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E-SERVICE QUALITY AS A MEDIATOR: INFLUENCING VIDEO STREAMING ADOPTION IN THAILAND

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Abstract

This study investigates the factors influencing the adoption of video streaming services in Thailand, with a specific focus on the mediating role of electronic service quality (E-SQ). In a rapidly evolving digital landscape, understanding the drivers behind consumer choices in this sector is crucial for strategic development. Employing a mixed-methods approach, qualitative insights from in-depth interviews with 15 key informants, including service providers and users, were integrated with quantitative data collected from 500 video streaming users across Thailand. Structural Equation Modeling (SEM) revealed that technology acceptance, user satisfaction, and online user behavior directly impact the decision to use video streaming services. Furthermore, E-SQ significantly mediates the relationships between these factors and adoption decisions, highlighting its critical role in shaping user perceptions and behaviors. The proposed model effectively explains consumer decision-making in the Thai video streaming market and offers strategic implications for service providers seeking to enhance their market position. Findings emphasize the importance of platform stability, responsiveness, data security, and personalized experiences in enhancing E-SQ and driving user adoption. This research contributes to the understanding of digital service adoption in emerging markets and provides actionable insights for industry stakeholders navigating the competitive video streaming industry.

Keywords: E-Service Quality, Video Streaming, Technology Acceptance, Online User Behavior, Thailand

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Introduction

In the digital era, where online video content has become an essential part of daily life, the video streaming business has gained rapid popularity. Key factors contributing to this growth include increased internet access, the widespread use of smartphones, and changes in media consumption behaviors among younger generations. A survey conducted in the fourth quarter of 2022 revealed that Netflix holds the largest market share in Thailand at 41%, followed by Amazon Prime Video and Disney+ Hotstar at 15% and 14%, respectively (Blognone, 2023). This data reflects the shift from traditional television viewing to more flexible services that allow content to be watched anytime and anywhere (Long & Tefertiller, 2020).

The video streaming business involves delivering video content over the internet in on-demand formats, such as Netflix and Disney+, or in real-time streaming, like Apple TV+ and Google Play Movies. Most services are offered via OTT (Over-The-Top) platforms, which do not rely on traditional television networks (Kesavan et al., 2021; Khreaurattanachai, 2019). The ability to access content from various devices and the flexibility of usage are key features that attract a large number of users. Currently, consumers tend to prefer video streaming services over traditional television due to the convenience of choosing when to watch, including the ability to watch past content and live events. Moreover, organizations have started using streaming services for online meetings, contributing to the rapid growth of streaming platforms (Blognone, 2023).

With this rapid growth, revenue from video streaming services has become a significant component of the media industry and plays a vital role in driving the economy. In the past, the primary revenue of the media industry came from advertising and subscriptions (Long & Tefertiller, 2020). However, the current revenue models have shifted, focusing more on analyzing consumer behavior and engagement quality through personal data collected from streaming systems, allowing for the presentation of content that best meets consumer needs (Blognone, 2023). By analyzing user behavior data, it is evident that streaming platforms can attract and retain users through enhanced user experiences, turning video streaming services into an appealing investment opportunity. The primary revenue now comes from subscription fees and partnerships with users, leading to high profitability and intense competition in the video streaming industry (Blognone, 2023).

A review of the literature reveals that key factors influencing consumers' decisions to use video streaming services in Thailand include technology acceptance, user satisfaction, online service user behavior, and electronic service quality. These factors help explain digital consumer behavior as follows.

Amidst the context of the video streaming business, which heavily relies on technology, technology acceptance is a fundamental condition affecting service adoption. The Technology Acceptance Model (TAM) and Unified Theory of Acceptance and Use of Technology (UTAUT) explain the factors influencing user acceptance such as Perceived Usefulness, Perceived Ease of Use, and Hedonic Motivation, which impact the intention to continuously use streaming platforms (Asrilsyak et al., 2021; Camilleri & Falzon, 2021). User satisfaction results from experiences that meet or exceed user expectations. Key elements include content variety, seamless usability, and timely and responsive service. All are related to electronic service quality in various dimensions, such as reliability, service speed, and personalization (Anand et al., 2023).

Online consumer behavior, including viewing frequency, usage patterns (via mobile or smart TV), and engagement through social media, directly influences the decision-making process. This corresponds with the three-step decision-making model, namely, information search, alternative evaluation, and purchase decision. When consumers develop habitual usage of a particular platform and are influenced by social proof (recommendations or reviews from other users), it fosters long-term loyalty (Zhang et al., 2021).

Regarding Electronic Service Quality (E-SQ) in the digital era, service quality is not only about content but also includes accessibility, system stability, data privacy protection, and user responsiveness. The E-S-QUAL model, which encompasses Efficiency, System Availability, Fulfillment, and Privacy, provides a framework for assessing and enhancing the service quality of video streaming platforms (Parasuraman et al., 2005; Maslim & Pasaribu, 2021).

These four factors are interrelated. Understanding their relationships enables service providers to design effective strategies and develop platform features that cater to user needs. Consequently, this enhances the competitiveness of Thailand's video streaming industry in the digital market, driving its sustainable growth.

In light of these trends and the growing importance of video streaming in Thailand, this research aims to provide a comprehensive understanding of the factors driving consumer adoption. Specifically, this study seeks to examine the influence of technology acceptance, user satisfaction, online user behavior, and electronic service quality on the decision to use video streaming services in Thailand. Ultimately, the goal is to develop a robust decision-making model for video streaming service users in Thailand, offering valuable insights for businesses and policymakers alike.

Literature Review

Service Selection Decisions

Service selection decision refers to the process in which consumers evaluate and choose a service that meets their needs. Jasmani and Sunarsi (2020) explain that this process is influenced by emotions, attitudes, and past experiences. Ali and Anwar (2021) suggest that decision-making can be instantaneous or based on perceived value at a given moment. Kotler and Armstrong (2021) propose a five-step decision-making process, including (1) need recognition, (2) Information search, (3) Evaluation of alternatives, (4) Purchase decision, and (5) Post-purchase evaluation, which influences repeat usage behavior. In the video streaming industry, service selection decisions depend on content satisfaction, ease of use, and perceived value (Hanaysha et al., 2021; Kotler & Armstrong, 2021).

Technology Acceptance in the Context of Digital Entertainment

Technology acceptance is one of the key factors influencing consumers' decisions to use video streaming services, especially as these platforms are primarily designed for entertainment purposes. The Unified Theory of Acceptance and Use of Technology (UTAUT) and the Technology Acceptance Model (TAM) serve as effective theoretical frameworks for analyzing user behavior in this context. Abbad (2021) introduced several UTAUT model factors that indirectly influence user behavior, including Attitude toward the technology, User Confidence, and Anxiety. Each of these factors can directly affect users' intention to engage with digital platforms, particularly in entertainment services where the user experience is central. Meanwhile, the TAM model, originally developed by Davis and further expanded by various researchers (Tancharoen & Sa-ardnak, 2020), highlights two key factors: Perceived Usefulness and Perceived Ease of Use. The TAM2 model, refined by Venkatesh and Davis, incorporates social influences such as Subjective Norm and Job Relevance. These additions enhance the predictive accuracy of user behavior (Pandey & Pal, 2023; Camilleri & Falzon, 2021).

In the context of video streaming businesses, which primarily focus on entertainment consumption, a key factor that should not be overlooked is **Hedonic Motivation**. As highlighted in UTAUT2, this factor reflects user satisfaction and enjoyment. If a platform delivers an engaging experience that aligns with users' preferences, it significantly impacts technology acceptance and continuous usage intention (Venkatesh et al., 2012; Fang et al., 2023). Moreover, Social Influence plays a crucial role in the decision-making process, especially in an era where reviews, recommendations, and user opinions shared on social media have become an integral part of consumer behavior. Therefore, applying UTAUT and TAM

models can help researchers and business operators gain deeper insights into the factors that drive consumer acceptance and engagement with video streaming services. This includes both tangible benefits and emotional motivations, which serve as key drivers of user behavior.

Customer Satisfaction

Customer satisfaction refers to the consumer's emotional response when the service outcome meets or exceeds their expectations (Kotler et al., 2021). If the outcome falls short of expectations, dissatisfaction arises. In the context of digital services, such as video streaming, customer satisfaction is influenced not only by content quality but also by E-Service Quality. Research identifies several key dimensions of E-SQ that significantly impact satisfaction. Responsiveness is the speed and efficiency of responses to customer requests or support needs, such as effective AI-powered chatbots and automated assistance systems. Reliability is the platform's ability to provide consistent, error-free service, including smooth streaming experiences and system stability (Maslim & Pasaribu, 2021). Personalization is the recommendation of relevant content based on user preferences and the ability to adapt the platform experience to individual usage behavior (Anand et al., 2023). Furthermore, factors such as pricing, perceived value, and overall user experience, including ease of access to content and effective communication with service providers, also play essential roles in fostering long-term satisfaction (Sriwilai & Dokmai, 2020; Kotler et al., 2021). When these elements are combined, E-Service Satisfaction does not only influence short-term user perception but also plays a crucial role in building trust, loyalty, and long-term service engagement.

Online Consumer Behavior

Online consumer behavior refers to the patterns of consumer actions related to the use of the internet and online media to fulfill their needs. Saksoong et al. (2020) explain that such behavior arises from the evaluation of information, content quality, and data accuracy, which influence consumer interest and service selection. Zhang et al. (2021) further highlight that key factors affecting this behavior include online perception, online emotions, entertainment, continuity, and technological efficiency. Meanwhile, Fahlevi (2021) states that positive emotions and entertainment derived from online usage help establish long-term relationships between consumers and online platforms. These studies emphasize the importance of developing a seamless user experience that effectively meets consumer needs.

E-Service Quality

E-service quality refers to the capability of an online system to deliver a positive user experience and meet customer needs (Leecharoen et al., 2023). The SERVQUAL model, developed by Parasuraman, Zeithaml, and Berry in 1988, measures service quality by comparing customer expectations with their actual service experiences. This model comprises five key dimensions, including reliability, responsiveness, assurance, empathy, and tangibility. As electronic service delivery has expanded, the need to measure online service quality has also increased. In response, Parasuraman et al. (2005) developed the E-S-QUAL model to assess e-service quality. This model includes four main dimensions: Efficiency (ease and speed of website access and usage), Fulfillment (accuracy and timeliness of service delivery), System Availability (stability and accessibility of the website), and Privacy (protection of customer personal data). Research has shown that e-service quality (E-SQ) plays a crucial role as a mediating variable, enhancing the influence of causal factors such as technology acceptance, user satisfaction, and online consumer behavior on the decision to use video streaming services in Thailand. Consumers who embrace technology and experience high-quality service characterized by efficiency, security, and stability are more likely to continue using video streaming services. This highlights the importance of e-service quality as a key factor in strengthening the impact of these causal variables on consumer decision-making.

Research Conceptual Framework

This study develops a causal conceptual framework by integrating knowledge from multiple theories, including the Technology Acceptance Model (TAM), the Expectation-Confirmation Theory (ECT), and the E-S-QUAL framework by Parasuraman et al. (2005). These theories encompass key elements for evaluating service quality in the digital context, particularly for video streaming platforms.

The research model aims to explain the factors influencing consumer decision-making in selecting video streaming services. It highlights the role of e-service quality as a mediating variable that affects the relationship between external latent factors, namely technology acceptance, user satisfaction, and online consumer behavior and the decision to use the service. In the conceptual model, solid black arrows represent direct relationships between independent and dependent variables, corresponding to hypotheses H1-H4. Meanwhile, dashed arrows indicate indirect relationships through the mediating variable e-service quality, which tests the moderating role as per hypotheses H5-H7.

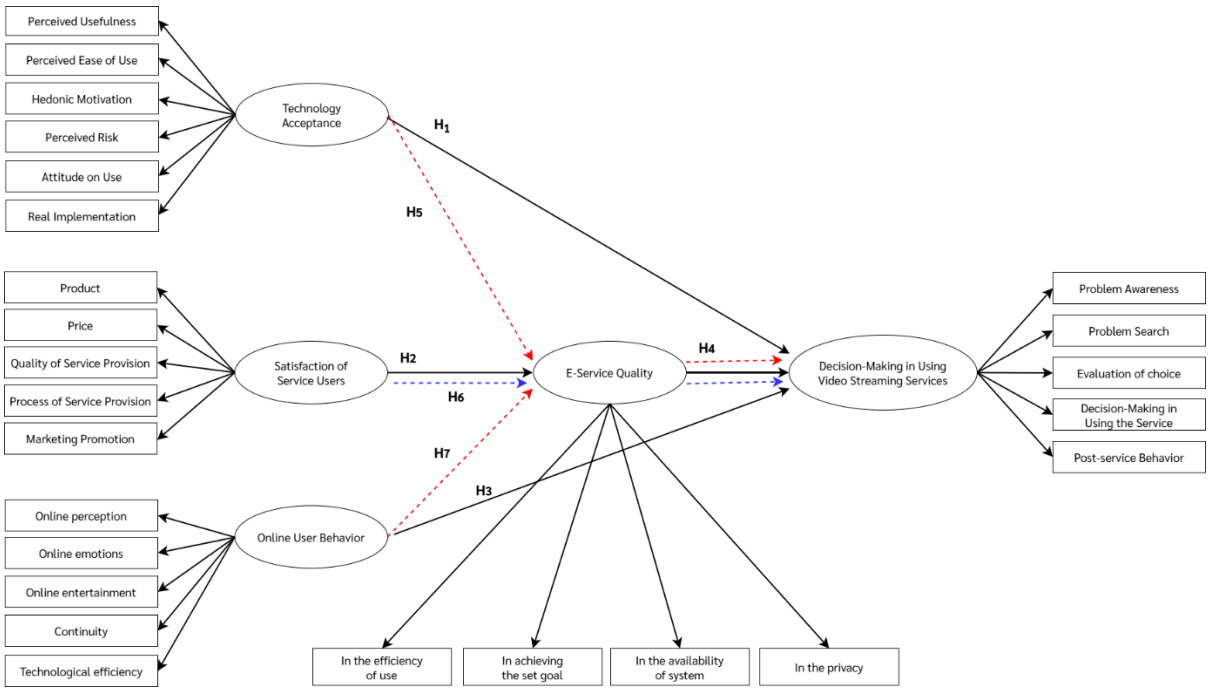

Figure 1 Conceptual Framework of the Causal Relationship Model of Factors Influencing Users' Decision to Use Video Streaming Services in Thailand

Figure 1 presents the research conceptual framework, illustrating the relationship between causal variables and the dependent variable, which is the decision to use video streaming services. This framework forms the basis for the following research hypotheses:

Hypothesis 1: Technology acceptance directly influences users' decisions to use video streaming services in Thailand.

Hypothesis 2: User satisfaction directly influences users' decision to use video streaming services in Thailand.

Hypothesis 3: Online user behavior directly influences users' decisions to use video streaming services in Thailand.

Hypothesis 4: E-Service Quality directly influences users' decision to use video streaming services in Thailand.

Hypothesis 5: Technology acceptance indirectly influences users' decisions to use video streaming services in Thailand through electronic service quality.

Hypothesis 6: The Satisfaction of service users indirectly influences users' decisions to use video streaming services in Thailand through the electronic service quality.
Hypothesis 7: Online user behavior indirectly influences users' decision to use video streaming services in Thailand through the electronic service quality.

Research Methodology

The Sequential Exploratory Design research approach, which begins with qualitative research followed by quantitative research, is highly suitable for studying the context of E-Service Quality (E-SQ) in video streaming services. This is because E-SQ is a context-specific issue with complexities in consumer behavior and continuously evolving perceptions of digital services. Starting with qualitative research allows for a deep understanding of users' perspectives, experiences, and feelings without being constrained by pre-existing conceptual frameworks (Creswell & Plano-Clark, 2018). This approach enables the identification of new, context-specific factors that may not have been previously studied in the field of video streaming. The second phase, quantitative research, is then used to test the research hypotheses. The adoption of the Sequential Exploratory Method aligns with academically recognized research approaches. It follows the precedent set by Trakarnsakdikul et al. (2021), who examined E-SQ using Mixed Methods Research. Their study began with qualitative research to explore and identify relevant factors based on literature reviews, followed by quantitative research to test causal models. Therefore, employing the **Sequential Exploratory Method** is not only appropriate for addressing research problems related to E-SQ in video streaming services but also adheres to well-established academic practices. This approach ensures a systematic, clear, and credible process for developing new knowledge in this field.

Qualitative Research

The first phase of the qualitative research aims to gain an in-depth understanding of the factors influencing the choice of video streaming services in Thailand. This was conducted through field studies involving key informants, including service providers, experts, and users of video streaming platforms. The data collection process was divided into two main components. The documentary research was conducted to gather information from articles and reports related to consumer behavior in selecting video streaming services. The in-depth interview was conducted with a sample of 15 participants, divided into three subgroups: service providers, academics, and general users. The study employed purposive sampling to select participants based on their relevance to the research. Data collection continued until saturation was reached, ensuring that the information gathered was comprehensive, well-integrated, and effectively covered all key research aspects.

Quantitative Research

The second phase of the study, which focused on quantitative research, aimed to test hypotheses and analyze relationships between variables using a sample of 500 respondents. The minimum sample size was set at 500 units, following the guidelines of Hair et al. (2019), which recommend that for multivariate analysis using Structural Equation Modeling (SEM), the sample size should be 10-20 times the number of observed variables. In this study, with 25 observed variables, a sample size of 20 times the number of variables was chosen to enhance the reliability of the analysis. The sampling method employed was nonprobability sampling, specifically cluster sampling, due to the wide distribution of video streaming service users across Thailand. Ten provinces were selected as clusters, including Bangkok, Samut Prakan, Nakhon Ratchasima, Ubon Ratchathani, Khon Kaen, Chiang Mai, Chonburi, Songkhla, Nakhon Si Thammarat, and Nonthaburi, with 50 respondents per province, totaling 500 participants. Within each province, simple random sampling was used to select respondents from the customer databases of video streaming service providers. The research instrument was an online questionnaire designed to comprehensively cover all variables within the study's

conceptual framework. This approach ensured that the data collected was diverse, representative of streaming service users, and of high quality for subsequent analysis.

Research Instrument

The data collection instruments and their quality assessment consisted of two sets. Set 1 was the semi-structured interview designed and reviewed by experts in electronic service quality (E-SQ) to evaluate the alignment between the interview questions and the research objectives. Content validity was assessed, ensuring that the questions were clear and appropriate for the context of video streaming services. Necessary refinements were made to enhance clarity and relevance.

Set 2 was the questionnaire used for quantitative data collection, designed to measure consumer perceptions of electronic service quality (E-SQ) on video streaming platforms. The questionnaire was developed based on the E-S-QUAL Model by Parasuraman et al. (2005), a widely accepted standard for assessing online service quality. Using the Index of Item-Objective Congruence (IOC), the content validity of the questionnaire was measured, yielding a score of 0.80. The reliability of the instrument was 0.93, calculated using Cronbach's Alpha coefficient (Cronbach, 1970).

The questionnaire's content validity was evaluated by three experts using the Index of Item-Objective Congruence (IOC) method, with an average IOC score of 0.80, indicating a good alignment with the research objectives.

The reliability of the questionnaire was assessed using Cronbach's Alpha, which resulted in a value of 0.93, demonstrating a very high level of internal consistency. Typically, a Cronbach's Alpha above 0.70 is considered acceptable (Cronbach, 1970). Therefore, a score of 0.93 confirmed that the questionnaire was a high-quality instrument for quantitative data collection.

Data Analysis

Qualitative data were analyzed using content analysis techniques following the approach of Creswell and Plano-Clark (2018). For quantitative research, Structural Equation Modeling (SEM) was used to examine the relationships between latent constructs (Hair et al., 2019), such as satisfaction, e-service quality, and intention to use. The LISREL software was employed for this analysis. Before conducting SEM, Confirmatory Factor Analysis (CFA) was performed to validate the alignment of the questionnaire with the latent variable structure defined in the model. The CFA results confirmed that the questionnaire appropriately measured the theoretical constructs, thereby enhancing the reliability of using SEM for further analysis.

Research Findings

Qualitative Research

The qualitative study on decision-making in video streaming service usage in Thailand revealed that electronic service quality (E-SQ) was the most frequently mentioned factor influencing consumer choices. Consumers emphasized the importance of platform stability, fast response times, and personal data security. These findings align with the E-S-QUAL model and provided valuable insights for refining the quantitative questionnaire. The refined survey incorporated dimensions related to satisfaction, technology acceptance, and user behavior. Understanding these factors contributed to the clear definition of key concepts and the development of precise measurement methods for each dimension.

Quantitative Research

Regarding the general information of the sample group, the study found that the majority of the sample group were female, with 346 participants calculated as 69.20%. Meanwhile, male participants accounted for 154 people, or 30.80%. The largest age group was 30 to 39 years old, comprising 326 participants, or 65.20% of the sample. Regarding education level, most participants held a bachelor's degree or an equivalent qualification, accounting for 268 participants, or 53.60%.

Structural Equation Model Analysis

For the model fit assessment, the researcher initially conducted a preliminary correlation analysis among variables before proceeding with Confirmatory Factor Analysis (CFA). The correlation values ranged from 0.379 to 0.793, which fell within an acceptable range, indicating no multicollinearity issues within variable groups. These values did not violate assumptions and were suitable for CFA. The CFA results confirmed that all statistical fit indices met standard criteria, including Chi-square/df ratio < 2, p-value ≥ 0.05, Goodness-of-Fit Index (GFI) and Adjusted Goodness-of-Fit Index (AGFI) ≥ 0.95, Comparative Fit Index (CFI) ≥ 0.95, Critical N (CN) > 200, and Standardized Root Mean Square Residual (SRMR) and Root Mean Square Error of Approximation (RMSEA) < 0.05. After three model modifications, all indices met the criteria, indicating that the model aligned well with the empirical data.

The Structural Equation Modeling (SEM) analysis was conducted to examine causal relationships influencing consumers' decisions to use video streaming services in Thailand. The key findings can be summarized as follows.

Equation 1: The E-Service Quality has a causal relationship with the following factors:

1) Technology Acceptance with Prediction Weight of 0.32 (t = 5.55)
2) User Satisfaction with Prediction Weight of 0.45 (t = 7.55)
3) Online Consumer Behavior with Prediction Weight of 0.13 (t = 2.82)

These findings suggested that E-Service Quality could explain 69% of the variance ($R^2 = 0.69$) in the model, and the results were statistically significant.

Equation 2: The decision to use video streaming services has a causal relationship with the following factors:

1) Technology Acceptance with Prediction Weight of 0.18 (t = 3.65)
2) User Satisfaction with Prediction Weight of 0.19 (t = 3.33)
3) Online Consumer Behavior with Prediction Weight of 0.09 (t = 2.07)
4) E-Service Quality with Prediction Weight of 0.48 (t = 7.81)

These findings suggested that the decision to use video streaming services (DSMV) could explain 74% of the variance ($R^2 = 0.74$) and had a statistically significant level of reliability.

Analysis of Causal Factors

The analysis results, as presented in Table 1, illustrated the direct, indirect, and total influence weights within the causal relationship model for factors affecting consumers' decisions to use video streaming services in Thailand. The key findings revealed that the E-Service Quality had the strongest direct influence on consumers' decision to use video streaming services. Moreover, Technology Acceptance (TEAC), User Satisfaction, and Online Consumer Behavior indirectly influenced the decision-making through E-Service Quality, which acted as a partial mediator. E-service quality helped explain part of the relationship between the causal factors and the dependent variable. However, direct relationships between the causal factors and the dependent variable still existed, meaning that E-Service Quality did not fully mediate the effect of these factors.

Table 1 illustrates the strength of direct, indirect, and total influences within the causal factors influencing the consumers' decision to use video streaming services in Thailand.

Causal factors	**E-Service Quality**			**Decision to use video streaming services**		
Influence	Direct	Indirect	Total	Direct	Indirect	Total
Technology Acceptance	0.32	-	0.32	0.18	0.15	0.33
User Satisfaction	0.45	-	0.45	0.19	0.22	0.41
Online Consumer Behavior	0.13	-	0.13	0.09	0.06	0.15
E-Service Quality	-	-	-	0.48	-	0.48

The analysis results support all hypotheses, revealing that electronic service quality has the strongest direct influence on the decision to use video streaming services, with a predictive weight of 0.48 (t = 7.81), which is statistically significant. Meanwhile, technology acceptance (0.18, t = 3.65), user satisfaction (0.19, t = 3.33), and online consumer behavior (0.09, t = 2.07) also have direct influences. Furthermore, technology acceptance (VAF = 0.32), user satisfaction (VAF = 0.33), and online consumer behavior (VAF = 0.31) exhibit indirect influences through electronic service quality, which acts as a partial mediator. The model is well-aligned with empirical data (P-Value = 0.09992), indicating that all factors play a significant role in the decision to use video streaming services.

From Research Objective 1, the findings indicate that factors influencing the decision to use video streaming services in Thailand include both the direct and indirect effects of technology acceptance on decision-making. Technology acceptance influences decisions both directly and indirectly through electronic service quality and user satisfaction, reflecting a high-quality user experience. At the same time, online consumer behavior also impacts decision-making, both directly and through trust in the service. Among these factors, electronic service quality plays the most crucial role, emphasizing system stability, speed, and security. Moreover, electronic service quality serves as a key mediating variable, significantly amplifying the effects of other factors on users' decision-making.

From Research Objective 2, the findings reveal that the causal relationship model of factors influencing the decision to use video streaming services in Thailand identifies electronic service quality as the most critical mediating variable. It serves as a bridge that connects and enhances the influence of other factors, such as technology acceptance, user satisfaction, and online consumer behavior, leading to more effective decision-making in selecting video streaming services. In other words, while these factors directly impact decision-making, their effects become stronger and more pronounced when mediated by electronic service quality, which plays a crucial role in shaping user experience, trust, and convenience.

Conclusion and Discussion

Factors Directly Influencing the Decision to Use Video Streaming Services

The study reveals that technology acceptance is a crucial factor, particularly perceived usefulness and ease of use, aligning with the Technology Acceptance Model (TAM) proposed by Davis (1989) and supported by previous research emphasizing the importance of convenience and user responsiveness (Pandey & Pal, 2023; Camilleri & Falzon, 2021; Suhartanto et al., 2020). However, the findings also indicate that perceived risks and negative attitudes toward technology adoption may act as barriers to acceptance. This aligns with committee recommendations, which suggest explaining the impact of perceived risks. The concept of trust as a factor in reducing risk, as discussed by Gefen et al. (2003), provides additional insights into how security concerns influence decision-making. Furthermore, actual technology adoption emerges as the most significant component, emphasizing the importance of real user experience in the decision-making process.

In terms of user satisfaction, the study found that product quality (content) and price (value for money) are the primary factors influencing user satisfaction and service continuity. This agrees with the concept of perceived value proposed by Kotler and Armstrong (2021). However, applying service quality models such as SERVQUAL (Parasuraman et al., 1988) could provide a deeper understanding of how reliability, responsiveness, and assurance impact customer satisfaction. In addition, although marketing promotions play a role in attracting short-term interest, long-term customer loyalty is more likely to depend on consistent service quality and perceived value, as suggested by Rust and Oliver (1994).

Regarding online consumer behavior, the study highlights that online perception serves as a crucial starting point for consumer engagement, which is consistent with the research by

Chuayounan (2018) and Nhapulo (2020). Moreover, emotions and online entertainment significantly influence interest, supporting the idea that positive emotions enhance service usage intention (Ngobeni, 2019; Erdem et al., 2017). To further explain the influence of digital factors, the Stimulus-Organism-Response (S-O-R) framework (Mehrabian & Russell, 1974) could be applied. This framework suggests that engaging content and seamless services shape user emotions, ultimately affecting decision-making processes. Incorporating this perspective would enhance the discussion of digital influences on consumer behavior.

E-Service Quality is another key factor that directly influences consumer behavior, particularly in terms of usability, system availability, and privacy. This corresponds with the research of Goutam et al. (2022), which emphasizes the importance of system stability and data security. However, explaining the relationships between different dimensions of e-service quality, as proposed by Zeithaml et al. (2002), can deepen the discussion. For instance, system availability affects reliability, which in turn leads to trust and continuous usage.

Indirect Factors Influencing E-Service Quality

Research findings indicate that e-service quality plays a crucial role as a mediating variable, enhancing the influence of other causal factors on service adoption decisions. This is in accordance with the recommendations of various committees that emphasize the role of E-SQ. In particular, consumer technology acceptance leads to increased adoption decisions when users perceive high-quality service, such as ease of use and security (Trakarnsakdikul et al., 2022; Saksoong et al., 2020). Furthermore, user satisfaction is reinforced by high service quality, resulting in positive feedback and brand loyalty (Kotler & Armstrong, 2021; Sriviroj, 2019). Eventually, online consumer behavior is continuously stimulated by excellent service quality, including real-time responsiveness and personalized algorithm systems (Lee et al., 2022; Wicaksono & Ishak, 2022).

Developing a Model for Decision to Use Video Streaming Service

Based on the analysis of both direct and indirect influences, a model for the decision to use video streaming services among users in Thailand can be developed. This model demonstrates that the decision-making process is not driven by a single factor but results from the interaction of multiple variables, including Technology Acceptance, influenced by convenience, security, and actual user experience, User Satisfaction, which is affected by content quality, pricing, and service quality, Online Consumer Behavior, which begins with awareness and is further stimulated by emotions and system continuity, and E-Service Quality, which plays a dual role as both a direct factor and an intermediary variable that enhances the relationship between other factors and service adoption decision.

In conclusion, these research findings confirm the significance of various factors influencing the decision to use video streaming services in Thailand. It also underscores the critical role of E-Service Quality in strengthening the relationships between these factors. The findings provide valuable insights for video streaming service providers to develop and improve their platforms to meet consumer needs effectively.

Recommendations for Applying Research Findings

To enhance decision-making in selecting video streaming services, providers should comprehensively improve E-Service Quality, particularly by designing user-friendly interfaces that respond quickly and reduce cognitive load. This agrees with the concept of Perceived Ease of Use in the Technology Acceptance Model (TAM).

In terms of content, Personalized Content Development should be prioritized by leveraging AI-driven recommendation algorithms to increase user engagement. Research indicates that tailoring content to individual preferences enhances user involvement and boosts subscription rates.

For Cross-Device Compatibility, service providers should focus on Seamless Integration and ensure a Consistent User Experience across all platforms, including smartphones, smart TVs,

tablets, and IoT devices. Delivering a truly "Anytime, anywhere" experience without disruptions enhances user satisfaction. This corresponds with the concept of Omnichannel Service Quality, which highlights the importance of maintaining consistent service quality across devices to foster customer loyalty and encourage repeat usage.

Finally, designing flexible subscription packages, such as Niche Subscription Plans or Pay-as-you-go models, can provide more options for consumers. This approach caters to diverse needs and effectively attracts value-seeking users who prioritize affordability and service flexibility.

Recommendations for Future Research

Future studies should focus on developing measurement tools that are specifically tailored to the video streaming business context to gain deeper insights into consumer behavior. Beyond measuring attitudes, researchers should collect behavioral data such as viewing time, frequency of usage, and subscription renewal patterns. This approach will provide a more accurate understanding of user behavior based on actual actions rather than self-reported survey responses.

In addition, future research should integrate knowledge from multiple disciplines, including digital consumer behavior, technology acceptance, and media usage, to create a comprehensive behavioral model. Factors such as hedonic motivation, social influence, and habitual usage should be considered as key variables influencing consumers' decisions. Incorporating these elements will help optimize platform development to better align with user needs, ensuring long-term engagement and sustainability in the video streaming industry.

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