



## ASSESSING USER EXPECTATIONS, SATISFACTION AND CONTINUANCE OF STREAMING SERVICES IN DAKSHINA KANNADA

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### ABSTRACT

This study examines user expectations, satisfaction, and continuance intention regarding streaming services in Dakshina Kannada, using the Expectation Confirmation Model (ECM). The research explores the mediating role of confirmation and its effect on satisfaction and continuance intention. Data were collected via a structured survey from 200 respondents, measuring constructs like expectation, perceived performance, confirmation, satisfaction, and continuance intention with validated scales. Structural Equation Modeling (SEM) was employed to analyze these relationships. The results indicate that expectation and perceived performance significantly influence confirmation, which mediates between expectation and satisfaction. Satisfaction is a key determinant of continuance intention, demonstrating the pathways driving user behavior in streaming services. The study highlights the importance of confirmation in converting expectations into satisfaction and loyalty. Practically, service providers should align user expectations with actual service delivery, improve perceived performance, and prioritize satisfaction to enhance retention and loyalty. Recommended strategies include offering personalized content, improving service quality, and responsive customer service to boost engagement and satisfaction. This research extends the ECM application to streaming services, emphasizing confirmation's mediating role, and provides insights for improving user experiences in the competitive digital media sector.

### Keywords:

User Expectations, Confirmation, Satisfaction, Continuance Intention, Streaming Services

### 1. INTRODUCTION

The rapid proliferation of streaming services has transformed the landscape of media consumption, particularly in regions like Dakshina, where digital access is becoming increasingly prevalent. As users navigate through a plethora of options, understanding their expectations and satisfaction becomes paramount for service providers aiming to enhance user retention and loyalty. This study aims to assess user expectations, satisfaction, and continuance intention regarding streaming services in Dakshina, employing established theoretical frameworks such as the Expectation Confirmation Model (ECM) and the Technology Acceptance Model (TAM) to elucidate the factors influencing user behavior. Streaming services have gained significant traction in recent years, driven by advancements in technology and changing consumer preferences. The shift from traditional media to digital platforms has necessitated a deeper understanding of user expectations, which encompass perceived quality, content variety, and user interface design. Research indicates that perceived service quality and user satisfaction are critical determinants of continuance intention, as users are more likely to remain loyal to platforms that meet or exceed their expectations (Kumari & Biswas, 2023) Kumar & Natarajan, 2020). Moreover, the role of perceived value co-creation participation has been highlighted as a significant factor that enhances user satisfaction and, consequently, the intention to continue using services, which can be analogously applied to streaming services (Kumari & Biswas, 2023). In the context of Dakshina, where cultural and regional factors may influence user preferences, it is essential to explore how these expectations align with actual experiences. Previous studies have shown that confirmation of expectations plays a vital role in shaping user satisfaction and continuance intention



(Kumar & Natarajan, 2020). For instance, the integration of external variables such as trust and perceived service quality can significantly impact user satisfaction in various service sectors, suggesting that similar dynamics may exist within the streaming service sector (Kumar & Natarajan, 2020). Furthermore, the barriers to continuance intention, such as perceived risks and traditional values, must be examined to understand the unique challenges faced by users in Dakshina (Ray et al., 2022). The interplay between user satisfaction and continuance intention is further complicated by individual differences, including personality traits and demographic factors. Research has demonstrated that traits such as conscientiousness and agreeableness can influence the adoption and continued use of digital services (Malik & Singh, 2022). This suggests that streaming service providers in Dakshina must consider these individual differences when designing their offerings to enhance user satisfaction and retention. Moreover, the COVID-19 pandemic has reshaped consumer behavior, leading to an increased reliance on digital services, including streaming platforms. The fear of the virus and health anxiety have been shown to significantly impact users' continuance intention to use various digital services, including food delivery apps (Raman, 2022). This context underscores the necessity for streaming services to adapt to changing user sentiments and expectations in a post-pandemic world. In summary, this study seeks to provide a comprehensive assessment of user expectations, satisfaction, and continuance intention regarding streaming services in Dakshina. By leveraging established theoretical frameworks and considering the unique cultural and contextual factors at play, the research aims to offer valuable insights for service providers. Understanding these dynamics will be crucial for enhancing user experiences and fostering long-term loyalty in an increasingly competitive digital landscape.

## 2. OBJECTIVES

- [1] Investigate specific expectations users have regarding streaming services in Dakshina.
- [2] Assess how well streaming services meet user expectations and its impact on satisfaction and continuance intention.
- [3] Measure user satisfaction with streaming services, exploring the relationship between expectation confirmation and satisfaction levels.
- [4] Understand factors influencing users' intentions to continue using streaming services
- [5] To Identify Barriers to Continuance Intention

## 3. REVIEW OF LITERATURE

The exploration of user expectations, satisfaction, and continuance intention in the context of streaming services is a critical area of research, especially as digital consumption patterns evolve. The Expectation Confirmation Model (ECM) serves as a foundational framework, positing that user satisfaction arises from the confirmation of expectations post-use, which subsequently influences their intention to continue using a service. User expectations are shaped by various factors, including service quality, perceived value, and personal preferences. Studies by Kumari and Biswas (2023) in mobile payments and Kumar and Natarajan (2020) in e-Health services highlight the pivotal role of perceived ease of use, usefulness, and value in forming these expectations. In the streaming services context, these findings underscore the importance of focusing on content variety, intuitive user interfaces, and affordable pricing to align with user aspirations. Expectation confirmation emerges as a turning point where the service either meets or fails to meet user expectations, significantly affecting satisfaction levels. Sharma et al. (2023) illustrated this dynamic in smart wearables, showing that alignment between expectations and user experience leads to enhanced satisfaction. Similarly, Sreelakshmi and Prathap (2020) integrated the ECM with the Health Belief Model, emphasizing that expectation confirmation is a critical determinant of continued service use. However, unmet expectations, as noted by Ray et al. (2022) in the e-Health context, can lead to dissatisfaction and disengagement. For streaming platforms, this means not only meeting expectations but striving to exceed them to ensure sustained user satisfaction. User satisfaction is a key driver of continuance intention, acting as a bridge



between expectation confirmation and long-term engagement. Jangir et al. (2022) found in FinTech services that satisfaction mediates the relationship between expectation confirmation and continuance intention. Kumar et al. (2018) similarly highlighted how satisfaction and perceived security influence loyalty in mobile wallet users. The interplay between satisfaction and continuance intention has also been explored in academic social networks by Yang et al. (2022), where satisfaction and perceived usefulness were identified as significant predictors of sustained engagement. For streaming services, ensuring content satisfaction, ease of use, and value creation becomes essential in fostering user loyalty. Barriers to continuance intention present another challenge for streaming services. Ray et al. (2022) identified traditional values and financial constraints as significant hurdles in e-Health services, while Raman (2022) noted how the COVID-19 pandemic introduced new concerns such as health anxiety and fear in the food delivery sector. These findings suggest that streaming services must address technical issues, affordability, and external factors influencing user sentiments to retain their user base effectively. By proactively identifying and mitigating these barriers, service providers can enhance user retention. In summary, the literature highlights the interconnected pathways of user expectations, satisfaction, and continuance intention, demonstrating the critical role of expectation confirmation. For streaming services in Dakshina, applying the ECM framework provides a roadmap to understanding and improving user experiences. By aligning services with user aspirations, exceeding expectations, and addressing barriers to retention, service providers can foster satisfaction and loyalty, ensuring long-term engagement in an increasingly competitive digital landscape.

#### **4. HYPOTHESES DEVELOPMENT**

The Expectation Confirmation Model (ECM) is a robust framework for understanding user satisfaction and behavioral intentions in digital services. It posits that users' initial expectations and subsequent experiences significantly influence their satisfaction and continued service use. This study examines the relationships between expectations, confirmation, satisfaction, and repurchase intention in streaming services. User expectations are pivotal for satisfaction and confirmation. According to Leou and Wang (2023), the alignment between user expectations and service delivery dictates confirmation levels. Realistic expectations lead to higher confirmation if the service meets these expectations. Similarly, Kumari and Biswas (2023) found that perceived service quality and value shape expectations in mobile payment services, applicable to streaming services through high-quality content, user-friendly interfaces, and competitive pricing. Perceived performance, or actual service experience, is crucial for confirmation. Kumar et al. (2018) state that perceived usefulness and performance directly impact satisfaction and confirmation. When a service meets or exceeds user standards, it strengthens confirmation, reinforcing initial expectations and emphasizing the need for consistent quality in streaming services. The model also suggests a direct link between expectations and satisfaction. Malik and Singh (2022) demonstrated that meeting or surpassing user expectations increases satisfaction in green banking channels, implying that fulfilled high expectations lead to greater satisfaction in streaming platforms. Confirmation drives satisfaction, as shown by Kumar and Natarajan (2020) in e-Health services; users whose expectations are met report higher satisfaction. This underscores the importance for streaming providers to align service delivery with user expectations closely. User satisfaction significantly influences repurchase intention. Sharma et al. (2023) found that satisfied users are more likely to continue using services, as seen in their study on smart wearables. In streaming, satisfied users are more likely to renew subscriptions and remain loyal, highlighting the need for prioritizing user satisfaction to secure long-term engagement. Additionally, confirmation directly impacts repurchase intentions beyond enhancing satisfaction. Raman (2022) explored this relationship in food delivery apps, finding that when users experience confirmation of their expectations, they are more likely to continue using the service. This insight highlights how confirmation drives user loyalty and retention, reinforcing that streaming platforms must deliver on initial promises to cultivate a loyal user base.

#### 4.1 Hypothesis

**H1:** Expectation has a positive impact on confirmation.

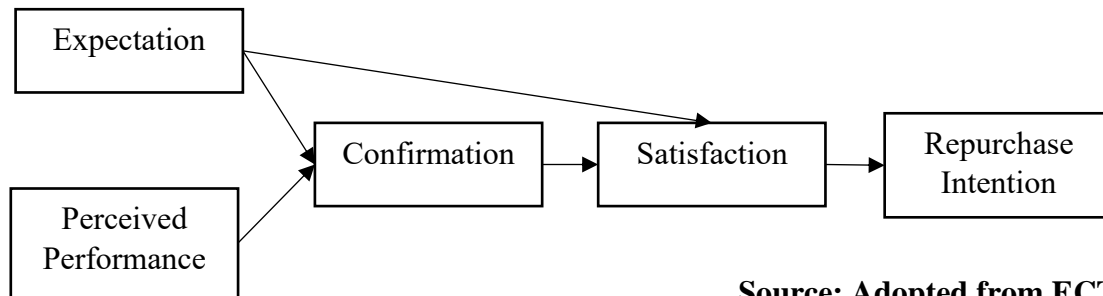
**H2:** Perceived performance has a positive impact on confirmation.

**H3:** Expectation has a positive impact on user satisfaction.

**H4:** Confirmation positively influences user satisfaction.

**H5:** Satisfaction positively influences repurchase intention.

**H6:** Confirmation has a positive effect on repurchase intention.



Source: Adopted from ECT Model

Figure 1: Conceptual Model

### 5. THEORETICAL BACKGROUND

The Expectation Confirmation Model (ECM) serves as a foundational framework for understanding user behavior in various service contexts, particularly in the realm of digital services such as streaming platforms. Developed by Bhattacharjee in 2001, the ECM posits that user satisfaction is influenced by the confirmation of pre-use expectations after the actual use of a service. This model has been widely applied in diverse fields, including e-health services, mobile payments, and educational technologies, to assess user continuance intention and satisfaction Kumar & Natarajan (2020) Chauhan et al., (2021).

#### 5.1 Core Components of the ECM

The ECM comprises several key constructs: expectations, confirmation, satisfaction, and continuance intention. Expectations refer to the beliefs users hold prior to engaging with a service, shaped by prior experiences, marketing communications, and peer recommendations. Confirmation occurs when the actual performance of the service meets or exceeds these expectations. Satisfaction is the emotional response users experience following confirmation, which subsequently influences their intention to continue using the service (Raman, 2022; Sreelakshmi & Prathap, 2020). Research has shown that expectation plays a critical role in shaping confirmation. For instance, Kumar and Natarajan Kumar & Natarajan (2020) found that when users have clear and realistic expectations regarding e-health services, their likelihood of experiencing confirmation increases. This relationship is further supported by Leou and Wang (Leou & Wang, 2023), who highlight that the alignment between user expectations and actual service delivery is essential for achieving confirmation and satisfaction.

#### 5.2 Expectation and Confirmation

The relationship between expectation and confirmation is pivotal in the ECM. Users who have high expectations are more likely to seek confirmation of those expectations through their experiences with the service. When confirmation is achieved, it reinforces the user's belief in the service's value, leading to increased satisfaction. This dynamic is particularly relevant in the context of streaming services, where users' expectations regarding content quality, variety, and accessibility can significantly influence their overall experience (Jangir et al., 2022). Moreover, perceived performance, which refers to users' assessment of how well the service meets their expectations, also plays a crucial role in the confirmation process. Jangir et al. (2022) emphasize that perceived performance directly impacts confirmation, suggesting that users who perceive a service as high-performing are more likely to experience confirmation and satisfaction.

#### 5.3. Satisfaction and Continuance Intention





Satisfaction is a critical determinant of continuance intention, as satisfied users are more likely to engage in repeat usage or repurchase behaviors. Research indicates that user satisfaction mediates the relationship between confirmation and continuance intention. For example, Sharma et al. Sharma et al. (2023) found that satisfaction significantly influences the intention to repurchase smart wearables, reinforcing the notion that satisfied users are more inclined to continue using a service. In the context of streaming services, satisfaction derived from confirmation can lead to increased loyalty and retention. Users who feel that their expectations have been met are more likely to recommend the service to others and continue their subscription, thereby enhancing the service provider's customer base (Sampat & Sabat, 2020).

#### **5.4. Barriers to Continuance Intention**

While the ECM provides a robust framework for understanding user behavior, it is also essential to consider potential barriers that may hinder continuance intention. Factors such as perceived risks, service quality issues, and cultural influences can negatively impact users' intentions to continue using a service. For instance, Raman Raman (2022) highlights that external factors, such as health anxiety during the COVID-19 pandemic, can significantly influence users' continuance intention to use food delivery apps. Understanding these barriers is crucial for service providers to develop strategies that enhance user satisfaction and encourage long-term engagement.

#### **5.5. Application of the ECM in Streaming Services**

The application of the ECM in the context of streaming services is particularly relevant given the competitive landscape of digital media consumption. As users navigate through various platforms, understanding their expectations and satisfaction becomes paramount for service providers aiming to enhance user retention and loyalty. By leveraging the ECM, this study seeks to investigate specific expectations users have regarding streaming services in Dakshina, assess how well these services meet those expectations, and explore the factors influencing users' intentions to continue using them.

### **6. RESEARCH METHODOLOGY**

This study employed a quantitative research design, utilizing a survey method to collect data from respondents. The primary objective was to assess user expectations, satisfaction, and continuance intention regarding streaming services in Dakshina Kannada, applying the Expectation-Confirmation Theory (ECT) framework. Data was gathered through a structured questionnaire distributed online, targeting a sample of 200 respondents who are current users of streaming services. A stratified random sampling method was used to ensure a diverse representation across demographic variables, including age, sex, and occupation, facilitating a comprehensive understanding of the population. The measurement scales for the study's constructs—Expectation, Perceived Performance, Confirmation, Satisfaction, and Continuance Intention—were adapted from validated scales used in previous research to ensure reliability and validity in a similar context. Specifically, Expectation items were adapted from Bhattacharjee (2001), which focused on user expectations in information systems, measuring users' anticipations before engaging with the service. Perceived Performance was assessed using items from Kim, Kim, and Nam (2017), which evaluate how users perceive the service's actual performance relative to their expectations. The Confirmation construct utilized items from Mishra and Das (2020), assessing the alignment between user expectations and service performance to determine if the service met or exceeded expectations. Satisfaction items were derived from Anderson and Srinivasan (2003), measuring users' overall contentment with the service. Finally, Continuance Intention was evaluated using items adapted from Gefen (2003) and Rao and Parekh (2021), gauging the likelihood that users would continue using the streaming service. All items were measured on a five-point Likert scale, ranging from "strongly disagree" to "strongly agree." For data analysis, several statistical techniques were applied. Descriptive statistics were used to understand the demographic profile of respondents and test for data normality, examining skewness and kurtosis values. According to Hair et al. (2010), a skewness value between -2 and +2 and a kurtosis value between -7 and +7 indicate a normal distribution. Confirmatory Factor Analysis (CFA) was conducted to test the validity and reliability of

the measurement model, ensuring that the data fit the hypothesized model comprising the constructs of Expectation, Perceived Performance, Confirmation, Satisfaction, and Continuance Intention. Structural Equation Modeling (SEM) was employed to test the hypothesized relationships between the constructs, chosen for its capacity to simultaneously assess multiple relationships within a comprehensive theoretical model. The model fit was evaluated using fit indices, including the Comparative Fit Index (CFI), Tucker-Lewis Index (TLI), Root Mean Square Error of Approximation (RMSEA), and Chi-square/df, adhering to the acceptable thresholds recommended by Hu and Bentler (1999). The questionnaire included measurement items specifically tailored to capture the constructs of interest, ensuring alignment with the research objectives. Expectation and Confirmation items were adapted from Bhattacharjee (2001), Perceived Performance items were drawn from Kim et al. (2017) and Mishra and Das (2020), Satisfaction items were adapted from Anderson and Srinivasan (2003), and Continuance Intention items were based on Gefen (2003) and Rao and Parekh (2021). Each item was meticulously selected to ensure its relevance and accuracy in measuring the intended constructs within the streaming services context in Dakshina Kannada.

## 7. RESULTS

**Table 1: Gender \* Age Crosstabulation**

		Age				Total
		20-25 years	26-30 years	31-35 years	36 and above	
Gender	Female	16	30	18	2	66
	Male	35	50	39	10	134
Total		51	80	57	12	200

Source: Researcher's work

**Table 2: Gender \* Education Crosstabulation**

		Education		Total
		Bachelor's Degree	Master's Degree	
Gender	Female	34	32	66
	Male	71	63	134
Total		105	95	200

Source: Researcher's work

The analysis of gender and age distribution revealed that the majority of respondents were male, with 134 out of 200 participants. Most of the male respondents fell within the age groups of 26-30 years (50 respondents) and 31-35 years (39 respondents). In contrast, the majority of female respondents were predominantly in the 26-30 years age group, with 30 out of 66 female participants. Regarding education distribution, the majority of the respondents, both male and female, attained a bachelor's degree. Among the male respondents, 71 out of 134 held a bachelor's degree, whereas 34 out of 66 female respondents had the same level of education. Overall, the data suggest that the majority of the study participants were male, within the 26-30 years age range, and held a bachelor's degree.

### 7.1. Reliability Test

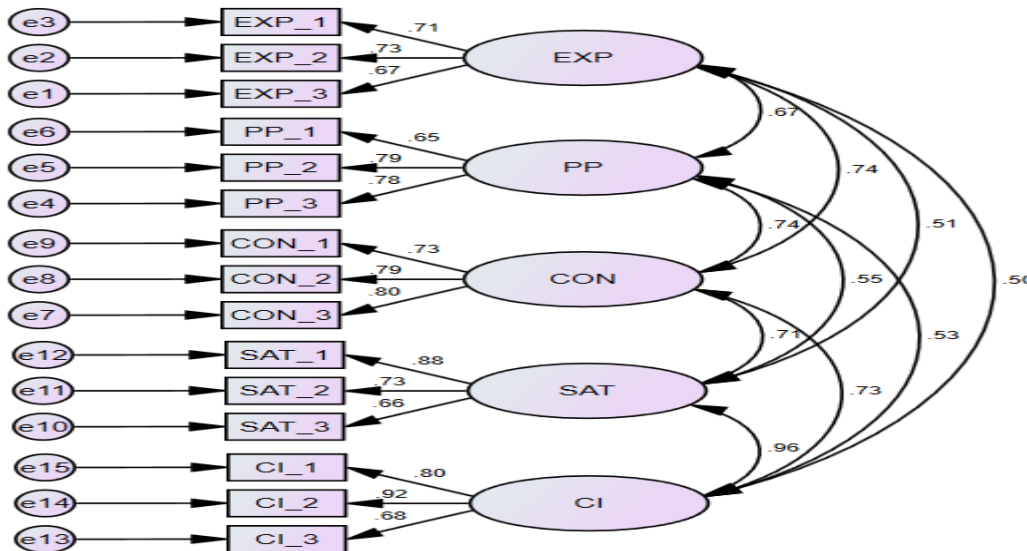
The Cronbach's Alpha values were calculated for each construct to assess the internal consistency of the scale items. For the Experience (EXP) construct, the Cronbach's Alpha was 0.741, indicating an acceptable level of reliability. The Perceived Performance (PP) construct yielded a slightly higher alpha value of 0.777, reflecting good internal consistency. The Confidence (CON) construct showed a strong reliability score of 0.822, and the Satisfaction (SAT) construct followed closely with an alpha of 0.801. The highest individual construct reliability was observed for Continuance Intention (CI) with a Cronbach's Alpha of 0.828, signifying excellent internal consistency. When all the items across the constructs were combined, the overall Cronbach's Alpha was 0.912, highlighting a very high level of internal consistency for the entire scale. These results confirm that the measurement instrument is reliable for the study.

**Table 3: KMO and Bartlett's Test**

<b>Kaiser-Meyer-Olkin Measure of Sampling Adequacy.</b>		<b>.879</b>
<b>Bartlett's Test of Sphericity</b>	Approx. Chi-Square	1699.486
	df	105
	Sig.	.000

**Source: Researcher's work**

The reliability of the measurement items was evaluated using Cronbach's alpha, yielding a value of .912 across the 15 items, which demonstrates excellent internal consistency (Field, 2013). This high level of reliability indicates that the items consistently measured the underlying constructs. Sampling adequacy was further assessed using the Kaiser-Meyer-Olkin (KMO) measure, which resulted in a value of .879. According to Kaiser (1974), a KMO value above 0.8 is considered meritorious, confirming that the sample size was sufficient for conducting factor analysis. Additionally, Bartlett's Test of Sphericity was significant, with  $\chi^2(105) = 1699.486, p < .001$ , indicating that the correlations among the items were adequately large for factor analysis (Bartlett, 1954). These results justify proceeding with further statistical analyses as the data met the necessary assumptions for reliability and factor analysis.



**Source: Researcher's work**

**Figure 2: Confirmatory Factor Analysis (CFA) Model**

**Table 4: Model Fit Indices of CFA Model**

Fit Index	Value	Suggested Cutoff
CMIN/DF (Chi-Square/DF)	2.679	< 3
CFI (Comparative Fit Index)	0.877	> 0.80 to 0.90
TLI (Tucker-Lewis Index)	0.854	> 0.80 to 0.90
IFI (Incremental Fit Index)	0.920	> 0.80 to 0.90
RMSEA (Root Mean Square Error of Approximation)	0.060	< 0.08

**Source: Researcher's work**

The results of the Confirmatory Factor Analysis (CFA) model indicate that the model achieves an acceptable fit according to various indices. The Chi-Square/Degrees of Freedom ratio (CMIN/DF) was 2.679, which is below the suggested cutoff of 3, indicating a reasonable fit between the model and the data (Byrne, 2010). The Comparative Fit Index (CFI) is 0.877, and the Tucker-Lewis Index (TLI) is 0.854, both of which fall within the acceptable range of 0.80 to 0.90, suggesting a good fit (Bentler, 1990). The Incremental Fit Index (IFI) is slightly higher at 0.920, further supporting the adequacy of the model (Bollen, 1989). Finally, the Root Mean Square Error of Approximation (RMSEA) is 0.060, which is below the recommended cutoff of 0.08, indicating a good fit with the observed data (Browne & Cudeck, 1993). These indices collectively suggest that the CFA model is a good representation of the data and is suitable for further analysis.

### 7.2. Reliability and Validity of Measurement Model

Reliability and validity are fundamental in assessing the robustness of a measurement model in empirical research. Reliability ensures the consistency of a scale in measuring constructs, while validity evaluates how accurately the constructs are measured. Construct reliability is assessed using Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). Validity is further divided into convergent validity, evaluated using CR and AVE, and discriminant validity, assessed through the Fornell-Larcker Criterion, Maximum Shared Variance (MSV), and Heterotrait-Monotrait Ratio (HTMT). This section provides a comprehensive analysis of the reliability and validity of the measurement model, focusing on the psychometric properties of the constructs. The construct reliability and validity analysis, as presented in Table 5, provides insights into the measurement model's robustness. For the Expectation (EXP) construct, the factor loadings for EXP\_1 (0.709), EXP\_2 (0.734), and EXP\_3 (0.668) exceed the recommended threshold of 0.6, confirming acceptable individual item reliability. The Cronbach's Alpha for EXP is 0.741, and the Composite Reliability (CR) is 0.747, both exceeding the threshold of 0.7, ensuring good internal consistency. Additionally, the AVE of 0.596 surpasses the minimum requirement of 0.5, indicating sufficient convergent validity. Similarly, for the Perceived Performance (PP) construct, the factor loadings range between 0.646 and 0.791, demonstrating adequate reliability. Cronbach's Alpha (0.777) and CR (0.783) confirm strong internal consistency, while the AVE of 0.548 ensures convergent validity. The Confirmation (CON) construct exhibits strong reliability with factor loadings ranging from 0.733 to 0.802. The Cronbach's Alpha (0.822) and CR (0.821) values surpass the reliability benchmarks, and the AVE of 0.604 indicates adequate convergent validity. The Satisfaction (SAT) construct shows varying factor loadings from 0.657 to 0.876, with the highest loading observed for SAT\_1 (0.876). The Cronbach's Alpha (0.801) and CR (0.801) meet reliability standards, while the AVE of 0.576 confirms convergent validity. Lastly, the Continuance Intention (CI) construct demonstrates robust psychometric properties with factor loadings ranging from 0.683 to 0.924. The Cronbach's Alpha (0.828) and CR (0.848) indicate high internal consistency, and the AVE of 0.654 surpasses the threshold, ensuring convergent validity across items.

**Table 5: Construct Reliability and Validity Analysis**

Construct	Label	Standardized Factor Loading Values	Cronbach's Alpha	Composite Reliability (CR)	Average Variance Extracted (AVE)
Expectation (EXP)	EXP 1	0.709	0.741	0.747	0.596
	EXP 2	0.734			
	EXP 3	0.668			
Perceived Performance (PP)	PP 1	0.646	0.777	0.783	0.548
	PP 2	0.791			
	PP 3	0.776			
Confirmation (CON)	CON 1	0.733	0.822	0.821	0.604
	CON 2	0.795			
	CON 3	0.802			
Satisfaction (SAT)	SAT 1	0.876	0.801	0.801	0.576
	SAT 2	0.729			
	SAT 3	0.657			
Continuance Intention (CI)	CI 1	0.801	0.828	0.848	0.654
	CI 2	0.924			
	CI 3	0.683			

Source: Researcher's work

### 7.3. Discriminant Validity Analysis



**Discriminant Validity:** Discriminant validity ensures that each construct in the measurement model is distinct and does not overlap conceptually with others (Hair et al., 2010). This study evaluates discriminant validity using the Fornell-Larcker Criterion and Maximum Shared Variance (MSV). The Fornell-Larcker Criterion requires that the square root of the Average Variance Extracted (AVE) for each construct exceeds its correlations with other constructs. As shown in Table 6, the square root of the AVE for Expectation (EXP) is 0.704, which is greater than its correlations with Perceived Performance (PP) and other constructs. Additionally, the MSV values for all constructs are lower than their respective AVE values, further validating discriminant validity. These findings demonstrate that the constructs are well-differentiated and measure unique aspects of the theoretical framework (Fornell & Larcker, 1981).

**HTMT Analysis:** The Heterotrait-Monotrait Ratio (HTMT) provides a more stringent assessment of discriminant validity by comparing the correlations between items across constructs to those within the same construct (Henseler et al., 2015). As illustrated in Table 7, all HTMT values fall below the recommended threshold of 0.85, indicating sufficient discriminant validity. For instance, the HTMT ratio between Expectation (EXP) and Perceived Performance (PP) is 0.724, while the ratio between Confirmation (CON) and Continuance Intention (CI) is 0.758. These values demonstrate that the constructs are conceptually distinct and free from significant overlap.

**Table 6: Convergent Validity Analysis**

	CR	AVE	MSV	EXP	PP	CON	SAT	CI
EXP	0.747	0.596	0.552	0.704				
PP	0.783	0.548	0.548	0.672***	0.740			
CON	0.821	0.604	0.552	0.743***	0.740***	0.777		
SAT	0.801	0.576	0.527	0.511***	0.554***	0.710***	0.759	
CI	0.848	0.654	0.627	0.495***	0.531***	0.728***	0.963***	0.809

Source: Researcher's work

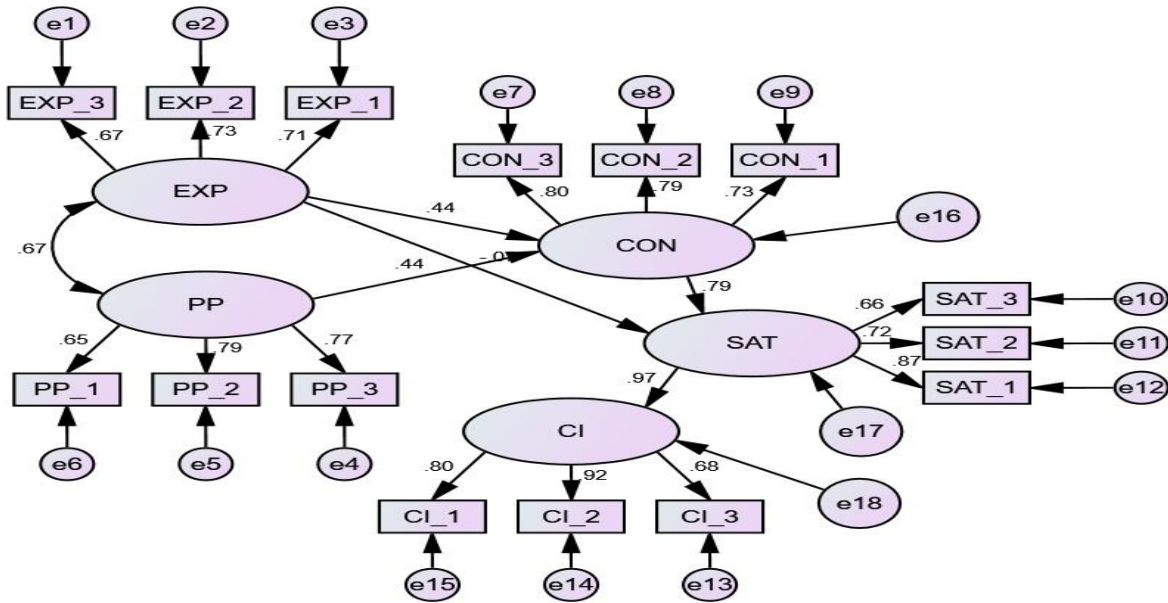
**Table 7: HTMT Analysis for Discriminant Validity**

	EXP	PP	CON	SAT	CI
EXP					
PP	0.724				
CON	0.744	0.729			
SAT	0.514	0.527	0.715		
CI	0.553	0.528	0.758	0.796	

Source: Researcher's work

#### 7.4. Structural Equation Modelling

Structural Equation Modeling (SEM) is a powerful statistical technique that allows researchers to analyze complex relationships among variables, particularly in the context of behavioral studies. It is particularly relevant in examining user satisfaction and continuance intention, as seen in various studies that utilize the Expectation Confirmation Model (ECM) to assess how user expectations align with actual service performance. For instance, Jenita's research on streaming services highlights the importance of measuring user expectations and perceived performance to evaluate satisfaction and continuance intentions. Similarly, studies on mobile payment services have demonstrated how perceived usefulness and satisfaction significantly influence users' intentions to continue using these services, further validated through SEM (Kumar et al., 2018; Kumari & Biswas, 2023). Moreover, SEM facilitates the assessment of discriminant validity and model fit, which are crucial for ensuring the robustness of the findings. The application of SEM in diverse contexts, such as e-health services and digital banking, underscores its versatility and relevance in understanding user behavior and satisfaction across various domains (Kumar & Natarajan, 2020; Bhatnagr, 2024). Thus, SEM serves as an essential tool for this study, enabling a comprehensive analysis of the factors influencing user satisfaction and continuance intention.



Source: Researcher’s work

Figure 3: Path Analysis Model

Table 8: Model Fit Indices of Path Analysis Model

Fit Index	Value	Suggested Cutoff
CMIN/DF (Chi-Square/DF)	2.979	< 3
CFI (Comparative Fit Index)	0.899	> 0.80 to 0.90
TLI (Tucker-Lewis Index)	0.874	> 0.80 to 0.90
IFI (Incremental Fit Index)	0.900	> 0.80 to 0.90
RMSEA (Root Mean Square Error of Approximation)	0.030	< 0.08

Source: Researcher’s work

Table 8 presents the model fit indices for the path analysis model. The Chi-Square/DF (CMIN/DF) value is 2.979, which is below the suggested cutoff of 3, indicating an acceptable model fit (Kline, 2016). The Comparative Fit Index (CFI) is 0.899, the Tucker-Lewis Index (TLI) is 0.874, and the Incremental Fit Index (IFI) is 0.900, all of which fall within the recommended range of 0.80 to 0.90, suggesting a good fit (Bentler, 1990; Tucker & Lewis, 1973). Additionally, the Root Mean Square Error of Approximation (RMSEA) is 0.030, well below the threshold of 0.08, indicating an excellent fit (Browne & Cudeck, 1993). These indices collectively demonstrate that the path analysis model fits the data well.

Table 9: Hypothesis Test Results

Hypothesis	Standardized Estimate	S.E.	C.R.	P-value	Hypothesis Result
H1: EXP → CON	0.445	0.127	3.870	***	Supported
H2: EXP → SAT	-0.073	0.118	-0.565	0.572	Not Supported
H3: PP → CON	0.445	0.106	4.097	***	Supported
H4: CON → SAT	0.791	0.122	5.356	***	Supported
H5: SAT → CI	0.974	0.123	8.359	***	Supported

Source: Researcher’s work

The hypothesis testing results provide valuable insights into the relationships between constructs, highlighting both direct and mediated effects. The results show that expectation (EXP) has a significant positive effect on confirmation (CON) ( $\beta = 0.445$ , S.E. = 0.127, C.R. = 3.870,  $p < 0.01$ ), supporting the hypothesis that user expectations strongly influence confirmation levels. This indicates that higher expectations contribute to better confirmation of service performance. However, the direct effect of



expectation on satisfaction (SAT) is negative and not statistically significant ( $\beta = -0.073$ , S.E. = 0.118, C.R. = -0.565,  $p = 0.572$ ), suggesting that expectation does not directly impact satisfaction. Further analysis reveals that this relationship is mediated by confirmation, with a significant indirect effect ( $\beta = 0.352$ ,  $p < 0.01$ ). This demonstrates that confirmation fully mediates the relationship between expectation and satisfaction, emphasizing the critical role of confirmation in translating expectations into satisfaction. Perceived performance (PP) also has a significant positive impact on confirmation ( $\beta = 0.445$ , S.E. = 0.106, C.R. = 4.097,  $p < 0.01$ ), supporting the hypothesis that actual service performance significantly shapes user confirmation levels. Additionally, confirmation has a strong positive effect on satisfaction ( $\beta = 0.791$ , S.E. = 0.122, C.R. = 5.356,  $p < 0.01$ ), indicating that when user expectations are confirmed, their satisfaction levels increase substantially. Furthermore, satisfaction significantly predicts continuance intention (CI) ( $\beta = 0.974$ , S.E. = 0.123, C.R. = 8.359,  $p < 0.01$ ), confirming that satisfied users are more likely to continue using the service. The analysis highlights the critical mediating role of confirmation in the relationship between expectation and satisfaction. While expectation does not directly influence satisfaction, its impact is fully mediated through confirmation, underscoring the interconnectedness of these constructs. These findings validate the proposed hypotheses and emphasize the importance of confirmation in enhancing user satisfaction and continuance intention.

## 9. DISCUSSION

This study provides important insights into the dynamics of user expectations, confirmation, satisfaction, and continuance intention, offering a deeper understanding of how these constructs interact to shape user behavior. The findings reveal that expectation positively influences confirmation, underscoring the importance of aligning user anticipations with actual service delivery. This supports prior research, such as Kumar and Natarajan (2020), which highlighted the critical role of setting realistic expectations in ensuring user confirmation in e-health services. Similarly, perceived performance emerged as a significant determinant of confirmation, emphasizing the need for high-quality service delivery to meet user expectations effectively, as noted by Jangir et al. (2022). Although expectation did not directly influence satisfaction, confirmation played a crucial mediating role. This indicates that user satisfaction is achieved primarily when expectations are met or exceeded through confirmation, a finding consistent with Sharma et al. (2023), who reported similar dynamics in the context of smart wearables. Furthermore, the study highlights that confirmation positively affects satisfaction, which, in turn, drives users' intention to continue using the service. This is consistent with prior studies, such as Sampat and Sabat (2020), which emphasize the importance of satisfaction in fostering user loyalty and engagement.

### 9.1 Theoretical Implications

This research contributes to the Expectation Confirmation Theory by validating its applicability to streaming services in a regional context. By incorporating constructs like perceived performance and examining the mediating role of confirmation, the study enriches the theoretical framework, extending its relevance beyond traditional applications. The findings support prior theoretical advancements by Kumar and Natarajan (2020) and Sreelakshmi and Prathap (2020) and provide further evidence of the robustness of the model in explaining user satisfaction and continuance intention. Additionally, the study reinforces the importance of considering mediating variables to capture the nuanced pathways through which user expectations influence behavioral outcomes.

### 9.2 Practical Implications

The results of this study offer actionable insights for streaming service providers seeking to enhance user satisfaction and retention. Firstly, aligning user expectations through clear communication about service offerings can help establish realistic benchmarks, reducing the likelihood of unmet expectations. Secondly, focusing on perceived performance—by offering high-quality content, user-friendly interfaces, and reliable service—can directly enhance user satisfaction. Finally, leveraging user satisfaction to build long-term loyalty through initiatives like personalized recommendations,



loyalty programs, and responsive customer support can strengthen users' intention to continue using the service. These strategies align with prior findings by Kumari and Biswas (2023), which emphasized the role of value creation in enhancing user satisfaction.

### 9.3 Future Research Directions

Future studies can expand this research by examining additional mediating factors, such as perceived trust and value co-creation, which have been found relevant in other contexts, such as mobile payments and e-health services (Kumar et al., 2018; Kumari & Biswas, 2023). Exploring demographic variations, such as age and cultural influences, may provide richer insights into user behavior, as suggested by Malik and Singh (2022). Longitudinal research could further investigate changes in user satisfaction and continuance intention over time, especially in light of evolving digital consumption patterns, as highlighted by Raman (2022). Additionally, integrating new technologies like AI-driven recommendation systems could offer more nuanced perspectives on user engagement in streaming services.

## 10. CONCLUSION

This study highlights the critical roles of expectation, confirmation, satisfaction, and continuance intention in shaping user behavior within the context of streaming services. The findings confirm that while expectations alone may not directly influence satisfaction, their alignment with actual service performance through confirmation significantly enhances user satisfaction. Satisfaction, in turn, drives users' intention to continue using the service, emphasizing the importance of meeting and exceeding expectations. The study extends the Expectation Confirmation Theory by validating its application to streaming services, enriching its framework with mediating constructs like confirmation and perceived performance. For practitioners, aligning expectations with service delivery, enhancing perceived performance, and fostering user satisfaction are key strategies for retaining users. Future research can explore additional mediating factors, demographic influences, and the role of emerging technologies in shaping user engagement. Overall, this study provides a comprehensive framework to enhance user satisfaction and loyalty in competitive digital landscapes.

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