THE INFLUENCE OF CUSTOMER EXPECTATION, PERCEIVED ENJOYMENT, PERCEIVED EASE OF USE, AND CUSTOMER SATISFACTION ON REPURCHASE INTENTION OF VIDIO.COM STREAMING SERVICE PROVIDERS

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ABSTRACT

Objective: This research was conducted to find out whether Customer expectation (EXP), user satisfaction (SAT), Perceived Enjoyment (PE), Perceived Ease of Use (PEOU) influence each other and also influence repurchase intention (RPI) on the Vidio.com streaming service site. This research is modified because it uses an existing theory but uses a different object.

Methods: This study used a quantitative method using questionnaires. This study has a population of 34.052 (thirty four thousand fifty two) Telkom University students and the questionnaire was distributed to a sample of 379 (three hundred seventy nine) Telkom University students using a purposive sampling. The analytical method used is Structural Equation Modeling (SEM) that based on variance (partial least squares).

Results: The research results obtained show that customer expectation and customer expectation have a positive and significant influence on perceived ease of use partially. Customer expectation, perceived enjoyment, and perceived ease of use have a positive and significant influence on satisfaction partially. Perceived ease of use has a positive and significant influence on perceived enjoyment. Satisfaction and perceived enjoyment have a positive and significant influence on repurchase intention partially. But perceived ease of use does not have positively and significant influence on repurchase intention.

Conclusions: The vidio.com site provider must continue to improve service quality, product quality and site design quality to meet customer expectations, increase perceived enjoyment, provide its own chat room, provide better and newest products, and also maintain good relations with consumers so that consumers will feel satisfied and interested in making repeat purchases. For future researchers who want to research the same material, they should add or replace several variables such as perceived usefulness, perceived quality, perceived emotional value, perceived social value, etc, and also change the broader research object so that they can find out the factors that can influence consumer repurchase intention for a product or service.

Keywords: repurchase intention, customer expectation, perceived enjoyment, perceived ease of use, user satisfaction.

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A INFLUÊNCIA DA EXPECTATIVA DO CLIENTE, PERCEBIDA DIVERSÃO, FACILIDADE DE USO E SATISFAÇÃO DO CLIENTE COM A INTENÇÃO DE RECOMPRA DOS PRESTADORES DE SERVIÇOS DE TRANSMISSÃO CONTÍNUA VIDIO.COM

RESUMO

Objetivo: Esta pesquisa foi realizada para descobrir se a expectativa do cliente (EXP), a satisfação do usuário (SAT), a satisfação percebida (PE), a facilidade de uso percebida (PEOU) influenciam um ao outro e também influenciam a intenção de recompra (RPI) no site de serviço de streaming Vidio.com. Esta pesquisa é modificada porque usa uma teoria existente, mas usa um objeto diferente.

Métodos: Este estudo usou um método quantitativo usando questionários. Este estudo tem uma população de 34.052 (trinta e quatro mil e cinquenta e dois) estudantes da Universidade de Telkom e o questionário foi distribuído para uma amostra de 379 (trezentos e setenta e nove) estudantes da Universidade de Telkom usando uma amostragem proposta. O método analítico utilizado é a Modelagem de Equações Estruturais (SEM), que se baseia na variância (mínimos quadrados parciais).

Resultados: Os resultados da pesquisa obtidos mostram que a expectativa do cliente e a expectativa do cliente têm uma influência positiva e significativa na percepção da facilidade de uso parcialmente. A expectativa do cliente, a percepção de prazer e a facilidade de uso têm uma influência positiva e significativa na satisfação parcialmente. A percepção da facilidade de uso tem uma influência positiva e significativa na percepção do prazer. A satisfação e o prazer percebido têm uma influência positiva e significativa na intenção de recompra parcialmente. Mas a percepção da facilidade de utilização não tem uma influência positiva e significativa na intenção de recompra.

Conclusões: O provedor de site vidio.com deve continuar a melhorar a qualidade do serviço, a qualidade do produto e a qualidade do design do site para atender às expectativas do cliente, aumentar o prazer percebido, fornecer sua própria sala de bate-papo, fornecer produtos melhores e mais novos, e também manter boas relações com os consumidores para que os consumidores se sintam satisfeitos e interessados em fazer compras repetidas. Para futuros pesquisadores que desejam pesquisar o mesmo material, eles devem adicionar ou substituir várias variáveis, como a percepção de utilidade, qualidade percebida, valor emocional percebido, valor social percebido, etc, e também alterar o objeto de pesquisa mais amplo para que eles possam descobrir os fatores que podem influenciar a intenção de recompra do consumidor para um produto ou serviço.

Palavras-chave: intenção de recompra, expectativa do cliente, percepção de prazer, percepção de facilidade de uso, satisfação do usuário.

1 INTRODUCTION

Internet connections make the development of the digital world even more massive. The internet has many useful benefits for humans in helping their daily activities. The internet can also remove the limitations that previously existed in accessing new
things. With the existence of the Internet, a new world was formed which is called the "Digital World". In this digital world we can carry out daily activities like in the real world. Not only for interacting with each other, today's digital world has uses for entertainment. One of the benefits of using it is to watch movies or stream wherever you want.

One of the famous streaming services in Indonesia is Vidio.com. Vidio.com is a digital platform, in the main VOD (Video-on-demand) of the Surya Citra Media (SCMA) corporation which broadcasts a large number of sports matches such as the BWF series, F1, Indonesian League 1,2,3, UEFA Champion League, World Tennis, UEFA Europa League, English Premier League or English league, and NBA. Previously on April 13 2022, dailysocial.id reported that at the close of the fourth quarter of 2021, Vidio had monthly active users (MAU) totaling 62 million subscribers and 2.3 million of them were paid users.

According to the Media Partners Asia report in the SCMA Investor's Release in the first quarter of 2023, Vidio has become the number 1 OTT platform in Indonesia based on monthly active users (MAU) and total streaming minutes from the fourth quarter of 2021 - 2022. In the fourth quarter 2022, Vidio will also rank first in the total number of subscribers and subscriber growth. Vidio's achievements, as recorded by Minutes Streamed, placed Vidio as the number one OTT in Southeast Asia. Vidio also succeeded in capturing 35 percent of the market share of new subscribers in Southeast Asia, surpassing the Netflix, Disney+ and WeTV platforms. Then, MAU is the number one most watched OTT in Indonesia. Not only that, this digital application which presents a variety of audio-visual content is also the number one video application that is most downloaded on the Playstore as recorded by Top Grossing Entertainment, as well as the number one OTT on the AppStore by Top Free Entertainment.

This achievement was supported by local content and sports, where Media Partners Asia said that "quality local content" consistently significantly influenced the increase in subscribers in Indonesia. Vidio's increasing scale has led to changes in SCMA's revenue structure from year to year. The revenue contribution of the digital and OOH (outdoor advertising/out of home) segments increased from 6.51% in 2019 to 21.22% in 2022. Active Vidio.com users are divided into two categories, namely postpaid and prepaid. In this case, postpaid customers are Kartu Halo users. Active Vidio.com users in the postpaid category reached 45% and prepaid reached 54%. Meanwhile, on the
Netfllx application, postpaid customers reach 32% and prepaid customers reach 21%, on the Viu application postpaid customers reach 19% and prepaid customers reach 20%, while on Disney+ application postpaid customers reach 7% and prepaid customers reach 5%.

Vidio.com is currently ranked 1st in Indonesia as a streaming service with the most monthly active users and total streaming minutes from the fourth quarter of 2021 - 2022. However, Vidio.com itself is experiencing losses of 398 billion rupiah in the quarter 1 in 2023 (Calvin, 2023). These losses can certainly be reduced if Vidio.com service users have an interest in repurchasing their viewing packages. Please note that the subscription system on vidio.com or viewing packages starts with 1 month and some with one year. So when the subscription package has expired, those who watch exclusive content belonging to Vidio.com will be directed to purchase the package again. Users must be satisfied with the content that Vidio.com offers so that users have an interest in subscribing again to Vidio.com and Vidio.com can achieve its target, namely to be able to make a profit in the first quarter of 2025. This research has the objectives to be achieved, namely to: (1) know the influence of expectations (EXP) on comfort (PE) using the Vidio.com site, (2) know the influence of expectations (EXP) on the functionality (PEOU) of the Vidio.com site, (3) know the influence of expectations (EXP) on satisfaction (SAT) of the Vidio.com site, (4) know the effect of comfort (PE) on satisfaction (SAT) of the Vidio.com site, (5) know the effect of functionality (PEOU) on satisfaction (SAT) of the Vidio.com site, (6) know the effect of functionality (PEOU) on the comfort (PE) of the Vidio.com site, (7) know the effect of satisfaction (SAT) on repurchase intention (RPI) of the Vidio.com site, (8) know the effect of comfort (PE) on...
repurchase interest (RPI) on the Vidio.com site, (9) know the effect of functionality (PEOU) on repurchase interest (RPI) on the Vidio.com site.

2 LITERATURE REVIEW

2.1 REPURCHASE INTENTION

Peter & Olson (2015) state that, "Repurchase intention is a purchasing activity that is carried out more than once or several times". The satisfaction obtained by consumers can encourage someone to make repurchases, become loyal to the product or loyal to the place where someone buys the product so that consumers can tell good things to other people. According to research by Ashfaq et al., (2019) the repurchase intention indicators used in this research are: (1) Continue to subscribe.

2.2 SATISFACTION

Kotler & Keller (2016) state, "satisfaction is a user's feeling of pleasure which comes from the results of the relationship between expectations and desires". Customer satisfaction is a measure of how well the quality of the company's products or services offered can fulfill customer expectations. There are factors that will influence customer satisfaction, namely the quality of the product or service, the price of the product or service, the customer service, data security, the customer experience, the brand reputation, and business communication methods. According to research by Ashfaq et al., (2019) the indicators used for satisfaction are:

1. Feel satisfied with the product.
2. Meet expectations.
3. Feel happy with the genre or theme.
4. Overall.

2.3 PERCEIVED EASE OF USE

Jogiyanto (2007) said that, "perceived ease of use is the perception felt by individuals when they feel the ease of using a website".

Ease of use can reduce a person's effort (both time and energy) in using information technology. This comparison of ease provides an indication that people who use information technology work more easily compared to people who do not use
information technology (manually). According to research by Ashfaq et al., (2019) the indicators of perceived ease of use used in this research are:

1. Difficult to purchase subscriptions.
2. Without expert help.
3. It takes too long.
4. Requires a lot of mental effort.

2.4 PERCEIVED ENJOYMENT

According to Permana et al., (2012) the definition of "perceived enjoyment is the extent to which pleasure is felt by using technology". Therefore perceived enjoyment focuses on intrinsic motivation. This concept is also interpreted as how the activity of using a computer can be felt within itself, regardless of anticipated performance consequences. According to research by Ashfaq et al., (2019) the perceived enjoyment indicators used in this research are:

1. Enjoy the service.
2. Gives the impression of "Enjoyment".
3. Provide excitement.
4. Makes me happy.

2.5 CUSTOMER EXPECTATIONS

Tjiptono (2017) said that, "customer expectations are consumer beliefs before trying or buying a product, which is used as a reference in assessing the performance of the product". This customer expectation can also be caused by various factors, such as the customer's past experience when purchasing a similar product, or it can also be influenced by the customer's needs and desires when purchasing the product. According to research by Ashfaq et al., (2019) the customer expectation indicators used in this research are:

1. Experience using the product.
2. Services provided.
3. Expectations of using the product.
2.6 RESEARCH HYPOTHESIS

H1: Customer Expectation has positively and significant effect toward perceived enjoyment

H2: Customer Expectation has positively and significant influence toward perceived ease of use

H3: Customer Expectation has positively and significant influence toward satisfaction

H4: Perceived enjoyment has positively and significant influence toward satisfaction

H5: Perceived ease of use has positively and significant influence toward satisfaction

H6: Perceived ease of use has positively and significant influence toward perceived enjoyment

H7: Satisfaction has positively and significant influence toward repurchase intention

H8: Perceived enjoyment positively and significant influence toward repurchase intention

H9: Perceived ease of use has positively and significant influence toward repurchase intention

3 RESEARCH METHODS

This study uses a quantitative approach and collects primary data through surveys. The population in this study was Telkom University students totaling 34,052 (thirty four thousand fifty two). Determination of the sample size using the Krejcie & Morgan (1970) sample table. Where when the population has a total of 34,052 (thirty four thousand fifty two) then the sample obtained is 379. For this reason, in this research the researcher took a sample of 379 students. The research use Structural Equation Modeling (SEM) method. The Partial Least Squares-Structural Equation Modeling (PLS-SEM) technique with Smart-PLS 4.0 software was used to evaluate the collected samples (Zahra & Astuti, 2023). SEM is a statistical technique for testing complex relationships between variables and evaluating model fit. SEM will be used to build and test a theoretical model that captures the relationship between research variables and various factors in each group (Santoso & Indrajaya, 2023). SEM is also defined as a combination of two methods of
factor analysis and path analysis. Factor analysis is a mathematical technique for determining new variables from several variables based on correlation with these variables. The new variable which is formed from several variables is called a latent variable. Meanwhile, path analysis is a representation of the correlation coefficient which is depicted in the form of an arrow. In path analysis, the relationship between two or more variables is depicted in the form of an arrow and the arrow contains a correlation coefficient. In path analysis, describing correlation in the form of arrows can present more complicated variable relationships, such as indirect relationships and mediation (Santoso & Indrajaya, 2022). The structural model is evaluated with R-Square (R2) to measure the dependent construct, t-test and significance structural path parameter coefficient (Nugroho, 2011). The coefficient of determination is obtained through the R2 value. Hypothesis testing concerning the effect of a latent variable with other latent variables is performed on other latent variables by inspecting at the t-statistics and assessing the ratio of the correlation coefficient with the parameter coefficient. This hypothesis test uses a confidence level of 95%. If the test results are significant at the 95% confidence level, then the results are also significant at the 90% confidence level (Nugroho, 2011).

4 RESULTS AND DISCUSSION
4.1 RESEARCH DATA ANALYSIS

The research data was processed using SmartPLS 4.0. The initial stage of data processing can be seen in the following picture:

Figure 2. Loading Factor Stage 1

Source: Author's data processed (2023)

The outer model defines how each indicator associated with its latent variable. The measurement model is contained in the validity test and reliability test.
4.1.1 Validity test

1. **Convergent Validity Test**

Based on the results of the convergent validity test, it can be explained that:

a. In the Customer Expectation variable there are 3 indicators that explain customer expectations. All indicators have a loading factor value > 0.70 so that the three indicators are said to be valid.

b. In the Perceived Enjoyment variable there are 4 indicators that explain the perceived comfort. All indicators have a loading factor value > 0.70 so that the four indicators are said to be valid.

c. In the Perceived Ease of Use variable there are 4 indicators that explain the perceived ease of use. All indicators have a loading factor value > 0.70 so that the four indicators are said to be valid.

d. In the Satisfaction variable there are 5 indicators that explain consumer satisfaction with the product or service they purchased. There is 1 indicator that has a loading factor value <0.70, namely the fifth indicator, so the fifth indicator is declared invalid and must be discarded. Meanwhile, the other four indicators have a loading factor value > 0.70 so that these four indicators are said to be valid.

e. In the Repurchase Intention variable there are 3 indicators that explain consumers’ intention to repurchase after purchase. There are 2 indicators that have a loading factor value <0.70, namely the first and second indicators, so these indicators are declared invalid and must be discarded. Meanwhile, 1 other indicator, namely the third indicator, has a loading factor value > 0.70 so that the third indicator is said to be valid.

In order to fulfill the required convergent validity, namely a loading factor value > 0.70, a second data processing was carried out. The results of the second data processing can be seen in the following image:
From the picture above it can be explained that the satisfaction variable has 4 indicators and the repurchase intention variable has 1 indicator. Based on the results of the second data processing by removing several invalid indicators, a value > 0.70 was obtained so that these indicators were said to be valid and could be used as research instruments.

2. **Average Variance Extracted (AVE) Test**

Average Variance Extracted (AVE) shows how much variance the manifest variable has in the latent construct, a standard figure of 0.50 means good convergent validity which can also be explained as an average above the indicator variance.

<table>
<thead>
<tr>
<th>Variable</th>
<th>AVE Value</th>
<th>AVE Value Limit</th>
<th>Decision</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation Customer (EXP)</td>
<td>0.648</td>
<td>0.50</td>
<td>Fulfilled</td>
</tr>
<tr>
<td>Perceived Enjoyment (PE)</td>
<td>0.700</td>
<td>0.50</td>
<td>Fulfilled</td>
</tr>
<tr>
<td>Perceived Ease of Use (PEOU)</td>
<td>0.837</td>
<td>0.50</td>
<td>Fulfilled</td>
</tr>
<tr>
<td>Satisfaction (SAT)</td>
<td>0.706</td>
<td>0.50</td>
<td>Fulfilled</td>
</tr>
<tr>
<td>Repurchase Intention (RPI)</td>
<td>1.000</td>
<td>0.50</td>
<td>Fulfilled</td>
</tr>
</tbody>
</table>

Based on the results of the AVE test in the table above, it can be known that all research variables have an AVE value > 0.50, so it can be explained that all variables have good construct validity.

3. **Discriminant Validity Test**

Discriminant validity is the level of differentiation of an indicator in measuring the instrument construct. To test discriminant validity, it can be done by comparing the
root value of AVE with other model constructs. If the number is greater than the correlation value between the constructs and the others, it can be concluded that it has good discriminant validity.

Table 2. Results of AVE Root Values and Correlation between Constructs

<table>
<thead>
<tr>
<th>Construct</th>
<th>AVE Root Value</th>
<th>Correlation with Other Constructs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation Customer (EXP)</td>
<td>0.805</td>
<td></td>
</tr>
<tr>
<td>Perceived Enjoyment (PE)</td>
<td>0.688</td>
<td>0.837</td>
</tr>
<tr>
<td>Perceived Ease of Use (PEOU)</td>
<td>-0.586</td>
<td>-0.435 0.915</td>
</tr>
<tr>
<td>Satisfaction (SAT)</td>
<td>0.510</td>
<td>0.579 -0.210 0.840</td>
</tr>
<tr>
<td>Repurchase Intention (RPI)</td>
<td>0.484</td>
<td>0.532 -0.373 0.600 1.000</td>
</tr>
</tbody>
</table>

Source: Results of data processing with SmartPLS 4.0

Based on the results of the AVE root value and the correlation between constructs, it shows that all indicators have higher correlation coefficient figures for each variable themselves compared to the correlation coefficient figures for indicators with other variables, so it can be concluded that the model has good discriminant validity.

4.1.2 Reliability Test

Reliability testing functions to measure the reliability and stability of an indicator in measuring variables. In this research, Cronbach's alpha and composite reliability criteria were used with each criterion value being 0.70. The results of the reliability test can be seen in the following table:

Table 3. Reliability Test Results

<table>
<thead>
<tr>
<th>Variable</th>
<th>Cronbach's alpha</th>
<th>Composite reliability</th>
<th>Rule of Thumb</th>
<th>Conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expectation Customer (EXP)</td>
<td>0.728</td>
<td>0.741</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Perceived Enjoyment (PE)</td>
<td>0.857</td>
<td>0.865</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Perceived Ease of Use (PEOU)</td>
<td>0.934</td>
<td>0.940</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
<tr>
<td>Satisfaction (SAT)</td>
<td>0.861</td>
<td>0.868</td>
<td>0.70</td>
<td>Reliable</td>
</tr>
</tbody>
</table>

Source: Results of data processing with SmartPLS 4.0

Based on the reliability test results in table 3 above, all variables have a Cronbach's alpha value > 0.70 and a composite reliability value > 0.70 so that all variables in this study are declared reliable.
### 4.1.3 Structural Model (Inner Model)

After carrying out a reflective measurement test (Outer model), then carry out an evaluation of the structural model (inner model). Structural model testing is done by looking at the R-square value to know the strength of the structural model from the latent variables. The R square value can be seen in table 4 below:

<table>
<thead>
<tr>
<th>Variable</th>
<th>R Square</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Enjoyment (PE)</td>
<td>0.553</td>
</tr>
<tr>
<td>Perceived Ease of Use (PEOU)</td>
<td>0.094</td>
</tr>
<tr>
<td>Satisfaction (SAT)</td>
<td>0.477</td>
</tr>
<tr>
<td>Repurchase Intention (RPI)</td>
<td>0.446</td>
</tr>
</tbody>
</table>

Based on table 4 above, the R-Square value for the PE variable is 0.553 or 55.3%. This value is described by the factors EXP and PEOU amounting to 55.3% while the remaining 44.7% is explained by other factors outside the model. The R-Square value for the PEOU variable is 0.094 or 9.4%. This value is described by EXP factors amounting to 9.4% while the remaining 90.6% is described by other factors outside the model.

The R-Square value for the SAT variable is 0.477 or 47.7%. This value is described by the factors EXP, PE and PEOU amounting to 47.7% while the remaining 52.3% is described by other factors outside the model.

The R-Square value for the RPI variable is 0.446 or 44.6%. This value is described by the factors PE, PEOU and SAT amounting to 44.6% while the remaining 55.4% is described by other factors outside the model.

### 4.1.4 Hypothesis testing
This hypothesis testing is based on the results of Partial Least Square (PLS) analysis by performing the Bootstraping test using a confidence level of 95% (alpha 5%) and 90% (alpha 10%), T-statistic with T-table (1.96) and T-statistic with T-table (1.64). The provisions in this hypothesis are:

- If the T-statistic value > t-table then the hypothesis is accepted
- If the p-value < confidence level (alpha= 0.05 and 0.10) then the hypothesis is accepted
- If the p-value > confidence level (alpha= 0.05 and 0.10) then the hypothesis is rejected

The results of the hypothesis test carried out can be seen in table 5 below:

<table>
<thead>
<tr>
<th>Path Coefficients</th>
<th>T statistics</th>
<th>P values</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>EXP -&gt; PE</td>
<td>23.990</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>EXP -&gt; PEOU</td>
<td>6.574</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>EXP -&gt; SAT</td>
<td>8.254</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
<tr>
<td>PE -&gt; RPI</td>
<td>2.995</td>
<td>0.003</td>
<td>Accepted</td>
</tr>
<tr>
<td>PE -&gt; SAT</td>
<td>3.231</td>
<td>0.001</td>
<td>Accepted</td>
</tr>
<tr>
<td>PEOU -&gt; PE</td>
<td>2.043</td>
<td>0.041</td>
<td>Accepted</td>
</tr>
<tr>
<td>PEOU -&gt; RPI</td>
<td>1.442</td>
<td>0.149</td>
<td>Rejected</td>
</tr>
<tr>
<td>PEOU -&gt; SAT</td>
<td>2.214</td>
<td>0.027</td>
<td>Accepted</td>
</tr>
<tr>
<td>SAT -&gt; RPI</td>
<td>10.373</td>
<td>0.000</td>
<td>Accepted</td>
</tr>
</tbody>
</table>

Source: Results of data processing with SmartPLS 4.0

5 DISCUSSION

1. The influence of customer expectations on Perceived Enjoyment

The research results show that the t-statistic value is 23.990 > 1.64 with a p-value of 0.000 < 0.05. This means that customer expectations have positively and significant influence on the perceived enjoyment of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

If the perceived value of goods or services meets customer expectations, consumers will feel satisfied and as a result consumers are more likely to use technology for online purchases because consumers feel enjoyment or comfort. Palullungan (2022) in his research emphasized that there is a positive and significant influence of customer expectations on perceived enjoyment. This is because customer expectations regarding video streaming have been confirmed, making consumers feel comfortable using it.
The results of this research are supported by research conducted by Ashfaq et al., (2019) and Salsabila & Widarmanti (2023) which shows that customer expectations have positively and significant influence on perceived enjoyment.

2. The influence of customer expectations on perceived ease of use

The research results show that the t-statistic value is 6.574 > 1.64 with a p-value of 0.000 < 0.05. This means that customer expectations have positively and significant influence on the perceived ease of use of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

The ease of use felt by consumers of a system can encourage consumers to visit or reuse the system. Consumer experience in making online purchases previously will increase the likelihood of customer expectations being met. Based on past experience, it will be able to influence future hopes or expectations. Ashfaq et al., (2019) explained that expectations have a significant impact on perceived ease of use.

The results of this research are supported by research conducted by Ashfaq et al., (2019) and Salsabila & Widarmanti (2023) which shows that customer expectations have positively and significant effect on perceived ease of use.

3. The influence of customer expectations on satisfaction

The research results show that the t-statistic value is 8.254 > 1.64 with a p-value of 0.000 < 0.05. This means that customer expectations have positively and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

Customer expectations are consumers' perceptions and feelings about products or services. Expectations are an important factor of satisfaction and suggest how to meet, satisfy and manage such conditions. It is very important to manage expectations to achieve a high level of satisfaction. In general, after a consumer makes a purchase, the performance of the product or service they purchased is able to meet the consumer's expectations, so the consumer will feel satisfied. Videlaine & Scaringella (2019) say that there is a positive and significant influence of expectations on satisfaction.

The results of this research are supported by research conducted by Ashfaq et al., (2019) and Salsabila & Widarmanti (2023) which shows that customer expectations have positively and significant effect on satisfaction.
4. **The influence of perceived enjoyment on satisfaction**

The research results show that the t-statistic value is $3.231 > 1.64$ with a p-value of $0.001 < 0.05$. This means that perceived enjoyment has a positive and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

The pleasure or enjoyment felt when making a purchase has an important influence on consumer behavior. The pleasure felt by consumers can come from the attractive appearance of websites and video streaming applications, which is one element of perceived enjoyment that will positively increase consumer satisfaction in making purchases. Apart from that, the quality and design of a website that offers various products and various prices will attract consumers to visit it. The pleasure or enjoyment that users feel when browsing a website can directly increase consumer satisfaction. Ashfaq et al., (2019) said that perceived enjoyment has a strong impact on satisfaction.

The results of this research are supported by research conducted by Oktarini & Wardana (2018) and Salsabila & Widarmanti (2023) who said that perceived enjoyment has a positive and significant influence on satisfaction.

5. **The effect of perceived ease of use on satisfaction**

The research results show that the t-statistic value is $2.214 > 1.64$ with a p-value of $0.027 < 0.05$. This means that perceived ease of use has a positive and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

Perceived ease of use is very important in the purchasing process carried out by consumers online. The ease of learning and using technology, such as purchasing online, will positively increase consumer satisfaction. The easier it is felt when making a purchase will increase consumer satisfaction in online shopping. Therefore, ease of use of the application can provide satisfaction for consumers and have an impact on increasing application usage. Oktarini & Wardana (2018) say that perceived ease of use has a significant influence on satisfaction.

The results of this research are supported by research conducted by Oktafiani et al., (2021) and Salsabila & Widarmanti (2023) which states that perceived ease of use has a positive and significant influence on satisfaction.
6. **The influence of perceived ease of use on perceived enjoyment**

The research results show that the t-statistic value is $2.043 > 1.64$ with a p-value of $0.041 < 0.05$. This means that perceived ease of use has a positive and significant influence on the perceived enjoyment of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

When consumers feel ease in using a technology, this will have an impact on consumer comfort or enjoyment. This means that consumers can experience feelings of comfort when using a particular technology and consider their involvement in using this technology as a pleasant activity. A high level of comfort motivates users to spend more time accessing the technology. So the level of ease of use can positively and significantly influence consumer comfort in using a technology. Ashfaq et al., (2019) said that perceived ease of use has a significant impact on perceived enjoyment.

The results of this research are supported by research conducted by Monica & Japarianto (2022) and Salsabila & Widarmanti (2023) which shows that perceived ease of use has a positive and significant influence on perceived enjoyment.

7. **The influence of satisfaction on repurchase intention**

The research results show that the t-statistic value is $10.373 > 1.64$ with a p-value of $0.000 < 0.05$. This means that satisfaction has a positive and significant influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

The purpose of repeat purchases is the desire to continue to feel satisfaction. Repurchases are made when consumers feel that all expectations have been met so that consumers have a tendency to make the next purchase of that product or service. For this reason, the high or low level of customer satisfaction determines the strength and weakness of the intention to make a repeat purchase. According to Choi & Kim (2013), the level of satisfaction causes consumers to have an increasingly strong desire to make repeat purchases.

The results of this research are supported by research conducted by Adekunle & Ejechi (2018) and Ashfaq et al., (2019) which shows that satisfaction has a positive and significant influence on repurchase intention.

8. **The influence of perceived enjoyment on repurchase intention**

The research results show that the t-statistic value is $2.995 > 1.64$ with a p-value of $0.003 < 0.05$. This means that perceived enjoyment has a positive and significant
influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

The pleasure that consumers feel (perceived enjoyment) when visiting online shopping websites can influence consumers' interest in making repeat purchases. To get a positive and significant effect on repeat purchase interest, the company must be able to provide comfort and an interesting website to visit. Attractive website design and providing good information when shopping online are elements of perceived enjoyment which have positively and significant influence in increasing consumers' desire to make repeat purchases (repurchase intention). According to Oktarini & Wardana (2018) in their research, they stated that the pleasure of seeing the products offered on a website, the freedom to open an online shopping website and a wide choice of products can significantly influence consumers' interest in making repeat purchases.

The results of this research are supported by research conducted by Ashfaq et al., (2019) and Kitjaroenchai & Chaipoopiratana (2022) showing that perceived enjoyment has a positive and significant influence on repurchase intention.

9. The influence of perceived ease of use on repurchase intention

The research results show that the t-statistic value is 1.442 < 1.64 with a p-value of 0.149 > 0.05. This means that perceived ease of use does not have positively and significant influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is rejected.

Ease of use of a system will positively and significantly increase consumer interest in making repeat purchases. Because it is assumed that users will feel that the website can be used easily, this will increase the user's intention to repurchase. However, in reality, ease of use does not necessarily make consumers continue to be interested in shopping online again because consumers also have a desire to shop for other needs so consumers only make online transactions once. Oentario et al., (2017) if an individual considers a technology difficult to use then that individual will not use it repeatedly.

The results of this research are supported by research conducted by Munthaha et al., (2023) and Laora et al., (2021) which shows that perceived ease of use does not have positively and significant influence on repurchase intention.
6 CONCLUSIONS AND RECOMMENDATIONS

Based on the results of the research and discussion in the previous chapter, the following conclusions can be drawn:

1. Customer expectations have positively and significant influence on perceived enjoyment of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

2. Customer expectations have positively and significant influence on the perceived ease of use of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

3. Customer expectations have positively and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

4. Perceived enjoyment has a positive and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

5. Perceived ease of use has a positive and significant influence on Vidio.com user satisfaction. Thus the hypothesis proposed in this research is accepted.

6. Perceived ease of use has a positive and significant influence on the perceived enjoyment of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

7. Satisfaction has a positive and significant influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

8. Perceived enjoyment has a positive and significant influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is accepted.

9. Perceived ease of use does not have positively and significant influence on the repurchase intention of Vidio.com users. Thus the hypothesis proposed in this research is rejected.

a. Suggestion

The suggestions that researchers can convey from the results of this research are as follows:

1. Vidio.com site providers must continue to improve service quality, product quality, site design, etc. so that they are able to meet customer expectations.
2. Researchers suggest that ways to increase perceived enjoyment include providing exciting and newest films as well as providing discounts or bonuses for consumers so that consumers enjoy it more and are more interested in enjoying the vidio.com film streaming service.

3. The vidio.com site provider must provide a separate chat room so that consumers can ask questions directly when consumers want to subscribe to vidio.com.

4. Vidio.com site providers must continue to provide products that are of better quality and the newest and continue to improve the best service so that consumers will feel satisfied.

5. Researchers suggest that vidio.com site providers continue to improve service quality, product quality, and maintain good relationships with consumers and continue to provide good products, so that consumers are interested in making repeat purchases.

6. For future researchers who want to research the same material, they should add or replace several variables such as perceived usefulness, perceived quality, perceived emotional value, perceived social value, etc, and also change the broader research object so that they can find out the factors that can influence consumer repurchase intention for a product or service.
REFERENCES


