

ANALYSIS OF THE INFLUENCE OF NOVEL SERVICE CONCEPT, CUSTOMER SATISFACTION, AND NOVEL SERVICE PROCEDURE ON CUSTOMER LOYALTY



Welly Surjono¹

Universitas Sangga Buana, Bandung, Indonesia
welly.surjono@usbypkp.ac.id

Ahmad Johan²

Universitas Langlang Buana, Bandung, Indonesia
ahmad.johan@unla.ac.id

Abstract

This study was conducted to see the antecedents of customer loyalty by considering customer satisfaction and service innovation components, namely novel service concept and novel service procedure. The study was conducted on 208 users of streaming service applications such as Spotify, Netflix, Viu, Prime Video, HBO Go, and Disney+ Hotstar, who were selected using purposive sampling techniques with several criteria. Data were obtained from questionnaires distributed online using Google Forms, which were shared on social media of users of streaming service applications. The results of this study indicate that novel service concept, novel service procedure, and customer satisfaction have a positive effect on consumer loyalty. This study contributes to the literature on service innovation and customer loyalty in streaming services, while also providing suggestions for streaming service providers to improve customer retention.

Keywords: Customer Satisfaction, Customer Loyalty, Novel Service Concept, Novel Service Procedure

INTRODUCTION

The rapid pace of digital transformation has changed consumer behavior, making streaming services a part of everyday life. From on-demand video and music to interactive podcasts and live broadcasts, these platforms have redefined the way consumers consume entertainment and information (Camilleri & Falzon, 2021; Gupta & Singharia, 2021). However, the development of streaming services has also created a highly competitive landscape, requiring organizations to continue to attract and retain their customers. In such conditions, providing basic services alone is no longer enough. The focus has shifted towards service innovation (Blichfeldt & Faullant, 2021), as this is a critical driver of customer engagement, differentiation, and loyalty (Heinonen & Strandvik, 2021; Hameed et al., 2021; Sondari et al., 2024).

In service innovation, novel service concepts and novel service procedures have emerged as highly influential factors (Xie et al., 2021). Novel service concepts include the development of unique value propositions, the integration of complementary services, and the creation of entirely new service categories. For streaming services, this includes personalized content recommendations powered by algorithms, interactive content formats that enable user participation, or bundled service offerings that add value (Kim et al., 2021; Vimarlund et al., 2021). Meanwhile, novel service procedures focus on improving the delivery and interaction aspects of the service. This involves developing intuitive user interfaces, implementing seamless cross-device compatibility, or providing responsive and personalized customer support. These innovations not only improve usability but also shape customer perceptions of service quality, ultimately driving satisfaction and loyalty (De Luca et al., 2021; Hameed et al., 2021).

Customer loyalty, characterized by repeat subscriptions, positive word of mouth, and willingness to recommend, is critical for sustainable growth and profitability (Singh et al., 2023; Jenneboer et al., 2022). Understanding the factors that drive customer loyalty is essential for service providers seeking to maintain a competitive advantage (Johan et al., 2024). Customer satisfaction has long been recognized as a key determinant of loyalty (Dam & Dam, 2021; Magatef et al., 2023). However, while previous studies have explored service innovation in industries such as retail, hospitality, and financial services (Santos &

Schlesinger, 2021; Ahmed & Azoz, 2024; Philip & Pradiani, 2024), streaming services operate within a unique context where content availability, personalization, and seamless access are critical to user retention. Unlike traditional services, where tangible product quality plays a dominant role, streaming services rely on continuous engagement and evolving user preferences, making service innovation a key driver of both satisfaction and long-term loyalty.

This study aims to examine the direct effects of novel service concepts, novel service procedures, and customer satisfaction on customer loyalty in the streaming service sector. By focusing on these factors, this study seeks to provide empirical insights into how innovative service strategies contribute to building long-term customer relationships. Specifically, this study will investigate how customer satisfaction and service innovation represented by novel service concepts and novel service procedures impact customer loyalty. This study contributes to the literature by providing empirical evidence on the direct relationships between novel service concepts, novel service procedures, customer satisfaction, and loyalty in the context of streaming services. These findings will provide valuable implications for streaming service providers, enabling them to strategically implement service innovations that enhance customer satisfaction and foster long-term loyalty. By understanding the dynamics between novel service concepts, novel service procedures, customer satisfaction, and loyalty, service providers can optimize their service strategies, grow a loyal customer base, and thrive in an increasingly competitive digital marketplace.

REVIEW OF LITERATURE

Service Innovation

Service innovation has emerged as a critical driver of competitive advantage in the modern business landscape, particularly in the dynamic digital services space. Unlike product innovation that focuses on tangible goods, service innovation centers on the creation and delivery of intangible value (Blichfeldt & Faullant, 2021; Hameed et al., 2021). It encompasses a broad spectrum of activities, from the development of new service concepts and procedures to the implementation of new technologies and organizational structures. The increasing prevalence of digital platforms and the rapid evolution of consumer expectations

have increased the emphasis on service innovation, requiring organizations to continuously adapt and improve their offerings to stay relevant (Kim et al., 2021; Opazo-Basáez et al., 2022).

In the field of service innovation, the distinction between radical innovation and incremental innovation is fundamental. Radical innovation involves the introduction of a completely new service category or a fundamental transformation of an existing service, often disrupting an existing market (Freixanet & Rialp, 2022; Le & Le, 2023). In contrast, incremental innovation focuses on refining and improving existing services through incremental improvements (Sheehan et al., 2023; Acemoglu et al., 2022). In the context of streaming services, this means the introduction of completely new interactive content formats and continuous improvements to user interfaces and recommendation algorithms. In addition, a focus on new service concepts and procedures is essential. Nguyen et al. (2024) state that novel service concepts involve the development of unique value propositions, such as bundled services or personalized content libraries, while novel service procedures involve improvements in service delivery, interaction, and customer support, such as cross-device compatibility and AI-powered assistance.

The impact of service innovation is not just differentiation, but also significantly affects customer outcomes such as satisfaction and loyalty (Nguyen et al., 2024; Mahmoud et al., 2018). By introducing novel service concepts that align with evolving customer needs and implementing innovative service procedures that enhance the customer experience, organizations can foster stronger customer relationships. This is especially relevant in the streaming service industry, where customer loyalty is paramount to sustainable growth. The ability to anticipate and respond to changing customer preferences through service innovation is critical for service providers looking to maintain a competitive advantage and drive long-term customer engagement.

Hypothesis Development

Novel service concepts refer to the introduction of unique value propositions, service combinations, or entirely new ways of delivering content and value to customers (Nguyen et al., 2024). These concepts can include personalized content recommendations powered by sophisticated algorithms, interactive content formats that provide new viewing experiences,

or bundled services that enhance perceived value (Surjono, 2025). By offering distinct and innovative service features, streaming platforms can strengthen customers' preference for their service over competitors, leading to continued subscriptions and increased loyalty (Martins & Riyanto, 2020).

Empirical research suggests that customers are more likely to remain loyal when they perceive a service as innovative and capable of offering sustained value over time (Woo et al., 2021). For example, streaming services that offer personalized playlists or curated content based on an individual's viewing habits create a sense of tailored value, making the service more relevant and engaging. Similarly, the introduction of interactive content formats, such as choose-your-own-adventure narratives or live interactive performances, provides new and immersive experiences that differentiate these services from traditional linear streaming. It increases the perceived distinctiveness of the service, thus reducing the likelihood of switching to competitors (Nguyen et al., 2024; Woo et al., 2021). When customers perceive that a service is innovative and responsive to their needs, they are more likely to develop a sense of loyalty. This loyalty is manifested in repeat purchases, positive word-of-mouth recommendations, and a greater willingness to engage with the platform.

H₁. A novel service concept has a positive effect on customer loyalty.

Novel service procedures focus on improving the efficiency, ease, and personalization of service delivery, reducing friction in the customer experience (Nguyen et al., 2024; Bhat & Gupta, 2024). In the context of streaming services, this includes improvements in user interface design, cross-device compatibility, personalized customer support, and the implementation of advanced features such as offline viewing and AI-based navigation. When these service procedures enhance convenience and reliability, customers are more likely to continue their subscriptions and demonstrate long-term loyalty (Lee et al., 2022; Woo et al., 2021).

Empirical studies have found that service quality improvements—such as intuitive interfaces and multi-device synchronization—directly strengthen customer loyalty by increasing ease of use and reducing switching costs (Tai et al., 2021). For example, streaming platforms that provide smooth, uninterrupted streaming across devices reinforce habitual usage, making customers less likely to consider alternative services (Blichfeldt & Faullant,

2021; Woo et al., 2021). Additionally, responsive customer support—such as AI-powered chatbots and personalized troubleshooting—demonstrates reliability, which further solidifies customer loyalty (De Luca et al., 2021).

H₂. Novel service procedures have a positive effect on customer loyalty.

Customer satisfaction has long been recognized as a fundamental driver of customer loyalty across industries, including the streaming services sector. When customers are satisfied with their overall experience, they are more likely to develop positive attitudes toward the service provider, leading to repeat usage and advocacy (Lee et al., 2022). In the context of streaming services, customer satisfaction is influenced by many factors, including content quality, user experience, service reliability, and perceived value.

Satisfied customers are more likely to develop trust and confidence in the streaming service provider. They perceive the service to meet or exceed their expectations, fostering a positive emotional connection (Hsu & Lin, 2023). This emotional bond, in turn, leads to increased loyalty, as customers are less likely to switch to competing platforms. Satisfied customers are also more likely to engage in positive word-of-mouth communication, recommending the service to their friends and family, contributing to customer acquisition and retention (Ayyinaddis et al., 2023). Furthermore, satisfied customers are more likely to exhibit repeat usage behaviors, such as renewing their subscriptions and interacting frequently with the platform. This behavioral loyalty is a direct manifestation of their positive experiences and strengthens their commitment to the service provider. Given that both novel service concepts and novel service procedures contribute to customer satisfaction, and satisfaction is a known predictor of loyalty, this study hypothesizes that higher customer satisfaction can predict higher customer loyalty.

H₃. Customer satisfaction has a positive effect on customer loyalty.

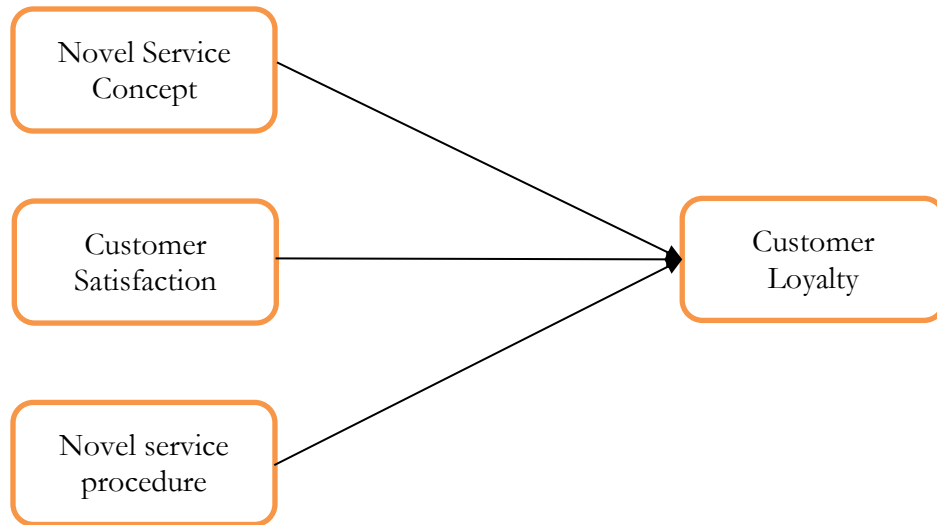


Figure 1
Conceptual Framework

RESEARCH METHOD

This study used a quantitative research design to examine the determinants of customer loyalty in the streaming service sector. A cross-sectional approach was chosen over a longitudinal design due to the study's focus on capturing customer perceptions at a specific point in time rather than tracking changes over time (Singh et al., 2023). The target population of this study consisted of users of streaming service applications, including but not limited to Spotify, Netflix, Viu, Prime Video, HBO Go, and Disney+ Hotstar. Participants were selected using a purposive sampling technique, which ensured that all respondents were active users of the platform, resulting in 208 respondents. This number meets the recommended sample size for multiple regression analysis, as it ensures sufficient statistical power (Cohen, 1988).

Data were collected through an online questionnaire distributed via Google Forms and shared on social media platforms frequently visited by streaming service users. While online data collection allows broad reach, it may introduce sampling biases, such as overrepresentation of younger, tech-savvy users. To mitigate this, the study included respondents from diverse age groups and verified active streaming usage.

The survey instrument was structured into several sections. The first section collected demographic information, including age, gender, and frequency of streaming service usage. The next section measured key variables: new service concept, new service procedure,

customer satisfaction, and customer loyalty. These variables were rated using a 5-point Likert scale, ranging from ‘strongly disagree’ (1) to ‘strongly agree’ (5).

Data analysis was performed using SPSS statistical software. Descriptive statistics, including means and standard deviations, were calculated to summarize the demographic characteristics of the sample and the distribution of variables. Multiple linear regression analysis was conducted to test the hypothesis, testing the independent influence of new service concepts, new service procedures, and customer satisfaction on customer loyalty. Prior to the regression analysis, instrument reliability and validity tests were conducted. Additionally, classical assumption tests—including normality, multicollinearity, and heteroscedasticity tests—were performed to ensure that regression assumptions were met, improving the robustness of the results.

RESULTS AND DISCUSSION

Respondent Characteristics

Table 1
Respondent Characteristics

Characteristics	Frequency (n)	Percentage (%)
Gender		
Male	98	47%
Female	110	53%
Age		
18-24 years	85	42%
25-34 years	75	36%
35-44 years	30	14%
> 45 years	18	8%
Subscription Type		
Free (with ads)	45	22%
Paid	163	78%
Streaming Services Used		
Spotify	42	20%
Netflix	65	32%
Disney+ Hotstar	36	17%
Viu	34	16%
Prime Video	16	8%
HBO Go	15	7%
Subscription Period		
< 1 year	32	15%
1-2 years	68	33%
> 2 years	108	52%

The sample consisted of 208 respondents, with an almost balanced gender distribution (53% female, 47% male). The majority (77%) were in the 18–34 age group, indicating that the younger age group dominates the user base of streaming services. In terms of subscription type, 78% of respondents use paid streaming services, while 22% rely on the free (ad-supported) version. Among these platforms, Netflix (32%) and Spotify (20%) are the most widely used, followed by Disney+ Hotstar (17%) and other services. In terms of duration of service usage, more than half of the respondents (52%) have been using streaming services for more than two years.

Data Analysis

Instrument Test

The Validity test shows that all statement items in the questionnaire for the variables novel service concept (X1), novel service procedures (X2), customer satisfaction (X3), and customer loyalty (Y) have a calculated r value > r table (0.1891) and a two-tailed significance of $0.000 < 0.05$. Thus, all statement items are declared valid. Furthermore, Table 2 presents the results of the reliability test with Cronbach's Alpha, which shows that all variables meet the threshold value > 0.600, so they are declared reliable.

Table 2
Reliability test

Variable	Cronbach's Alpha	Information
Novel service concept (X1)	0.823	Reliable
Novel service procedure (X2)	0.817	Reliable
Customer satisfaction (X3)	0.745	Reliable
Customer loyalty (Y)	0.871	Reliable

Classical Assumption Test

Based on the results of the classical assumption test presented in Table 3, it can be concluded that all assumptions are met. The normality test using the Kolmogorov-Smirnov Test shows an Asymp. Sig. (2-tailed) value of 0.200, which is greater than 0.05. This indicates that the data is normally distributed. Furthermore, the autocorrelation test with the Durbin-Watson Test produces a DW value of 1.935, which is between the upper limit ($dU = 1.7437$) and $(4 - DW) > dU$. Thus, no positive or negative autocorrelation was found.

Table 3
Results of the Classical Assumption Test

Assumption Test	Test Method	Result	Conclusion
-----------------	-------------	--------	------------

Normality	Kolmogorov-Smirnov Test	Asymp. Sig. (2-tailed) = 0.200 (> 0.05)	Data is normally distributed (assumption met)
Autocorrelation	Durbin-Watson (DW Test)	DW = 1.935 , dU = 1.7437	No autocorrelation (assumption met)
Heteroscedasticity	Glejser Test	Sig. X1 = 0.441 , Sig. X2 = 0.423 , Sig. X3 = 0.339 (> 0.05)	No autocorrelation (assumption met)
Multicollinearity	Tolerance & VIF	Tolerance > 0.1 , VIF < 10	No multicollinearity (assumption met)

Multiple Linear Regression Analysis

Table 4
Results of Multiple Linear Regression Analysis

Variable	B (Regression Coefficient)	Std. Error	t	Sig.
Constants	5.418	2.526	2.145	0.034
Novel Service Concept (X1)	0.347	0.108	3.212	0.002
Novel Service Procedure (X2)	0.240	0.103	2.337	0.021
Customer Satisfaction (X3)	0.396	0.105	3.768	0.000

a. Variable Dependent: Customer Loyalty (Y)

From the results of multiple linear regression analysis, the following regression equation was obtained:

$$Y=5,418+0,347X1+0,240X2+0,396X3$$

This equation shows that all independent variables have a positive influence on customer loyalty (Y). The constant value of 5.418 indicates that if the variables novel service concept (X1), novel service procedures (X2), and customer satisfaction (X3) are zero or fixed, then customer loyalty is at a value of 5.418 units. The regression coefficient of the novel service concept variable (X1) of 0.347 indicates that every 1 unit increase in the novel service concept will increase customer loyalty by 0.347 units, assuming other variables remain constant. The same applies to the variables novel service procedures (X2) and customer satisfaction (X3), where a 1 unit increase in novel service procedures will increase customer loyalty by 0.240 units, and a 1 unit increase in customer satisfaction will increase customer loyalty by 0.396 units. Since the sig. value for all independent variables is <0.05, it can be concluded that novel service concept, novel service procedures, and customer satisfaction have a significant effect on customer loyalty.

Hypothesis Testing

The t-test is used to test the partial effect of each independent variable on the dependent variable. The results of the analysis are shown in the following table:

Table 5
Hypothesis Test Results

Variable	t count	t table	Sig.	Conclusion
Novel Service Concept (X1)	3.212	1.98304	0.002	Significant Effect
Novel Service Procedure (X2)	2.337	1.98304	0.021	Significant Effect
Customer Satisfaction (X3)	3.768	1.98304	0.000	Significant Effect

a. Variable Dependent: Customer Loyalty (Y)

Based on the test results, the novel service concept variable (X1) has a t-count value of 3.212, which is greater than the t table of 1.98304, with a significance value of 0.002 < 0.05. This shows that the novel service concept has a significant effect on customer loyalty. The novel service procedures variable (X2) also shows a significant effect with a t-count of 2.337, which is greater than the t table of 1.98304, and a significance value of 0.021 < 0.05. Furthermore, the customer satisfaction variable (X3) has a t-count of 3.768 and a significance value of 0.000 < 0.05, which means that customer satisfaction significantly affects customer loyalty. Since all independent variables have a t-count value > t table and significance < 0.05, it can be concluded that the novel service concept, novel service procedures, and customer satisfaction have a partially significant effect on customer loyalty.

Coefficient of Determination

Table 6
Coefficient of Determination

Model	R	R Square	Adjusted R Square
1	0.752	0.565	0.553

Based on the analysis results in the table above, the coefficient of determination (R Square) value is 0.565 or 56.5%. This value is obtained from the square of the correlation coefficient ($0.752 \times 0.752 = 0.565$), which shows that the independent variables, namely novel service concept (X1), novel service procedures (X2), and customer satisfaction (X3), together affect customer loyalty (Y) by 56.5%. Meanwhile, the remaining 43.5% is influenced by other factors not included in this study, such as service pricing strategies, brand reputation, perceived content quality, platform usability, customer trust, and competitive

offerings from other streaming services. This indicates that although the variables in this model have a fairly strong influence on customer loyalty, there are still other external factors that contribute and can be the subject of further research.

Discussion

The results of the study show that the three independent variables, namely novel service concept, novel service procedure, and customer satisfaction, have a significant influence on customer loyalty. This finding indicates that innovation in service concepts and service procedures, as well as the level of customer satisfaction, play an important role in building customer loyalty. First, the novel service concept is proven to have a significant influence on customer loyalty with a t-value of 3.212 and a significance value of 0.002. These results indicate that developing an innovative service concept can increase the attractiveness of a service and strengthen customer relationships with the company. This is in line with previous studies (Martins & Riyanto, 2021; Nguyen et al., 2024; Woo et al., 2021), which state that innovation in service concepts can create differentiation and increase customer value perceptions, which ultimately have a positive impact on their loyalty.

Second, the novel service procedure also shows a significant influence on customer loyalty with a t-value of 2.337 and a significance value of 0.021. This indicates that innovative service procedures can improve customer experience, which in turn encourages them to remain loyal to the company, in line with previous studies (Bhat & Gupta, 2024; Nguyen et al., 2024; Tai et al., 2021). A more efficient, convenient, and responsive service process to customer needs is an important factor in building long-term relationships with customers.

Third, customer satisfaction has the greatest influence on customer loyalty with a t-value of 3.768 and a significance value of 0.000. This finding strengthens the findings of previous researchers (Ayyinaddis et al., 2023; Hsu & Lin, 2023; Lee et al., 2022) that customer satisfaction is one of the main determinants of creating loyalty. When customers are satisfied with the service they receive, they tend to return to use the same service and recommend it to others. Thus, companies must continue to improve service quality to maintain and increase customer satisfaction levels.

Overall, the results of this study indicate that innovation in service and customer satisfaction levels play a significant role in increasing customer loyalty. Therefore, companies need to continue to innovate in service concepts and procedures and ensure that customers are satisfied with the services provided. The practical implication of this study is the need for a sustainable strategy in improving customer experience to strengthen their loyalty to the company.

CONCLUSION

This study aims to analyze the influence of novel service concept, novel service procedure, and customer satisfaction on customer loyalty in the context of streaming services. Based on the results of data analysis, several main conclusions were obtained. The results showed that the novel service concept has a significant effect on customer loyalty. This confirms that innovative and different service concepts can increase customer engagement with the streaming services used. Furthermore, the research findings also revealed that novel service procedures have a significant effect on customer loyalty. Innovative service procedures, such as ease of navigation, feature personalization, and better user experience, have been shown to increase customer satisfaction and loyalty. Customer satisfaction was found to be the factor that has the most significant influence on customer loyalty. Customers who are satisfied with the services provided tend to be more loyal and continue to use streaming services in the long term. Theoretically, this study contributes to the literature on service innovation and customer loyalty, especially in the streaming service industry. Practically, the results of this study provide insight for streaming service providers to focus more on developing innovative service concepts and procedures to increase customer satisfaction and loyalty. This study has limitations in the scope of the sample, which is limited to certain streaming service users. Therefore, further research can consider a wider population or add other variables that have the potential to influence customer loyalty, such as price factors or content quality. Thus, this study confirms that innovation in service concepts and procedures, as well as customer satisfaction, are important factors in building customer loyalty in the streaming service industry.

REFERENCES

- Acemoglu, D., Akcigit, U., & Celik, M. A. (2022). Radical and incremental innovation: The roles of firms, managers, and innovators. *American Economic Journal: Macroeconomics*, 14(3), 199-249. <https://dx.doi.org/10.1257/mac.20170410>
- Ahmed, S., & Aziz, N. A. (2024). Impact of ai on customer experience in video streaming services: A focus on personalization and trust. *International Journal of Human-Computer Interaction*, 1-20. <https://doi.org/10.1080/10447318.2024.2400395>
- Ayinaddis, S. G., Taye, B. A., & Yirsaw, B. G. (2023). Examining the effect of electronic banking service quality on customer satisfaction and loyalty: an implication for technological innovation. *Journal of Innovation and Entrepreneurship*, 12(1), 22. <https://dx.doi.org/10.1186/s13731-023-00287-y>
- Bhat, I. H., & Gupta, S. (2024). Impact of e-service innovation on e-service delivery, trust and loyalty: a study of Indian retail banking. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-10-2022-0340>
- Blichfeldt, H., & Faullant, R. (2021). Performance effects of digital technology adoption and product & service innovation—A process-industry perspective. *Technovation*, 105, 102275. <https://dx.doi.org/10.1016/j.technovation.2021.102275>
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing-ESIC*, 25(2), 217-238. <https://dx.doi.org/10.1108/SJME-04-2020-0074>
- Dam, S. M., & Dam, T. C. (2021). Relationships between service quality, brand image, customer satisfaction, and customer loyalty. *The Journal of Asian Finance, Economics and Business*, 8(3), 585-593. <https://dx.doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- De Luca, L. M., Herhausen, D., Troilo, G., & Rossi, A. (2021). How and when do big data investments pay off? The role of marketing affordances and service innovation. *Journal of the Academy of Marketing Science*, 49(4), 790-810. <https://dx.doi.org/10.1007/s11747-020-00739-x>
- Freixanet, J., & Rialp, J. (2022). Disentangling the relationship between internationalization, incremental and radical innovation, and firm performance. *Global Strategy Journal*, 12(1), 57-81. <https://dx.doi.org/10.1002/gsj.1412>
- Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46. <https://dx.doi.org/10.1177/0972262921989118>
- Hameed, W. U., Nisar, Q. A., & Wu, H. C. (2021). Relationships between external knowledge, internal innovation, firms' open innovation performance, service innovation and business performance in the Pakistani hotel industry. *International*

- journal of hospitality management*, 92, 102745.
<https://dx.doi.org/10.1016/j.ijhm.2020.102745>
- Heinonen, K., & Strandvik, T. (2021). Reframing service innovation: COVID-19 as a catalyst for imposed service innovation. *Journal of service management*, 32(1), 101-112.
<https://dx.doi.org/10.1108/JOSM-05-2020-0161>
- Hsu, C. L., & Lin, J. C. C. (2023). Understanding the user satisfaction and loyalty of customer service chatbots. *Journal of Retailing and Consumer Services*, 71, 103211.
<https://dx.doi.org/10.1016/j.jretconser.2022.103211>
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). The impact of chatbots on customer loyalty: A systematic literature review. *Journal of theoretical and applied electronic commerce research*, 17(1), 212-229.
<https://dx.doi.org/10.3390/jtaer17010011>
- Johan, A., Sriwardani, S., & Oktavian, R. F. (2024). Exploring succession in small business growth in Bandung: Mediating role of strategic change. *Jurnal Siasat Bisnis*, 28(2), 209-224. <https://doi.org/10.20885/jsb.vol28.iss2.art5>
- Kim, K. H., Ko, E., Kim, S. J., & Jiang, Q. (2021). Digital service innovation, customer engagement, and customer equity in AR marketing. *Journal of Global Scholars of Marketing Science*, 31(3), 453-466.
<https://dx.doi.org/10.1080/21639159.2021.1923054>
- Lee, W. L., Liu, C. H., & Tseng, T. W. (2022). The multiple effects of service innovation and quality on transitional and electronic word-of-mouth in predicting customer behaviour. *Journal of Retailing and Consumer Services*, 64, 102791.
<https://dx.doi.org/10.1016/j.jretconser.2021.102791>
- Le, T. T., & Le, P. B. (2023). High-involvement HRM practices stimulate incremental and radical innovation: The roles of knowledge sharing and market turbulence. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(1), 100006.
<https://dx.doi.org/10.1016/j.joitmc.2023.02.003>
- Mahmoud, M. A., Hinson, R. E., & Anim, P. A. (2018). Service innovation and customer satisfaction: the role of customer value creation. *European Journal of Innovation Management*, 21(3), 402-422. <https://dx.doi.org/10.1108/EJIM-09-2017-0117>
- Magatef, S., Al-Okaily, M., Ashour, L., & Abuhussein, T. (2023). The impact of electronic customer relationship management strategies on customer loyalty: A mediated model. *Journal of Open Innovation: Technology, Market, and Complexity*, 9(4), 100149. <https://dx.doi.org/10.1016/j.joitmc.2023.100149>
- Martins, M. A. J., & Riyanto, S. (2020). The effect of user experience on customer satisfaction on Netflix streaming services in Indonesia. *International Journal of Innovative Science and Research Technology*, 5(7), 573-577.
<https://dx.doi.org/10.38124/ijisrt20jul545>

- Nguyen, H. M., Ho, T. K. T., & Ngo, T. T. (2024). The impact of service innovation on customer satisfaction and customer loyalty: a case in Vietnamese retail banks. *Future Business Journal*, 10(1), 61. <https://doi.org/10.1186/s43093-024-00354-0>
- Opazo-Basáez, M., Vendrell-Herrero, F., & Bustinza, O. F. (2022). Digital service innovation: a paradigm shift in technological innovation. *Journal of Service Management*, 33(1), 97-120. <https://dx.doi.org/10.1108/JOSM-11-2020-0427>
- Philip, L., & Pradiani, T. (2024). Influence brand experience, viral marketing and brand image to brand loyalty to service users streaming spotify in Indonesia. *ADI Journal on Recent Innovation*, 5(2), 127-135. <https://dx.doi.org/10.34306/ajri.v5i2.992>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing-ESIC*, 25(3), 374-391. <https://dx.doi.org/10.1108/SJME-11-2020-0201>
- Sheehan, M., Garavan, T. N., & Morley, M. J. (2023). The microfoundations of dynamic capabilities for incremental and radical innovation in knowledge-intensive businesses. *British Journal of Management*, 34(1), 220-240. <https://dx.doi.org/10.1111/1467-8551.12582>
- Singh, V., Sharma, M. P., Jayapriya, K., Kumar, B. K., Chander, M. A. R. N., & Kumar, B. R. (2023). Service quality, customer satisfaction and customer loyalty: A comprehensive literature review. *Journal of Survey in Fisheries Sciences*, 10(4S), 3457-3464.
- Surjono, W. (2025). Regression and Correlation Analysis in Assessing Factors Influencing Customer Satisfaction in the Healthcare Sector. *International Journal of Management Science and Information Technology*, 5(1), 1-10. <https://doi.org/10.35870/ijmsit.v5i1.3406>
- Sondari, T., Pratama, R. A. R. J., Johan, A., & Fitriana, N. (2024). Perilaku Impulse Buying Sebagai Dampak Hedonic Shopping Motivation Dan Shopping Lifestyle Case Study On Tiktok Shop Feature Users In The City Of Bandung. *Gorontalo Management Research*, 7(2), 114-122. <https://doi.org/10.32662/gomares.v7i2.3713>
- Tai, Y. F., Wang, Y. C., & Luo, C. C. (2021). Technology-or human-related service innovation? Enhancing customer satisfaction, delight, and loyalty in the hospitality industry. *Service Business*, 15, 667-694. <https://dx.doi.org/10.1007/s11628-021-00461-w>
- Vimarlund, V., Borycki, E. M., Kushniruk, A. W., & Avenberg, K. (2021). Ambient assisted living: Identifying new challenges and needs for digital technologies and service innovation. *Yearbook of medical informatics*, 30(01), 141-149. <https://dx.doi.org/10.1055/s-0041-1726492>

- Woo, H., Kim, S. J., & Wang, H. (2021). Understanding the role of service innovation behavior on business customer performance and loyalty. *Industrial Marketing Management*, 93, 41-51. <https://dx.doi.org/10.1016/j.indmarman.2020.12.011>
- Xie, X., Wang, H., & García, J. S. (2021). How does customer involvement in service innovation motivate service innovation performance? The roles of relationship learning and knowledge absorptive capacity. *Journal of Business Research*, 136, 630-643. <https://dx.doi.org/10.1016/j.jbusres.2021.08.009>