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Determinants of User Retention in Streaming Services: The Role of Content Library and User Experience

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Abstract

Aim/Purpose: This study aimed to delve into the determinants of user satisfaction and the intention to continue using streaming services, employing structural equation modeling as the analytical framework. Understanding these determinants is crucial for service providers who seek to enhance user retention and ensure long-term success in a competitive market. By identifying the key factors that influence user satisfaction and continued usage, service providers can tailor their strategies to meet user needs more effectively.

Introduction/Background: The rapid proliferation of streaming services has transformed how content is consumed, making it imperative to understand what drives user satisfaction and retention. This paper addresses the critical problem of identifying the factors that influence user satisfaction and the intention to continue using streaming services. The study aimed to illuminate how service providers can improve user satisfaction and foster continued usage by focusing on essential aspects such as the content library and user experience. By doing so, the research provides valuable insights into the elements that contribute to a positive user experience and sustained engagement with streaming platforms.

Methodology: To achieve the study's objectives, data were collected from a sample of 487 respondents who are active users of streaming services. The data collection process involved a comprehensive survey designed to capture various aspects of user satisfaction and usage intentions. The collected data were then analyzed using Structural Equation Modeling (SEM) to test the proposed hypotheses. SEM is a robust statistical technique that allows the examination of complex relationships between multiple variables, providing a comprehensive understanding of the determinants of user satisfaction. Various statistical techniques, including confirmatory factor analysis and path analysis, were employed to validate the model and ensure the reliability and validity of the findings.

Findings: The analysis revealed that both the content library and user experience were significant determinants of user satisfaction. A diverse and extensive content library was found to be a critical factor in enhancing user satisfaction, as it provides users with a wide range of options to choose from, catering to diverse preferences and interests. Similarly, a high-quality user experience, characterized by ease of use, seamless navigation, and reliable performance, was shown to significantly influence user satisfaction. Furthermore, the study found that user satisfaction had a direct and significant impact on the intention to continue using the streaming service.

Contribution/Impact on Society: The findings of this study contribute to the existing body of knowledge by providing empirical evidence on the importance of the content library and user experience in driving user satisfaction and retention in the context of streaming services. The larger implications of these findings suggest that service providers should prioritize these aspects to maintain and grow their user base. By focusing on enhancing the content library and user experience, service providers can create a more engaging and satisfying experience for users, leading to higher retention rates and sustained growth. This, in turn, can positively impact society by ensuring that users have access to high-quality, diverse content and a seamless viewing experience.

Recommendations: Based on the findings, it is recommended that streaming service providers focus on expanding their content library to include a wide variety of genres, languages, and formats to cater to diverse user preferences. Additionally, continuous improvements to the overall user experience should be prioritized, including user interface enhancements, performance optimizations, and personalized recommendations. Regular assessments of user preferences and experiences should be conducted to adapt to changing user needs effectively. By doing so, service providers can ensure that they remain competitive and meet the evolving demands of their user base.

Research Limitation: The study was limited by its sample size and the specific context of streaming services, which may not be generalizable to other types of services or industries. The sample of 487 respondents, while substantial, may not have fully captured the diversity of streaming service users. Additionally, the study's focus on streaming services meant that the findings may not apply to other digital services or industries. Further research is needed to explore additional factors influencing user satisfaction and retention in different contexts and to validate the findings across larger and more diverse samples.

Future Research: Future research should explore the determinants of user satisfaction and retention in different industries and contexts to build a comprehensive understanding of user behavior. This could include studies on other digital services, such as e-commerce platforms, social media, and online gaming, to identify common and unique factors influencing user satisfaction and retention. Additionally, longitudinal studies could provide insights into how these determinants evolve over time, aiding service providers in adapting their strategies accordingly. By examining the long-term trends and changes in user behavior, future research can offer valuable guidance for service providers looking to sustain user engagement and satisfaction over the long term.

Keywords: *Streaming services, content library, user experience, retention*

Introduction

The rise of streaming services has revolutionized the entertainment industry, providing users with unprecedented access to a vast array of content at their fingertips. As these platforms continue to grow in popularity, understanding the factors that influence user satisfaction and the intention to continue using these services becomes crucial for service providers. Among these factors, the content library plays a significant role in shaping user experiences and satisfaction. A rich and diverse content library can enhance user engagement, increase perceived value, and foster loyalty.

Several studies have highlighted the importance of content richness and variety in streaming services. For instance, Dextre-Mamani et al. (2022) found that content richness positively impacted user satisfaction and brand equity in streaming platforms (Dextre-Mamani & Villanueva, 2022). These findings underscore the need for streaming services to invest in a robust content library to meet and exceed user expectations.

Moreover, User Experience (UX) is another critical factor influencing satisfaction and continuance intention. A positive UX, characterized by ease of use, intuitive navigation, and high-quality streaming, can significantly enhance user satisfaction and loyalty. Research by Fumić et al. (2023) demonstrated that perceived ease of use and perceived usefulness are significant determinants of satisfaction in music streaming services (Fumić & Šimunić, 2023). These insights can be extended to other streaming services, highlighting the importance of a seamless and enjoyable user experience.

In Thailand, the growth of Internet usage has been a significant driver of the popularity of streaming services. As of early 2024, there were approximately 63.21 million Internet users in Thailand, representing an internet penetration rate of 88.0% (International Telecommunication Union, 2024). This growth is driven by the expansion of digital infrastructure, increased affordability of Internet services, and the widespread use of smartphones and other Internet-enabled devices.

The streaming services market in Thailand has experienced significant growth, driven by increasing Internet penetration and consumer demand for digital entertainment, with platforms like Netflix, Disney+ Hotstar, Max (formerly HBO Go), and Amazon Prime Video leading the industry (Statista,

2024). These services offer a wide range of content, including movies, TV shows, live sports, and original programming, catering to diverse tastes and preferences. The convenience and variety provided by these platforms have contributed to their widespread adoption and popularity among Thai users. iQIYI has made significant inroads in the Thai market by releasing multiple Thai original productions and collaborating with top local production houses (Asia News Network, 2024). The platform's focus on localized content and high-quality streaming has resonated well with Thai audiences, contributing to its popularity. Viu is also a leading streaming service in Thailand, known for its extensive library of Asian dramas and variety shows. Viu has implemented a localization strategy, including Thai dubbing and regional language dubbing, to better cater to local viewers (Dataxet, 2025). This approach, along with partnerships with Thai TV production houses, has helped Viu maintain a strong presence in the Thai market (Dataxet, 2025).

Scope of the Study

This research examined four key variables: Content library, user experience, user satisfaction, and intention to continue using the streaming service. It did this by surveying 487 active streaming service users to provide generalized insights across various markets without geographic restrictions. The study employed a structural equation model (SEM) to analyze the relationships between these variables, ensuring a thorough and comprehensive analysis.

Research Objectives. The primary objective of this study was to assess the impact of the content library and user experience on user satisfaction, and how this satisfaction influenced the intention to continue using streaming services. Specifically, the study aimed to determine how much a diverse and rich content library and a positive user experience contribute to user satisfaction. It also sought to evaluate the relationship between user satisfaction and users' intention to continue using the service. To validate these relationships, structural equation modeling (SEM) was employed to test the proposed hypotheses.

Significance of the Study. This study endeavors to provide valuable insights for streaming service providers by emphasizing the importance of a diverse content library and high-quality user experience in enhancing user satisfaction and retention. Understanding these factors allows providers to make informed decisions to boost customer loyalty and business performance.

Additionally, the research contributes to the theoretical understanding of user behavior in digital services, serving as a foundation for future studies on related topics. Policymakers and regulators can also benefit from these insights to develop guidelines that promote fair competition and consumer protection. Overall, this study addresses a gap in existing literature and offers practical applications in the evolving digital service landscape.

Conceptual Framework and Hypothesis Development

The conceptual framework for this study illustrates the expected relationships between the variables: content library, user experience, user satisfaction, and intention to continue using streaming services. A content library is a centralized repository that houses and organizes various types of marketing content, such as blog posts, articles, videos, and social media posts, allowing marketers to easily access and manage their content assets (Gravel, 2023; Karr, 2024). The content can be categorized based on criteria such as topic, format, target audience, or stage in the buyer’s journey. User experience encompasses the overall interaction and satisfaction users have with the platform, including ease of use, interface design, and technical performance (Hassenzahl & Tractinsky, 2006). User satisfaction is the degree to which users feel content with the services provided (Deng et al., 2010), and intention to continue using measures the likelihood of users remaining subscribed to the service (Yoon & Kim, 2023).

Three hypotheses were constructed as follows:

H_1: Content library positively influences user satisfaction.

A comprehensive content library is pivotal for user satisfaction in digital services. Wu et al. (2019) emphasized that a diverse and regularly updated content library meets users' varied preferences and significantly enhances their satisfaction with streaming services. Similarly, Adeyemi and Fatoki's

(2013) and Kaba et al.'s (2024) studies suggested that access to a wide range of resources was crucial for user satisfaction in library services. Supporting this hypothesis, Ota et al. (2024) found that the variety of content available on streaming platforms significantly impacted user satisfaction. Additionally, Hussien and Mokhtar (2018) highlighted the importance of content variety in maintaining user engagement and satisfaction. These studies collectively suggest that a well-curated and rich content library plays a crucial role in driving user satisfaction.

H_2: User experience positively influences user satisfaction.

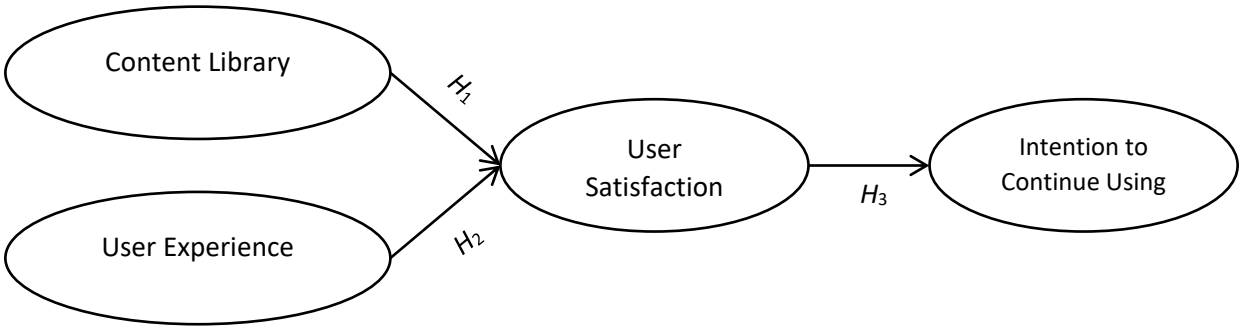
User experience (UX) is a crucial determinant of user satisfaction in digital platforms. A positive user experience, characterized by ease of use, intuitive interface design, and high-quality streaming, contributes significantly to higher user satisfaction. Hassenzahl and Tractinsky (2006) asserted that a well-designed interface, smooth navigation, and personalized recommendations are key contributors to a positive user experience, thereby enhancing satisfaction. They also demonstrated that user experience significantly affects user satisfaction. Pushparaja et al. (2021) further identified factors like attractiveness, efficiency, dependability, stimulation, and novelty as significant UX elements that drive user satisfaction. Similarly, Bouraqia et al. (2019) showed that technical performance and user-friendly interfaces contributed to higher user satisfaction. These findings underscore the importance of investing in a high-quality user experience to enhance user satisfaction.

H_3: Satisfaction positively influences the intention to continue using the streaming service.

User satisfaction is widely regarded as an essential predictor of continual usage intention in digital services. This hypothesis suggests that higher user satisfaction increases the likelihood of users continuing to use the streaming service. Deng et al. (2010) proposed that user satisfaction, derived from cognitive absorption and perceived utility, profoundly affects continued usage intentions. Additionally, Yoon and Kim (2023) revealed that satisfaction, derived from perceived value and service quality, is a crucial determinant of users' intention to continue using Over-The-Top platforms (digital media services that deliver streaming content directly to viewers via the Internet, bypassing traditional cable or satellite television providers). These studies indicate that user satisfaction is a crucial determinant of users' intention to continue using streaming services, emphasizing the need for service providers to focus on enhancing user satisfaction to foster loyalty and retention.

Figure 1 represents this study's conceptual model, depicting relationships among the hypotheses.

Figure 1 *The Conceptual Model*



Research Methodology

Study Respondents and Sampling Procedure

Respondents for this study were carefully selected to ensure a representative sample of streaming service users. The population included individuals who actively use streaming services, encompassing various demographics such as different age groups, genders, and levels of familiarity with streaming platforms. To ensure meaningful insights, only individuals who watched streaming content at least once a week were included.

The sample size consisted of more than 400 respondents, selected using purposive sampling, which allowed the researcher to intentionally choose participants based on specific characteristics relevant to the study. A sample size exceeding 400 enhances the study's statistical power, ensuring more reliable and generalizable findings (Field, 2021). Larger samples reduce margin of error, improve confidence intervals, and help identify patterns and trends more accurately, making the results more applicable to the broader population of streaming service users (Creswell & Creswell, 2023).

Regarding age groups, this study categorized respondents into the following age groups: 18–24 year old, 25–40 year old, 41–56 year old, and more than 56 year old. These divisions align with generational breakdowns commonly recognized in 2022. Specifically, Generation Z (born ~1997–2012) constitutes a significant portion of younger streaming audiences, characterized by their preference for mobile-based, on-demand content (Ameen et al., 2023). Additionally, Millennials (born ~1981-1996) represent a substantial segment of streaming users, often balancing traditional and digital media consumption habits (Media Culture, 2023).

The combination of a high response rate and a well-structured selection process enhanced the reliability and applicability of these findings, offering valuable insights into the factors influencing user satisfaction and continued streaming service usage.

Research Instruments / Questionnaire

To ensure reliability and validity, the variables in this study were measured using adapted scales from established sources. The content library measurement included three items with a Cronbach's alpha of .729, adapted from the work of Periaiya and Nandukrishna (2023). The user experience measurement, based on three items with a Cronbach's alpha of .846, drew from the scales by Hassenzahl and Tractinsky (2006) and Deng et al. (2010). For user satisfaction, three items were used, yielding a Cronbach's alpha of .899, adapted from Oliver (1997) and Yapp and Yeap (2020). Lastly, the intention to continue using was assessed with three items, resulting in a Cronbach's alpha of .890, adapted from Bhattacherjee (2001). These well-validated and reliable instruments enhanced the credibility and robustness of the study's findings. Table 1 illustrates the variable measures, including the number of items and Cronbach's Alpha (α) values.

Table 1 *Summary of Measures and Item Reliability* (N = 487)

Measures	Items	Cronbach's α
Content Library	3	.729
1. The variety of content available on this streaming service meets my needs.		
2. The streaming service regularly updates its content library with new releases.		
3. The streaming service offers a wide range of genres.		
User Experience	3	.846
1. The interface of this streaming service is user-friendly.		
2. I find it easy to navigate through the content on this streaming service.		
3. This streaming service provides a satisfying viewing experience.		
User Satisfaction	3	.899
1. I am satisfied with the overall service provided by this streaming platform.		
2. This streaming service meets my expectations.		
3. I feel happy using this streaming service.		
Intention to Continue Using	3	.890
1. I intend to continue using this streaming service in the future.		
2. I will recommend this streaming service to friends and family.		
3. I am likely to continue my subscription to this streaming service.		

Participants were instructed to rate their responses to each question using a 5-point Likert scale, where 1 represented Strong Disagreement, 2 indicated Disagreement, 3 was Neutral, 4 Signified Agreement, and 5 corresponded to Strong Agreement. Across the 487 samples, Cronbach's Alpha values ranged from .729 to .899, which were deemed reliable as per Malhotra (2007).

Data Gathering Procedure

To gather data for this study, a structured questionnaire was administered via Google Forms. Respondents accessed it by scanning a QR code distributed through Facebook Messenger, LINE, or in a classroom setting. This multi-channel approach ensured broad accessibility and facilitated a diverse respondent pool, capturing a wide range of user experiences.

Before participation, potential respondents were screened with an initial question to confirm their regular usage of streaming services. Only those who met this criterion received a QR code, directing them to the online questionnaire. This selection process ensured the inclusion of relevant participants, enhancing the accuracy and reliability of the collected data. A total of 487 respondents completed the questionnaire. The use of QR codes streamlined data collection, making it a convenient and efficient method for engaging participants and gathering valuable insights.

Research Results

Demographic Profile of Respondents

The demographic profiles in this study comprised four main sections, including gender, age, the most used streaming platform, and frequency of watching. The Google Form provided descriptive data, including frequency and percentage. The results are shown in Table 2.

From Table 2, out of 487 respondents, the majority were female (291, representing 59.8%), while 196 respondents (40.2%) were male. Among the age groups defined by previous generational breakdowns, the largest was the 18—24 age group, comprising 347 respondents (71.3%). Regarding the most-used streaming platforms, the majority of respondents (382, or 78.4%) favored YouTube. The remaining respondents used other platforms: Netflix (88, or 18.1%), iQIYI (6, or 1.2%), HBO (Max) (4, or 0.8%), Prime Video (2, or 0.4%), and Viu (2, or 0.4%).

Table 2 *Demographic Profile of Respondents* (n=487)

Demographic Profile of Respondents		Descriptive Statistics	
		Frequency	Percent
Gender	Male	196	40.2
	Female	291	59.8
Age (years)	18–24	347	71.2
	25–40	95	19.5
	41–56	31	6.4
	> 56	14	2.9
Most used streaming platform	Disney+	3	0.6
	HBO (Max)	4	0.8
	iQIYI	6	1.2
	Netflix	88	18.1
	Prime Video	2	0.4
	Viu	2	0.4
	YouTube	382	78.5
Frequencies of watching	2–3 times a week	58	11.9
	Daily	421	86.5
	Once a week	8	1.6

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) was conducted to evaluate the model's fit. Two categories of goodness-of-fit measures were employed: Absolute Fit and Incremental Fit, as suggested by Hair et al. (2006) and Ho (2006). The primary indices for Absolute Fit included Chi-square statistics, Goodness-of-Fit Index (GFI), and Root Mean Square Error of Approximation (RMSEA). These indices helped assess whether the proposed model matched the data. For Incremental Fit, measures such as Normed Fit Index (NFI), Relative Fit Index (RFI), Incremental Fit Index (IFI), Tucker-Lewis Index (TLI), and Comparative Fit Index (CFI) were used to show improvements for the hypothesized (default) model.

While Chi-square statistics (χ^2) generally should not exceed 2.0, Hair et al. (2006) and Ho (2006) observed that Chi-square ratios tend to increase with larger sample sizes, particularly when the number of respondents surpasses 200. Therefore, key indices like GFI and RMSEA are advised to be considered. The CFA results from this study, shown in Table 3, using modification fit indices, indicated that the model appropriately fit the dataset, $\chi^2(N = 487, df = 47) = 2.358$, $p < .05$. The GFI showed an acceptable fit at .964, which is close to 1 (0 = poor fit and 1 = perfect fit). For RMSEA, smaller values indicate a better model fit, with values ranging from .05 to .08 being considered acceptable, values from .08 to .10 indicating mediocre fit, and values greater than .10 reflecting poor fit (Ho, 2006).

Table 3 *Summary of CFA Fit indices of Measurement Model*

	Measures of Absolute Fit			Measures of Incremental Fit				
	χ^2/df	RMSEA	GFI	NFI	RFI	IFI	TLI	CFI
Requirement	< 2.0	Acceptable at .05 - .08	Close to 1	.900	.900	.900	.900	.900
Model	2.358	.053	.964	.973	.962	.984	.978	.984

Hypothesis Testing

Structural Equation Modeling (SEM) was used to investigate and explain the relationships between the predictor and dependent variables. A summary of the SEM Fit Indices of the Measurement Model is provided in Table 4, showing that the model exhibited a good fit with the dataset.

Table 4 *Summary of SEM Fit indices of Measurement Model*

	Measures of Absolute Fit			Measures of Incremental Fit				
	χ^2/df	RMSEA	GFI	NFI	RFI	IFI	TLI	CFI
Requirement	< 2.0	Acceptable at .05 - .08	Close to 1	.900	.900	.900	.900	.900
Model	2.527	.056	.959	.970	.959	.981	.975	.981

Structural Equation Modeling (SEM) was applied to examine the hypotheses and elucidate the relationships between the independent and dependent variables. According to Table 5, the SEM results showed that all unstandardized regression weights were significant based on the critical ratio test (C.R. > ±1.96, $p < .05$).

Table 5 *A Summary of Hypothesis Testing*

No.	Path of Relationship	Unstandardized Regression Weight (B)	Standardized Regression Weight (β)	Critical Ratio (CR)	*p* Value	Hypothesis Supported
H_1	Content library positively influences user satisfaction.	.323	.371	2.832	.005	Yes
H_2	User experience positively influences user satisfaction.	.597	.623	5.493	.000	Yes
H_3	Satisfaction positively influences the intention to continue using the streaming service.	.925	.933	22.834	.000	Yes

The findings indicated that both the content library and user experience had a significant and positive effect on user satisfaction, demonstrated by positive unstandardized and standardized regression weights, along with *p*-values below .05. Moreover, user satisfaction significantly and

positively impacted the intention to continue using the streaming service. These outcomes aligned with the findings of previous studies reviewed in this research.

Discussion and Conclusion

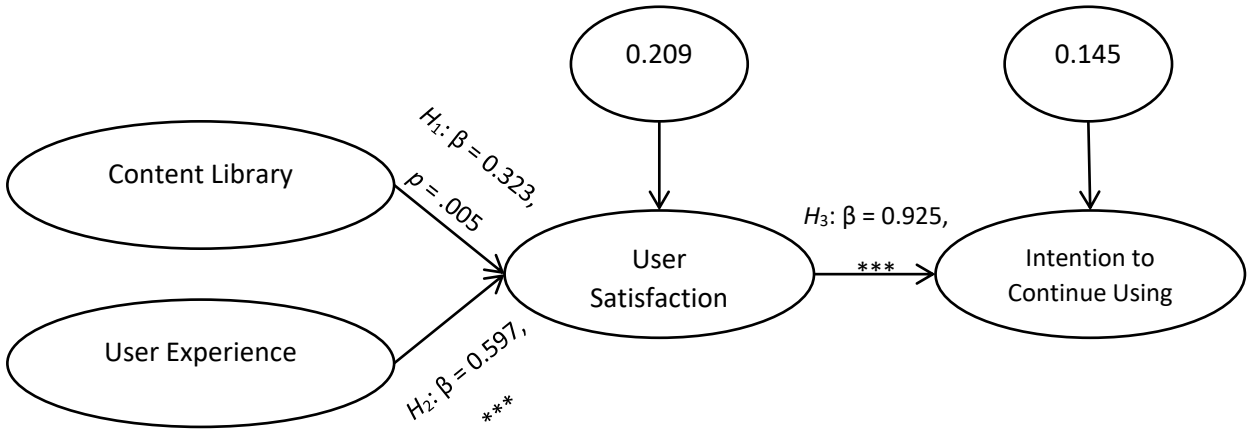
This study successfully achieved its objectives of investigating the impact of the content library and user experience on user satisfaction, and how this satisfaction influenced the intention to continue using the streaming service. The results showed that both the content library and user experience significantly enhanced user satisfaction, which in turn, positively impacted the intention to continue using the service.

Figure 2 illustrates the structural path model, showing the supported hypotheses (H_1 to H_3). The arrows indicate the unexplained (residual) variances for user satisfaction and intention to continue using. *R*-squared (R^2) is a statistical measure representing the proportion of the variance for a dependent variable explained by the independent variables in a regression model. In this study, R^2 values indicated how well the content library and user experience explained user satisfaction and the intention to continue using the streaming service. For the hypothesized model, 20.9% of the variance in user satisfaction was unexplained, meaning 79.1% was accounted for by the content library and user experience. Similarly, 14.5% of the variance in the intention to continue using was unexplained, indicating that 85.5% was explained by the other variables. These high R^2 values suggested that the model has a strong explanatory power.

Residuals are the differences between the observed values and the values predicted by the model. They represent the portion of the variance not explained by the independent variables. In this study, the residual variances for user satisfaction and the intention to continue using indicated the amount of variance that remained unexplained by the content library and user experience. For example, a residual variance of 20.9% for user satisfaction means that there were other factors not included in the model that account for this unexplained variance.

In summary, the explained variances for all independent variables are represented by the R^2 values, with user satisfaction accounting for 79.1%, and the intention to continue using accounting for 85.5%. The residual variances for the measurement variables ranged from 14.5% to 20.9%, indicating the proportion of variance that was not explained by the model.

Figure 2 *Structural Path Model with Summary of Findings*



Note. *** $p < .001$.

Research Implications

The findings of this study have several important implications for both academia and practitioners in the streaming service industry.

Academic Implications

From an academic perspective, this study contributes to the growing body of literature on user satisfaction and retention in digital services. The study's conceptual framework and findings provide a deeper understanding of how content library and user experience influence user satisfaction, and how this satisfaction, in turn, affects the intention to continue using streaming services.

This research supports and extends previous studies (Hassenzahl & Tractinsky, 2006; Bouraqia et al., 2019) by empirically validating the relationships between these variables using structural equation modeling (SEM). The study also highlights the importance of considering both content and user experience in understanding user behavior in digital services.

Furthermore, this study contributes to theoretical advancements in digital service research by integrating user engagement theories with technology acceptance models. By examining the interplay between content diversity, interface usability, and streaming quality, the findings provide a comprehensive framework for understanding consumer behavior in subscription-based digital platforms.

Additionally, the study offers methodological contributions by employing SEM, which allows for a robust analysis of the causal relationships between user satisfaction, retention, and service quality. This approach enhances the predictive validity of the findings and provides a strong empirical foundation for future research in digital media consumption.

Given streaming services' rapid evolution, this study also underscores the need for longitudinal research to track changing user preferences and technological advancements. Future studies could explore cross-cultural differences in streaming behavior, as well as the impact of emerging technologies such as AI-driven content recommendations and interactive streaming experiences.

Practical Implications

For practitioners, particularly streaming service providers, the study offers valuable insights into enhancing user satisfaction and retention. The findings suggest that investing in a diverse and rich content library is crucial for maintaining high levels of user satisfaction. Service providers should focus on regularly updating and diversifying their content to cater to the varied preferences of their users.

Additionally, improving user experience by ensuring ease of use, intuitive interface design, and high-quality streaming can significantly enhance user satisfaction. These improvements can lead to increased user loyalty and a higher likelihood of continued usage, as satisfied users are more inclined to remain subscribed to the service (Yoon & Kim, 2023).

Beyond content and interface improvements, streaming platforms should consider personalization strategies to enhance engagement. AI-driven recommendation systems, adaptive streaming quality, and interactive features can create a more immersive and tailored viewing experience.

Moreover, pricing strategies play a crucial role in user retention. Offering flexible subscription plans, bundled services, and discounted renewal options can encourage long-term commitment. Platforms should also explore ad-supported models to provide affordable access while maintaining revenue streams.

Finally, the study emphasizes the importance of community-building within streaming services. Features such as watch parties, user-generated content, and social media integration can foster a sense of belonging, increasing user engagement and retention.

By implementing these strategies, streaming service providers can strengthen their competitive advantage, maximize user satisfaction, and ensure sustainable growth in the evolving digital entertainment landscape.

Further Research Directions

The study's results also open avenues for future research. Researchers could explore additional factors influencing user satisfaction and retention in streaming services, such as pricing models, social interactions, and technological advancements. Additionally, the applicability of the study's findings to

other digital service platforms could be investigated to provide a more comprehensive understanding of user behavior in the digital age.

About the Author

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