

ABSTRACT

SVOD services in the OTT industry are facing the challenge of lower customer retention. This research investigates the influence of customer satisfaction on customer retention and examines how age and income moderate this relationship in the context of a specific SVOD (Streaming Video On-Demand) service called Disney+. Data were collected from 156 respondents using 7-point Likert Type scale questionnaires and analyzed by simple and multiple regressions. Respondents were limited to only individuals who are aged 18 and above, living in West Indonesia, current subscribers of Disney+, and responsible for paying their subscription. Results showed that customer satisfaction positively and significantly affected retention. However, the moderating effects of age and income were negative but statistically nonsignificant. These findings indicate that while satisfaction drives retention, customer age and income do not alter this relationship.

Keywords: SVOD, Disney+, Customer Satisfaction, Customer Retention, Age, Income, West Indonesia