THE INFLUENCE OF ELECTRONIC SERVICE QUALITY AND PERCEIVED VALUE ON CUSTOMER LOYALTY OF VIDIO DOT COM IN PONTIANAK CITY THROUGH SATISFACTION AS AN INTERVENING VARIABLE

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Abstract

This study aims to analyze the influence of electronic service quality and perceived value on customer loyalty of Vidio.com in Pontianak City, with customer satisfaction as an intervening variable. The research employs a quantitative approach with an associative research design. The population of this study consists of residents of Pontianak City who have used Vidio.com services. The sample was determined to be 100 respondents using purposive sampling techniques, with criteria including a minimum age of 18 years and having used Vidio.com at least once. Data were collected using questionnaires and analyzed using SEM-PLS through SmartPLS 3 software. Evaluation of the measurement model (outer model) was conducted through convergent and discriminant validity tests, Average Variance Extracted (AVE) values, and construct reliability. Evaluation of the structural model (inner model) was performed using R-square values and testing of direct and indirect effects through bootstrapping. The results show that electronic service quality does not have a significant effect on satisfaction, while perceived value has a positive and significant effect on satisfaction. Satisfaction has a positive and significant effect on customer loyalty. Furthermore, electronic service quality and perceived value do not have a direct effect on loyalty. In mediation testing, satisfaction does not mediate the effect of electronic service quality on loyalty, but it significantly mediates the effect of perceived value on loyalty.

Keywords: Electronic Service Quality, Perceived Value, Customer Loyalty, Customer Satisfaction

INTRODUCTION

The development of information and communication technology has driven fundamental changes in how society accesses and consumes entertainment media. In the digital era, conventional media is no longer the sole source of entertainment, as society increasingly shifts toward internet-based digital platforms that offer time flexibility, ease of access, and diverse content. This transformation reflects changes in media consumption behavior influenced by technological advancements, as well as increasing consumer expectations for more personalized and efficient entertainment experiences.

In Indonesia, this transformation has occurred alongside the growth of internet users and the widespread penetration of digital devices. Rapid technological development continuously encourages society to keep pace with technological dynamics and sophistication, particularly in utilizing the internet as the primary medium for various digital activities (Batubara et al., 2022). Data from the Indonesian Internet Service Providers Association (APJII) indicate that the number of internet users in Indonesia continues to increase annually, creating both opportunities and increasingly intense competition for the digital entertainment industry, particularly video streaming services.

The 2025 APJII report shows that YouTube remains the most accessed video streaming platform in Indonesia with a percentage of 65.05%, followed by Vidio at 14.44%, Netflix at 5.56%, WeTV at 2.19%, Disney+ Hotstar at 0.64%, Viu at 0.65%, and other platforms at 0.77%. In addition, video consumption intensity is relatively high, with most respondents spending between one to three hours per day watching videos. These findings confirm that streaming services have become an integral part of Indonesian lifestyles and place customer loyalty as a strategic issue for platform sustainability amid the abundance of alternative services available.

As one of the local video streaming platforms, Vidio operates in a dynamic and competitive environment. In this context, customer loyalty becomes a crucial factor, as consumers have the freedom to switch to other platforms if their perceived experience does not meet expectations. Customer loyalty can be achieved through excellent service, commonly referred to as electronic service quality, which encompasses transaction processes, information search, navigation, interaction, service delivery, and satisfaction with the products used (Anzhari et al., 2025). Marwanah & Shihab (2022) emphasize that consumer assessments of service quality are critical in determining the sustainability of customer–company relationships, as dissatisfaction with services can potentially reduce loyalty levels. In line with this, service-oriented companies generally place customer satisfaction as a primary objective in their business strategies (Aisyah et al., 2022).

In digital services, electronic service quality is not only related to technical system aspects but also to the overall user experience. Vidio, for instance, provides a customer service mechanism based on a ticketing system and establishes specific response times for handling user complaints. These efforts demonstrate that electronic service quality is directed toward maintaining smooth service usage and minimizing obstacles that could disrupt the viewing experience. In addition to enhancing customer satisfaction, electronic service quality can also provide other benefits for companies, such as operational cost efficiency, increased productivity, and improved profitability (Ermida et al., 2022). However, in the context of streaming services, electronic service quality is often perceived as a minimum standard that

must be met for the service to function normally, so its influence on loyalty is not always direct.

In addition to electronic service quality, perceived value is an important factor in shaping customer satisfaction and loyalty. Perceived value is understood as a consumer's evaluation of the balance between the benefits obtained and the sacrifices made when using a product or service (Saidani et al., 2018). The value perceived by consumers has been shown to be a significant predictor of loyalty, where higher perceived value increases the likelihood of continued use and repeat purchases (Wijaya & Fadli, 2022). In the context of streaming services, perceived value is not only related to price but also to content relevance, ease of use, and the overall viewing experience.

Customer satisfaction serves as an evaluative mechanism that bridges the influence of electronic service quality and perceived value on loyalty. Satisfaction reflects a comparison between consumer expectations and actual experiences when using a service. When consumers feel satisfied, they tend to continue using the service, provide recommendations, and show resistance to competitors' offers (Septiawati & Soepatini, 2023). Customer satisfaction and loyalty are also regarded as important marketing metrics, as retaining existing customers contributes significantly to company sustainability and profitability (Dari & Saputra, 2022). Furthermore, customer satisfaction serves as an indicator of how well a service meets consumer expectations regarding the products or services used (Kuntoro et al., 2025).

Although numerous studies have examined the relationships between electronic service quality, perceived value, satisfaction, and customer loyalty, most of these studies have been conducted in the context of e-commerce, e-wallets, or other digital services, and predominantly focus on major cities in Indonesia. Research examining digital streaming services within regional contexts such as Pontianak City remains relatively limited. In addition, previous empirical findings show mixed results regarding the direct role of electronic service quality and perceived value on loyalty, necessitating further testing by positioning satisfaction as an intervening variable.

Based on the above discussion, this study aims to analyze the influence of electronic service quality and perceived value on customer loyalty of Vidio in Pontianak City through customer satisfaction as an intervening variable. This study is expected to provide theoretical contributions by enriching the literature on digital service marketing, particularly regarding the mechanisms of customer loyalty formation in streaming services. Practically, the findings are expected to serve as a basis for evaluating strategies for streaming service providers in designing value enhancement and user experience strategies oriented toward customer satisfaction and loyalty.

REVIEW OF LITERATURE

Electronic Service Quality

According to Sakti et al. (2024), electronic service quality is defined as the extent to which a website is able to facilitate consumer activities, including shopping, purchasing, and delivery of both products and services efficiently and effectively. Nurhadi et al. (2022) explain that electronic service quality is defined as the quality of services manifested in internet-based service activities, encompassing ease of access, system consistency, information reliability, and overall user experience in digital transactions and online

interactions conducted electronically. In this literature, electronic service quality is measured as the customer experience when interacting with digital services, covering the entire process from beginning to end in an efficient, responsive, and secure manner.

The indicators of service quality according to Zeithaml (2002) in Trisnawati & Fahmi (2017) are as follows:

1. Efficiency, the ability of customers to search for desired products and required information when accessing the website.
2. Fulfillment, related to whether technical functions are available and operate properly.
3. Reliability, including product availability, service accuracy, and promised delivery times.
4. Privacy, related to the assurance that data are not shared with other parties.
5. Responsiveness, the ability to provide accurate information to customers when problems arise and having a mechanism for providing guarantees.
6. Compensation, providing compensation to customers when errors or system failures occur.
7. Contact, providing ease of communication between customers and staff online or via telephone when customers require information related to products and services.

Perceived Value

According to Loveanda & Triandewo (2024), perceived value is defined as the value perceived by users based on their evaluation of service benefits (such as content usefulness and viewing enjoyment) compared to the costs incurred for subscription, such that the greater the benefits relative to the costs, the higher the perceived value by consumers. Meanwhile, Siregar & Marwan (2025) state that perceived value is understood as a consumer's evaluation of the overall relationship between streaming service benefits (including content quality and viewing experience relevance) and the costs and efforts required to access the service. Sweeney & Soutar (2001) in Perwira et al. (2016) state that several indicators are used to measure perceived value, including:

1. Performance (functional value), a condition where consumers feel that their expected expectations match what they receive.
2. Emotional Value, a condition where feelings arise due to positive value when using a product or service.
3. Social Value, a condition where consumers feel that their social status increases when using a product or service.
4. Price/Value of Money, a condition where consumers assess the level of cost efficiency as being fulfilled.

Customer Loyalty

According to Gwigon et al. (2024), customer loyalty is defined as a user's commitment to consistently using digital services over the long term, reflected in repeated usage behavior and customer retention. Urbayani et al. (2022) state that customer loyalty refers to repeat purchasing behavior and continued account usage despite changes in circumstances or alternative market offerings.

Firmansyah (2018) states that several indicators are used to measure customer loyalty, including:

1. Repeat Purchase, referring to customers who repeatedly purchase or use products or services on a regular basis from the same company because they are satisfied with the products or services.

2. Resistance to Competitors, referring to customers who remain loyal to the company despite negative influences from competitors, such as promotions or discounts offered by competitors.
3. Recommending to Others, referring to customers who voluntarily recommend the company's products or services to others, either directly or through social media.

Satisfaction

According to Tarigan & Siahaan (2023), satisfaction is defined as consumers' subjective evaluation of their overall experience when using digital streaming platforms, which is influenced by factors such as perceived value, brand experience, and user experience during interactions with the service. Meanwhile, Sari & Tobing (2022) state that customer satisfaction is defined as consumers' reactions to the extent to which the services they receive meet or exceed their expectations, particularly in relation to electronic service quality and the prices paid for digital streaming services.

Tjiptono (2009) in Indrasari (2019) states that several indicators are used to measure satisfaction, which include:

1. Expectation Conformity, referring to customers' beliefs regarding what they will receive.
2. Revisit Intention, referring to consumers who have a commitment to the product, which eventually leads to intentions to repurchase the product in the future.
3. Willingness to Recommend, which is a condition in which customers' needs, desires, and expectations are fulfilled through the consumed product, thereby encouraging customers to recommend the product or service to potential customers.

RESEARCH METHOD

The type of research used in this study is associative/relational research. According to Siregar (2017), associative/relational research is a type of research that aims to determine the relationship between two or more variables. Through this type of research, a theory can be developed those functions to explain, predict, and control phenomena under investigation. This study aims to determine the extent to which electronic service quality and perceived value influence loyalty through customer satisfaction in choosing Vidio Dot Com in Pontianak City.

The data used in this study consist of primary data and secondary data. Primary data were obtained by distributing questionnaires to all customers who use Vidio Dot Com services in Pontianak City through Google Forms. Secondary data consist of reports and official publications related to the development of the video streaming service industry in Indonesia. The secondary data used include the number of video streaming platform users in Indonesia from 2022–2025, levels of satisfaction and loyalty of digital service users, trends in the use of the Vidio Dot Com application in Pontianak City, data on the number of subscription customers, as well as developments in digital transaction values and online entertainment content consumption in Indonesia.

The population of this study consists of residents of Pontianak City who have used Vidio.com services. Sample determination was carried out using purposive sampling techniques, namely the selection of respondents based on certain criteria relevant to the research objectives. The sample size was calculated using the Purba formula as referred to in Sujarweni (2019), with a minimum requirement of 96 respondents. To enhance data adequacy and anticipate responses that did not meet the criteria, this study established a final

sample size of 100 respondents. The respondent criteria were: (1) residing in Pontianak City, (2) at least 18 years old, and (3) having used Vidio.com at least once.

This study uses three types of variables, namely independent variables, an intervening variable, and a dependent variable. The independent variables in this study consist of Electronic Service Quality (X1) and Perceived Value (X2). The intervening variable in this study is Satisfaction (Z). The dependent variable in this study is Customer Loyalty (Y). The measurement scale used in this study is the Likert scale.

In this study, hypothesis testing was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS version 3 software. SEM-PLS allows researchers to model and test relationships among latent variables simultaneously, particularly when the model is predictive and involves both direct and indirect relationships. The analysis was conducted through two stages of model evaluation, namely the measurement model (outer model) and the structural model (inner model).

First, the measurement model (outer model) was evaluated to assess the quality of the measurement instruments. The assessment was conducted through outer loadings, convergent validity indicated by Average Variance Extracted (AVE) values, discriminant validity using the Fornell–Larcker criterion (and/or HTMT if available), and construct reliability assessed through Composite Reliability and Cronbach's Alpha values.

Second, the structural model (inner model) was evaluated to assess the relationships among constructs in the research model. The evaluation was conducted through R-square (R^2) values to assess the predictive capability of the model, testing of path coefficients to determine direct effects, and testing of indirect effects (mediation) using bootstrapping procedures in SmartPLS.

RESULTS AND DISCUSSION

Measurement Model Assessment (Outer Model)

a. Convergent Validity Test

Convergent validity testing was conducted by examining the loading factor values of each indicator within a construct. Loading factor values indicate the extent to which the indicators have a strong relationship with the latent variables being measured. The higher the loading factor value, the greater the contribution of the indicator in representing the intended construct. In general, loading factor values that meet the criteria for convergent validity are above 0.7. The results of the convergent validity test for all variables in this study are presented in Table 1.

Table 1. Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Electronic Service Quality (X1)	X1.1	0.810	Valid
	X1.2	0.777	Valid
	X1.3	0.775	Valid
	X1.4	0.692	Not Valid
	X1.5	0.762	Valid
	X1.6	0.725	Valid
	X1.7	0.773	Valid
	X1.8	0.756	Valid

	X1.9	0.708	Valid
	X1.10	0.690	Not Valid
	X1.11	0.717	Valid
	X1.12	0.661	Not Valid
Perceived Value (X2)	X2.1	0.736	Valid
	X2.2	0.681	Not Valid
	X2.3	0.711	Valid
	X2.4	0.718	Valid
	X2.5	0.684	Not Valid
	X2.6	0.627	Not Valid
	X2.7	0.618	Not Valid
	X2.8	0.631	Not Valid
	X2.9	0.619	Not Valid
Customer Loyalty (Y)	Y.1	0.750	Valid
	Y.2	0.727	Valid
	Y.3	0.732	Valid
	Y.4	0.805	Valid
	Y.5	0.782	Valid
	Y.6	0.745	Valid
	Y.7	-0.432	Not Valid
	Y.8	-0.366	Not Valid
	Y.9	-0.502	Not Valid
Customer Satisfaction (Z)	Z.1	0.699	Not Valid
	Z.2	0.825	Valid
	Z.3	0.759	Valid
	Z.4	0.716	Valid
	Z.5	0.763	Valid
	Z.6	0.694	Not Valid
	Z.7	0.675	Not Valid
	Z.8	0.691	Not Valid
	Z.9	0.757	Valid

Source: Processed Data, 2026

Based on the results of the Convergent Validity test shown in Table 1 above, it can be seen that the convergent validity test results indicate that there are several indicators that are not yet valid because they have loading factor values below 0.7. The following table shows the items that have met the validity criteria.

Table 2. Updated Convergent Validity Test Results

Variable	Indicator	Loading Factor	Description
Electronic Service Quality (X1)	X1.1	0.810	Valid
	X1.2	0.777	
	X1.3	0.775	
	X1.5	0.762	
	X1.6	0.725	

	X1.7	0.773	
	X1.8	0.756	
	X1.9	0.708	
	X1.11	0.717	
Perceived Value (X2)	X2.1	0.736	Valid
	X2.3	0.711	
	X2.4	0.718	
Customer Loyalty (Y)	Y.1	0.750	Valid
	Y.2	0.727	
	Y.3	0.732	
	Y.4	0.805	
	Y.5	0.782	
	Y.6	0.745	
Customer Satisfaction (Z)	Z.2	0.825	Valid
	Z.3	0.759	
	Z.4	0.716	
	Z.5	0.763	
	Z.9	0.757	

. Source: Processed Data, 2026

Based on Table 2, the Electronic Service Quality (X1) construct retains 9 valid indicators, Perceived Value (X2) retains 3 valid indicators, Customer Loyalty (Y) retains 6 valid indicators, and Customer Satisfaction (Z) retains 5 valid indicators.

b. Discriminant Validity Test

Based on the updated Convergent Validity test results shown in Table 2 above, it can be seen that the convergent validity test results indicate that within the Electronic Service Quality (X1) variable there are 9 statement items that have been valid, within the Perceived Value (X2) variable there are 3 statement items that have been valid, within Loyalty (Y) there are 6 statement items that have been valid, and within Satisfaction (Z) there are 5 statement items that have been valid. The following shows Table 3 for the items that have met the discriminant validity criteria.

Table 3. Discriminant Validity Test Results

Variable	Electronic Service Quality	Customer Satisfaction	Customer Loyalty	Perceived Value
Electronic Service Quality	0.739			
Customer Satisfaction	0.494	0.733		
Customer Loyalty	0.577	0.668	0.739	
Perceived Value	0.671	0.730	0.718	0.770

Source: Processed Data, 2026

Based on the discriminant validity test results shown in Table 3, it can be seen that each construct has a Fornell-Larcker value that is higher than its correlation with other constructs. This indicates that each indicator more appropriately represents its own construct than other constructs. In other words, each construct is able to show a clear difference from one another,

so it can be concluded that discriminant validity in this model has been fulfilled well, because all Fornell-Larcker values are above 0.7.

c. Average Variance Extracted (AVE)

The next method to see construct validity can be done by looking at the Average Variance Extracted (AVE). A construct is said to be valid if it has an AVE value > 0.5. The AVE values in this study can be seen in Table 4 below:

Table 4. AVE Test Results

CONSTRUCT	AVE
Electronic Service Quality (X1)	0.653
Perceived Value (X2)	0.594
Customer Satisfaction (Z)	0.647
Customer Loyalty (Y)	0.655

Source: Processed Data, 2026

Based on Table 4, all constructs have AVE values above 0.50, indicating that the measurement model satisfies convergent validity. Therefore, the indicators used in this study adequately represent their respective constructs.

d. Reliability Test

Composite reliability testing in the measurement model aims to assess the internal consistency of a construct in measuring the variable it represents. Composite Reliability values are categorized as good when they reach a minimum threshold of 0.7, indicating that the construct has a high level of reliability. In addition, to strengthen the reliability test results, Cronbach's Alpha values are also used, with the expected minimum threshold set at 0.6. The results of the reliability test are presented in Table 5.

Table 5. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Electronic Service Quality (X1)	0.822	0.883
Perceived Value (X2)	0.886	0.911
Customer Satisfaction (Z)	0.818	0.880
Customer Loyalty (Y)	0.924	0.938

Source: Processed Data, 2026

Based on the results presented in Table 5, all constructs meet the established reliability criteria. This is evidenced by Composite Reliability values above 0.70 and Cronbach's Alpha values exceeding 0.60. Therefore, it can be concluded that all measurement items demonstrate good reliability and are suitable for further analysis.

Structural Model Assessment (Inner Model)

a. Test Coefficient Determinacy *(R-Square)*

In SEM-PLS analysis, the R-square (R^2) value is used to measure the extent of the contribution of independent variables in explaining the variation in the dependent variable. The higher the R^2 value, the better the model's ability to predict the dependent variable. This coefficient of determination serves to assess how much the endogenous construct can be explained by exogenous constructs in the research model. A good R-square value ranges between 0 and 1; an R-square value is considered strong when it is at 0.67, moderate at 0.33,

and weak at 0.19 (Chin, 1998, in Ghozali and Latan, 2020). The results are presented in Table 6.

Table 6. R-Square Test Results

Endogenous Variable	R-Square	R-Square Adjusted
Customer Satisfaction (Z)	0.545	0.536
Customer Loyalty (Y)	0.622	0.611

Source: Processed Data, 2026

The R-square Adjusted value for the Customer Satisfaction (Z) construct of 0.536 indicates that variations in satisfaction can be explained by electronic service quality (X1) and perceived value (X2) by 53.6%, while the remaining 46.4% is explained by other factors outside the model. Furthermore, the R-square Adjusted value for the Customer Loyalty (Y) construct of 0.611 indicates that variations in loyalty can be explained by X1, X2, and Z by 61.1%, while the remaining 38.9% is explained by other factors outside the model. Referring to the criteria proposed by Chin (1998) in Ghozali and Latan (2020), both R-square values fall within the moderate category.

b. Direct Effect Test

Direct Effect is a test that aims to determine the direct influence of exogenous latent constructs or variables on endogenous latent variables. This Direct Effect test can be observed from the path coefficient results obtained through the bootstrapping process, with the results shown in Table 7.

Table 7. Direct Effect Test Results

Hypotheses	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H1	Electronic Service Quality -> Customer Satisfaction	-0.169	1.046	0.296	Rejected
H2	Perceived Value -> Customer Satisfaction	0.861	6.716	0.000	Accepted
H3	Customer Satisfaction -> Customer Loyalty	0.481	3.783	0.000	Accepted
H4	Electronic Service Quality -> Customer Loyalty	0.139	1.080	0.281	Rejected
H5	Perceived Value -> Customer Loyalty	0.259	1.643	0.101	Rejected

Source: Processed Data, 2026

Based on the results of direct hypothesis testing presented in Table 7 above, the Direct Effect results can be described as follows:

1. The Electronic Service Quality (X1) variable does not have a direct influence on Satisfaction (Z). This is evidenced by a T Statistic value of 1.046, which is lower than the critical value of 1.96, and a P-Value of 0.296, which is above the significance threshold

of 0.05. Therefore, it can be concluded that the direct effect of Electronic Service Quality on Satisfaction is Rejected.

2. The Perceived Value (X2) variable has a direct influence on Satisfaction (Z). This is evidenced by a T Statistic value of 6.716, which exceeds the critical value of 1.96, and a P-Value of 0.000, which is below the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Perceived Value on Satisfaction is Accepted.
3. The Satisfaction (Z) variable has a direct influence on Customer Loyalty (Y). This is evidenced by a T Statistic value of 3.783, which exceeds the critical value of 1.96, and a P-Value of 0.000, which is below the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Satisfaction on Customer Loyalty is Accepted.
4. The Electronic Service Quality (X1) variable does not have a direct influence on Customer Loyalty (Y). This is evidenced by a T Statistic value of 1.080, which is below the critical value of 1.96, and a P-Value of 0.281, which is above the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Electronic Service Quality on Customer Loyalty is Rejected.
5. The Perceived Value (X2) variable does not have a direct influence on Customer Loyalty (Y). This is evidenced by a T Statistic value of 1.643, which is below the critical value of 1.96, and a P-Value of 0.101, which is above the significance threshold of 0.05. Therefore, it can be concluded that the direct effect of Perceived Value on Customer Loyalty is Rejected.

c. Indirect Effect Test

Indirect Effect is a test that aims to determine the indirect influence of exogenous latent constructs or variables on endogenous latent variables through the role of a mediating variable. The indirect effect test results can be observed from the specific indirect effects output obtained through the bootstrapping process. The indirect effect test results are presented in Table 8.

Table 8. Indirect Effect Test Results

Hypotheses	Relationship Between Variables	Original Sample Estimate	T Statistic	P Value	Description
H6	Electronic Service Quality -> Customer Satisfaction -> Customer Loyalty	-0.081	0.971	0.332	Rejected
H7	Perceived Value -> Customer Satisfaction -> Customer Loyalty	0.414	3.006	0.003	Accepted

Source: Processed Data, 2026

Based on the results of indirect hypothesis testing presented in Table 8 above, the Indirect Effect results can be described as follows:

1. The Electronic Service Quality (X1) variable does not have a positive and significant indirect influence on Customer Loyalty (Y) through the mediating variable Satisfaction (Z). This is evidenced by a T Statistic value of 0.971, which is below the critical value of 1.96, and a P-Value of 0.332, which is above the significance threshold of 0.05. Therefore,

it can be concluded that the effect of Electronic Service Quality on Loyalty through Satisfaction mediation is Rejected.

2. The Perceived Value (X2) variable has a positive and significant indirect influence on Loyalty (Y) through the mediating variable Satisfaction (Z). This is evidenced by a T Statistic value of 3.006, which exceeds the critical value of 1.96, and a P-Value of 0.003, which is below the significance threshold of 0.05. Therefore, it can be concluded that the effect of Perceived Value on Loyalty through Satisfaction mediation is Accepted.

The test results indicate that electronic service quality does not have a significant effect on satisfaction. This finding indicates that in streaming services, technical aspects such as ease of access and system stability tend to be perceived as basic attributes (hygiene factors), whose presence is considered normal and therefore does not automatically increase satisfaction. In contrast, perceived value has a positive and significant effect on satisfaction, which confirms that Vidio user satisfaction is more strongly shaped by evaluations of perceived benefits—such as content relevance, viewing experience, and the alignment between costs and benefits. Furthermore, satisfaction has a positive and significant effect on loyalty, indicating that loyalty tends to be formed through consistently satisfying usage experiences. The non-significant direct effects of electronic service quality and perceived value on loyalty indicate that loyalty in the context of digital services is more strongly formed through psychological mechanisms in the form of satisfaction, rather than solely through assessments of quality and value at a single point in time.

CONCLUSION

This study analyzes the influence of electronic service quality and perceived value on Vidio customer loyalty in Pontianak City, with customer satisfaction as an intervening variable. The results of the study show that electronic service quality does not have a significant effect on satisfaction, whereas perceived value has a positive and significant effect on customer satisfaction. Furthermore, satisfaction is proven to have a positive and significant effect on customer loyalty. However, electronic service quality and perceived value do not have a direct effect on loyalty. These findings indicate that customer loyalty in digital streaming services is not formed directly from evaluations of service quality or perceived value, but rather through satisfaction that arises from sustained usage experiences. Theoretically, this study confirms the role of satisfaction as a key variable in mediating the relationship between perceived value and customer loyalty, and also shows that electronic service quality functions as a basic prerequisite in digital services. Practically, the results of this study suggest that streaming service providers should focus their strategies on increasing perceived value through content relevance, consistency of viewing experiences, and alignment between benefits and costs incurred by customers, while continuing to maintain electronic service quality as a minimum service standard. Future research is recommended to expand the geographical scope and add other relevant variables in order to obtain a more comprehensive understanding of customer loyalty formation in digital streaming services.

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