

ABSTRACT

The rapid digitization across various industries has significantly transformed consumer behaviour, including entertainment. The increasing interest of on-demand services in Indonesia has intensified market competition, giving consumers a wide range of choice and the ease of switching between services. Consequently, this business phenomenon has implications for VOD services, notably concerning consumer continuance intention. This research aims to address identified research gaps and inconsistencies, particularly in exploring the impact of service quality on continuance intention. The conceptual framework of the research involves key variables such as service quality, customer value co-creation, customer engagement, and continuance intention, grounded in the theoretical perspective of service-dominant logic and supported by existing literature. Data collection involved 295 respondents through quantitative and structural analyses which was carried out using the Structural Equation Modeling (SEM) with Analysis Moment of Structural (AMOS) 24 program.

The research findings demonstrate that customer value co-creation and customer engagement play crucial roles in strengthening the relationship between service quality and continuance intention. Service quality exhibits a significant positive influence on customer value co-creation, which in turn significantly impacts customer engagement. Consequently, customer engagement positively and significantly influences continuance intention. However, the relationship between customer value co-creation and continuance intention, while positive, did not yield a significant impact. All hypotheses proposed in this research were accepted, and it is anticipated that the managerial implications will be beneficial for strategizing and making future marketing decisions for VOD service providers.

Kata Kunci : *Service Quality, Customer Value Co-creation, Customer Engagement, Continuance Itention.*