

ABSTRACT

The development of the internet has disrupted many industries, especially the media & entertainment industry. The presence of high-speed internet has changed the habits of people who now tend to prefer using streaming services over traditional TV. This can be seen from the significant increase in the use of streaming services from year to year. One of the most popular streaming services in Indonesia is Disney+. Disney+, although ranked second in market share in Indonesia, has been facing problems in the past few months due to a decline in users. This is due to problems and controversies in the operation of Disney+.

The purpose of this study is to explore the factors that influence the intention to continue using Disney+ by using 2 models that have different perspectives, namely the ECT (Expectation-Confirmation Theory) and SOR (Stimulus-Organism-Response) models. The research method used is quantitative. The research data will be collected through a questionnaire survey distributed via google form. This research also uses non-probability purposive sampling with data analysis techniques using SEM (Structural Equation Modeling) through SmartPLS 4 software. The sample criteria are users who have used the Disney+ streaming service.

The results found that content quality has a positive and significant influence on hedonic value and attitude. Accessibility has a positive and significant influence on hedonic value and attitude. Entertainment has a positive and significant influence on hedonic value and attitude. Confirmation has a positive and significant effect on perceived value and satisfaction. Hedonic value has a positive and significant effect on continuance intention and satisfaction. Attitude has a positive and significant effect on continuance intention and satisfaction. Perceived value has a positive and significant effect on continuance intention and satisfaction. And satisfaction has a positive and significant effect on continuance intention. The results of the indirect effect of each relationship successfully provide a mediating influence except for the path that passes through attitude and satisfaction because the results of the influence on these two variables are very small. In the IPMA analysis, entertainment and attitude variables have a high level of importance (effect) on the intention to continue using, but have low performance (performance) and must be considered by Disney +.

In conclusion, based on the IPMA results, the entertainment and attitude variables have a high level of importance (effect) on intention to continue using, but have low performance. This is an indication of the lack of performance on these variables, thus failing to create the intention to continue using Disney+. To ensure that the intention to continue using Disney+ continues to exist, these variables must be prioritized for improvement or enhancement.

Keywords: *continuance intention, expectation-confirmation-theory, stimulus-organism-response*