet users in Indonesia also continue to experience development every year. Through survey data Indonesian Internet Service Providers Association (APJII, 2022) It is known that the number of Indonesian internet users reached 210 million people, with an increase in internet penetration in Indonesia which experienced a growth of 77.02% of the total 273 million Indonesian population who were already connected and had internet access in Indonesia (APJII, 2022) This certainly proves that the increasing importance of the use of digital technology and the internet in everyday life for the people of Indonesia. The massive increase in internet access users, of course, is used to carry out various daily activities, including accessing entertainment. Based on data from (DataReportal, 2022) Most internet users in Indonesia spend an average of 8 hours 36 minutes every day.

One type of entertainment accessed by the people of Indonesia is media technology, streaming services, television series, and digital films. Digital streaming media services or referred to as Subscription Video on Demand (SVOD), is one form of technology that is starting to replace TV shows. SVOD systems allow consumers to select as well as watch shows accessed on the network as part of an interactive system for a subscription fee. Likewise, with today's all-digital era, it is easier for people to obtain data about a product or service they are looking for, plus the increasing promotion of SVOD companies has helped in developing the market for various kinds of convenience for the community. With internet-based access facilities that can be accessed through various platforms such as (Smartphone, Smart Tv, Computer and Tablet). The emergence of SVOD has certainly begun to shift the business of selling and renting DVDs / Bluray. Models of SVOD systems have a more diverse variety of films and can also be accessed easily only through electronic gadgets that we often use. Another advantage of SVOD is the price and cost which are certainly also more affordable, so of course SVOD is starting to become one of the most popular option for the people of Indonesia.

According to report data from App Annie with the title State Of Mobile, Rizaty (2022) stating that Indonesia ranks highest in the world in terms of increased total viewing time Video streaming which reached 140% in 2021. While Russia is the country with the second highest increase in time Streaming Video, which is 61%. Argentina followed with 37%, Japan and Turkey with 35%, and Brazil with 34%. With an average time spent is 90% watching VOD. With 10% spent in watching SVOD.

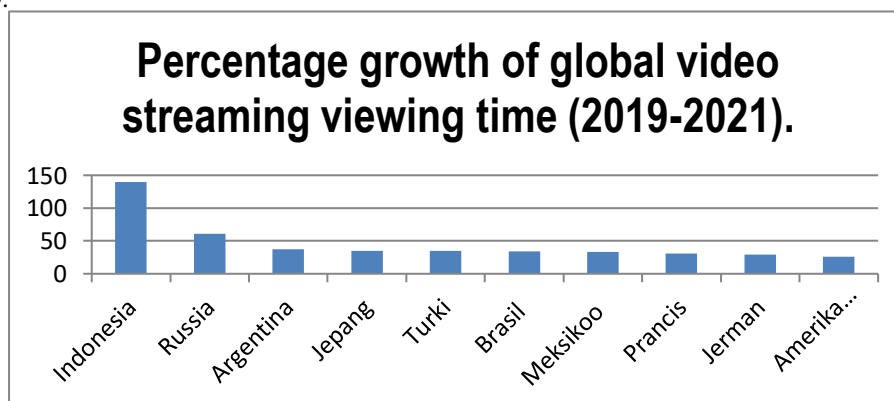


Table Statistic 1. Percentage growth of global video streaming viewing time (2019-2021)

Source : Databoks, (2022)

Indonesia's burgeoning interest in digital streaming has buoyed the SVOD industry, especially during the pandemic. Notably, the Indonesian Institute of Sciences (LIPI) reported a 26.5% increase in SVOD users in 2020, accompanied by a 28.9% revenue surge, amounting to \$140 million USD. This burgeoning trend extends into the post-pandemic era, particularly among the tech-savvy Generation Z and Millennials (LIPI, 2021). These demographic groups have become the driving force behind the rise of SVOD services, as evidenced by The Trade Desk & Kantar, (2022) with "Future Of TV 2022 Indonesia" report. This study showcases that 52% of Indonesia's streaming service users are comprised of Millennials and Gen Z, with females accounting for 58% and males for 42%. In this dynamic landscape, Indonesia's position as a frontrunner in Over-The-Top (OTT) and Subscription Video on Demand (SVOD) consumption within Southeast Asia underscores the nation's significant potential as a key market for digital streaming platforms.



Figure Statistic 2. SVOD Market Share Pie Chart Q1 2022

Source : JustWatch, (2022)

The increasing popularity of Subscription Video on Demand (SVOD) services is particularly notable in regions like Batam, where Millennials and Gen Z represent a significant demographic, comprising 25% and 37% of the population, respectively (The Trade Desk & Kantar, 2022). This growing interest has led to a fiercely competitive landscape, with major players striving for market dominance. Data from JustWatch's Q1 2022 report reveals that Netflix currently leads the sector with a 23% user adoption rate, closely followed by Disney Hotstar at 21%, Iflix at 15%, and Viu at 10% (JustWatch, 2022). The rivalry among these brands fosters continuous innovation, driving them to offer unique content and improved user experiences. In such a competitive environment, maintaining customer loyalty is crucial for long-term success (Bernarto Innocentius et al., 2020). Each platform has carved out its niche; for example, Disney Hotstar is renowned for its family-friendly shows and high-quality films, including iconic franchises like Marvel and Star Wars, while Netflix has gained recognition for its diverse offerings, including Korean content and original series such as the phenomenon Squid Game (Park & Hong, 2023).

According to Umar (cited in Sari, 2022), loyalty refers to the decision or commitment of customers to subscribe or repurchase a product or service consistently in the future. The company's ability to retain customer loyalty is crucial in winning the competition. Loyal customers are more likely to continue subscribing to a service, even if competitors offer more attractive content. According to the consumer-brand relationship theory, a stronger relationship between the consumer and the brand leads to increased brand loyalty. This theory suggests that the deeper the emotional and psychological connection a consumer forms with a brand, the more likely they are to remain loyal over time. (Bae & Kim, 2023) Brand loyalty is a behavior that emerges as a conditioned response to a product, typically driven by a consistently positive perception of the brand. When consumers

develop favorable associations and trust in a brand's quality and reliability over time, it leads to a strong sense of loyalty, resulting in repeated purchases and long-term commitment to the brand. This loyalty is often shaped by the positive experiences and satisfaction the consumer derives from the brand, reinforcing their preference for it over competitors (Akoglu, 2021).

Brand experience is defined as the subjective, internal responses (sensations, feelings, and cognitions) and behavioral responses triggered by brand-related stimuli, which are part of a brand's design, identity, packaging, communications, and environments (Andreas Aldogan Eklund, 2022). Research by Rahmat & Marso (2020) indicates that brand experience positively enhances brand image by improving customer perceptions. Eslami (2020) highlights that positive brand experiences foster favorable perceptions, while negative experiences can damage the brand. Nyoman et al. (2022) demonstrate a positive and significant relationship between brand experience and brand trust, as satisfying experiences increase brand trust. Yu & Yuan (2019) further emphasize that high-quality customer service and products positively impact customer loyalty and trust in the brand.

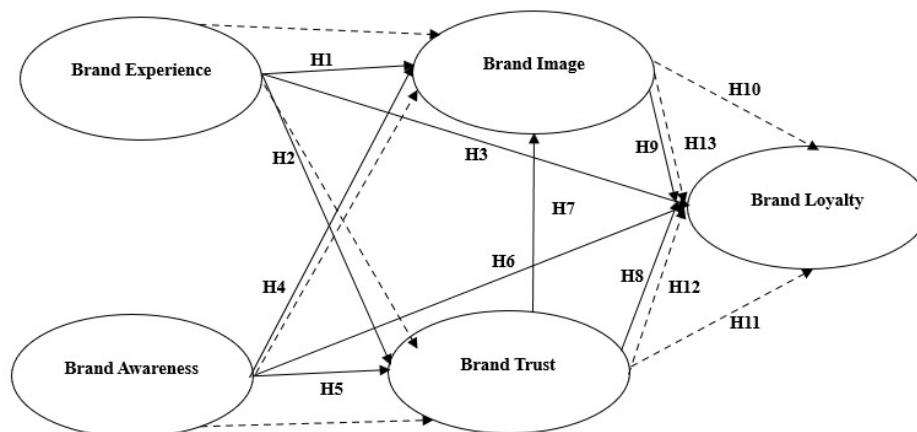
Brand trust is defined as the willingness of customers to rely on a brand's ability to fulfill its stated function, reflecting the brand's credibility and increasing the likelihood of repeat purchases (Ignatius Aditya, 2020). Research by Bushra Mahood, et al (2019) indicates that brand trust enhances the relationship between customers and the brand, leading to greater loyalty. Suhardi & Carolin (2019) emphasize the role of influencers in building brand trust to secure brand loyalty amid uncertainty. Yohana et al. (2020) find that strong brand trust encourages increased customer loyalty. Putra & Keni (2020) highlight that trust is established through superior product quality, while Marliawati & Cahyaningdyah, (2020) confirm that strong brand trust sustains customer loyalty through positive brand experiences.

According to Kotler and Keller (Cited in Pasaribu, 2022) Brand image refers to customers' perceptions and beliefs, reflected in the associations formed in their memory. Research by (Bernarto Innocentius et al., 2020).revealed that a strong brand image can build brand trust, while Rahmawati & Ma'ruf (2020) found that a positive brand image enhances brand trust. Reni Afriani dan Rhian Indradewa, (2019) added that a higher brand image reflects better quality, which fosters brand trust. Marliawati & Cahyaningdyah (2020) confirmed that a good brand image creates brand trust. Furthermore, Chang, (2020) found that brand image influences brand loyalty by shaping positive customer perceptions. Rivaldo et al. (2022) supported this, showing that a positive brand image leads to customer satisfaction and loyalty. Wilis & Nurwulandari (2020) emphasized the importance of digital brand image in increasing loyalty, particularly through social media and advertising. Lastly, Irawati, (2021) stated that brand image generates a halo effect, strengthening customer loyalty. Brand image of a brand also influences loyalty to SVOD services.

According to Lalitha Balakrishnan & Geetanjali S Jindger, (2021) brand awareness is a crucial factor influencing competition in the market. The more a brand is known to customers, the easier it is for them to remember and identify it when seeking entertainment options. Competitors strive to market and promote their products effectively to enhance customer awareness. With high brand awareness, customers are more likely to demonstrate loyalty to the brand due to their familiarity with the content and offerings provided by the platform (Bernarto Innocentius et al., 2020).

Research Model & Hypothesis Development

This research is conducted with the aim of building upon previous studies that have explored brand loyalty. The study on customer loyalty aims to understand its significance, particularly in the SVOD industry, highlighting that customer loyalty can play a pivotal role in excelling in market competition. The investigation focuses on examining the influence and relationships among variables such as brand experience, brand awareness, brand trust, and brand image, all contributing to customer loyalty in Batam City.



Picture 1. Research Model
Source: Researcher processed data

Hypothesis development

Based on the descriptions and prior research, this study aims to test hypotheses. The conceptual model is developed using constructs from previous studies Bernarto Innocentius et al., (2020), Rahmat & Marso, (2020), Zeng, (2019) and Lacap & Tungcab, (2020). Therefore, the following hypotheses have been formulated for this study:

- H1: Brand experience has a significant influence on brand image.
- H2: Brand experience has a significant influence on brand trust.
- H3: Brand experience has a significant influence on brand loyalty.
- H4: Brand awareness has a significant influence on brand image.
- H5: Brand awareness has a significant influence on brand trust.
- H6: Brand awareness has a significant influence on brand loyalty.
- H7: Brand image has a significant influence on brand trust.
- H8: Brand trust has a significant influence on brand loyalty.
- H9: Brand image has a significant influence on brand loyalty.
- H10: Brand experience significantly influences brand loyalty, mediated by brand image.
- H11: Brand experience significantly influences brand loyalty, mediated by brand trust.
- H12: Brand awareness significantly influence brand loyalty, mediated by brand image.
- H13: Brand awareness significantly influence brand loyalty, mediated by brand trust.

METHODS

The research method that will be used by researchers is explanatory research, which identifies the causation of independent variables and dependent variables. Based on the characteristics of the problem in this study, there is a causality relationship between brand loyalty and its determining factors, such as brand experience, brand image, brand trust, and brand awareness among Generation Z in Batam City. This research will investigate the relationship between brand loyalty and its determinants.

Batam City is a suitable place because of Batam's promising potential as an SVOD market supported by strong internet penetration, an important factor supported by data from the Central Statistics Agency (BPS). Kepri Province, where Batam is located, ranks second nationally in terms of internet usage (81.03%), second only to Jakarta (85.55%). In addition, Kepri's impressive score in infrastructure and development (6.58) further cements its status as fertile ground for SVOD growth. Therefore the population for this study will consist of Generation Z individuals in Batam. Samples

will be obtained using purposive sampling with a total of around 259 respondents successfully collected through questionnaire distribution via *google form*, with indicators measured on a 5-point Likert scale, where 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree. All questionnaires and indicators used in this study were adapted from Bernarto Innocentius et al., (2020), Rahmat & Marso, (2020), Zeng, (2019) and Lacap & Tungcab, (2020)

Table 1. Operational Definition of Variables and Questionnaire Items

Variable	Reference	Question Item	Code
<i>Brand experience</i>	(Lacap & Tungcab, 2020)	The streaming platform I'm currently using increases my desire to learn new things and solve problems	BE1
		The brand of streaming platform I use offers amazing features.	BE2
		The brand of streaming platform I use is associated with a pleasant experience.	BE3
		The streaming platform I use aligns with my lifestyle and personality.	BE4
Brand Awareness	(Zeng et al, 2019)	I'm familiar with the brand of streaming platform I use.	BA1
		I have a good knowledge of the brand I use and the content it offers.	BA2
		I can easily identify the brand of the streaming platform I use among many other streaming platform brands.	BA3
		I can easily remember the appearance of the symbol or brand logo of the streaming platform I used.	BA4
<i>Brand trust</i>	(Bernarto Innocentius et al., 2020)	I trust the streaming platform I'm using.	BT1
		I believe that the streaming platform I use offers a reliable service.	BT2
		I trust that my streaming platform takes care of the privacy and security of my personal data.	BT3
		The streaming platform I use delivers the service as promised."	BT4
<i>Brand image</i>	(Bernarto Innocentius et al., 2020)	Other people judge me based on the brand of the streaming platform I use	BI1
		The brand of streaming platform I use is well-known and popular.	BI2
		The streaming platform I use is the best among other brands.	BI3
		The streaming platform I use offers interesting content."	BI4
<i>Brand loyalty</i>	(R. Rahmat & Marso, 2020)	I prefer this streaming platform brand over others, even though other brands have similar features.	BL1
		I will continue to subscribe to this brand more than others.	BL2

		The streaming platform brand I use will remain my first choice among various other streaming platform brands.	BL3
		I will recommend the streaming platforms I use to others.	BL4

Source : Adapted from Bernarto Innocentius et al., (2020), Rahmat & Marso, (2020), Zeng, (2019) and Lacap & Tungcab, (2020)

With the collected data, this study will undergo statistical analysis using the Partial Least Squares Structural Equation Modeling (PLS-SEM) approach to understand the relationship between brand loyalty and its determining variables among Generation Z in Batam City within the Subscription Video on Demand (SVOD) market. The analysis will begin with an assessment of the demographics of the respondents. The validation methods using PLS-SEM will include the Outer Loading Test, Reliability Analysis Test, Adjusted R-squared Test, Path Coefficient Test, and Goodness of Fit (GoF) Test (Hair et al., 2018). These methods collectively aim to test and validate the conceptual model, providing an in-depth understanding of the factors influencing brand loyalty among Generation Z in their use of SVOD services in Batam City.

RESULTS AND DISCUSSION

RESULT

Respondent Profile

Table 2. Demographic Respondents

	Frequency	Percent		Frequency	Percent
Gender			Brand		
Man	116	44.8%	Disney Hot Stars	33	12.7%
Woman	143	55.2%	Indonesian	162	62.5%
Age			Vidio	21	8.1%
18-under	2	0.8%	WeTv	23	8.9%
18-20	73	28.2%	Iqiyi	12	4.6%
21-23	146	56.4%	HBO GO	4	1.5%
24-26	47	14.7%	Iflix	4	1.5%
Job			Mola Tv	0	0%
Student	137	52.9%	Subscription Length		
Employee	71	27.4%	<1 Month	103	39,8%
Self employed	51	19.7%	1-3 Months	68	26,3%
			3-6 Months	33	12,7%
			6-12 Months	19	7,3%
			>1 Year	36	13,9%

Source : Result Of Data Processing

The research study involved a total of 259 respondents, mostly female customers, with 143 (55.2%) female and 116 (44.8%) male. It can be observed that the respondents of this questionnaire are predominantly female, comprising about 143 respondents or 55.2%. On the other hand, male respondents accounted for about 116 respondents or 44.8%. From the data above, it can be concluded that women have a higher interest in watching SVOD platforms compared to men (Goodstats, 2022). The focus of the study is SVOD (Subscription Video on Demand) customer segmentation in the Gen

Z age group, which is why the majority of respondents (56.4%) are in the 21-23 year age range, followed by 18-20 years (28.2%), and 24-26 years (14.7%). In terms of employment status, college students formed the largest group, comprising 52.9% of participants, while 27.4% identified as "Worker" and 19.3% as "self-employed," reflecting an important representation of individuals working for themselves customers. The researchers assume that the average student respondent also has a job as an employee, which can support the customer's economy. In Batam, there is a trend of working class or night classes that are popular on various campuses. Many students who work in industry during the day choose to take evening classes. Campuses in Batam provide facilities for working class schedules, with classes usually starting from 18:00 to 22:30 (Batamnow, 2022). This is also supported by data from BPS Batam, which shows that the dominant Gen Z population already has jobs (BPS Batam, 2021)

Regarding preference for streaming platforms or SVOD services, Netflix emerged as the most preferred choice with 62.5% of respondents, followed by Disney Hotstar at 12.7%. Vidio and WeTv had moderate popularity at 8.1% and 8.9%, respectively, while Iqiyi, HBO GO, Iflix, and Mola TV had their share Market which was relatively smaller among respondents, with percentages ranging from 4.6% to 0%. This indicates that the SVOD Market, especially Gen Z, is still more interested in Netflix compared to other SVOD platforms, especially women who tend to enjoy watching Korean shows. On the other hand, Disney Hotstar which is dominated by American movies like superhero movies and Disney animation is favored by men (Goodstats, 2022). Based on these data, it can also be concluded that Generation Z customers have a relatively short subscription duration on SVOD platforms. The majority of respondents (39.8%) subscribe for less than 1 month, indicating a tendency for customers to try new platforms before deciding on a long-term subscription. This may be due to the high competition in the SVOD industry, with many services offering exclusive content. In addition, the customer retention rate for Generation Z is still low, with the proportion of respondents subscribing for 1-3 months (26.3%) and 3-6 months (12.7%). According to (Syah et al., 2022), the reason consumers are switching from one Brand SVOD to Brand Others are generally influenced by various factors, such as the quality of the content provided and the price offered by Brand aforementioned.

DATA ANALYSIS

Outer Loading Test

Through the outer loading table, it is carried out as an indicator in assessing convergent validity, where the outer loading value must be above >0.6 so that the variable is considered valid and meets the criteria required for research.

Table 3.Outer loading results

Variable	Outer Loading	Status
BA1 ← Brand awareness	0,844	Valid
BA2 ← Brand Awareness	0,842	Valid
BA3 ← Brand awareness	0,856	Valid
BE1 ← Brand experience	0,796	Valid
BE2 ← Brand experience	0,838	Valid
BE3 ← Brand experience	0,832	Valid
BE4 ← Brand experience	0,844	Valid
BI1 ← Brand image	0,728	Valid
BI2 ← Brand image	0,741	Valid
BI3 ← Brand image	0,873	Valid
BI4 ← Brand image	0,816	Valid
BT1 ← Brand trust	0,863	Valid
BT2 ← Brand trust	0,824	Valid
BT3 ← Brand trust	0,834	Valid
BT4 ← Brand trust	0,850	Valid
BL1 ← Brand loyalty	0,872	Valid

BL2 ← Brand loyalty	0,861	Valid
BL3 ← Brand loyalty	0,878	Valid
BL4 ← Brand loyalty	0,816	Valid

Source: SmartPLS Output (2023)

The correlation between indicators and variables was examined through the outer loading test in this study. The results showed that each variable question, including Brand awareness (BA1, BA2, BA3), Brand Experience (BE1, BE2, BE3, BE4), Brand image (BI1, BI2, BI3, BI4), Brand trust (BT1, BT2, BT3, BT4), and Brand loyalty (BL1, BL2, BL3, BL4), showed outside loading values well above 0.7, with values ranging from 0.728 to 0.878. This high outer loading value validates the reliability and validity of the indicator in measuring the construction in question. These findings confirm that the indicator is robust and reliable, supporting its suitability to assess the variables specified. As a result, the results of this study further strengthen the overall quality of the measured variables and corresponding indicators, emphasizing customer credibility in capturing targeted aspects of brand awareness, brand experience, brand image, brand trust, and brand loyalty.

Reliability Analysis Test

Table 4. Results of validity and reliability

Variable	AVE	Cronbach'sAlpha	Composite Reliability	Status
<i>Brand Awareness</i>	0,718	0,804	0,884	Valid & Reliable
<i>Brand experience</i>	0.685	0,846	0,897	Valid & Reliable
<i>Brand image</i>	0,627	0,799	0,870	Valid & Reliable
<i>Brand trust</i>	0,735	0,864	0,907	Valid & Reliable
<i>Brand loyalty</i>	0,710	0,879	0,917	Valid & Reliable

Source: SmartPLS Output (2023)

The results of validity and reliability tests performed on variables. This study aims to ensure that the research instrument is valid and reliable, in accordance with the established criteria. As highlighted in the table, each variable's Average Variance Extracted (AVE) score exceeds the 0.5 threshold, confirming the validity of customer convergence. This suggests that the constructs measured by the variables are aligned with the indicators used, proving their suitability for further analysis. In addition, the reliability of the research instrument is evaluated through Cronbach's Alpha and Composite Reliability values. In particular, each variable shows a value exceeding the standard criterion of 0.70, emphasizing the high reliability of the measurements performed. These findings underscore the consistent and accurate nature of the data collected for each variable, thereby increasing the credibility of the study as a whole.

In essence, the result analysis confirms the validity and reliability of the research instruments used in the study. Strong convergence, validity, and reliability of variables lay a solid foundation for deriving meaningful insights and conclusions from research findings. This comprehensive assessment of validity and reliability ensures that research results are trustworthy and reliable, facilitating a more accurate understanding of the relationship between brand awareness, brand experience, brand image, brand trust, and brand loyalty.

Table 5. Test Results of Determination Coefficient (R2)

Variable	Adjusted R Square	Status
<i>Brand image</i>	0,697	Moderate

<i>Brand loyalty</i>	0,772	High
<i>Brand trust</i>	0,730	Moderate

Source: SmartPLS Output (2023)

Based on adjusted R-squared test data for brand image, brand loyalty, and brand trust. The model used to predict brand image shows medium quality with an R-squared value of 0.697, demonstrating its ability to account for brand image variation based on predictor variables. Similarly, the model for brand trust also showed moderate quality with an R-squared value of 0.730. Although these values are not very high, customers still provide reasonable explanations for variations in brand image and brand trust. On the other hand, the model for brand loyalty showed high quality with an adjusted R-squared value of 0.772, surpassing the high criterion. This demonstrates its strong ability to explain variations in brand loyalty. In short, models for predicting brand loyalty are of high quality, while models for brand image and brand trust are of medium quality.

Table 6. Direct Effect Test Result

Hypothesis	Relationship between Variables	Sample Mean	P-value	Status
H1	<i>Brand experience</i> → <i>Brand image</i>	0,616	0,000	Significant
H2	<i>Brand experience</i> → <i>Brand trust</i>	0,378	0,000	Significant
H3	<i>Brand experience</i> → <i>Brand loyalty</i>	0,234	0,002	Significant
H4	<i>Brand awareness</i> → <i>Brand image</i>	0,260	0,002	Significant
H5	<i>Brand awareness</i> → <i>Brand trust</i>	0,408	0,000	Significant
H6	<i>Brand awareness</i> → <i>Brand loyalty</i>	0,036	0,706	Insignificant
H7	<i>Brand image</i> → <i>Brand trust</i>	0,132	0,139	Insignificant
H8	<i>Brand trust</i> → <i>Brand loyalty</i>	0,134	0,119	Insignificant
H9	<i>Brand image</i> → <i>Brand loyalty</i>	0,536	0,000	Significant

Source: SmartPLS Output (2023)

Based on the results of the analysis in table 6, the results of the hypothesis test can be described as follows:

1. The results of the hypothesis test for hypothesis 1 show that experience has a significant influence on brand, which is **accepted**.
2. The results of the hypothesis test for hypothesis 2 show that brand experience has a significant influence on brand trust, and this is **accepted**.
3. The results of the hypothesis test for hypothesis 3 revealed that brand experience has a significant influence on brand loyalty, and this is **accepted**.
4. The results of the hypothesis test for hypothesis 4 show that brand awareness has a significant influence on brand image, and this is **accepted**.
5. The results of the hypothesis test for hypothesis 5 show that brand awareness has a significant influence on brand trust, and this is **accepted**.
6. The results of the hypothesis test for hypothesis 6 show that brand awareness has a significant influence on brand loyalty, which is **rejected**.
7. The results of the hypothesis test hypothesis 7 show that brand image has a significant effect on brand trust is **rejected**
8. The results of the hypothesis test for hypothesis 8 show that brand trust has a significant influence on brand loyalty, is **rejected**.
9. The results of the hypothesis test for hypothesis 9 show that brand image has a significant

influence on brand loyalty, and this is **accepted**.

Table 7. Indirect Effect Test Result

Hypothesis	Relationship between Variables	Sample Mean	P-value	Status
H10	<i>Brand experience</i> → <i>Brand Image</i> → <i>Brand Loyalty</i>	0,146	0,002	Significant
H11	<i>Brand experience</i> → <i>Brand Trust</i> → <i>Brand Loyalty</i>	0,336	0,000	Significant
H12	<i>Brand Awareness</i> → <i>Brand Image</i> → <i>Brand Loyalty</i>	0,074	0,078	Insignificant
H13	<i>Brand Awareness</i> → <i>Brand Trust</i> → <i>Brand Loyalty</i>	0,066	0,079	Insignificant

Source: SmartPLS Output (2023)

Based on the results of the analysis in table 7, the results of the hypothesis test can be described as follows:

1. The results of the hypothesis test for hypothesis 10 show that brand experience has a significant influence on brand image, which is **accepted**.
2. The results of the hypothesis test for hypothesis 11 show that brand experience has a significant influence on brand trust, which is **accepted**.
3. The results of the hypothesis test for hypothesis 12 show that brand awareness has an insignificant influence on brand image, which is **rejected**.
4. The results of the hypothesis test for hypothesis 13 show that brand awareness has an insignificant influence on brand trust, which is **rejected**.

Table 8. Test Results of Determination Coefficient (R²)

Community/AVE Average	Value GoF	Status
0,623	0,677	Strong

Source :SmartPLS Output (2023)

The result of the presented table offers a clear insight into the comprehensive evaluation of the goodness of fit (GoF) value. This value is derived by summing the average Average Variance Extracted (AVE) and the average R Square. The resulting total GoF value is noteworthy at 0.677, surpassing the established threshold of 0.36. This observation leads to the conclusion that the GoF model in this study demonstrates a robust numerical value, indicating a substantial alignment among the researched variables. This significant finding underscores the strength of the model and implies a compelling fit among the examined variables.

DISCUSSION

The results indicate that Brand Experience significantly influences both Brand Image, Brand Trust and Brand Loyalty. The analysis shows a direct positive relationship between Brand Experience and Brand Image, with a coefficient of 0.616 and a T-Statistic of 7.861 (P-Value = 0.000). Research by Rahmat & Marso, (2020) and Kim, (2019) supports this, highlighting how positive brand experiences enhance consumer perceptions and emotional connections, thereby improving brand image. Furthermore, the study finds that Brand Experience also positively impacts Brand Trust, with a coefficient of 0.378 and a T-Statistic of 4.372 (P-Value = 0.000). Positive interactions with the brand foster consumer trust, as evidenced by Nyoman et al. (2022) and Yu & Yuan (2019), who emphasize the role of high-quality experiences in building trust and commitment. Additionally, the analysis reveals a significant relationship between Brand Experience and consumer loyalty, with a

coefficient of 0.234 and a T-Statistic of 3.094 (P-Value = 0.002). This aligns with findings from Santos & Santos & Schlesinger (2021) and Marliawati & Cahyaningdyah (2020) indicating that sensory and affective experiences strengthen brand loyalty. Overall, companies should prioritize creating positive brand experiences to enhance brand image and trust, as satisfied customer are more likely to remain loyal and advocate for the brand.

The analysis reveals significant relationships among Brand Awareness, Brand Image, and Brand Trust. First, there is a positive relationship between Brand Awareness and Brand Image, with a coefficient of 0.260 and a T-Statistic of 3.085 (P-Value = 0.002), indicating that higher consumer awareness leads to a stronger Brand Image. Additionally, the analysis shows a significant positive relationship between Brand Awareness and consumer trust, with a coefficient of 0.408 and a T-Statistic of 5.894 (P-Value = 0.000). This suggests that increased brand awareness enhances consumer trust in the brand. These findings align with research by Bernarto Innocentius et al. (2020) Dulek & Saydan (2019) Rahmawati & Ma'ruf, (2020), and Quinn, (2021), which emphasize the role of brand awareness in enhancing brand perception and building positive relationships with customer. Bernarto Innocentius et al. (2020) highlight the significant role of brand awareness in enhancing brand image, noting that increased awareness can positively influence a brand's perception. Dulek & Saydan (2019) find that heightened awareness from promotional activities, especially on social media, contributes to building a strong brand image. Rahmawati & Ma'ruf, (2020) further emphasize that higher consumer awareness correlates with a more favorable brand image, as increased familiarity leads to positive associations (Quinn, 2021).

In contrast, the analysis reveals no significant relationship between Brand Awareness and consumer loyalty. The results indicate a coefficient of 0.036 and a T-Statistic of 0.378 (P-Value = 0.706), suggesting that awareness alone does not foster greater loyalty. This finding is supported by previous research, including Rahmawati & Ma'ruf, (2020), which posits that high brand awareness does not significantly affect customer loyalty. Similarly, Anggraeni et al. (2022) highlight that factors such as customer experience, emotional connection, and perceived value may play more dominant roles in shaping brand loyalty. This underscores the complexity of consumer behavior, where brand awareness is only one element influencing loyalty toward a brand.

The analysis reveals no significant relationship between Brand Awareness and consumer loyalty, with a coefficient of 0.036 and a T-Statistic of 0.378 (P-Value = 0.706), indicating that awareness alone does not foster greater loyalty. This finding aligns with previous research by Rahmawati & Ma'ruf, (2020), which suggests that high brand awareness does not significantly affect customer loyalty. Additionally, Anggraini & Sumiati, (2022) emphasize that factors like customer experience, emotional connection, and perceived value may play more dominant roles in shaping brand loyalty. Furthermore, the results indicate no significant relationship between consumer trust in the brand and consumer loyalty, evidenced by a coefficient of 0.134 and a T-Statistic of 1.559 (P-Value = 0.119). This suggests that in a competitive market, other factors such as product quality, price, user experience, and availability may be more critical in influencing consumer loyalty than brand trust (Zeng, 2019).

Furthermore, the research shows a strong positive relationship between Brand Image and consumer loyalty, with a coefficient of 0.536 and a T-Statistic of 5.988 (P-Value = 0.000). A stronger brand image correlates with higher levels of consumer loyalty. Chang (2020) highlights that a positive brand image significantly influences customer loyalty, while Rivaldo et al. (2022) confirm that a high brand image leads to favorable perceptions and satisfaction, promoting loyalty. Additionally, Wilis & Nurwulandari (2020) point out that enhancing brand image through digital media can drive repeat purchases, and Irawati, (2021) notes that a strong brand image creates a halo effect, encouraging customers to choose a brand over competitors.

The data analysis shows that brand experience significantly influences brand loyalty through both brand trust and brand image as mediators. An effect of 0.146 with a p-value of 0.002 indicates that

enhancing customer experience improves brand image and loyalty. Additionally, the coefficient of 0.336 and a p-value of 0.000 highlight that higher brand experience strengthens brand trust, leading to increased consumer loyalty. Chen & Wu (2022) emphasize that brand image is a stronger mediator than satisfaction, while Marliawati & Cahyaningdyah (2020) demonstrates that improved brand experiences foster positive brand trust, enhancing customer loyalty. Furthermore, Akoglu (2021) confirms that brand experience significantly impacts brand loyalty, with brand trust serving as a mediator. Bae & Kim (2023) reveal that positive brand experiences enhance brand trust, increasing loyalty among Korean smartphone users. This indicates that emotional connections fostered by positive experiences lead to greater loyalty, with brand trust and brand image amplifying the effects of brand experience on loyalty.

The analysis reveals a lack of significant relationship between Brand Awareness and consumer loyalty, indicated by a coefficient of 0.036 and a T-Statistic of 0.378 (P-Value = 0.706), suggesting that mere awareness of a brand does not contribute to increased loyalty. This finding is consistent with previous research by Rahmawati & Ma'ruf, (2020), which asserts that high brand awareness does not significantly influence customer loyalty. Furthermore, Anggraeni et al. (2022) highlight that other factors, such as customer experience, emotional connection, and perceived value, may play a more dominant role in shaping brand loyalty. Additionally, the analysis shows no significant relationship between consumer trust in the brand and consumer loyalty, as evidenced by a coefficient of 0.134 and a T-Statistic of 1.559 (P-Value = 0.119). This suggests that, in a competitive market, factors like product quality, price, user experience, and availability may be more critical in influencing consumer loyalty than brand trust (Eslami, 2020). In considering Brand Awareness as an independent variable with Brand Trust and Brand Image as mediating factors, it becomes evident that the mediators may not sufficiently bridge the gap between awareness and loyalty (Dulek & Saydan, 2019). The lack of significant relationships implies that even if customer are aware of a brand, this awareness does not translate into loyalty through the established mediators. This could indicate that for brand awareness to effectively influence loyalty, stronger connections through brand experience and emotional engagement must be established. Therefore, focusing solely on increasing brand awareness may not yield the desired impact on customer loyalty, emphasizing the necessity of fostering deeper relationships and experiences with the brand.

CONCLUSION

This research provides critical insights into the dynamics of brand loyalty among Generation Z in the context of Subscription Video on Demand (SVOD) services. The findings underscore the significant role of brand experience and brand image in fostering loyalty, highlighting that Generation Z's loyalty is primarily driven by their interactions with the brand and how they perceive its image. A positive, engaging brand experience contributes not only to creating a strong brand image but also to fostering a lasting connection with the platform. However, the study reveals that while brand awareness contributes to brand trust and image, it does not directly influence loyalty. Similarly, brand trust, often considered a pivotal factor in customer retention, was found to have a limited impact on loyalty in the SVOD context, suggesting that Generation Z may prioritize other elements, such as content variety or user interface, over trust in the brand itself.

These findings suggest that SVOD platforms aiming to cultivate loyalty among Generation Z should prioritize enhancing user experience and crafting a compelling brand image, as these are the most influential factors in retaining customers. Creating seamless, enjoyable, and interactive experiences, alongside consistent, positive brand perceptions, is essential in a highly competitive SVOD market. Although brand awareness and trust are important, they are secondary in directly influencing loyalty compared to the experiential and emotional connections customers form with the brand. In essence, this study highlights the evolving nature of consumer-brand relationships in the digital age, particularly among younger, tech-savvy generations. For SVOD platforms, focusing on creating

unique and memorable brand experiences, alongside fostering a strong and positive brand image, will be key strategies in ensuring long-term customer loyalty.

This study has several limitations that may affect its findings. First, the geographical scope is limited to Batam, which may restrict the generalizability of the results to other regions with differing socio-economic or cultural characteristics. Additionally, the sample predominantly comprises younger Gen Z customer, suggesting that including older age groups or other generational cohorts could provide a more comprehensive understanding of brand loyalty across various demographics. Lastly, the reliance on cross-sectional data limits the ability to observe changes in consumer behavior over time; thus, longitudinal studies could offer deeper insights into evolving loyalty patterns. Future research could benefit from a broader geographical focus, expanding to other regions in Indonesia or internationally to determine if the findings are consistent across different markets. Additionally, incorporating variables such as price sensitivity, content variety, and social influence could enhance the understanding of the factors driving loyalty in SVOD services. Finally, conducting longitudinal studies would allow for an examination of the evolution of brand loyalty over time, providing more dynamic insights into how brand experience and trust develop and sustain loyalty among Generation Z.

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