

ABSTRACT

As technology continues to grow among Indonesians, so does the growth of online streaming platforms. With this development, the number of customers who have purchased the Disney+ Hotstar subscription package has also increased. However, there are issues with subscription fees and features on the Disney+ Hotstar app that are problematic during use. This research discusses the direct and indirect relationships that exist between e-service quality and e-loyalty on the Disney+ Hotstar application in Jakarta. This study also aims to examine the mediating effect on e-trust and e-satisfaction in the relationship between e-service quality and e-loyalty.

This research uses a quantitative approach with descriptive and causal objectives, the data was collected through an online survey with a questionnaire. Data analysis using SEM PLS. The results showed that the three dimensions of e-service quality, namely efficiency, privacy protection, and system availability, had a positive and significant effect on e-loyalty which was mediated by e-trust and e-satisfaction variables. The mediating variables of e-trust and e-satisfaction also in this study have a positive and significant effect in influencing e-service quality on e-loyalty.

This research provides valuable insights for companies on the factors that can optimize the effectiveness of their digital marketing strategies, especially through e-service quality to increase customer loyalty on the Disney+ Hotstar app. Therefore, this study enriches the literature in the field of digital marketing and offers practical guidance for online streaming services in implementing efficient marketing strategies in the digital era.

Keywords: E-service quality, E-satisfaction, E-trust, E-loyalty, SEM, Video-on-Demand (VOD), Over-The-Top (OTT) Streaming