

## ABSTARCT

*The rapid growth of Subscription Video on Demand (SVOD) services in Indonesia has intensified competition among digital streaming platforms, requiring companies to better understand the factors that influence customers' continued use of such services. This study aims to examine the effects of perceived enjoyment and perceived usefulness on customer engagement and customer satisfaction, as well as their implications for continuance intention among Vidio.com users in Indonesia. A quantitative research approach was employed, with data collected through a questionnaire survey administered to 200 Vidio.com users in Indonesia. The data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS). The results indicate that perceived enjoyment and perceived usefulness have positive and significant effects on both customer engagement and customer satisfaction. Furthermore, customer engagement and customer satisfaction were found to positively and significantly influence continuance intention. These findings suggest that enjoyable user experiences and perceived service benefits enhance customer engagement and satisfaction, which in turn encourage users to continue using Vidio.com. Therefore, companies should focus on improving both the experiential and functional benefits of their services to foster long-term user retention.*

***Keywords: Perceived Enjoyment, Perceived Usefulness, Customer Engagement, Customer Satisfaction, Continuance Intention.***

