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ASSESSING THE EFFECTS OF TECHNOLOGY ADOPTION MODEL ON SATISFACTION AND LOYALTY IN STREAMING SERVICES

Avaliação dos Efeitos do Modelo de Adoção de Tecnologia na Satisfação e Lealdade em Serviços de Streaming

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Abstract
The tremendous rise of demand for streaming services in the last decade, and during the

Resumo
O enorme aumento da demanda por serviços de streaming na última década, e durante a

pandemic COVID-19, has brought hope of a promising future for companies of this sector, where the determinants of customer satisfaction and loyalty are still to be fully understood. The empirical study presented in this paper seeks, as the primary goal, to analyze the factors that influence consumers' loyalty to a streaming service. Seeking to answer the outlined research question, two types of sources were used in the present investigation: primary and secondary. Concerning the primary sources, quantitative research was used, with the convenience sampling technique for data collection, and a questionnaire that was applied online using institutional emails and social media (Facebook, Instagram, and Whatsapp). The data (n= 205) were analyzed using Structural Equation Modeling. From the results obtained, it is possible to conclude that the main factors influencing loyalty towards a streaming platform are: perceived quality, ease of use, performance expectancy, and satisfaction. The analysis revealed a predictive validity of the three factors with satisfaction and, through this, to loyalty.

Keywords: Streaming services; Perceived quality; Ease of use; Performance expectancy; Satisfaction.

pandemia COVID-19, trouxe esperança de um futuro promissor para as empresas deste setor, onde os determinantes da satisfação e lealdade do cliente ainda não foram totalmente compreendidos. O estudo empírico apresentado neste artigo, tem como objetivo principal, analisar os fatores que influenciam a lealdade dos consumidores em um serviço de streaming. Procurando responder à questão de investigação, foram utilizados dois tipos de fontes: primária e secundária. No que respeita às fontes primárias, foi utilizada uma pesquisa quantitativa, recolhendo os dados com a técnica de amostragem por conveniência, usando um questionário aplicado online através de e-mails institucionais e redes sociais (Facebook, Instagram e Whatsapp). Os dados (n= 205) foram analisados utilizando a Modelagem de Equações Estruturais. Perante os resultados obtidos, é possível concluir quais são os principais fatores que influenciam a lealdade em relação a uma plataforma de streaming, a saber: qualidade percebida, facilidade de uso, expectativa de desempenho e satisfação. A análise realizada revelou a validade preditiva dos três fatores e da satisfação, e através desta, da lealdade.

Palavras-chave: Serviços de streaming; Qualidade percebida; Facilidade de uso; Expectativa de desempenho; Satisfação.

INTRODUCTION

It is well known that the internet created an audience migration to streaming services due to its impacts and transformations. Also, as digital media continues to expand, competition between cable television and online streaming services increases (Lee et al., 2018). In fact, technology has taken audiovisual entertainment consumption from television networks to streaming platforms (Silva et al., 2018). Consequently, several platforms have emerged, offering on-demand services (Camilleri & Falzon, 2020). Moreover, the shift from conventional media to over-the-top media, particularly during the lockdown period of COVID-19, has resulted in strong competition between streaming service providers to attract and retain customers (Gupta & Singharia, 2021).

Brazilian companies follow the global trend and invest in technology for this new market without forgetting the television and movie consumers, so they are targeting these two market niches (Torquato, 2020). Consumers are shifting from traditional formats like cable television service and regular television to online services and they are spending more time on online digital platforms called streaming services (Nagaraj et al., 2021). Due to this, users can choose movies and programs at their time and date convenience (Lim et al., 2015; Spilker et al., 2020). Online digital platforms are called streaming services provided by companies that create and deliver movies, news, music, sitcoms, and different entertainment (Cha, 2013; Yang & Lee, 2018). Several companies create their own content

(e.g. Amazon and Netflix), while others distribute content on their website (e.g. HBO Max, Starz, Spotify, and others) (Ruangkanjanases et al., 2021).

In the service sector, consumer behavior has changed in response to technological innovations at the turn of the 21st century (Camilleri & Falzon, 2020). It has been possible for the consumer to observe changes in point-of-sale strategies, spend less time shopping online, interact with companies more frequently, and access a greater variety of products and services (Lim et al., 2015). To understand the changes and anticipate the market movements, several studies have been conducted to describe this phenomenon. Their purpose is to increase knowledge about how online content is consumed, analyzing how changes in supply affect the way the content is consumed, the business models, and consumer behavior (Cha, 2013; Jenner, 2016; Li, 2017).

It is important to emphasize that the process of purchasing or adopting technology differs according to the constructs of each model (Abrahão, 2015). The Theory of Reasoned Action (TRA) is a model of technology adoption that highlights subjective attitudes and norms as precursors to behavioral intentions. Technology Acceptance Model (TAM) examines the relationship between the ease of use of the technology and its perceived usefulness, as well as the effects of ease of use on attitude and behavior (Davis, 1989). As a result of modifications to the TRA model, the Theory of Planned Behavior (TPB) can predict behavioral intentions by controlling perceived behaviors (Ajzen, 1991). There is a more recent model, known as the Unified Theory of Acceptance and Use of Technology (UTUAT), which is based on work by Venkatesh et al. (2003) who examined various models to revisit them. Even though the UTUAT model is widely accepted, it has been modified and adapted to accommodate the study's objects.

With this reasoning, the research question is: "what is the influence of ease of use, performance expectancy, and perceived quality of service on satisfaction and loyalty to a streaming service?". From the research problem, it is established as a general objective to analyze the factors that influence consumers in choosing and staying loyal to a streaming platform. The specific objectives are (1) to understand the relationship between ease of use of streaming and its influence on consumer satisfaction; (2) to relate performance expectancy of streaming with consumer satisfaction; (3) to analyze how the perceived quality of service affects the development of satisfaction; (4) to verify the influence of satisfaction on loyalty.

The present study contributes to the literature by incorporating satisfaction and loyalty as endogenous variables into the original model, while maintaining performance expectancy, ease of use, and perceived quality as exogenous variables. There have been several studies that have examined behavioral consequences using technology acceptance models, however, there is still a gap in literature regarding attitudinal consequences, which this article addressed and explained. The article's remaining sections are as follows. The next section discusses the existing literature and presents the four hypotheses and the research framework. Afterward, the research method is explained. Follows a section that includes results, discussion, and conclusions with several implications of the study.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

Ease of use

In the Technology Acceptance Model (TAM), ease of use refers to the level of usability when using the technology, and this construct also influences behavioral intentions (Davis, 1989). Even though a consumer believes that an application is useful, there must also be a belief that its performance benefits outweigh its limitations (Ndubisi et al., 2003).

In the present study ease of use will be the degree to which users can easily operate the streaming platforms. In this sense, the consumer of streaming platforms believes that using the system improves their perspective of overall quality (Yang & Lee, 2018). Any technology that is difficult to use is not considered useful, as it would be seen by users of the application as a waste of time (Faqih & Jaradat, 2015; Guriting & Ndubisi, 2006). To increase the intention to purchase and use the service, users will perceive the platform as easy to use and see the benefits to them (Cebeci et al., 2019). In a learning and education context, it is suggested that perceived ease of use of video streaming has a weak positive direct effect on satisfaction (Nagy, 2018). Still, the study of Lee et al. (2018)

demonstrated a significant positive relationship ($p < 0.05$) between ease of use and online streaming, much like previous research. Indeed, Lessiter et al. (2001) concluded that there was a significant positive relationship between online media adoption and how easy it was to use, and Bautista et al. (2016) had a similar finding, linking a positive relationship with ease of use and social TV systems. And so, the first hypothesis is:

H1: Ease of use has a positive impact on consumer satisfaction in streaming services.

Performance expectancy

A person's performance expectancy is a measure of a person's confidence that using an application will increase performance (Chua et al., 2018; Gomes & Farias, 2017). Performance expectancy plays a key role in the adoption and use of mobile applications (Al-Gahtani et al., 2007; Chong, 2013). When the user believes that a system is useful for him, he feels satisfied and continues to use it (Bhattacherjee, 2001). According to Grönroos (2006), past experiences with similar services influence the customer's expectations of the new service. The performance of a good or service can be evaluated higher, and expectations are maintained, resulting in conflicts as to whether the consumption of a good or service depends on its performance when compared to consumer expectations (Brown et al., 2010). Similarly, during online shopping, the expectation of performance is a significant factor in determining customer satisfaction, where the higher the expectation, the greater the customer satisfaction (Pappas et al., 2014). The roles of effort and performance expectancy have been found to be important in several studies that measured the usefulness and convenience of a technology (Venkatesh et al., 2012).

Specifically, in streaming services, it is suggested that the determinant factors of the rising movement to streaming platforms are performance expectancy, social influence, hedonic motivation, price, and switching cost (Silva et al., 2018). When examining the different media types separately, Ström and Martínez (2013) add that the most important determinant of satisfaction for video is content while accessibility is more important for music, with some evidence pointing that music has reached a "high enough" level of content where it has lost some power of driving satisfaction. In live streaming services, Singh et al. (2020) confirm a positive relationship between performance expectancy and personal innovativeness, and a positive and direct relationship between personal innovativeness and continued intention to use streaming services. The second hypothesis is established:

H2: Performance expectancy has a positive impact on consumer satisfaction in streaming services.

Perceived quality

Service quality can be defined by how the contact points work in conjunction with the consumer (Ramos et al., 2016). Quality is directly related to the post-marketing phase, in which the basic quality of a product or service purchased by the customer is met, thereby enhancing customer loyalty (Oliveira, 2009). Service quality can be determined by comparing the expected quality with the actual quality experienced at the moment the service is used (Bashir & Madhavaiah, 2015). Quality contributes directly to the quality of a product or service because the consumer mentally constructs their perception of the quality of the purchased product from the expectation of physical characteristics multiplied by the result of customer interaction (Bloemer et al., 1999). Consumers value the quality of the service offered and expect the product to perform better than the price (Oliveira, 2009).

In the context of subscription-based streaming services and towards a better understanding of what quality dimensions drive satisfaction, Ström and Martínez (2013) found that the dimensions of quality of content, quality of accessibility and quality of experience together with the dimension of price had a substantial predictive validity for predicting the customer satisfaction and the loyalty dimension of recommendation to friends. Specifically, the most important determinant to explain satisfaction was the dimension of the quality of the content, which is quite natural since access to the content is the primary service that the customer buys (Ström & Martínez, 2013). Azzahro et al. (2020)

added that the factors of quality of accessibility, monetary value, and identity salience directly influence willingness to pay for subscription-based on-demand streaming services in Indonesia. Meanwhile, quality of content, quality of experience, perceived enjoyment, monetary value, and identity salience could also influence willingness to pay through customer satisfaction. More recent studies show the positive and significant impact of quality of experience on the consumers' willingness to continue and subscribe to streaming services (Gupta & Singharia, 2021). For clarification purposes, Varela et al. (2014) delve into the differences and commonalities between the two terms: quality of experience and quality of service. They state that quality of experience is sometimes seen as a simple extension, or even a rebranding, of the well-established concept of quality of service. Based on this theoretical foundation, the third hypothesis is established:

H3: perceived service quality has a positive impact on consumer satisfaction in streaming services.

Satisfaction

Customers' perceptions of actual service encounters are compared to their expectations (Oliver, 1999) to determine customer satisfaction. This means that customer satisfaction can be evaluated during the use or consumption of a product/service that results in their intention to place new orders and/or repurchases. In this case, the consumer will compare the transaction to previously performed ones (Evanschitzky et al., 2012). The results of this process can be positive, negative, or neutral, resulting in satisfaction or dissatisfaction (Bitner, 1990; Shafei & Tabaa, 2016). The consumer will establish a relationship with the company and establish an emotional affinity, which will generate consumer loyalty (Cronin et al., 2000) because the relationship between the loyal customer and the organization is essential to its survival (Heskett et al., 1994). The concept of behavioral intention rests on the assumption that individuals make decisions based on the information they have (Huhn & Ferreira, 2018). In addition to the intention to purchase the service, it is important to verify the willingness to use and the continuity of service use (Thaker et al., 2021; Venkatesh et al., 2003).

Specifically, in the context of the disruption caused by COVID-19, escalating at-home digital media consumption, Gupta and Singharia (2021) show that satisfaction stimulates consumers' willingness to continue and subscribe to streaming services in future. The findings reveal the habit (of consuming streaming services during the pandemic period) as a possible predictor of users' decision to continue and subscribe. Based on previous empirical studies, this study proposes a fourth hypothesis:

H4: consumer satisfaction in streaming services has a positive impact on loyalty.

Loyalty

Loyalty is related to repurchase behavior and brand commitment (Oliver, 1997). Loyalty involves the repurchase process, as well as cognitive and affective factors (Larán; Espinoza, 2004). As a result of the likelihood that the consumer will make further use of the service in the future, a degree of consumer loyalty will be determined (Vieira et al., 2009). Singh and Sirdeshmukh (2000) conclude that loyalty could be defined as behavior that promotes and maintains a consumer's relationship with a service provider. There is a value co-creation process that impacts on loyalty when there is a relationship between a company and its consumer (Brodie et al., 2011). Even though customer loyalty is not necessarily correlated to consumer satisfaction, loyalty is an indicator of the degree of trust that customers place in service providers (Bove & Johnson, 2006). In addition, it is essential to ensure quality in the provision of services to encourage the formation of loyalty (Zhou et al., 2021)

With the theoretical support of the proposed hypotheses and relationships, it was possible to structure the research framework presented in Figure 1.

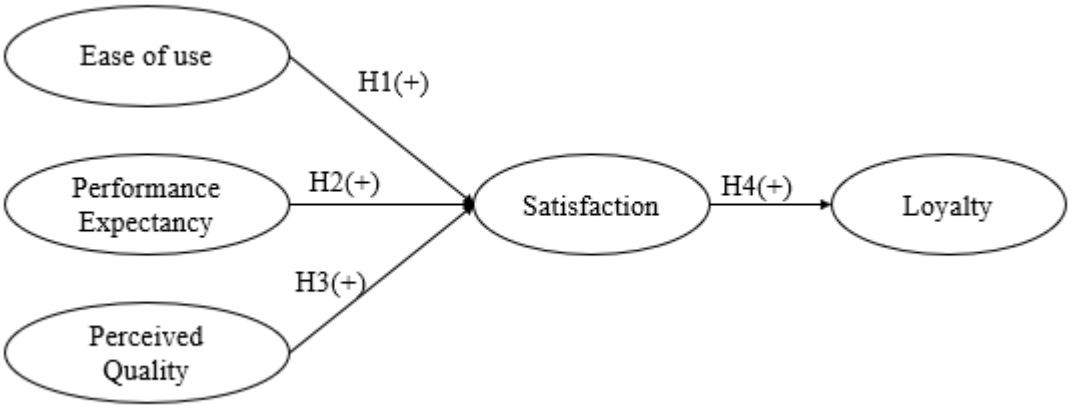

Figure 1. Research framework.

RESEARCH METHOD

The article uses a quantitative and descriptive method (Sampieri et al., 2013). Statistical analysis of the results was performed using Structural Equation Modeling (SEM), through SmartPLS 3.3.9 software, which provided more sophisticated and complex results, consistent with the objective of the study. Using SEM it was possible to explain the relationships between the constructs, determined as dependent variables and the independent variables (Hair et al., 2005). Regarding sampling, the G-Power software was used to calculate the minimum sample size. Following the recommendations of Hair et al. (2017), the sample calculation adopted an effect size of 15%, a statistical power of 80%, an alpha of 0.05, and with three predictors the minimum sample size is 87 respondents. With the proper data preparation procedures, the final sample contained 205 valid responses.

Measurement

The measurement items for the survey instrument were adopted from previously validated research instruments and adapted to fit the context of this research. To measure the attitudes and to know the degree of compliance of consumers of streaming services five-point Likert scales were used. The scales covered Ease of Use (Silva et al., 2018; Venkatesh et al., 2012), Performance Expectancy (Silva et al., 2018; Venkatesh et al., 2012), Perceived Quality (Carlson & O'Cass, 2011), Customer Satisfaction (Homburg et al., 2009; Yee et al., 2011) and Loyalty (Souza et al., 2013; Oliver, 1999).

Sample and data collection

Data collection was conducted through a cross-sectional survey, as data were collected in a specific period and statistically analyzed (Hair et al., 2005), making it possible to obtain information, through a structured questionnaire, distributed electronically (Manzato & Santos, 2012). The data collected were previously analyzed by the SPSS 22 software, being evaluated the Total Variance Explained (Harman's Single Factor) to verify possible bias of the sample when collecting data (Common Method Bias) (Podsakoff et al., 2003). Table 1 summarizes the main methodological elements used in the collection of quantitative data.

Table 1.
Synthesis of the online survey

Temporal basis	Cross-Section
Unit of analysis	Streaming services users
Sampling	Convenience
Sample	205
Data collection	Questionnaire survey available online
Date	November 2020 to January 2021
Data analysis	Univariate and multivariate

Source: Elaborated by the authors.

Demographic

The demographic profile of the respondents of this study is now explained. In the gender frequency distribution, there was almost an equal distribution between the female gender (52.2%) and the male gender (47.8%). Of the respondents, 56.1% are classified as single, while 36.1% belong to the married group, 1.0% are divorced and 6.8% are in a non-conventional relationship. Regarding the level of education, only one respondent (0.5%) declared to have only elementary school, and in terms of percentage, there is a balance between those with high school (34.6%) and those with university graduation (39.0%). Other education groups included MBA (13.7%); Master of Degree (6.8%) and PhD (5.4%). Concerning family income, the values range from 1 to 3 minimum salaries (MS) with 54 respondents (26.3%), followed by the range from 3 to 5 MS with 48 respondents (23.4%); 5 to 7 MS (26 respondents - 12.7%), 7 to 9 MS (17 respondents - 8.3%), 9 to 11 MS (7 respondents – 3.4%). There are 33 respondents earning more than 11 MS (16.1%) while there are just 4 respondents that earned less than 1 MS (2.0%)

RESULTS AND DISCUSSION

When asked about which Streaming Platform, most of the respondents (86.3%) are Netflix users, and 9.3% are Amazon Prime users. Other platforms include Globoplay (2.0%), Telecine Play (0.5%) and not mentioning any platform 2.0%. To verify whether there was bias in data collection (Common Method Bias), Harman's single test was applied, both with the sample with the presence of outliers and with the sample without the presence of outliers, whose results showed the Total Variance Explained lower than 50% as suggested (Chin et al., 2013). For the verification of the proposed model, the statistical software SmartPLS 3.3.9 (Ringle et al., 2015) was used. The first step was the calculation of the algorithm where it was possible to verify the values of the factor loading, whose reference value should be greater than 0.70 and between the values 0.40 and 0.70, the removal of the loadings depends on the evaluation of the content validity and the decision of the researcher (Ringle et al., 2014). The items F1, F2, QS1, QS6, QS7 and LC6 were removed since they presented loadings lower than 0.40, keeping the remaining items as suggested by Hair et al. (2017). After the adjusted model, the variance inflation factor (VIF) was verified, which evaluates the multicollinearity of both the constructs and the factorial loadings and should be less than 3.0 (Hair et al., 2019). Another index analyzed was the f^2, known as Cohen's Indicator, which assesses the effect size of a construct for model fit. The values show medium and large effects for model fit. The highest value of f^2 was 1.395 in the relationship between satisfaction and loyalty, which corroborates the predictive effect of consumer satisfaction in the formation of loyalty. Also, in Table 2, are the values of R^2 and adjusted R^2 referring to the endogenous variables (dependent) whose value above 26% reveals a large effect on

the portion of this type of variable that is explained by the structural model. It is possible to state that the model explains 52.3% related to satisfaction and 58.2% concerning loyalty.

Table 2.
VIF, f^2, R^2 and R^2 adjusted.

Hypotheses	Structural Path	VIF	f^2	R^2	R^2 adjusted
H1	Ease of use → Satisfaction	1.111	0.092		
H2	Performance Expectation → Satisfaction	2.041	0.033	0.523	0.516
H3	Perceived Quality → Satisfaction	2.036	0.239		
H4	Satisfaction → Loyalty	1.000	1.395	0.582	0.580

Source: Research Data.

After the initial verification and adequate adjustment, the internal consistency of the data was evaluated using Cronbach's alpha and composite reliability indices. The minimum acceptable value is 0.70, and equal for both indices. Although the alpha values for the Ease-of-Use construct were less than 0.70, it is possible to state that all constructs show internal consistency because the Composite Reliability values were higher than the minimum limit established (Hair et al., 2018). This is because Cronbach's alpha is sensitive to sample size. To assess convergent validity, it is considered that the factor loadings of the items should be greater than 0.70 (values between 0.40 and 0.70 are acceptable) and the value of the average variance extracted (AVE) should be greater than 0.50. It can be seen in Table 3 that all constructs have convergent validity. Two criteria are used for discriminant validity. The first criterion, considered by Hair et al. (2017) as more conservative is the Fornell-Larcker criterion, which considers that the square root of the AVE of each latent variable should be higher when compared to the correlations of all other latent variables. The second criterion is the Heterotrace-Monotrace ratio that correlates indicators that measure diverse constructs with indicators that measure the same construct, and where Henseler et al. (2015) advocate a value of 0.90 for similar constructs and Hair et al. (2017) argue that a value of less than 0.85 ensures discriminant validity for the remaining constructs. In Table 3, the values presented by the Fornell-Larcker criterion and the confidence interval of the HTMT ratio less than 1 ensure the discriminant validity of the analyzed model.

Table 3.
Data Consistency, Convergent and Discriminant Validity.

Latent Variables	Indicators	Convergent Validity		Data Consistency		Discriminant Validity	
		Loadings	AVE	Cronbach's alpha	Composite Reliability	Fornell-Larcker Criterion	HTMT
		>0.70	>0.50	>0.70	>0.70	Root square of AVE	HTMT confidence interval does not include 1
Ease of use	F3	0.648	0.623	0.426	0.763	0.789	Yes
	F4	0.908					
Performance Expectancy	ED1	0.620	0.523	0.769	0.845	0.723	Yes
	ED2	0.761					
	ED3	0.767					
	ED4	0.790					
	ED5	0.664					
Perceived Quality	QS2	0.787	0.623	0.798	0.869	0.790	Yes
	QS3	0.817					
	QS4	0.784					
	QS5	0.769					
Satisfaction	SC1	0.784	0.599	0.866	0.899	0.774	Yes
	SC2	0.693					
	SC3	0.813					
	SC4	0.716					
	SC5	0.820					
	SC6	0.809					
Loyalty	LC1	0.777	0.598	0.831	0.881	0.773	Yes
	LC2	0.808					
	LC3	0.720					
	LC4	0.836					
	LC5	0.718					

Source: Research Data.

From the values presented in tables 1 and 2, the proposed conceptual model was considered adjusted and is presented in figure 2. This figure presents the relationship between the constructs where it is possible to check the path coefficient, the loadings of the items, and Pearson's coefficient of determination (R^2) on the endogenous variables.

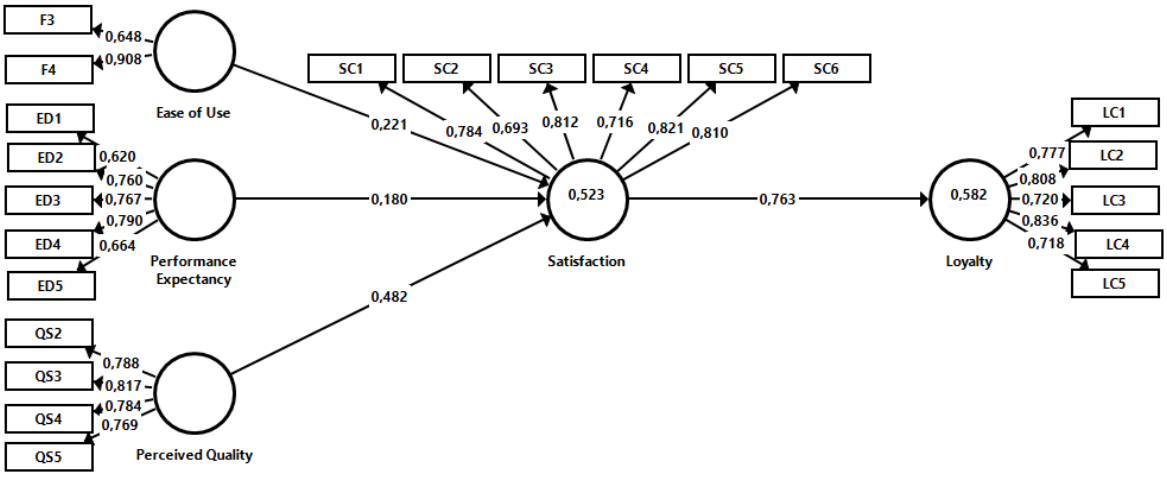

Figure 2. Adjusted model.

From the evaluation of the outer model, the next step is to investigate the inner model, since it presents the statistical values that allow verifying if the relationships between the constructs are supported. The evaluation of the structural model, done through the bootstrapping procedure, relates the combined extraction of subsamples with a subsequent estimation of statistical parameters (Hair et al., 2017). The relationship between the independent and dependent variables is measured using the student's t-test and p-value (Ali et al., 2018). Adopting 10,000 bootstrap samples, the procedure generated the values of the structural coefficient, standard deviation, t-test, and p-value, expressed in Table 4. In possession of these data, it is possible to see that all four hypotheses were supported, at a significance level of less than 5% (t>1.96).

Table 4.
Tests and Values.

Hyp.	Structural Path	Structural Coefficient (β)	SD	T test	p value	Result
H1	Ease of use → Satisfaction	0.221	0.061	3.641*	0.000	Supported
H2	Performance Expectancy → Satisfaction	0.180	0.071	2.528***	0.011	Supported
H3	Perceived Quality → Satisfaction	0.482	0.073	6.584*	0.000	Supported
H4	Satisfaction → Loyalty	0.763	0.026	28.888*	0.000	Supported

Critical values to $t_{(205)}$ = *p<0.1%=3.29; **p<1% = 2.57; ***p<5% = 1.96

Figure 3 presents the adjusted model, with the latent variables and the items, as well as the t-test values between the variables and the coefficient of determination (R^2) present in the endogenous variables.

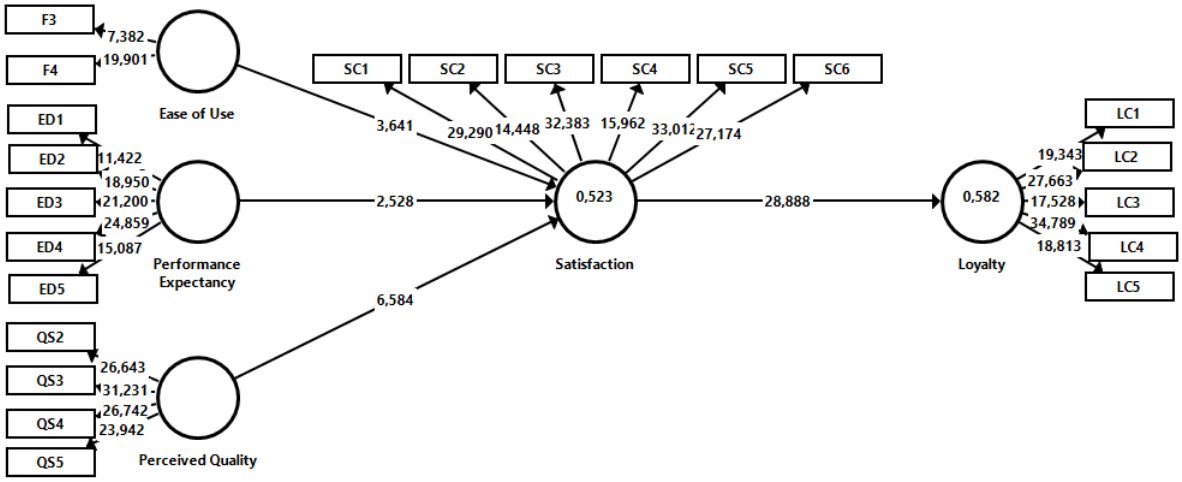

Figure 3. Adjusted model and t-test values.

The results of the hypothesis tests revealed the possibility of accepting all hypotheses since they presented significance levels lower than 5%, which allows us to affirm a high degree of confidence in the relationships between the analyzed constructs. Hypothesis H1, with β equal to 0.221, infers a positive relationship between ease of use and satisfaction and it is significant at the 0.1% level. Such a relationship corroborates Davis (1989) assertions about ease of use affecting perceived usefulness, and when technology is presented in a user-friendly manner, consumers tend to develop a positive attitude (Cebeci et al., 2019), which ultimately stimulates the formation of satisfaction. Specifically, this result also corroborates the study of Lee et al. (2018) that explained the importance of ease of use in the process of adoption of online streaming services. In fact, ease of use could be a key indicator in the choice and adoption of streaming services (Camilleri & Falzon, 2021).

Similarly, performance expectancy has a direct relationship with the formation of satisfaction, positive (β = 0.180) and statistically significant (t test = 2.528 and p value = 0.011). Reported as the degree of personal gain when using a system (Gomes & Farias, 2017), it is possible to infer that this personal gain reflects in the formation of satisfaction according to the expectation disconfirmation theory (Oliver, 1980). Consumers' satisfaction with streaming depends on their initial expectations and the inconsistency between those expectations and what they actually experience (Choi et al., 2011). The second hypothesis confirms the result of Loureiro et al. (2018), in other words, performance expectancy is positively related to customer satisfaction with service streaming.

The third hypothesis, which addressed the relationship between the perceived quality of the streaming service, presents a classic relationship with the formation of satisfaction (Maddern et al., 2007). This relationship has a high impact on consumer (β = 0.483; t test = 6.584; p value > 0.001) especially about the intention to continue using the service. It is worth noting that, with the increase in the supply of streaming in the Brazilian market, the search for the quality of the platform will gain more prominence alongside the assortment of products offered to the consumer. This result corroborates the research of Azzahro et al. (2020) on content quality and experience quality and of Gupta and Singharia (2021) on service quality experience. Content quality reflects the consumer perception of streaming services and it can provide a high level of satisfaction (Jung et al., 2009) and the result with Brazilian consumer support this relationship.

And finally, the hypothesis that explains the classic relationship between consumer satisfaction and loyalty was the one that presented the most significant values of both the regression coefficient and the t-test value (β = 0.763; t test = 28.888; p value > 0.001), a fact that corroborates the results of Crosby et al. (1990), Chen and Kao (2010), Gonçalves and Sampaio (2012), and Gupta and Singharia (2021), among others. As a result of customer satisfaction, consumers developed a positive attitude toward the streaming provider (attitudinal loyalty) and were more likely to repeat purchases as demonstrated by Kamran-Disfani et al. (2017). Consequently, assessing attitude loyalty can provide

insight into the factors responsible for a customer's behavioral loyalty (Bandyopadhyay & Martell, 2007), although this was not evaluated in this paper.

CONCLUSIONS

Practical implication

The use of entertainment promoted by streaming platforms has grown in recent years. One crippling effect of COVID-19 pandemic is being reflected in the form of behavioral and lifestyle changes in people, including a change in their media consumption and increased use of streaming services (Gupta & Singharia, 2021). By adding convenience to the customer, who can access from anywhere in the world with internet access, this type of service becomes increasingly popular and arouses the interest of the world's major film companies, as confirmed by the recent entry of Disney company in the Brazilian market. The dispute over the consumer's preference has led the company to offer advantages such as simultaneous access on several devices, promotions, and extended subscriptions, or even combinations such as those carried out by Globoplay and Disney Plus.

This dispute for the increase in market share instils the need to understand more and more about the streaming user, and his personal and family preferences and, returning to the research problem, it is possible to state that the ease of use, the perceived quality of the platform and the expectation of performance are determining factors in generating satisfaction and the intention of use and purchase of new possibilities and entertainment packages. The development of this study and its statistical analyses show that the consumer needs to feel satisfied in several dimensions to continue with the desire to use the services of entertainment companies such as streaming services. As competitive pressure continues to increase and new players enter the streaming market, such services must be easily accessible, highly usable, appropriately priced, and widely available to the consumer. This work demonstrates that ease of use has a determinant influence on user satisfaction, suggesting that companies should increasingly facilitate the way consumers access the platform. Moreover, quality was considered a strong predictor of satisfaction, and in this respect, the platforms that present excellence in navigability, adequate response to the consumer as well as the use of preference algorithms may generate a competitive advantage. The issue of quality also calls for further studies to verify which factors are precedents of this important construct.

Theoretical implication

In the academic component, the confirmation of the four proposed hypotheses strengthens the relationships advocated by the current literature, even more, when statistically confirmed by employing a technique, such as SEM. The various models of technology adoption, from Davis' model (1989) to the UTAUT 2 model explored by Chatterjee and Kumar Kar (2020), have increasingly revealed the concern with technology adoption related to consumer behavior. And in this work, whose object of study was the streaming platform, it was possible to highlight the importance of the union of technology with consumer behavior.

Limitations

This study certainly has a few limitations. The main characteristics of the study sample were non-probabilistic and accessibility, as well as the adoption of a cross-sectional model of analysis that directly interferes with the possibility of inference for other Brazilian or abroad customers. As most of the respondents subscribe to Netflix, this study presents great expressiveness in the opinion of these users and new data collection in a future situation may present new possibilities for analysis. It should also be noted that the collection was conducted during the pandemic caused by the disease COVID-19, which forced many consumers to be restricted to their home environments, exacerbating the use and demand for streaming services.

Further research

For future studies, it is suggested to promote a comparison of the quality of the various platforms available and relate it to purchase intention and factors that influence consumer behavior such as price, entertainment variety and brands. Finally, it would be interesting to study a broader variety of factors that influence the users' continued intention to use streaming services as in Silva et al. (2018), Singh et al. (2020), Azzahro et al. (2020) or Gupta and Singharia (2021), where findings suggest that the service quality (content and experience), monetary and convenience value, perceived enjoyment and identity salience are considerably important for customer satisfaction in this context. There always remains scope to make future studies more comprehensive by including other relevant constructs in the research framework.

Research ethic statement

The authors declare that this article is original and has not been previously published.

Author contribution statement

The authors Eduardo and Rayssa were responsible for the design of the research, as well as the execution of the research. The authors Eduardo, Rayssa, Luisa and Salete were responsible to write the article.

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The authors report there are no competing interests to declare. The identity of individuals from whom the data were obtained was kept strictly confidential. All respondents agreed to complete the study but did not agree for their data to be shared publicly, so supporting data is not available.

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Appendix - Table 1: Used scales

Construct	Code	Survey Items	Source
Ease of use	F1	I have the resources necessary to use the Streaming Platform	(Silva et al., 2018; Venkatesh et al., 2012)
	F2	I have the knowledge necessary to use the Streaming Platform	
	F3	The Streaming Platform is compatible with other technologies I use	
	F4	I can get help from others when I have difficulties using the Streaming Platform	
Performance expectancy	ED1	The Streaming Platform is indispensable for entertainment consumption	(Silva et al., 2018; Venkatesh et al., 2012)
	ED2	The Streaming Platform increases my chances of achieving the program I am looking for	
	ED3	The Streaming Platform improves the experience of watching movies and series	
	ED4	I always find vast and diverse content on the Streaming Platform	
	ED5	Streaming Platform programming updates are constant	
Perceived quality	QS1	The Streaming Platform layout enables the user to find important things at first sight	(Carlson & O'Cass, 2011)
	QS2	The Streaming Platform offers a wide range of services	
	QS3	The Streaming Platform provides information up-to-dated	
	QS4	The Streaming Platform offers a complete selection of services	
	QS5	The Streaming Platform service performance is as desired	
	QS6	The Streaming Platform service performance is reliable	
	QS7	The Streaming Platform is easy to understand	
Customer satisfaction	SC1	I am very satisfied with the Streaming Platform	(Homburg et al., 2009; Yee et al., 2011)
	SC2	When I contact the Streaming Platform, attendance overcomes my expectations	
	SC3	The Streaming Platform performance attends my expectations	
	SC4	I am satisfied with the price of the Streaming Platform	
	SC5	I am satisfied with the service information of the Streaming Platform	
	SC6	I am satisfied with the service of handling customer dissatisfaction of the Streaming Platform	
Loyalty	LC1	I will continue to use the Streaming Platform	(Souza et al., 2013; Oliver, 1999)
	LC2	I will recommend the streaming platform to friend, neighbors, and relatives	
	LC3	I will do business with the streaming platform	
	LC4	I will say positive things about the streaming platform to others	
	LC5	In the future, I will buy more from the streaming platform.	
	LC6	I will always consider the streaming platform as first choice	

Source: Elaborated by the authors.