

## **ABSTRACT**

*This research aims to analyse the influence of content diversity, perceived value, and customer brand involvement on brand loyalty through satisfaction as a mediating variable on the Disney+ Hotstar over-the-top (OTT) platform. As the number of users of digital streaming platforms increases, understanding the factors that influence brand loyalty becomes increasingly important. The research model was developed based on digital marketing theory and brand engagement, with data collection methods through surveys involving 143 respondents who are Disney+Hotstar users in Indonesia.*

*Data analysis was carried out using the Structural Equation Modelling (SEM) method with AMOS software to test the relationship between research variables. The research results show that content diversity, perceived value, and customer brand involvement have a positive and significant effect on satisfaction, which in turn affects brand loyalty. In addition, satisfaction is proven to be a mediating variable that strengthens the relationship between independent variables and brand loyalty.*

*The implications of this research indicate that OTT platforms need to continue to increase content diversity, customer perceived value, and user engagement to increase customer loyalty. Marketing strategies that focus on personalized and interactive user experiences can help retain customers in the long term.*

**Keywords:** *Content Diversity, Perceived Value, Customer Brand Engagement, Brand Loyalty, Satisfaction, OTT Platform, Disney+ Hotstar.*