

ABSTRAK

Penelitian ini bertujuan mengembangkan model *e-customer loyalty* pada layanan *subscription video on demand* (SVOD) di Indonesia dengan mengintegrasikan pendekatan *stimulus-organism-response* (S-O-R). Model mencakup konstruk *e-service innovation*, *e-service image*, *e-customer satisfaction*, *e-customer trust*, *e-customer engagement*, dan *e-customer loyalty*. Hasil analisis menggunakan SEM-PLS menunjukkan bahwa *e-service innovation* berpengaruh signifikan terhadap *e-customer satisfaction* dan *e-service image*. Selanjutnya, *e-customer satisfaction* berpengaruh positif terhadap *e-customer trust*, sementara *e-service image* dan *e-customer trust* berpengaruh terhadap *e-customer engagement*. Namun, *e-customer satisfaction* tidak berpengaruh signifikan terhadap *e-customer engagement*, dan *e-customer trust* tidak memiliki pengaruh langsung terhadap *e-customer loyalty*. Temuan utama menunjukkan bahwa *e-customer engagement* memediasi secara penuh hubungan antara *e-customer trust* dan *e-customer loyalty*, serta memediasi secara parsial hubungan antara *e-service image* dan *e-customer loyalty*. Sebaliknya, tidak ditemukan efek mediasi dari *e-customer engagement* pada hubungan antara *e-customer satisfaction* dan *e-customer loyalty*. Hasil ini menegaskan peran sentral *engagement* sebagai mekanisme afektif dalam pembentukan loyalitas pelanggan digital.

Kata kunci: loyalitas pelanggan, inovasi layanan, keterlibatan pelanggan, SVOD, Indonesia

ABSTRACT

This study aims to develop an e-customer loyalty model for Subscription Video on Demand (SVOD) services in Indonesia by integrating the Stimulus-Organism-Response (S-O-R) framework. The model encompasses the constructs of e-service innovation, e-service image, e-customer satisfaction, e-customer trust, e-customer engagement, and e-customer loyalty. Analysis using Structural Equation Modeling–Partial Least Squares (SEM–PLS) reveals that e-service innovation significantly influences both e-customer satisfaction and e-service image. Furthermore, e-customer satisfaction positively affects e-customer trust, while e-service image and e-customer trust positively influence e-customer engagement. However, e-customer satisfaction does not significantly affect e-customer engagement, and e-customer trust does not exert a direct effect on e-customer loyalty. The key findings indicate that e-customer engagement fully mediates the relationship between e-customer trust and e-customer loyalty, and partially mediates the relationship between e-service image and e-customer loyalty. Conversely, no mediating effect is observed between e-customer satisfaction and e-customer loyalty. These results underscore the central role of engagement as an affective mechanism in fostering digital customer loyalty.

Keywords: *e-customer loyalty, e-service innovation, e-customer engagement, SVOD, digital marketing*