



THE MEDIATING ROLE OF CUSTOMER ENGAGEMENT ON THE EFFECT OF USER INTERFACE ON CUSTOMER SATISFACTION ON DIGITAL STREAMING SERVICE USERS

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Abstract

The development of streaming technology has led to a significant increase in video-on-demand (VOD) services, with competition in Indonesia's SVOD market being intense. The streaming industry faces challenges in managing platforms to satisfy customers and maintain subscriptions. Satisfying customers is a critical goal for streaming service providers, and customer satisfaction is a major result of digital marketing techniques. Customer engagement is one of the factors that affect satisfaction. Besides that, the platform's user interface plays a crucial role in enhancing both customer engagement and satisfaction. However, there is limited research on user interface and customer engagement. This study aims to analyze the effect of user interface on satisfaction through customer engagement using a sample of 260 digital streaming service users in Medan City, consisting of Netflix, Disney+, Prime Video, and HBO GO users. Data analysis techniques using path analysis with approach Structural Equation Modeling (SEM). The results showed that user interface positively and significantly impacts customer engagement and satisfaction. Customer engagement positively and significantly impacts customer satisfaction. Indirectly, user interface positively and significantly impacts customer satisfaction through customer engagement.

Keywords: *User Interface, Customer Engagement, Customer Satisfaction*

1. INTRODUCTION

The development of streaming technology triggered many media to be poured into multiple segments through significant file compression called VOD (video on demand) (Tsai, 2023). Competition in Indonesia's streaming video-on-demand (SVOD) market is intense, with multiple service providers vying for market share. Viu, Disney+ Hotstar, Vidio, Prime Video, and Netflix are among the top SVOD services in Indonesia. According to the Populix survey, Netflix is the most widely used SVOD app in Indonesia with 69%, followed by Disney+, a newcomer in 2020, which even managed to rank second with 62%. YouTube is ranked third, with a percentage of 52%, and then in order, there are VIU, Vidio, WeTV, and HBO Go (Populix, 2022). The streaming industry, which has been growing since the COVID-19 pandemic, certainly faces many challenges, such as competition with each other in managing their respective platforms to satisfy their customers so that they continue to subscribe. Customer satisfaction is the most affected outcome by digital marketing strategies, emphasizing its central role in driving positive customer outcomes (Aityassine et al., 2022). To maintain its current users, streaming service providers must retain user satisfaction (Kurniawan & Alversia, 2021). Streaming satisfaction refers to the level of satisfaction and fulfillment experienced by customers with their streaming services. According to Kübler et al., (2021) Customers may become dissatisfied if the streaming service does not offer a wide selection of content or if the content catalog is not regularly updated with new and exciting shows or movies.

Aityassine et al. (2022) has examined how digital marketing tactics affect consumer outcomes, including satisfaction, engagement, and loyalty, emphasizing the role of digital initiatives in determining customer engagement. Customer engagement manifests customer behavior and shapes customer satisfaction and loyalty (Purwanto et al., 2022). In the digital economy, customer engagement is critical to achieving marketing goals through digital technology (Chaffey & Ellis-Chadwick, 2022). Getting customers to engage with streaming platforms is very important. Given that the user can end the

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subscription whenever they decide, streaming platform providers must constantly upgrade the technology, customer support, and content to keep current subscribers happy and draw in new ones (Gupta & Singharia, 2021).

According to Baladron & Rivero (2019), convenient access to content through various devices and applications is a crucial factor influencing customers' decisions to switch between streaming platforms. The attractive interface of the platform certainly bridges the convenience of accessing content. The user interface in the streaming services industry plays a multifaceted and crucial role in enhancing user experience, engagement, and satisfaction of customers. It isn't easy to contemplate the achievement of site quality, especially platforms, given the various components that exist in them (Nasimi et al., 2018). Research related to the influence of user interface and satisfaction has been widely discussed by multiple researchers (Al-Adwan et al., 2020; Aman and Smith-Colin, 2022; Aslam et al., 2020; Nasimi et al., 2018; Sanny et al., 2019). However, there is little research on user interface and customer engagement (Hentati et al., 2021; Kitkowska et al., 2022). This study aims to analyze further the effect of user interface on customer satisfaction through customer engagement of digital streaming services users.

User Interface

According to (Pratama & Cahyadi, 2020), the user interface is a system component that serves as a mediator between the user and the system, facilitating efficient user interaction. User interface refers to any method, means, or way end users interact with application content and functions (Aman and Smith-Colin, 2022). The goal of the design interface is to promote consistency in behavior, appearance, and experience. It provides descriptions of textures, patterns, and color schemes (Kotaru, 2019). One type of user interface is the graphical user interface (GUI). A graphical user interface (GUI) is a user-computer interface that uses visual windows, menus, and icons to show users information and perform actions (O'Regan, 2021). Abbasi et al. (2012) applied the UIA (User Interface Aesthetics) model, which is derived from the PQ (product quality) and QinU (Quality in Use) perspectives and can be used to evaluate user interfaces in terms of aesthetics.

Customer Engagement

Engaging with customers is a psychological one that mimics the principles of fostering loyalty among new customers. Customers who purchase recurrent service brand purchases can employ tools to sustain their commitment (Bowden, 2009). According to Hollebeek (2011), customer engagement is the degree of motivation, brand-related mentality, and context-dependent setting present during brand encounters and defined by a particular degree of cognitive, emotional, and behavioral activity. Finally, Customer engagement is defined as "a customer's motivation- and volition-driven investment of operant resources (cognitive, behavioral, emotional, and social skills and knowledge), and operant resources (e.g., equipment) within a service system into brand interactions." by Hollebeek et al., (2016) using an S-D logic perspective. To include customer engagement, the concept of consumer engagement has evolved and changed. According to (Kumar et al., 2017), customer engagement has been successfully adapted and applied to conceptualize and research several subjects.

Customer Satisfaction

Zeithaml et al., (2017) define customer satisfaction as the degree to which customers feel that a good or service has fulfilled their needs and expectations. According to Chen et al., (2020), A sense of pleasure or dissatisfaction that results from matching the actual impact of a product or service with its anticipated value is known as customer satisfaction. Kotler et al., (2022) define customer satisfaction as the happiness or discontent that a person experiences when they compare the perceived performance of a good or service (or outcome) to what they were expecting. Consumer satisfaction is often defined as an emotion consumers feel after using goods or services (Ahmed et al., 2023). The overall satisfaction measurement model from (M. Chung et al., 2020) can be used to measure customer satisfaction.



2. RESEARCH METHODS

Data Collection and Sample

This study explains the hypothetical relations between user interface on customer engagement and satisfaction. The study's population consists of Medan City's digital streaming users, the precise number of whom is unknown. The sample comprises 260 digital streaming services users (Netflix, Disney+, Amazon Prime Video, and HBO GO) in Medan City. Data collection techniques were carried out using questionnaires. The judgemental sampling was the method used for the sample procedure, which criteria of users are users who have already used streaming services for over three months. Data analysis techniques using path analysis with approach Structural Equation Modeling (SEM). According to Hair et al., (2019), A part of a statistical model that aims to explain the link between many variables is structural equation modeling or SEM. The measurement model (outer model) and the structural model (inner model) comprise the PLS path model.

Measurement

The total number of items in all variables was measured from 18 items. Each item statement is distributed using a scale of 1 to 5, from "strongly agree" to "strongly agree". Independent variable: User interface refers to any method, means, or manner by which end users interact with application content and functions (Aman and Smith-Colin, 2022). User Interface is measured using four dimensions by Abbasi et al. (2012), who apply the UIA (User Interface Aesthetics) model derived from the perspective of product quality (Visual Appeal and Representation) and Quality in Use (Aesthetic Appeal and realism).

Mediating Variable: Customer engagement is a company's deliberate effort to go above and beyond the basic business transaction to encourage, facilitate, and measure a voluntary contribution of customers to the functions of company's marketing (Harmeling et al., 2017). Engagement scale integrating cognitive, affectional, and activation dimensions (Hollebeek et al., 2014). Dependent Variable: Customer satisfaction is the emotion that results from a person assessing how well or poorly they feel a product, service, or outcome performs compared to their expectations (Kotler et al., (2022). M. Chung et al., (2020) measure overall satisfaction using the construction details satisfied with service, content with service, service did a good job, did what customers expected, happy with service, and satisfied with experience.

3. RESULTS AND DISCUSSION

Descriptive Statistics

Tabel 1. Descriptive Statistics

Description	Category	Frequency	Percentage
Gender	Male	92	35.4
	Female	168	64.6
	Total	260	100.0
Age	17-20	77	29.6
	21-25	142	54.6
	26-30	19	7.3
	31-35	14	5.4
	36-40	8	3.1
	Total	260	100.0
Occupation	Job Seeker	31	11.9
	Civil Servant	5	1.9
	Student	184	70.8
	Employee	20	7.7
	Entrepreneur	13	5.0
	Others	7	2.7
	Total	260	100.0
Subscription time	3-5 Month	154	59.2

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Description	Category	Frequency	Percentage
	6-12 Month	33	12.7
	> 1 Year	73	28.1
	Total	260	100.0
Device used	Laptop	59	22.7
	Smartphone	152	58.5
	Tablet	15	5.8
	Television	34	13.1
	Total	260	100.0
Favorite Content	Film	171	65.8
	Serial	55	21.2
	Anime	23	8.8
	Documenter	8	3.1
	Random	3	1.2
	Total	260	100.0
Favorite Genre	Drama/Romance	92	35.4
	Action	79	30.4
	Comedy	38	14.6
	Horror/thriller	25	9.6
	Science Fiction	25	9.6
	Fantasy	1	0.4
	Total	260	100.0

Source: Primary Data (2023)

Table 1 above indicates that customers of digital streaming services are primarily female (64.6%) and in the age group 21–25 (54.6%). Additionally, Table 1 above indicates that most users of digital streaming services are students (70.8%), with the majority having used the services for three to five months (59.2%). The most used smartphone is (58.5%) because it is more practical than other devices. The favorite content is movies (65.8%) because they do not take much time to finish, and the favorite genre is drama/romance (35.4%) because it can touch the audience's emotions.

Evaluation of Outer (Measurement) Model

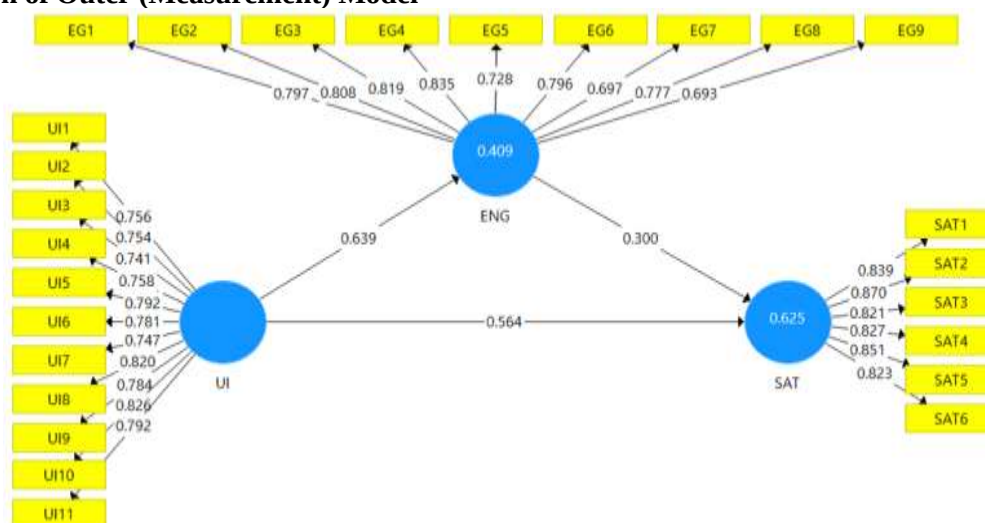


Figure 1. Outer Model

Source: Researcher Processing Results Using SmartPLS (2023)

Tabel 2. Validity and Reliability

Construct	Items	Outer Loading	α	CR	AVE
User Interface	UI1	0.756	0.935	0.944	0.605
	UI2	0.754			
	UI3	0.741			
	UI4	0.758			
	UI5	0.792			
	UI6	0.781			
	UI7	0.747			
	UI8	0.820			
	UI9	0.784			
	UI10	0.826			
	UI11	0.792			
Customer Engagement	EG1	0.797	0.916	0.930	0.599
	EG2	0.808			
	EG3	0.819			
	EG4	0.835			
	EG5	0.728			
	EG6	0.796			
	EG7	0.697			
	EG8	0.777			
	EG9	0.693			
Customer Satisfaction	SAT1	0.839	0.916	0.934	0.703
	SAT2	0.870			
	SAT3	0.821			
	SAT4	0.827			
	SAT5	0.851			
	SAT6	0.823			

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 2. Each variable indicator (user interface, customer engagement, and customer satisfaction) has an outer loading value and AVE > 0.5 and is considered sufficient to meet the requirements of convergent validity. Based on Table 2, the Composite Reliability and Cronbach's Alpha values of all research constructs are > 0.70 so that they meet the reliability requirements.

Tabel 3. Forner-Lacker Criterion

Variables	ENG	SAT	UI
ENG	0.774		
SAT	0.661	0.839	
UI	0.639	0.756	0.778

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3. The diagonal value is AVE's square root value, which is higher than the correlation value between constructs. Then, the model can be said to be valid because it has fulfilled discriminant validity.

Evaluation of Inner (Structural) Model

Tabel 4. R Square

Variables	R Square	R Square Adjusted
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Engagement	0.409	0.406
Satisfaction	0.625	0.622

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 4. the Adjusted R Square value of customer engagement can be explained by variations in user interface constructs and customer satisfaction of 40.6%. This means that the contribution of variations in user interface and customer satisfaction to customer engagement is 40.6%, and the other 59.4% is explained by variations in other constructs not included in the model. Meanwhile, the Adjusted R Square value of customer satisfaction can be explained by variations in the user interface construct of 62.2%. This means that the contribution of user interface variations to customer satisfaction is 62.2%, and the other 37.4% is explained by variations in other constructs not included in the model.

Table 5. Direct and Indirect Effects

Direct Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Hypothesis
UI -> ENG	0.639	0.647	0.046	13.971	0.000	Accepted
UI -> SAT	0.564	0.567	0.055	10.182	0.000	Accepted
ENG -> SAT	0.300	0.296	0.059	5.130	0.000	Accepted
Indirect Effect	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values	Hypothesis
UI -> ENG -> SAT	0.192	0.19	0.036	5.306	0.000	Accepted

Source: Researcher Processing Results Using SmartPLS (2023)

Based on Table 3, for the direct effect, the user interface has a positive and significant impact on customer engagement with P values (0.000) < 0.05. P Values (0.000) < 0.05 indicate that user interface has a positive and significant impact on customer satisfaction. As a result, hypothesis 2 is approved. Customer engagement positively and significantly affects customer satisfaction with P Values (0.000) < 0.05. Thus, hypothesis 3 is accepted. Thus, hypothesis 3 is accepted. Table 3 also shows the indirect effect, namely, user interface, has a significant and positive impact on consumer satisfaction through engagement with a P value of (0.000) < 0.05. Thus, hypothesis 4 is accepted.

Discussion

The Effect of User Interface on Customer Engagement

Based on the test results, the user interface positively and significantly affects customer engagement. The study's conclusions are in line with (S. Chung et al., 2018), who show that Customers who examine products using a touch interface (as opposed to a mouse) exhibit much higher levels of engagement. The user interface can increase some measures of behavioral engagement with a digital intervention (Hentati, 2021). (Shao et al., 2022) demonstrate the significance of interface characteristics in influencing user engagement. The visual interface can be engaging through the strategic use of design elements, emotional resonance, and first impressions, as well as by considering user interest and enjoyment in the interaction process. These factors collectively contribute to creating visually engaging interfaces that enhance user engagement.

The Effect of User Interface on Customer Satisfaction

According to the test results, the user interface positively and significantly affects customer satisfaction. The findings of the study are in line with (Sanny et al., 2019), which shows that the user

interface positively and significantly affects customer satisfaction. The research results by Al-Adwan et al. (2020) also show that improving the quality of the user interface positively affects customer satisfaction. The results of this study indicate that the user interface in terms of the aesthetics of a design and aspects such as layout, logo images, easy-to-read typography, proper color selection, and other things can enhance the appearance. But the most important thing is a simple interface that facilitates access from customers to digital streaming services so that it triggers satisfaction.

The Effect of Customer Engagement on Customer Satisfaction

Based on the test results, customer engagement positively and significantly affects customer satisfaction. The findings of the study are consistent with (Sharma & Singh, 2023), showing that customer engagement positively and significantly affects customer satisfaction. High levels of customer engagement can lead to increased customer satisfaction (Kumar 2017). Thakur (2019) investigated how consumer engagement experiences influence the relationship between satisfaction and loyalty in a digital business environment, highlighting the complex interaction between engagement, happiness, and loyalty. The attachment built-in customers, such as thinking about the service when enjoying streaming content on the service, will undoubtedly stimulate customers to learn more about the streaming platform used. Over time, it will certainly trigger a positive feeling so that satisfaction occurs in using the streaming service.

The Effect Of User Interface Indirectly On Customer Satisfaction Through Customer Engagement

The test results show that the user interface's indirect effect on customer satisfaction through customer engagement is positive and significant. The results of this study are supported by the research results (Kitkowska et al. 2022), which show that UI design can significantly affect consumer satisfaction and user engagement. The impact of user interface (UI) on customer engagement is an essential aspect of digital interaction and has been the subject of extensive research. Customer experience and satisfaction have been linked to customer loyalty, highlighting the importance of UI in shaping customer engagement (Mbama et al., 2018). User interface attractiveness is positively related to psychological engagement, suggesting that UI's visual appeal and usability significantly contribute to engaging customers and enhancing their satisfaction with mobile travel (Tian et al., 2021).

4. CONCLUSION

Based on the results and discussion, the researcher concludes that the user interface has a positive and significant effect both on customer engagement and satisfaction. The user interface also has a positive and significant effect on satisfaction through customer engagement. Customer engagement has a positive and significant effect on satisfaction. Every digital streaming platform is obliged to improve the visual interface design to make customers satisfied and engaged to continue using and subscribing. The graphical interface shapes user engagement in the digital streaming services industry. In addition, as a suggestion for digital streaming companies, they can make periodic updates within a quarter on the interface of the streaming application to provide refreshment and novelty in its use by customers to be more captivated.

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