

STRATEGY PERSONALIZATION CONTENT ON VIDIO APPLICATION TO INCREASE USER S LOYALTY THROUGH SATISFACTION, TRUST AND COMMITMENT

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Abstract

In the competitive landscape of video streaming platforms, Vidio company recognizes the importance of implementing effective strategies to enhance users loyalty. The study utilizes both primary and secondary data to analyze the impact of personalization content, satisfaction, trust and commitment on users loyalty. The primary data for this study were collected through the distribution of questionnaires to consumers who use the Vidio application platform. Additionally, secondary data from a literature review were used to analyze internal and external factors. The findings of this study support the corresponding hypothesis by showing that pleasure and trust have a favorable or substantial impact on users' loyalty to the Vidio application platform. However, according to PLS analysis, personalisation, commitment, and content seem to have little or a positive but insignificant impact on users' loyalty. In contrast, factor analysis and linear regression analysis, on the other hand, show a considerable impact. These results provide valuable insights for Vidio and similar platforms to focus on enhancing users satisfaction and building trust as key drivers of users loyalty. Further research is recommended to explore alternative strategies to improve personalization content and commitment in the Vidio application platform, as well as investigating additional factors that may influence users loyalty. By addressing these aspects, video streaming platforms can better understand and cater to users' needs, ultimately fostering stronger users loyalty and long-term engagement.

Keywords: Personalization Content, Satisfaction, Loyalty, Trust, Commitment

INTRODUCTION

The creative sector moves very fast, starting from the type of work produced to the personalities of those involved and the availability of platforms to appreciate the work itself. Currently, it is easier for people to get what they want according to their unique preferences. The support network for the creative industry cannot be

separated from the role of the presence of a platform for the work. As platforms proliferate and increase in number, they serve as storage facilities for works and sources of information about the people or organizations that produce that content (Perset, 2010). This makes it easier to communicate the work to be informed to the public.

A platform plays a key role as a major player in creating habits that we never dreamed would be the opportunity of the future, as demonstrated by the rising trend in society, notably the trend of viewing videos and movies on specific platforms. One of the trends that motivates people to engage in this activity is the growth of the American-developed video sharing website known as Youtube (Cordts, 2019). Indonesia isn't an outlier when it comes to the spread of this phenomenon on a worldwide scale. This has led to the establishment of other platforms with comparable features but a wide range of concepts and offerings.

Statistics below shows that Indonesia has been named the internet users who spends the longest time playing mobile phone in 2022. Indonesians spend an average of 5.7 hours per day to using a cell phone (Plotnikoff et al., 2023). Today, most of the emerging enterprise online video platforms offer more than just the ability to display and share content in video formats, they also offer a wide of concepts (Lu et al., 2016). Because they spend a lot of time to using internet and social media in Indonesia, this business opportunity is very real and attractive.

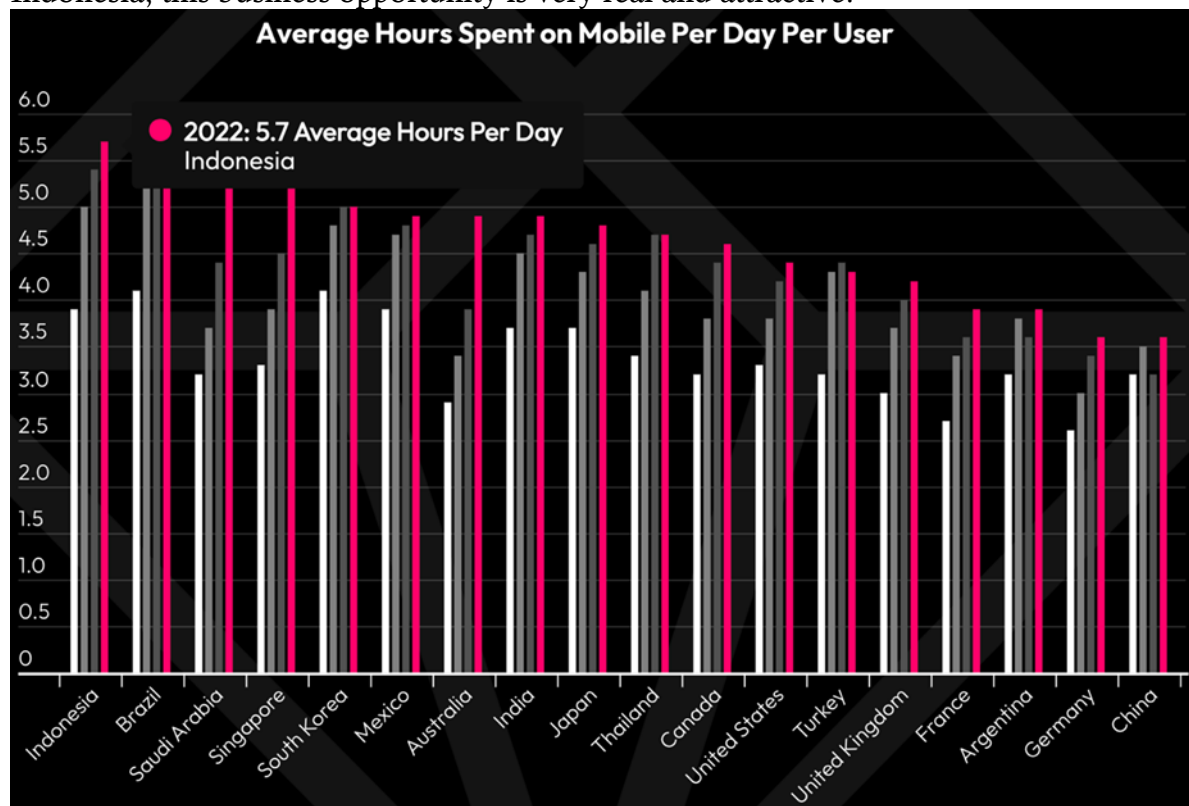


Figure 1. 1 Average Hours Per Day Indonesia

Source : Data.ai intelligence

Content on the internet needs to be updated frequently as users' use of the internet is increasingly integrated into daily routines and lifestyles (Dentzel, 2014). It is the platform's duty to act as a content provider to maintain user satisfaction by providing the content they produce and compile. Within a corporation, marketing

has the job to reflect customers wants, needs and desires (Sirviö, 2023). It's difficult to give customers enough information to enable them to choose what they want. Consumer cooperation and trust are necessary for personalization. Loyalty increases as this is created and reinforced with improved services and good. Customer loyalty gains can have a significant impact on profitability. Finding goods and services that appeal to consumers can be made easier with personalized information (Yee & Yazdanifard, 2013).

METHODS

A certain method and process known as research design is used to identify, gather, process, and analyze a given volume of data and information pertaining to a current topic or issue (Mohajan, 2018). It makes it possible for researchers to simplify and comprehensively evaluate the validity and reliability of the study procedure. The following is a presentation of the research design.

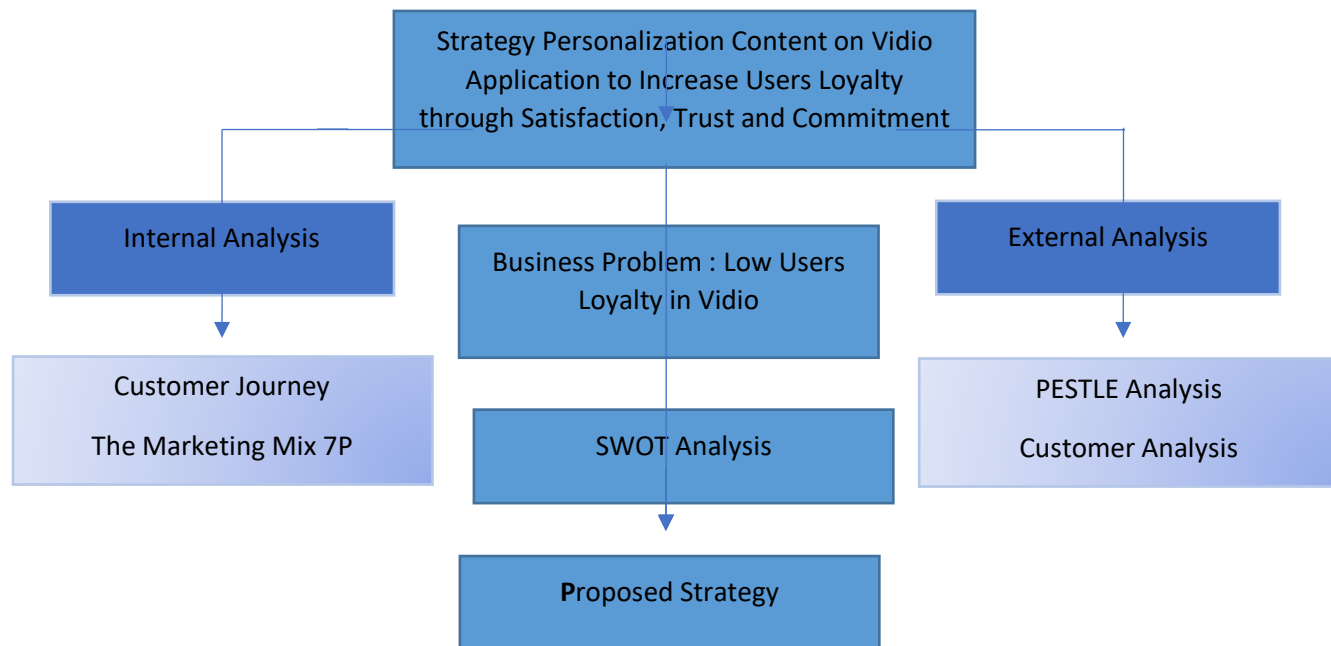


Figure 1 Conceptual Theoretical Model

The figure 1 above enables the author to exploration the business problem low users loyalty in Vidio application with strategy personalization content to increase users loyalty. Author will analyze the problem internal analysis use theory customer journey and theory the marketing mix 7P. And then, with external analysis use theory PESTLE analysis and theory customer analysis. To proposed strategy, author will use strategy formulation with theory SWOT analysis.

In this study, there are 5 types of variables that will be examined, namely the personalization content variable, the users loyalty variable, the satisfaction variable, the trust variable and the commitment variable.

The data used is quantitative with survey data collection techniques through the data collection instrument used, namely the distribution of questionnaires online via google form. The questionnaire that has been made in google form is then given

to Vidio users through the help of the Vidio product users survey team who will help distribute the questionnaire to Vidio application users.

This quantitative research method, which is used to gather data, uses both primary and secondary data. Primary data will be gathered for the research, which focuses on the Vidio company, through survey with users Vidio. Survey were performed to learn more about how the Vidio application's personalization strategy affected users loyalty with satisfaction, trust and commitment. Journal articles websites, books, internal records etc. will be used as secondary data sources. A thorough evaluation of the literature was done. The strategy personalized content on the Vidio application will consequently result in an increase to Vidio users loyalty.

RESULTS AND DISCUSSION

SWOT Analysis

SWOT Analysis for Vidio application:

Strengths

1. First local online video platform in Indonesia. By being the first local online video platform in Indonesia, Vidio Dot Com Company has established a strong foundation and positioned itself as a leading player in the market. This early entry advantage, coupled with localized content, partnerships, and brand recognition, enables the company to cater to the specific needs and preferences of Indonesian viewers and stay ahead of global competitors.
2. Ideal platform for streaming live TV. The combination of extensive live TV coverage, seamless streaming experience, time-shifting capabilities, multi-device access, and interactive features makes Vidio Dot Com Company an attractive option for users seeking a convenient and comprehensive platform for accessing live TV content. This strength allows the company to cater to the preferences of viewers who value the convenience, flexibility, and interactivity associated with streaming live TV.
3. A major focus on local content. Vidio Dot Com Company's major focus on local content allows it to tap into the rich cultural landscape of Indonesia and cater to the unique preferences and demands of the local audience. By nurturing partnerships, supporting local content creators, and promoting cultural representation, the company strengthens its brand, increases users loyalty, and establishes itself as a leading destination for Indonesian-centric entertainment.
4. Vidio Dot Com Company offers a wide range of content, including movies, TV shows, sports, news, and original programming. This diverse content library attracts a large and diverse users base.
5. The platform provides a seamless and users-friendly experience for its viewers. The interface is intuitive, and users can easily navigate and discover new content.
6. Vidio Dot Com Company has established partnerships with major content creators, production studios, and broadcasting networks. These partnerships allow the company to secure exclusive content and attract a larger audience.
7. The company has invested in robust technology infrastructure, enabling smooth streaming, high-quality video playback, and efficient content delivery to users.

Weaknesses

1. Keeps using EMTEK Group content partners as its primary weapon. While the partnership with EMTEK Group offers benefits in terms of local content availability and exclusive rights, Vidio Dot Com Company should consider diversifying its content partnerships to mitigate the weaknesses associated with relying too heavily on a single group. Expanding collaborations with other content providers or investing in the production of more original content can help broaden the platform's offerings and reduce dependency on a specific partner.
2. The offered content kinds are still not many and diverse. To address these weaknesses, Vidio Dot Com Company should consider expanding its content library by diversifying its content acquisition strategies and forging partnerships with a broader range of content providers. Investing in the production of original content across various genres and exploring collaborations with international studios and distributors can also help broaden the platform's content offerings and attract a more diverse users base. Additionally, enhancing content discovery and recommendation algorithms can improve the users experience by facilitating personalized content recommendations and increasing users engagement.
3. Vidio Dot Com Company's subscription plans may be relatively expensive compared to its competitors. This pricing structure might deter price-sensitive users or those who have access to lower-cost alternatives.
4. While Vidio Dot Com Company is well-known in its domestic market, it has limited international presence. This restricts its potential users base and revenue generation opportunities.
5. Although Vidio Dot Com Company produces original programming, its library might not be as extensive as some of its competitors. This could impact its ability to compete for subscribers who prioritize exclusive and original content.
6. Users with slower internet connections or in areas with limited internet infrastructure may face difficulties in streaming videos smoothly on the platform, affecting their overall experience.

Opportunities

1. Indonesia's internet usage is expanding year over year. The expanding internet usage in Indonesia presents significant opportunities for Vidio Dot Com Company to grow its users base, capitalize on rising demand for online video streaming, explore new monetization avenues, expand regionally, and forge strategic partnerships. By leveraging these opportunities effectively, Vidio can position itself as a leading player in the Indonesian digital entertainment landscape.
2. The use of the internet and smartphones that provide convenience. The increasing use of the internet and smartphones provides Vidio Dot Com Company with opportunities to offer convenient access to content, tap into the dominance of mobile streaming, target digital natives, deliver personalized recommendations, integrate with social media, and explore e-commerce integration. By leveraging these opportunities effectively, Vidio can enhance users engagement, attract a wider audience, and strengthen its position in the digital entertainment industry.
3. Vidio Dot Com Company can explore opportunities to expand its services and enter new markets both domestically and internationally. This could help the company tap into untapped users bases and increase its revenue streams.
4. The company can forge partnerships with local content creators and production houses to expand its original content offerings. Collaborating with influencers and celebrities can also help attract a larger audience.

5. As mobile usage continues to grow, Vidio Dot Com Company can invest in developing a robust mobile app that offers a seamless video streaming experience. This would enable users to access content on-the-go, potentially increasing users engagement and retention.
6. Vidio Dot Com Company can explore additional revenue streams, such as advertising, sponsorships, or merchandise sales. Diversifying its revenue sources can help reduce reliance on subscription fees.

Threats

1. Theft of video on content Vidio application. Vidio Dot Com Company should prioritize implementing robust content protection measures. This includes deploying digital rights management (DRM) technologies, watermarking content, employing effective content monitoring systems, and collaborating with anti-piracy organizations. Proactive measures to educate users about the importance of legal content consumption and the risks associated with piracy can also help mitigate the threat. Additionally, forging partnerships with law enforcement agencies and collaborating with other content providers and platforms to combat piracy collectively can strengthen Vidio's defense against content theft.
2. There are numerous new and similar players in the market for video platforms. Vidio Dot Com Company should focus on strengthening its competitive advantages. This includes investing in original and exclusive content, enhancing users experience and platform features, building strong relationships with content creators and distributors, and effectively marketing its unique value propositions. Additionally, continuously monitoring the market landscape, anticipating industry trends, and adapting to evolving users preferences and behaviors will enable Vidio to remain competitive and retain its market position.
3. The online video streaming industry is highly competitive, with global giants like Netflix, Amazon Prime Video, and Disney+ vying for market share. The intense competition may make it challenging for Vidio Dot Com Company to attract and retain subscribers.
4. Unauthorized distribution and piracy of copyrighted content remain a significant challenge for video streaming platforms. Vidio Dot Com Company must actively combat piracy to protect its content and revenue streams.
5. Consumer preferences and viewing habits can change rapidly. Vidio Dot Com Company must continually adapt and offer relevant and engaging content to stay ahead of evolving consumer demands.
6. The online streaming industry is subject to various regulations and licensing requirements. Changes in regulations or new compliance obligations can impact Vidio Dot Com Company's operations and increase operational costs.

Based on SWOT analysis above, it can be seen that Vidio has advantages over its rivals that stand out particularly strongly, such as a strong emphasis on regional content in Indonesia. From an opportunity standpoint, the existence of Vidio is then consistent with the growth of internet usage and the ease that smartphones and the internet offer in Indonesia.

Business Solution

Internal Business Solution

Business Solution Based Customer Journey Analysis on Vidio Application

The customer journey for the Vidio application, an Indonesian streaming platform, can be divided into several stages:

1. Awareness:

The customer becomes aware of the Vidio application through various channels, such as advertisements, word-of-mouth, social media, or app store listings. They may learn about the features, content offerings, and benefits of using the app.

2. Consideration:

The customer considers using Vidio as their preferred streaming platform. They might compare Vidio with other competitors in terms of content availability, pricing, users interface, and users reviews. They may also explore the free trial or premium options to get a taste of the content and users experience.

3. Sign-up and Onboarding:

Once the customer decides to try Vidio, they download the app from the respective app store and proceed with the sign-up process. Vidio may provide different subscription options, including free and premium plans. The customer creates an account, provides necessary information, and may be prompted to set preferences for personalized recommendations.

4. Content Discovery:

After signing up, the customer starts exploring the Vidio application. They can browse through different content categories, such as movies, TV shows, live sports, and original productions. Vidio may offer personalized recommendations based on the customer's viewing history, preferences, and popular content.

5. Content Consumption:

Once the customer finds content of interest, they start watching videos on the Vidio app. They can enjoy live streaming of TV channels, catch-up on missed episodes, or choose from an extensive library of on-demand content. Vidio may provide features like video playback controls, subtitles, and the ability to create playlists for a seamless viewing experience.

6. Engagement and Interaction:

Vidio may encourage customer engagement by providing features for social interaction, such as comments, ratings, and reviews on content. Customers can also share their favorite shows or movies on social media platforms, creating buzz and attracting new users to the Vidio app.

7. Retention and Loyalty:

Vidio focuses on retaining customers and building loyalty. They may achieve this through personalized recommendations, exclusive content, loyalty programs, and rewards for active users. Regular communication, updates on new releases, and special offers can help keep customers engaged and subscribed to the platform.

8. Support and Customer Service:

Throughout the customer journey, Vidio ensures responsive customer support. They may provide multiple support channels, such as in-app chat support or email, to address customer queries, technical issues, or subscription-related concerns. Prompt and helpful customer service contributes to a positive customer experience. By understanding the customer journey, Vidio can optimize each stage to deliver a seamless and engaging experience, attract new customers, and retain existing ones. They can leverage data analytics to track users behaviour,

preferences, and engagement to continuously improve their app features and content offerings.

Business Solution Based The Marketing Mix 7P Analysis on Vidio Application

When applying the marketing mix (7Ps) to the Vidio application, here's how each element can be considered:

1. Product:

The product in this case is the Vidio application itself, which offers a wide range of video content, including movies, TV shows, live sports, and original productions. Vidio needs to ensure that its content library is diverse, up-to-date, and appealing to its target audience. It should also focus on the users interface and overall users experience within the application.

2. Price:

Vidio can offer different pricing options to cater to various customer segments. This may include subscription plans with different levels of access, such as free, ad-supported, and premium subscriptions. Pricing should be competitive and aligned with the perceived value of the content and features provided.

3. Place:

Place refers to the distribution channels through which customers can access the Vidio application. Vidio can make its app available for download on various platforms, such as iOS and Android devices, as well as through web browsers. It should ensure the app is easily discoverable and accessible through app stores and its website.

4. Promotion:

Promotion involves creating awareness and driving interest in the Vidio application. Vidio can employ various promotional tactics, such as targeted online advertising, social media campaigns, influencer partnerships, and collaborations with content creators. It can also leverage referral programs or incentives for existing users to recommend the app to others.

5. People:

People in the context of the Vidio application include the employees, customer service representatives, and content creators associated with the platform. Vidio should focus on providing excellent customer service to address users inquiries, technical issues, and feedback promptly. It should also foster relationships with content creators to ensure the availability of high-quality and engaging content.

6. Process:

Process refers to the users journey and experience within the Vidio application. Vidio should ensure a smooth and intuitive users interface, easy navigation, efficient search functionality, and personalized recommendations based on users' viewing history and preferences. It should regularly update and optimize the app based on users feedback and market trends.

7. Physical Evidence:

While the Vidio application is primarily a digital platform, physical evidence can still play a role. This includes the visual elements within the app, such as the app icon, logo, and branding elements. Consistent branding and a visually appealing interface can contribute to a positive users perception of the application.

By considering and optimizing these elements of the marketing mix, Vidio can attract and retain users, differentiate itself from competitors, and create a compelling and satisfying experience within its application. It is important for

Vidio to continuously monitor and adapt its marketing mix strategies based on users feedback and changing market dynamics.

Business Solution Based Customer Analysis on Vidio Application

The Effect of Personalization Content on Users Loyalty

The results of the analysis using the PLS model analysis concluded that personalization content carried out by Vidio application has a positive but not significant effect on increasing users loyalty of Vidio. Faced with the finding that the personalization content variable was not significant in the PLS model, the researcher decided to conduct factor analysis with new groupings. Factor analysis aims to identify patterns of relationships between a group of interrelated variables (Tyrväinen et al., 2020). In this context, researchers may have found that the personalization content variable does not directly affect other variables in the PLS model, but may have a more complex relationship with other variables that have not been revealed. Using factor analysis, researchers can try to group the personalization content variable with other variables related to it based on the patterns that emerge from the data.

Furthermore, after conducting factor analysis with new groupings, researchers conduct linear regression to evaluate the relationship between the grouped personalization content variables and other variables in the model. In linear regression, researcher tried to model the linear relationship between the independent variable (clustered personalization content variables) and the dependent variable (variable users loyalty) (Gong et al., 2017). In this context, researcher found that the clustered personalization content variable has a significant relationship with the other variables in the model, which can be observed through the results of the linear regression analysis.

So, the significant effect of personalization content on users loyalty provides valuable insights for the business solution of the Vidio application. By leveraging the findings, Vidio can enhance its personalization strategies to foster user loyalty. Through advanced algorithms and user profiling, Vidio can tailor content recommendations based on individual preferences, interests, and viewing history. By delivering personalized content experiences, Vidio can create a sense of relevance and engagement, ultimately increasing user loyalty. Moreover, Vidio application can implement interactive features, such as user ratings and feedback mechanisms, to gather insights and further refine personalization efforts. By continuously analyzing user behavior and adapting content offerings, Vidio can establish itself as a go-to platform for personalized entertainment, fostering long-term loyalty among its user base.

Effect of Satisfaction on Users Loyalty

The results of the analysis using the PLS model analysis, factor analysis and linear regression analysis concluded that the satisfaction felt by Vidio application users has a positive and significant influence on increasing user loyalty of Vidio. When users are satisfied with the product or service they use, they are more likely to continue using the product or service on an ongoing basis. High user satisfaction can act as a strong retention factor, minimizing the tendency to switch to competitors (Martensen & Grønholdt, 2003). Satisfied users are more likely to give positive recommendations to others. When users recommend products or services to others, it can help broaden the users base and increase overall user loyalty. To increase user

loyalty for Vidio application through satisfaction, Vidio company can implement a range of business solutions. Firstly, Vidio can focus on providing a seamless and user-friendly interface. By offering intuitive navigation, easy content discovery, and personalized recommendations, users will feel more satisfied with their overall experience. Additionally, Vidio can introduce a robust customer support system, promptly addressing user queries and concerns. This could be achieved through live chat support, email assistance, or a dedicated helpline, ensuring users feel valued and supported throughout their journey. Another effective solution would be to regularly update and diversify the content library. By offering a wide range of high-quality videos, including exclusive shows, movies, and live events, Vidio can cater to diverse user preferences and keep them engaged. Furthermore, implementing a loyalty program that rewards users for their engagement and viewing habits can foster a sense of appreciation and encourage continued usage. This can include offering special perks, discounts, or access to exclusive content. Lastly, soliciting user feedback and actively incorporating their suggestions and preferences into the platform's development will help Vidio stay attuned to users' needs and expectations, leading to increased satisfaction and loyalty.

The Effect of Trust on Users Loyalty

The results of the analysis using the PLS model analysis concluded that the trust felt by video application users has a significant influence on increasing video users loyalty. Trust is a key factor in building brand loyalty. When users have high trust in a brand, they tend to be more likely to stay loyal and avoid switching to competing brands. Trust creates a sense of security and confidence that the brand will meet users expectations (Lassoued & Hobbs, 2015). A high level of trust allows users to feel comfortable and satisfied with their experience. Users who trust tend to be more satisfied with the product or service they use, which in turn increases their likelihood of continuing to use the product or service on an ongoing basis.

To increase user loyalty for Vidio application through trust, Vidio application can implement a comprehensive business solutions (Gamboa & Gonçalves, 2014). Firstly, Vidio should prioritize data privacy and security measures. By implementing robust encryption protocols and ensuring strict adherence to privacy regulations, users will feel more confident about sharing their personal information and engaging with the platform. Secondly, Vidio can introduce transparent content moderation policies. By clearly communicating the guidelines for acceptable content and employing a diligent moderation team, the platform can create a safe and trustworthy environment for users. Thirdly, Vidio can leverage user feedback and actively engage with the community. Additionally, Vidio can collaborate with renowned content creators and celebrities to enhance credibility and attract a wider audience. Partnering with reputable individuals will lend authenticity to the platform and increase user trust in the quality and reliability of the content available.

Effect of Commitment on Users Loyalty

The results of the analysis using the PLS model analysis, factor analysis and linear regression analysis in the concluded that the commitment possessed by video application users has a positive influence on increasing user loyalty of video users. The users's commitment to the brand means that they have high dedication and

loyalty to the brand. They tend to maintain their preference for the brand and choose to remain loyal, even in the face of a wider choice or attractive offers from competitors. User commitment acts as a brand defense against factors that can influence users switching behavior.

Faced with the finding that the commitment variable was not significant in the SEM model, the researcher decided to conduct factor analysis with new groupings. Factor analysis aims to identify patterns of relationships between a group of interrelated variables. In this context, researchers may have found that the commitment variable does not directly affect other variables in the SEM model, but may have a more complex relationship with other variables that have not been revealed. By using factor analysis, researchers can try to group the commitment variable with other variables related to it based on patterns that emerge from the data.

After performing factor analysis with the new groupings, researchers perform linear regression to evaluate the relationship between the grouped commitment variables and other variables in the model. In linear regression, we tried to model the linear relationship between the independent variable (the clustered commitment variable) and the dependent variable (other variables in the model). In this context, we found that the clustered commitment variable has a significant relationship with the other variables in the model, which can be observed through the results of the linear regression analysis.

The effect of commitment on user loyalty presents a valuable business solution for the Vidio application. By recognizing the significance of commitment in driving user loyalty, Vidio can implement strategies to enhance user commitment. The application can focus on building strong relationships with users by providing personalized experiences, exclusive content, and loyalty rewards. Implementing features that encourage user engagement, such as interactive elements, community forums, and social sharing, can further deepen users' commitment to the platform. Vidio can also invest in customer relationship management, ensuring prompt and personalized communication to address users' needs and concerns. By fostering a sense of commitment among its users, Vidio can establish a loyal user base that not only continues to utilize the platform but also becomes brand advocates, promoting the application to others. Ultimately, prioritizing user commitment will contribute to the long-term success and growth of the Vidio application.

Open Ended Questions

Based on the results indicating that the majority of respondents continue to use the Vidio application due to sports matches and perceive its advantages as being easy and cheap, the following business solutions can be made:

Enhance Sports Content: Considering that a significant number of respondents mentioned sports matches as a primary reason for using the Vidio application, it would be beneficial to further invest in sports content. This could involve securing exclusive rights to popular sports events or expanding the variety of sports available on the platform. By offering a comprehensive range of sports content, the Vidio application can attract and retain more users.

Pricing and Promotions: Since affordability was mentioned as a key advantage, the Vidio application should continue to maintain competitive pricing options. Offering flexible subscription plans, promotional offers, or discounts can attract new users and incentivize existing users to remain engaged. Exploring

partnerships with telecom providers or other platforms for bundled offerings could also expand the users base.

Diversify Advantages: While the majority of respondents highlighted ease and affordability, it is important to identify other advantages that the Vidio application can offer. Conducting further research or surveys to understand the needs and preferences of users can provide insights into additional features or benefits that can be incorporated. This could include features like personalized recommendations, offline viewing, interactive content, or social engagement within the application.

By implementing these business solutions, the Vidio application can not only retain its current users base but also attract new users by offering an improved experience, diversified content, and competitive advantages.

CONCLUSION

Personalization content has a positive and significant effect on users loyalty. Personalization content refers to tailoring the information, products, or services provided to users based on their individual preferences, behaviours, and characteristics. The aim is to create a more customized and relevant experience for each users. Users loyalty, on the other hand, is a measure of a user's tendency to repeatedly engage with a particular product, service, or brand. When it comes to the effect of personalization content on users loyalty, research suggests that it has a positive and significant impact, meaning it can contribute to increasing users loyalty. By delivering personalized content, companies can create a more personalized experience for users, which can enhance their overall satisfaction and engagement. When users feel that a product or service caters to their individual needs and preferences, they are more likely to develop a sense of loyalty and continue using or purchasing from that company.

Satisfaction has a positive and significant effect on users loyalty, Satisfaction refers to a user's overall contentment, pleasure, or fulfillment with a product, service, or experience. Users loyalty, as mentioned before, refers to the tendency of users to repeatedly engage with a particular product, service, or brand. Research consistently indicates that satisfaction has a positive and significant effect on users loyalty. When users are satisfied with a product or service, they are more likely to develop a sense of loyalty and continue engaging with the brand. This loyalty can manifest in various forms, such as repeat purchases, positive word-of-mouth recommendations, or a willingness to advocate for the brand.

Trust has a positive and significant effect on users loyalty, Trust plays a crucial role in building and maintaining user loyalty. When users trust a brand, product, or service, they are more likely to develop a sense of loyalty and continue their engagement and relationship with that entity. The relationship between trust and user loyalty is considered positive and significant, meaning it is not likely to occur by chance.

The significance of trust in the relationship with users loyalty indicates that the impact is not incidental or random. Research studies often employ statistical methods to determine the significance of the trust-loyalty relationship, such as regression analysis or correlation tests. In summary, trust has a positive and significant influence on users loyalty. By consistently delivering on promises, reducing perceived risks, and fostering positive experiences, brands can build trust, which in turn enhances

users loyalty. Establishing and maintaining trust should be a priority for businesses seeking to create long-lasting relationships with their users base.

Commitment has a positive and significant effect on users loyalty, Commitment refers to a user's psychological attachment or dedication to a brand, product, or service. It reflects a user's intention to maintain a long-term relationship with the entity and their willingness to invest time, effort, and resources into the relationship. Users loyalty, as mentioned earlier, refers to the tendency of users to repeatedly engage with a particular product, service, or brand. Research suggests that commitment has a positive and significant effect on users loyalty, meaning that a higher level of commitment is generally associated with a greater likelihood of users loyalty

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