

ABSTRACT

Disney+ Hotstar is one of the Subscription Video on Demand (SVOD) services that offers various streaming video content accessible through a subscription. Since its launch in 2020, Disney+ Hotstar initially succeeded in leading the SVOD market share in Indonesia. However, over time, Disney+ Hotstar has experienced a decline in market share and number of subscribers, indicating that the level of e-loyalty among its users is still not optimal. The company needs to identify the factors contributing to this issue. Based on various user reviews and a preliminary survey conducted by the researcher, this issue appears to be driven by inadequate e-service quality. In addition, the increase in subscription fees without a corresponding improvement in service quality has led to perceptions of price unfairness among consumers, which is suspected to also influence e-loyalty. Therefore, this study aims to analyze the influence of e-service quality and price fairness on e-loyalty with e-satisfaction as a mediating variable among Disney+ Hotstar users. This research adopts the Stimulus-Organism-Response (SOR) theory to explain the relationships among variables.

Data were collected using a purposive sampling technique through an online questionnaire, involving a total of 230 respondents. Data analysis was conducted using the PLS method with the SmartPLS 4 software.

The results of the study show that e-service quality and price fairness have a positive and significant effect on e-satisfaction, and e-satisfaction has a positive and significant effect on e-loyalty. In addition, e-satisfaction is proven to mediate the effect of e-service quality and price fairness on e-loyalty. Based on these findings, it can be concluded that to improve customer loyalty, Disney+ Hotstar needs to optimize user satisfaction by enhancing e-service quality and ensuring that pricing is perceived as fair by customers.

Keywords: *E-Service Quality, Price Fairness, E-Satisfaction, E-Loyalty.*