The Influence of Content and System Quality, Sales Promotion and Convenience Towards Freemium Platform Satisfaction

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Abstract: This study examines how content quality, system quality, sales promotion, and convenience can affect resubscription intention of the Freemium Over the Top platform. Users of this platform has free but limited access or paid with premium features and can subscribe to more than one platform. Hence, user loyalty is reflected as resubscription. The churn rate on Freemium is higher than the subscription Video on Demand platform, because customers can return to the free service at any time. It becomes challenge for the Freemium Over the Top to maintain its customer base, especially their subscriber. This study uses a quantitative method with 300 nonprobability - convenience sampling respondents, who have subscribed to Over the Top for at least 1 month. Data analysis using Partial Least Square with the results that content quality, system quality, sales promotion, convenience can affect customer satisfaction levels and resubscription intentions. This study also found that users have different preferences, and understanding these preferences can increase user conversion from free to paid. The results of this study can help business actors in the Freemium Over the Top to increase users' satisfaction and desire to resubscribe.

Keywords: Content Quality, Convenience, Customer Satisfaction, System Quality, Sales Promotion, Resubscribe Intention

INTRODUCTION

Technology continued to develop rapidly at the end of the 20th century and the beginning of the 21st century, leading to many changes that occurred over time. One of the aspects is the shift of media consumption (Auditya & Hidayat, 2021). The consumer behavior changes from 'traditional' media such as watching television and following the news and entertainment programs strictly from scheduled television stations into social media and Over

The Top (OTT) platforms (Gupta & Singharia, 2021). OTT platforms refer to the use of the internet to deliver media content to users without physical infrastructure such as set-top boxes, cables, and transmission towers (Basu et al., 2022), which is easier access of movies and series streaming and downloading. There are three types of OTT platform: Advertising Video On Demand (AVOD) which capitalize advertisement to support the free access contents; Subscription Video On Demand (SVOD) offers contents using subscription basis and Freemium which is the combination between AVOD and SVOD, free of charge for the basic service and offering additional features or exclusive content for a paid subscription fee (Jain, 2021). Vidio and WeTV are the examples of Freemium.

This freemium OTT is quite appealing to Indonesian consumers, 48% Indonesian prefer freemium compare to 40% of SVOD and 12% of AVOD (Dailysocial.id, 2021). The Freemium platform relies on converting users to Premium. According to Kumar (2015), 5% is the ideal conversion rate for Freemium applications. Dropbox stated that they struggled to increase their user conversion rate from 4%, leading to difficulties in generating profit (Rice, 2022). Freemium OTT platforms generate revenue from free users who watch ads and from subscriptions, with subscriptions bringing in more revenue than ads. From a monetary perspective, the limited content available for free restricts advertising revenue. Therefore, OTT platforms that are unable to convert free users into premium users usually have limited revenue (Rice, 2022). Users of the free feature on freemium OTT platforms also increase the platform's expenses. The platform needs to allocate more resources for two different users (Solomon, 2022).

According to a survey conducted by Brightcove in collaboration with SpotX titled "The 2019 Asia OTT Research Report," which involved 1000 respondents, 44% of Indonesian respondents stated that their reason for having multiple subscriptions was to have more content options. As many as 38% subscribe to other OTT services due to free trials and/or promotional offers. As many as 37% said that the desired specific content was not available on only one OTT platform (Eka, 2019). The behavior of subscribers to more than one platform can also be concluded that the form of user loyalty in using these OTT platforms does not refer to subscribing to only one platform, as users can subscribe to as many as they wish.

Based on survey findings involving 3,558 respondents aged 16-64 in 2022, several key reasons were found for why users decided to cancel their OTT platform subscriptions. These reasons include feeling they paid too much for a service they rarely used, the subscription price being considered expensive, a desire to try other streaming services, a lack of new content additions, dissatisfaction with available content, the removal of favorite shows/series/movies, the expiration of free trials, and subscribing for just one viewing (Stoll, 2023). Additionally, according to a 2023 survey in the United States of 4,023 respondents aged 18 and over on why customers canceled their OTT platform subscriptions, UI/UX issues such as difficult navigation on the platform were among the reasons for cancelation (Statista, 2024). If users are satisfied with the services of a particular OTT platform, there's a good chance they will resubscribe.

Furthermore, OTT consumer satisfaction is disrupted by several emerging issues, including content quality in freemium OTT, which is often mentioned by users on social media and platform reviews. According to user reviews on the WeTV platform, it was found that the content presented was less appealing to some users, and some content had issues where specific content disappeared and was no longer accessible to users. Based on user reviews regarding the Freemium OTT Platform, there were several system quality issues experienced, such as bugs, loading/buffering issues, inaccessible content, black screens, inaccurate subtitles, and so on. These technical issues often become a source of pain points for users, disrupting the viewing experience. Therefore, the quality of the system is important for freemium OTT platform service providers to consider in ensuring user satisfaction and their customer base.

Freemium OTT platforms have various sales promotions to attract users to subscribe or resubscribe. For example, there are Vidio, Viu, and iQiyi, which collaborate with digital wallets. Viu also collaborates with e-commerce platforms like JD.ID and Shopee. This promotional competition is becoming a new trend in the freemium OTT realm, which will undoubtedly affect customer satisfaction and the desire to continue subscribing. Additionally, there are too many ads and the User Interface (UI) or User Experience (UX) is too heavy, making users feel uncomfortable when using the application.

Based on the explanation above, this research answers the following questions: 1) Does content quality affect customer satisfaction?; 2) Does system quality affect customer satisfaction?; 3) Does sales promotion affect customer satisfaction?; 4) Does convenience affect customer satisfaction?; 5) Does customer satisfaction affect resubscribe intention?.

METHOD

The research design used is quantitative research, which draws statistically significant conclusions about a population by studying a sample that represents the population (Lowhorn, 2007). The study population consists of both male and female Indonesian consumers aged 18 to 60 years who have recently subscribed to freemium OTT platforms (Vidio, Viu, WeTV, iQIYI, Youku) within the last month, due to the freemium OTT subscription packages requiring users to subscribe for at least one month before renewing their subscription. The surrounding environment is not controlled in any way because the research focuses on the attitudes the respondents hold. Thus, the information provided by respondents based on these criteria can be held accountable. Convenience sampling refers to collecting information from members of the population who can easily provide that information (Sekaran & Bougie, 2016), making it a suitable sample selection approach. The minimum sample size using the item-to-ratio method is 10:1 (Gorsuch, 1983; Suhr, 2006; O'Rourke & Hatcher, 2013), and with 25 questions, the total sample required is 250 samples.

The operationalization of variables was adopted from available references, including Content Quality (Parasuraman et al., 2005), System Quality (Kim & Law (2008); Wu & Lu (2013); Syafiraliany et al. (2019); Santosa et al. (2021)), Sales Promotion (Yoo & Lee (2000); Martin (2001)), Convenience (Nagaraj, S., Singh, S., & Yasa, V. R. (2021), Customer Satisfaction (Shin & Kim (2012); Son & Kim (2018); Pan, Qin & Quan (2022)), and Resubscribe Intention (Bhattacherjee (2001); Lee (2010)). Data analysis includes demographics, descriptive statistics, and Partial Least Squares – Structural Equation Modeling (PLS-SEM), which consists of outer model analysis to ensure data validity and reliability and inner model analysis to test research hypotheses.

RESULTS AND DISCUSSION

Theoretical Framework SOR (Stimulus-Organism-Response) Mehrabian and Russell (1974) presented the SOR theoretical framework and explained that the environment (stimulus) can stimulate a person's self-assessment state (organism), leading to negative or positive behavior (response). The SOR theoretical framework states that various environmental attributes function as stimuli, influencing an individual's/organism's mental (psychological) condition and encouraging them to behave (Jacoby, 2002; Sohaib et al., 2022). Stimulus refers to external environmental elements that can influence an organism's cognitive and mental state (Lin and Lo, 2016). Similarly, after a series of cognitive processes are involved, an organism will respond to environmental stimuli with external or internal behavioral responses (Liu and Zheng, 2019; Attiq et al., 2022). External responses take the form of unique individual behaviors, while internal responses take the form of individual attitudes (Lorenzo-Romero et al., 2016). The theoretical framework of SOR is often used to examine a person's continuous intention to purchase a product (Zhu & Satanasavapak, 2020; Tian & Masukujjaman, 2022).

Customer Satisfaction

Satisfaction is a reflection of the emotional state of consumers who feel happy and pleased with the company's services (Vasic, Kilibarda & Kaurin, 2019). This feeling of happiness and satisfaction arises because consumers feel that all their desires are fulfilled by the company's services (Iskandar & Sutanto, 2022). Consumer satisfaction is usually assessed after purchasing and using the product. Consumers who are satisfied with their purchase will repurchase if the service provider successfully meets their expectations (Ahn, Ryu & Han, 2004). Excellent service can lead to higher customer satisfaction.

Content Quality

Content quality is consumers' perception of the accuracy, completeness, relevance, and timeliness of content (Carlson et al., 2018). Good content quality provides users with complete and accurate information (Koivisto, 2008). In this study, the main focus on content quality is on analyzing the quality of content in Over-the-top, because the quality of a film is not the responsibility of the OTT service provider, but rather the responsibility of the director, producer, and production company (Welianto, 2020). Meanwhile, the service provider or OTT is responsible for providing quality content to customers. Content quality is assessed based on ease of viewing for customers, including aspects such as ease of watching, processing speed, and the absence of interruptions (Krishnan & Sitaraman, 2012). There are many studies from various industries that have supported the significant role of quality and satisfaction in shaping intention. Existing literature indicates that although there is a rather complex relationship between quality and satisfaction, quality generally serves as a significant predictor of satisfaction, and this relationship is fundamental in generating behavioral intentions (Cronin & Taylor, 1992; Lee, Lee & Yoo, 2000; Ting, 2004; Han & Ryu, 2007; Ryu & Han, 2010). Specifically, Cronin and Taylor (1992) confirmed that the quality of products or services affects satisfaction, and this construct contributes to building customer behavioral intentions. In the service sector, Ting (2004) indicates that the relationship between quality and satisfaction is an important factor in shaping a person's intention. Han and Ryu (2007) also found that quality is a key driver of satisfaction. However, in a study conducted by Verma and Yadav (2023), it was found that content quality did not have an impact on customer satisfaction. In the context of this research, the quality referred to is content quality, or the quality of the content presented on each existing OTT platform.

H1: Content Quality has a significant relationship with Customer Satisfaction.

System Quality

System quality is the quality of the information system process, which includes software and data components. System quality relates to whether there are bugs in the system and the consistency of the user interface (Seddon, 1997). System quality is a fundamental dimension in predicting the success of information systems (Shannon, 1949; Sulaiman & Tjhin, 2023). A good system will increase satisfaction and productivity, leading to increased net benefits (French et al., 2018). System quality can also be characterized by the system version, tone quality, or server (Kim, Lee & Law, 2008; Sulaiman & Tjhin, 2023). In Chiu et al. (2021), an empirical study found that system quality positively influences user satisfaction. Good system quality has also been proven to not only improve user satisfaction but also to encourage the use of the service. Previous studies have stated that system quality is also known to influence satisfaction (Syafiraliany, Lubis & Witjaksono, 2019; Al-Fraihat, 2020). One of the challenges of OTT platforms is when users experience the same response time when loading the main page. When the response time exceeds the desired waiting time, they may switch to another platform or stop using that platform (Wayne, 2018). Pan et al. (2022) also added that

the speed and stability of the platform are important factors influencing customer satisfaction. Based on this, when the technical quality of a system, such as its response speed, can affect user satisfaction (Carissa et al., 2023).

H2: System Quality has a significant relationship with Customer Satisfaction.

Sales Promotion

Sales promotion is a marketing technique used by sellers to increase sales to customers (Gedenk et al., 2009). Sales promotion can stimulate and help buyers meet their need for information and exploration. The benefits of sales promotion are not merely financial savings (Chandon et al., 2000). In this study, sales promotion refers to all promotional activities, such as collaborations with operators, online stores, and digital banks. According to Alma (2007), the purpose of sales promotion is to attract new buyers and increase the satisfaction of existing users. This is evidenced by subsequent studies (Mayasari & Arimbawa, 2019; Kuswandi & Nuryanto, 2021) which confirm that promotion has a significant positive influence on user satisfaction. Some studies conducted by the company found that sales promotion influences customer satisfaction (Dewa, 2018; Suastini & Mandala, 2019). But other results also found that sales promotion did not affect customer satisfaction (Egar, 2017).

H3: Sales promotion has a significant relationship with customer satisfaction.

Convenience

Convenience or ease of use refers to the accessibility and suitability of viewing provided by OTT platform services as content providers, anytime and anywhere (Sahu, Gaur & Singh, 2021). This also includes the advantages or benefits of watching content on gadgets such as mobile phones, tablets, and so on, and the affordability of storing, downloading, and watching content at the user's desired time (Kim et al., 2017; Tefertiller, 2018). OTT platforms allow users to navigate thru media and filters to select the content they want to watch (Menon, 2022).

Individuals feel satisfied with a relationship and perceive it as fair by looking at the proportion of inputs and outputs (Kelley, 1959). It's important to consider what consumers will get rather than focusing on what can be given to consumers. To build consumer satisfaction, the development of convenience needs to be considered (Adams, 1965). Previous studies have shown that consumer perception of minimizing spending time and effort has a positive influence on satisfaction (Andaleeb & Basu, 1994; Kaura & Sharma, 2014) and convenience has a positive effect on customer satisfaction on OTT platforms (Verma & Yadav, 2023).

H4: Convenience has a significant relationship with Customer Satisfaction.

Resubscribe Intention

Resubscribe intention or continuance intention is the level of a person's tendency to use a product or service repeatedly (Oliver, 1981; Kim & Kim, 2020) and can be an important factor in the business model of sustainable use intention for critically managing use and purchases in pursuit of regular payments (Beak & Han, 2015; Kim & Kim, 2020). Cardozo (1965) found that the higher the level of customer satisfaction, the more likely they are to repurchase the same product or service, and even purchase similar products or services. It is a manifestation of customer satisfaction or loyalty. Generally, it costs less to retain existing customers than to acquire new ones (Chen, Yen & Hwang, 2012). User satisfaction is a reliable predictor of continued use in information systems and marketing (Van der Heijden, 2004; Thong, Hong, Tam, 2006; Wang, Hernandez & Minor, 2010; Venkatesh, Thong, Xu; 2012; Tran, Tran & He, 2020). Bhattacherjee (2001) showed that satisfaction is the strongest predictor of continued use by users. In the literature, it is written that consumer satisfaction is

the main driver of repurchase decisions, followed by reuse (Hong, Thong & Tam, 2006; Sharma & Sharma, 2019; Pereira & Tam, 2021). Hence, in the context of OTT.

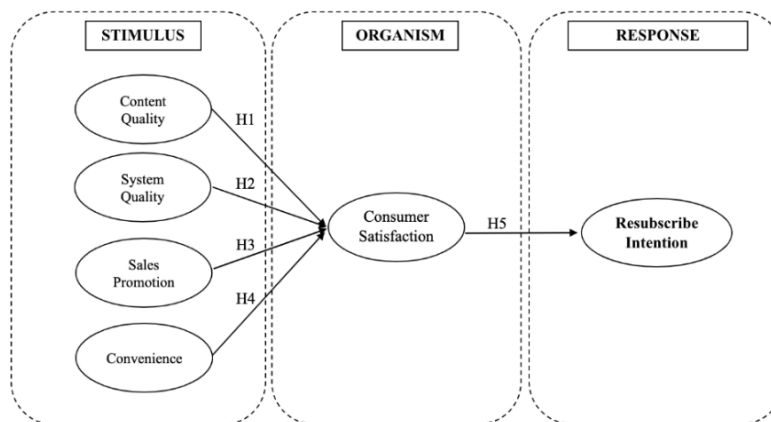**H5: Customer Satisfaction has a significant relationship with Resubscribe Intention.**

Figure 1. Conceptual Framework

A pre-test was administered to 30 respondents, and data collection proceeded because all items met the validity and reliability criteria. The questionnaire was distributed using Google Forms, and the link to the questionnaire was shared via WhatsApp, Instagram, and Telegram. There are 324 data points obtained, only 300 met the criteria and could be used for this study.

Table 1. Demographic

Characteristic	Category	Total	Persentage
Age	<18 years	0	0%
	18-27 years	**199**	**66,3%**
	28-43 years	83	27,7%
	44-60 years	18	6,0%
	>60 years	0	0%
Gender	Male	136	45,3%
	Female	**164**	**54,7%**
Domicile	**Jakarta**	**103**	**34,3%**
	Bogor	47	15,7%
	Depok	55	18,3%
	Tangerang	61	20,3%
	Bekasi	18	6,0%
	Lainnya	16	5,4%
Education	Elementary school	0	0%
	Junior high school	0	0%
	Senior high school	42	14,0%
	Vocation	30	10,0%
	Diploma	13	4,3%
	S1	**204**	**68,0%**
	S2	11	3,7%
	S3	0	0,0%
Occupation	Student	0	0,0%

University student	66	22,0%	
Private employee	**146**	**48,7%**	
Public servant	6	2,0%	
Entrepreneur	22	7,3%	
Housewive	9	3,0%	
Teacher/lecturer	3	1,0%	
Retirement	0	0%	
Medical doctor	1	0,3%	
State owned employee	44	14,7%	
Others	3	1,0%	

Source: Researcher data

Outer Model Analysis

The initial stage of PLS SEM involves analysing the outer model to test the validity and reliability of the data. Data is considered to meet Convergent Validity if the Outer Loading > 0.7 and the Average Variance Extracted (AVE) > 0.5. Reliability is achieved if the composite reliability value > 0.7 and Cronbach Alpha. For the Discriminant Validity, the Heterotrait-Monotrait Ratio (HTMT) < 0.9 is used, and the Fornell-Larcker Criterion, which states that the square root of the AVE for a construct must be greater than its correlation with other variable constructs (Sekaran & Bougie, 2016).

Table 2. Outer Model Result

Variable	Items	Cronbach's Alpha	rho_A	Composite Reliability	Outer Loading	AVE
Content Quality	CQ1	0,853	0,854	0,901	0,868	0,695
	CQ2				0,833	
	CQ3				0,826	
	CQ4				0,805	
System Quality	SQ1	0,861	0,863	0,900	0,821	0,643
	SQ2				0,760	
	SQ3				0,806	
	SQ4				0,797	
	SQ5				0,823	
Sales Promotion	SP1	0,824	0,835	0,883	0,813	0,654
	SP2				0,845	
	SP3				0,812	
	SP4				0,762	
Convenience	CO1	0,858	0,860	0,904	0,869	0,702
	CO2				0,825	
	CO3				0,821	
	CO4				0,834	
Customer Satisfaction	CS1	0,875	0,876	0,914	0,877	0,727
	CS2				0,841	
	CS3				0,856	
	CS4				0,836	
Resubscribe Intention	RI1	0,843	0,847	0,894	0,815	0,679
	RI2				0,822	
	RI3				0,803	

RI4	0,856

Source: Researcher data

Table 3. HTMT

Variable	CO	CQ	CS	RI	SP	SQ
CO						
CQ	0,750					
CS	0,848	0,840				
RI	0,680	0,760	0,838			
SP	0,793	0,770	0,778	0,750		
SQ	0,871	0,777	0,845	0,721	0,731	

Source: Researcher data

Table 4. Fornell Lacker

Variable	CO	CQ	CS	RI	SP	SQ
CO	**0,838**					
CQ	0,643	**0,833**				
CS	0,736	0,726	**0,853**			
RI	0,584	0,647	0,723	**0,824**		
SP	0,680	0,655	0,671	0,632	**0,816**	
SQ	0,750	0,668	0,736	0,621	0,627	**0,802**

Source: Researcher data

Because of outer model have been confirmed, analysis move to the inner model

Table 5. *R-Square*

Variable	R-square
CS	0,668
RI	0,522

Table 6. Hypotheses Testing

Variable	Path coefficients	T-statistic	P values	Result
CQ -> CS	0,298	5,051	0,000	*Accepted*
SQ -> CS	0,256	4,056	0,000	*Accepted*
SP -> CS	0,141	2,387	0,017	*Accepted*
CO -> CS	0,256	4,383	0,000	*Accepted*
CS -> RI	0,723	19,662	0,000	*Accepted*

Source: Researcher data

CQ	= *Content Quality*	CO	= *Convenience*	SQ = *System Quality*
CS	= *Customer Satisfaction*	SP	= *Sales Promotion*	RI = *Resubscribe Intention*

Discussion

Content Quality (CQ) has a significant relationship with Customer Satisfaction (CS).

This indicates that content quality, in general, in terms of variety, original content, and sports, influences customer satisfaction and continued subscription on freemium OTT platforms. The results of this hypothesis confirm previous studies by Han and Ryu (2007) which stated that overall quality affects customer satisfaction. This is not limited by gender and can lead to satisfaction that will result in user intention. With the rapid development of freemium OTT platforms, the content options available have become very extensive, allowing users to choose the content they want to watch more freely. Users are becoming more selective

about content (Eka, 2019), allowing them to compare the quality of content from one platform to another.

System Quality (SQ) has a significant relationship with Customer Satisfaction (CS).

Aspects of SQ such as ease of use, speed, smoothness of use, and subtitle quality have a significant impact on how users evaluate the platform. Pan et al. (2022) found that the quality of a secure and fast system can influence customer satisfaction in using the platform. An article published by Wayne (2018) also confirms this hypothesis. If the system's required response time exceeds the desired time, users will be dissatisfied and stop using the platform. This aligns with research findings, where Generation Y prefers smooth freemium OTT platforms. In addition to a smooth platform, Generation Z also considers the ease of reading subtitles. This research confirms the importance of paying attention to system quality in increasing customer satisfaction on a platform. To retain customers and drive growth, the platform must continuously improve and enhance its technical quality and services.

Sales Promotion (SP) has a significant relationship with Customer Satisfaction (CS).

This indicates that discount promotions and platform collaborations with phone operators (Telkomsel, etc.), digital wallets (Gopay, etc.), and online stores (JD.ID, Shopee, etc.) influence customer satisfaction in continuing their subscriptions on the platform. Mayasari & Arimbawa (2019) state that the usefulness of sales promotion is to attract new customers and increase the satisfaction of existing customers. The better sales promotion can meet the needs and desires of customers, the higher the level of satisfaction with the product or platform. This research aligns with the findings of a study conducted by Kuswadi & Nuryanto (2021), the more promotions offered, the higher customer satisfaction with the product or platform.

Convenience has a significant relationship with Customer Satisfaction (CS).

This indicates that the convenience provided by features such as customers being able to watch content on their gadgets anywhere, easy accessibility due to internet access, the ability to watch anytime, and the benefits for technology enthusiasts offered by freemium OTT platforms, influences customer satisfaction to continue subscribing to these platforms. In this study, respondents indicated agreement with ease of access and use of the platform, as perceived by customers when watching their favorite content, can contribute to higher levels of customer satisfaction. When customers can experience such ease with little effort and in a reasonable amount of time, they will feel satisfied with what the platform has provided (Kaura & Sharma, 2014).

Customer Satisfaction (CS) has a significant relationship with Resubscribe Intention (RI).

This indicates that customer satisfaction with using freemium OTT platforms (Viu, Vidio, WeTV, iQIYI, Youku) influences customers' willingness to resubscribe or continue their subscription to those platforms. This is consistent with previous research stating that satisfaction is the strongest predictor of continued use or repurchase by users, followed by reuse (Bhattacherjee, 2001; Hong, Thong & Tam, 2006; Sharma & Sharma, 2019; Pereira & Tam, 2021).

CONCLUSION

There is a shift in content consumption behavior with OTT platforms. OTT users can subscribe to more than one platform, so the form of loyalty from users is resubscription. The churn rate for freemium OTT platforms is higher than for SVOD OTT platforms because customers can return to the free service at any time. Freemium OTT platforms allow users to

consume content for free but with limited content and a subscription to enjoy premium features. This makes freemium OTT platforms face challenges in retaining their customer base, especially subscribers. Based on the collected articles and user reviews, customer satisfaction with OTT platforms depends on content quality, system quality, sales promotions, and ease of use. When customers are satisfied, they are more likely to continue their subscription. The freemium OTT platforms studied were Viu, Vidio, WeTV, iQIYI, and Youku. The results of the study showed that content quality, system quality, sales promotion, and convenience have a significant positive relationship with customer satisfaction. Customer satisfaction has also been proven to increase users' willingness to resubscribe. User preferences vary by generation, so freemium OTT platforms need to understand what opportunities are suitable for their target audience.

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