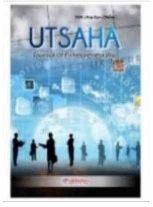


ISSN 2809-8501 (Online)
**UTSAHA: Journal of Entrepreneurship**
https://journal.jfpublisher.com/index.php/joe
Vol. 4, Issue 3, July 2025
doi.org/10.56943/joe.v4i3.788

# An Analysis of Continuance Intention on the Disney+ Platform Using the SOR and ECT Models

**Hans Davin[1]*, Maya Ariyanti[2]**
[1]davin12hans@gmail.com, [2]ariyanti@telkomuniversity.ac.id
School of Economics and Business Telkom University

*Corresponding Author: Hans Davin
Email: davin12hans@gmail.com

## ABSTRACT

*The development of the internet has disrupted many industries, particularly the media and entertainment sectors. People's habits have shifted from traditional television to streaming services. One of the most popular streaming platforms in Indonesia is Disney+, which holds the second-largest market share in the country. However, Disney+ is currently facing a decline in user numbers, driven by a range of operational issues and controversies. This study aims to identify the factors influencing users' intention to continue using Disney+, utilizing the SOR (Stimulus-Organism-Response) and ECT (Expectation Confirmation Theory) models. Data were collected through a questionnaire, yielding 402 valid responses from active Disney+ users. A quantitative research approach was employed, utilizing IPMA (Importance–Performance Map Analysis) as an extension of SEM-PLS (Structural Equation Modeling – Partial Least Squares) to identify the factors that exert the most significant influence and demonstrate high performance in shaping continued usage intention. The IPMA results indicate that entertainment and attitude are variables with a substantial impact on continued usage intention but exhibit low performance. Therefore, it is recommended that Disney+ allocate its resources to improve these two areas. On the other hand, the variable hedonic value demonstrates both high influence and high performance, suggesting that users' hedonic experience must be consistently maintained to ensure their sustained interest in using the Disney+ platform.*

**Keywords**: *Continuance Intention, ECT, IPMA, SOR*

## INTRODUCTION

The rapid growth of the internet over the past decade has brought about significant changes to both society and the business world. Its widespread use in everyday life has disrupted various industries, particularly the media and entertainment sectors. The media and entertainment industries are facing unprecedented disruption, and this trend is likely to continue as consumers grow more digitally savvy, content expands exponentially, and devices and formats evolve (Lachman & Joffe, 2021).

The emergence of SVOD (Subscription Video on Demand) platforms has disrupted the highly lucrative cable TV business for service providers, TV networks, and studios (Loucks et al., 2023). SVOD has not only changed the distribution model to streaming but has also disrupted the entire TV and film business model. The growth of high-speed internet has further contributed to the decline of cable TV in recent years, as viewers now opt to watch shows through network websites or streaming services (IBISWorld, 2024). This illustrates how technological advancements have a significant impact on and transform many aspects of social life (Prasetio et al., 2024). The evolution of the tech industry has also influenced the behavior of Indonesian consumers (Ginanjar et al., 2024), showing a growing preference for streaming services over traditional television.

One of the most popular streaming platforms in Indonesia is Disney+. Despite its popularity, Disney+ has a relatively low rating on the Google Play Store compared to its competitors, scoring only 1.9, while others exceed a rating of 3. Online ratings reflect the perceived overall quality of a product on a numeric scale (Sällberg et al., 2023), and such ratings are closely linked to customer satisfaction (Chatterjee et al., 2022). A low rating suggests dissatisfaction among users, indicating that Disney+ may not meet the service quality required to provide a satisfying user experience.

In recent years, Disney+ has also taken bold steps to push a "woke" agenda. The term "woke" refers to issues of human rights, social justice, and racial equality and has evolved to encompass broader efforts to combat injustice and inequality (Maghfiroh, 2024). However, in the media and entertainment industries, this concept has often been used to appeal to target audiences for profit. Disney, for example, has openly altered the race and sexual orientation of fictional characters in its productions (Maghfiroh, 2024). According to Thaler (2024), Disney's woke agenda has had financial and reputational consequences, with its market value falling nearly 40% from $341 billion to $207 billion in 2021. Ord (2024) reports that Disney lost nearly $20 billion in market capitalization as audiences grew weary of the content. Over-promotion of this agenda risks compromising content quality, potentially leading to viewer fatigue and dissatisfaction. If left unaddressed, this issue could further reduce Disney+'s user base.

Evidence of this can be seen in Disney+'s subscriber decline, according to Upstation. By the end of 2023, according to Zihan (2024), Disney+ had lost approximately 1.3 million subscribers. This drop was driven not only by content quality issues but also by a steep price hike, from IDR 39,000 to IDR 65,000. This increase has led many customers to seek more affordable alternatives, thereby lowering their willingness to continue using Disney+. The price hike reflects a shift in the streaming model—from focusing on subscriber growth to prioritizing profitability—prompting many media and entertainment companies to charge extra for premium content (Loucks et al., 2023). While raising subscription fees may reduce Disney+'s streaming business losses by $300 million (Zihan, 2024), it carries the risk of losing even more users.

In addition to financial challenges, Disney also faced a data breach in 2024, as reported by Reuters. The breach included leaks of financial and strategic data, as well as personal information of staff and users. Such incidents can cause financial losses and trigger consumer anxiety, potentially leading to customer churn (Ho et al., 2023). The continued use of a product or service depends on users' ongoing evaluation of its benefits, perceived sacrifices, and associated costs (Jia et al., 2024).

According to (*Global Number of Disney+ Subscribers 2025*, n.d.), since Q3 2022, Disney+ has been experiencing a steady decline in user numbers, with the sharpest drop of 11.7 million users in Q3 2023. Although there was a rebound in the following quarter, the overall trend remains unstable, as user numbers dipped again, though less drastically. These fluctuations suggest that users are losing interest in continuing with the platform, mainly due to the aforementioned issues. Content quality and accessibility are critical in shaping users' perceived hedonic value and attitudes toward OTT services, which in turn influence satisfaction and continued usage (Lo et al., 2024). Moreover, satisfaction plays a significant role in driving long-term platform engagement (Lo et al., 2024). Jia et al. (2024) also confirm that satisfaction is the strongest predictor of continued use, with perceived value being crucial to the intention of keeping streaming.

Previous research by Jia et al. (2024) examined streaming platforms using the Expectation-Confirmation Model (ECM), which was extended with the perceived value variable. The model incorporates three critical but previously overlooked factors: perceived benefits, perceived sacrifices, and perceived sunk costs. The study revealed that satisfaction is the most influential variable in predicting continued use of the platform. Furthermore, satisfaction mediates the relationship between confirmation and continued use, as well as between perceived value and continued use. Users' perceived value plays a significant role in determining ongoing engagement, and user confirmation positively correlates with perceived value.

Similarly, Lo et al. (2024) explored OTT services using the SOR (Stimulus-Organism-Response) model to analyze continued usage intent. Their findings emphasize that content quality and accessibility have a strong influence on users' perceived hedonic value and attitudes, leading to satisfaction and sustained usage. They also found that satisfaction has a substantial impact on the likelihood of continued use of OTT platforms.

Both studies highlight that continued usage intention—particularly regarding streaming or VoD services—remains underexplored. Given the ongoing decline in subscribers at Disney+, it is crucial to investigate the factors that influence continued usage. This study will combine two frameworks: the ECM (Expectation-Confirmation Model) with the added perceived value variable, and the SOR (Stimulus-Organism-Response) model, as adapted from Jia et al. (2024) and Lo et al. (2024). These frameworks align with the identified problems affecting Disney+, offering a new conceptual model to analyze the factors influencing continued usage intention from both ECM and SOR perspectives.

## LITERATURE REVIEW

### Marketing

Marketing is the process of identifying and fulfilling individual and societal needs in a manner aligned with organizational goals (Kotler et al., 2021). According to Solomon et al. (2018), marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.

### Consumer Behavior

Businesses today face increasingly dynamic markets, particularly due to the rapid changes in consumer behavior (Berndt et al., 2023). Effective marketing not only aims to sell products or services but also seeks to understand and continuously fulfill customer needs (Sharp, 2017).

### OTT (Over-The-Top) Platforms

Over-the-top (OTT) platforms are digital service providers that deliver streaming media content such as movies, TV series, music, and other forms of media directly to consumers via the internet, bypassing traditional broadcast distribution systems like terrestrial, satellite, or cable networks (Pekpazar et al., 2023).

### Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT) is one of the most widely used theoretical frameworks for understanding users' continuance intentions (Shiau et al., 2020). It posits that the intention to repurchase or continue using a service depends largely on consumer satisfaction (Pereira & Tam, 2021).

**Stimulus-Organism-Response Theory (S-O-R)**

The Stimulus-Organism-Response (S-O-R) theory explains the relationship between external stimuli, behavioral responses, and internal processes occurring within an individual (Ilmalhaq et al., 2024). This model emphasizes the intermediary role of the organism, involving perception and motivation, leading to cognitive states and processes. The response then reflects behavioral outcomes, whether positive or negative (Lo et al., 2024). The theory posits that stimuli (S) influence the organism (O), leading to a response (R). The strength of the stimulus-response link depends on factors such as stimulus frequency, intensity, timing, and the consequences of the response (Indrawati et al., 2024).

**Content Quality**

Content refers to information and entertainment that people actively and willingly pay for—whether with attention, money, or both (Carr, 2017). Content quality reflects the overall quality of content and production offered by OTT or streaming platforms (Lo et al., 2024).

**Accessibility**

Accessibility is the practice of making information, activities, and/or environments understandable, meaningful, and usable by as many people as possible (*What Is Accessibility: An Introduction | SeeWriteHear*, n.d.). It ensures that everyone—regardless of ability or disability—can access information, products, services, and environments in an inclusive and equitable manner (*Accessibility*, 2023).

**Entertainment**

Intrinsic enjoyment derived from using a product or service is crucial for consumer satisfaction and continued usage in digital entertainment (Lo et al., 2024). Entertainment refers to any activity that captures audience attention and interest, providing pleasure and enjoyment (Lo et al., 2024).

**Confirmation**

Confirmation refers to the user's perception of how well their expectations align with the actual performance of a service or product (Jia et al., 2024). This concept is rooted in the Expectation-Confirmation Theory (ECT), which posits that the consistency between pre-use expectations and the experience significantly influences user satisfaction.

**Hedonic Value**

Hedonic value centers on the pleasure and enjoyment derived from anticipating happiness associated with a purchase. It encompasses various motivational factors influencing satisfaction and joy in consumption (Lo et al., 2024). These values are often personal and unique, reflecting emotional aspects of consumer behavior such as delight and excitement (Tymoshchuk et al., 2024).

**Attitude**

Attitude refers to the positive or negative disposition toward a psychological entity, playing a crucial role in consumer choices. It includes cognitive (beliefs and understanding), affective (emotional responses), and conative (behavioral intentions) components (Lo et al., 2024). Attitude is a key construct in classic theories aiming to explain human intentions and behavior (Hepola et al., 2020).

**Perceived Value**

Perceived value refers to the user's overall assessment after considering benefits, sacrifices, and opportunity costs (Jia et al., 2024). According to Ma et al. (2017), it can be defined as the consumer's general evaluation of a product's (or service's) availability based on the balance between perceived benefits and costs.

**Satisfaction**

Satisfaction measures how well a product or service meets or exceeds customer expectations. It reflects how effectively an organization delivers on its promises (Sharp, 2017). M. R. Solomon and Russel (2024) describe satisfaction as the overall feeling or attitude a person has toward a product after purchase.

**Continuance Intention**

Continuance intention in consumer behavior refers to an individual's willingness to continue using or engaging with a product, service, or technology (Polisetty et al., 2023). Yan et al. (2021) define it as the individual's intention to continue using an information system beyond initial adoption or use.

**Research Framework**

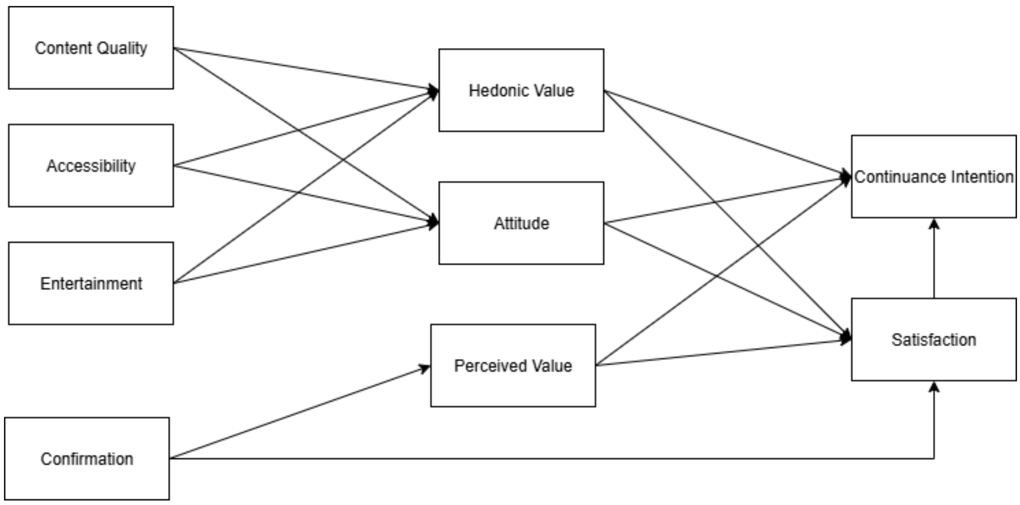


Figure 1. Research Framework
Source: Jia et al. (2024); Lo et al. (2024)

Figure 1 illustrates the conceptual framework of this study. The framework adopts two theoretical models—SOR and ECT—to explore continuance intention. The SOR (Stimulus-Organism-Response) model offers a lens for understanding continuance intention by examining how external stimuli influence individuals' internal cognitive and emotional processes, which in turn lead to specific behavioral responses (Lo et al., 2024). On the other hand, the Expectation Confirmation Theory (ECT) focuses on the role of expectation confirmation—particularly user satisfaction—as a key driver of continuance intention (Jia et al., 2024).

Within the SOR model, the main variables are categorized into three components: stimulus (content quality, accessibility, and entertainment), organism (hedonic value and attitude), and response (satisfaction and continuance intention). Meanwhile, the ECT framework introduces the variable of confirmation, which is linked to user satisfaction and subsequently to continuance intention.

In the context of the Disney+ streaming platform, this study aims to analyze continuance intention from two perspectives: how users respond to various stimuli (SOR model) and how their expectations are confirmed through actual experiences (ECT model). Additionally, this study considers the perceived value from the users' perspective, particularly focusing on three components—perceived benefits, perceived sacrifices, and perceived sunk costs—as supplementary factors that may influence continuance intention.

By integrating elements from both models (SOR and ECT), this research aims to provide a more comprehensive understanding of the key factors influencing users' intention to continue using the Disney+ streaming platform from two theoretical perspectives.

## RESEARCH METHODOLOGY

This study employs a quantitative research method, with data collected through a questionnaire. The minimum sample size was determined by referencing similar research models, based explicitly on the path coefficient value, using the inverse square root method (Hair et al., 2021). In the study conducted by Lo et al. (2024), the minimum path coefficient was found to be 0.150, leading to a required minimum sample size of 275 respondents for this research. A total of 402 responses were obtained.

The questionnaire respondents consisted of individuals from various age groups and ethnic backgrounds (including island regions), to ensure a broad range of perspectives. This study used purposive sampling, involving only voluntary participants who are active Disney+ users. This approach was chosen to ensure that the data collected would be both reliable and valid in line with the research objectives.

The data were analyzed using the Importance-Performance Map Analysis (IPMA) method. IPMA is an extension of the standard PLS-SEM results reporting, which not only estimates path coefficients and other parameters but also incorporates a procedure that takes into account the average scores of latent variables (Sarstedt et al., 2017).

## RESULT AND DISCUSSION

**Table 1.** Respondents' Profile

| Demographies | Categories | Frequencies | (N = 402) % |
|---|---|---|---|
| Sex | Male | 234 | 58.2% |
| | Female | 168 | 41.8% |
| Age | 18 – 25 years old | 180 | 44.8% |
| | 26 – 35 years old | 101 | 25.1% |
| | 36 – 45 years old | 53 | 13.2% |
| | 46 – 55 years old | 54 | 13.4% |
| | > 55 tahun years old | 14 | 3.5% |
| Domicile (Island) | Sumatera | 54 | 13.4% |
| | Java | 247 | 61.4% |
| | Kalimantan | 25 | 6.5% |
| | Sulawesi | 38 | 9.5% |
| | Papua | 37 | 9.2% |
| Occupancies | Students | 171 | 42.5% |
| | Private Employees | 105 | 26.1% |
| | Civil Officers | 71 | 17.7% |
| | Entrepreneurs | 55 | 13.7% |
| Income | Rp 1.000.000 – Rp 2.999.999 | 146 | 36.5% |
| | Rp 3.000.000 – Rp 4.999.999 | 121 | 30.1% |
| | Rp 5.000.000 – 7.999.999 | 78 | 19.4% |
| | ≥ Rp 8.000.000 | 32 | 8% |

Source: Processed Data by Researchers (2025)

As shown in Table 1 regarding the respondent profile, the most significant number of Disney+ platform users falls within the 18- to 25-year-old age range (44.8%). These demographic results indicate that young adults and early adults are the primary segment of Disney+ users. This can be attributed to the tech-savvy nature of the younger generation, who are accustomed to accessing digital streaming services and have a high interest in entertainment content such as movies, series, and animation.

**Table 2.** Model Measurement Results

| Construct | No. Item | Item | Loadings | CR | AVE |
|---|---|---|---|---|---|
| *Accessibility* | 3 | ACC1 | 0.857 | 0.879 | 0.707 |
| | | ACC2 | 0.840 | | |
| | | ACC3 | 0.826 | | |
| *Attitude* | 3 | ATT1 | 0.859 | 0.891 | 0.732 |
| | | ATT2 | 0.859 | | |
| | | ATT3 | 0.848 | | |
| *Continuance Intention* | 3 | CI1 | 0.852 | 0.887 | 0.724 |
| | | CI2 | 0.842 | | |
| | | CI3 | 0.859 | | |
| *Confirmation* | 3 | CONF1 | 0.863 | 0.892 | 0.733 |
| | | CONF2 | 0.836 | | |
| | | CONF3 | 0.869 | | |
| *Content Quality* | 3 | CQ1 | 0.863 | 0.877 | 0.705 |
| | | CQ2 | 0.836 | | |
| | | CQ3 | 0.869 | | |
| *Entertainment* | 3 | ENT1 | 0.874 | 0.876 | 0.703 |
| | | ENT2 | 0.865 | | |
| | | ENT3 | 0.774 | | |
| *Hedonic Value* | 3 | HED1 | 0.852 | 0.877 | 0.703 |
| | | HED2 | 0.841 | | |
| | | HED3 | 0.821 | | |
| *Perceived Value* | 3 | PV1 | 0.867 | 0.888 | 0.726 |
| | | PV2 | 0.808 | | |
| | | PV3 | 0.880 | | |
| *Satisfaction* | 4 | SAT1 | 0.821 | 0.897 | 0.685 |
| | | SAT2 | 0.821 | | |
| | | SAT3 | 0.824 | | |
| | | SAT4 | 0.845 | | |

Source: Processed Data by Researchers (2025)

Based on the results of the measurement model (outer model) as shown in Table 2, the outer loading values are all above 0.70, indicating that the constructs meet the required criteria. In outer model evaluation, indicators should exhibit loadings greater than 0.70. Indicators with loadings between 0.40 and 0.70 should only be considered for removal if doing so increases composite reliability or AVE above the recommended threshold. Indicators with loadings below 0.40 should be removed (Hair et al., 2021).

For composite reliability, the acceptable value must exceed 0.70 (Hair et al., 2021). The table results show that all constructs have values above 0.70, thereby fulfilling this criterion. Lastly, in terms of AVE (Average Variance Extracted), a construct is considered valid if the AVE value is ≥ 0.50 (Hair et al., 2021; Rahadi, 2023). The measurement results indicate that all constructs have AVE values greater than 0.50, thus meeting the validity requirement. These results suggest that all constructs in the research model are both valid and reliable.

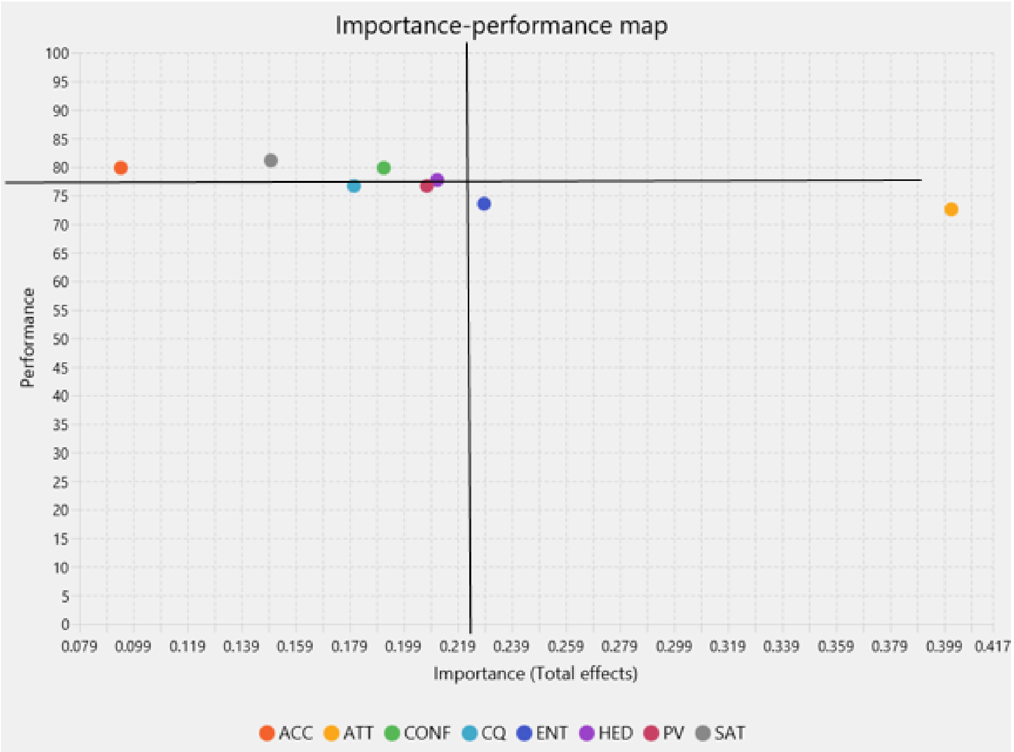


**Figure 1.** Importance-Performance Map Analysis
Source: Processed Data by Researchers (2025)

The results of the Importance-Performance Map Analysis (IPMA) were used to evaluate both the performance and the degree of influence each variable has on the target variable (Sarstedt et al., 2017). In IPMA, the variable chosen as the target is typically the final or outcome construct in the research model (Sarstedt et al., 2017). IPMA compares the total effects—representing the importance of each antecedent construct in predicting the target construct—with the average latent variable scores, which reflect their performance (Sarstedt et al., 2017).

When measuring the target construct, IPMA not only considers constructs that are directly linked (direct effects) but also includes those with indirect relationships (indirect effects), allowing for a more comprehensive evaluation of all constructs about the target. In this research model, the variable continuance intention is the primary dependent variable and thus serves as the IPMA target. This aligns with the primary research objective: identifying the factors that influence the intention to continue using the Disney+ platform.

Based on the IPMA results targeting the continuance intention variable, the related constructs were successfully grouped into four quadrants. According to Martilla and James (1977), this quadrant mapping is used to assess the performance of each attribute and its level of importance (effect), allowing the results to guide the evaluation and optimization of each attribute to meet organizational goals.

In Quadrant I, the variable hedonic value was identified. This indicates that hedonic value has both high performance and high importance in influencing the intention to continue using Disney+. These findings are consistent with prior studies, which also highlight hedonic value as a strong predictor of continuance intention (Lo et al., 2024). This suggests that hedonic value should be preserved and continuously leveraged to achieve maximum benefit as a potential source of competitive advantage (Martilla & James, 1977).

In Quadrant II, the variables accessibility, satisfaction, and confirmation were found. These variables are characterized by high performance but low importance. The analysis reveals that Disney+ has successfully established a well-functioning platform in terms of accessibility, meeting user expectations, and delivering user satisfaction, as evidenced by its performance levels. However, these variables are not perceived as particularly relevant by Disney+ users in enhancing their intention to continue using the platform.

Previous path analysis results suggest that accessibility indirectly affects continuance intention through hedonic value and attitude (Lo et al., 2024), while confirmation indirectly influences it through satisfaction and perceived value (Jia et al., 2024). However, the IPMA findings indicate that, despite high performance, these variables contribute relatively little to continuance intention in practical terms. Thus, it would be more beneficial to allocate resources to these variables more efficiently and instead focus on more impactful ones.

In Quadrant III, the variables content quality and perceived value were placed. These constructs show both low importance and low performance. This implies that their current performance is below average, but they do not significantly impact the intention to continue using Disney+, and therefore may not require immediate attention. Resources can instead be reallocated to constructs with greater influence.

Finally, in Quadrant IV, the variables "entertainment" and "attitude" were identified. These variables show high importance but low performance. This is a critical performance gap, indicating that these constructs currently fail to stimulate users' intention to continue using Disney+. To ensure sustained user interest in Disney+, these variables should be prioritized for improvement.

## CONCLUSION AND SUGGESTION

### Conclusion

Based on the results of the Importance-Performance Map Analysis (IPMA) targeting continuance intention, the related variables are categorized into four quadrants. In Quadrant I, the variable hedonic value demonstrates both high importance and high performance. This suggests that it plays a significant role in influencing users' intentions to continue using Disney+. As such, this variable should be maintained and further enhanced as a potential source of competitive advantage. Quadrant II includes the variables accessibility, satisfaction, and confirmation. These variables exhibit high performance but low importance. This suggests that although these aspects have been well implemented, they are not perceived as highly relevant by Disney+ users in encouraging continued usage. Therefore, it would be more strategic to allocate resources toward these variables and redirect efforts to others that have a more significant impact on continuance intention. Quadrant III consists of content quality and perceived value, both of which are rated as having low importance and low performance. As these variables have minimal influence on the intention to continue using Disney+, efforts and resources can be better allocated to more impactful constructs. Lastly, Quadrant IV contains the variables entertainment and attitude. These variables have high importance but low performance, indicating a performance shortfall that currently fails to support users' intention to continue using Disney+. To ensure ongoing user interest in Disney+, these variables should be prioritized for improvement and development.

**Suggestion**

Based on these findings, the following recommendations are offered to Disney+: enhance entertainment value and cultivate positive user attitudes by providing a wide range of engaging, high-quality content tailored to users' preferences. This could include adding more original programming, trending films, and content in various genres and languages. Furthermore, personalizing recommendations based on individual user preferences can significantly enhance the viewing experience. For future researchers, it is noted that this study focused solely on the Disney+ platform for analyzing continuance intention on OTT services. Since each streaming platform has its unique context, subsequent studies could explore different platforms or conduct comparative analyses across multiple OTT services. Additionally, because this research was limited to Indonesia, it does not fully capture OTT user behavior at a global level. Future studies should consider incorporating users from diverse countries to provide a broader perspective on OTT platform usage.

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