

## ***The Effect of Experience Quality on Customer Loyalty With Moderation Of Currency And The Role Of Conversation and Co-Creation on Vod Viu Customers In Bekasi District***

### **Pengaruh *Experience Quality* terhadap *Customer Loyalty* dengan Moderasi *Currency* dan Peran *Conversation* dan *Co-Creation* Pada Pelanggan Vod Viu Kabupaten Bekasi**

Meisya Salsabilla<sup>1</sup>, Surya Bintarti<sup>2</sup>, Ergo Nurpatria Kurniawan<sup>3</sup>, Agustini Tanjung<sup>4</sup>

Universitas Pelita Bangsa<sup>1,2,4</sup>, Universitas IPWIJA<sup>3</sup>

[meisyas.252@mhs.pelitabangsa.ac.id](mailto:meisyas.252@mhs.pelitabangsa.ac.id)<sup>1</sup>, [surya.bintarti@pelitabangsa.ac.id](mailto:surya.bintarti@pelitabangsa.ac.id)<sup>2</sup>,

[ergokurniawan@ipwija.ac.id](mailto:ergokurniawan@ipwija.ac.id)<sup>3</sup>, [agustini.tanjung@pelitabangsa.ac.id](mailto:agustini.tanjung@pelitabangsa.ac.id)<sup>4</sup>

Orchid id: <https://orcid.org/009-0005-2711-8230>

\*Corresponding Author

---

#### **ABSTRACT**

*This study aims to examine the relationship between Conversation and Co-Creation on Customer Loyalty through the mediation of Experience Quality moderated by Currency. This research uses quantitative methods. Sampling in this study used the Non Probability Sampling method with Purposive technique. The population used in this study is people in Bekasi Regency, with a sample obtained of 114 customer respondents who subscribe to Viu VoD services. This study tests correlation and regression with the help of the SmartPLS 3.2.9 program which is used to test validity and reliability. The results showed that Conversation has a significant positive role on customer Experience Quality. Co-creation has a significant positive effect on customer Experience Quality. Conversation with moderation Currency has a negative role on customer Experience Quality. Co-creation with Currency moderation has a significant positive effect on the level of customer Experience Quality. Customer Experience Quality has a significant positive role on Customer Loyalty. Conversation through the mediation of Experience Quality has a negative influence on Customer Loyalty. Co-creation through the mediation of Experience Quality has a significant positive effect on Customer Loyalty.*

**Keywords :** Conversation, Co-Creation, Currency, Experience Quality, Customer loyalty

#### **ABSTRAK**

Penelitian ini bertujuan untuk menguji hubungan antara *Conversation* dan *Co-Creation* terhadap *Customer Loyalty* melalui mediasi *Experience Quality* dengan dimoderasi oleh *Currency*. Penelitian ini menggunakan metode kuantitatif. Pengambilan sampel pada penelitian ini menggunakan metode *Non Probability Sampling* dengan teknik *Purposive*. Populasi yang digunakan dalam penelitian ini yakni masyarakat di Kabupaten Bekasi, dengan sampel yang diperoleh sebanyak 114 responden pelanggan yang berlangganan layanan VoD Viu. Penelitian ini menguji korelasi dan regresi dengan bantuan program SmartPLS 3.2.9 yang digunakan untuk menguji validitas dan reliabilitas. Hasil penelitian menunjukkan bahwa *Conversation* memiliki peran positif signifikan terhadap *Experience Quality* pelanggan. *Co-creation* memiliki pengaruh positif signifikan terhadap *Experience Quality* pelanggan. *Conversation* dengan moderasi *Currency* memiliki peran negatif terhadap *Experience Quality* pelanggan. *Co-creation* dengan moderasi *Currency* memiliki pengaruh positif signifikan terhadap tingkat *Experience Quality* pelanggan. *Experience Quality* pelanggan memiliki peran positif signifikan terhadap *Customer Loyalty*. *Conversation* melalui mediasi *Experience Quality* memiliki pengaruh negatif terhadap *Customer Loyalty*. *Co-creation* melalui mediasi *Experience Quality* memiliki pengaruh positif signifikan terhadap *Customer Loyalty*.

**Kata Kunci :** Conversation, Co-Creation, Currency, Experience Quality, Customer loyalty

## 1. Introduction

Watching movies is an alternative entertainment activity that a person does when he feels tired and bored with the routine (Asih, 2021). The rapid development of technology has led to changes in consumer behavior in watching movies, previously movies could only be watched if we went to the cinema, but now we can watch movies anywhere and anytime through the Video On Demand application (Rizaldy, 2020). Video On Demand service is a paid and non-paid online video content or movie viewing system (Libriani et al., 2020). The increase in users of Video On Demand (VOD) services has continued to grow in recent years, especially when the Covid-19 outbreak hit (Kompas.id, 2019). Based on the results of the Populix survey, it reveals the main reason why Indonesians use the Video On Demand (VOD) application, because convenience, freedom of access to movies and videos anywhere and anytime is the main reason 84% of respondents subscribe to the VOD application (Annur, 2022).

One of the many VOD streaming applications available in Indonesia is Viu, which was launched in Hong Kong by PCCW Media in 2015, Viu VOD continues to grow so that in 2016 Viu is present in various countries such as Malaysia, the Philippines, India and Indonesia (Shah, 2020). Viu's VOD presence was followed by Netflix in the same year 2016, which was present in Indonesia (Tirto.id, 2016). Disney+ Hotstar has also enlivened Indonesian VOD streaming services since 2020 (Disney.fandom.com, 2021), but long before there was Viu, Netflix and Disney, the Youtube application had been present in Indonesia since 2005 (Hai.grid.id, 2018), followed by a VOD application made by the nation's children, namely Vidio in 2014 (Ensiklopedia of the world, 2014), then the WeTV VOD application from China appeared in Indonesia in 2019 (Ensiklopedia, 2022).

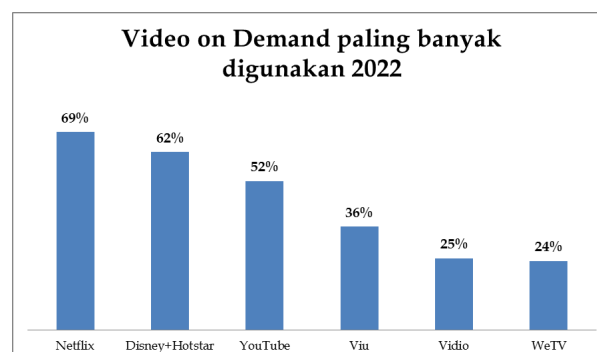


Figure 1. VoD Application Databoks

Source : Databoks, 2022

Demand for Video on Demand (VoD) services has increased after the Covid-19 pandemic that occurred in Indonesia. The results of the populix survey prove that there are several VoD services that are most widely used by Indonesians in 2022, the first position is Netflix with 69%, followed in second place with a total of 62% occupied by Disney + Hotstar. Youtube ranks third with a percentage of 52%, then in fourth position 36% of respondents use Viu, followed by Vidio with a percentage of 25% and WeTV 24% as the fifth and sixth positions. This condition shows that there are differences in the level of customer satisfaction with each of these VOD online streaming services, as well as this situation also shows that customers are satisfied with the products offered, resulting in revisit actions or repurchase interest by consumers for Viu VoD service products.

## 2. Literature Review

### Customer Loyalty

Customer loyalty is a form of consumer loyalty to make repeated purchases of the same product or service (Lovelock, 1983) in (Ling Chen & Shaheen, 2018). Customer Loyalty is a commitment that is firmly held by a customer in using a product or service from the same company for a long period of time or consistently and repeatedly, with four indicator measures, namely: a). make regular repeat purchases, b). buy a product or service line, c). refer to others, d). show immunity to attraction and competitors (Griffin, 2003) in (Delima et al., 2019).

Customer loyalty has an important role in determining the success and sustainability of a business. Customer loyalty will contribute to the profits of a company (Abror et al, 2020) in (Yohanes &

Singgih, 2022). Customer loyalty behavior means making a product an important element in their consumption plan (Priansa, 2021) in (Azka & Aris, 2022).

### **Experience Quality**

Customer satisfaction with the Viu application is quite good, as evidenced by the 66.4 million monthly active users of the Viu application throughout the Southeast Asia region (viu.com, 2022). Customer satisfaction can also be understood as experience quality in the marketing mix on digital streaming services. Measurement of the level of quality of satisfaction in customers with a product through assessment and comparison with their initial expectations of product quality, based on a comparison of the overall value that customers feel after consuming the product and the amount of money spent (Rust & Zahorik, 1993) in (Ling Chen & Shaheen, 2018) Customer satisfaction is "The feeling of pleasure or disappointment of a consumer over the comparison between consumer expectations before making a purchase and consumer perceptions of product performance results after purchase (Kotler & Keller, 2013) in (Delima et al., 2019).

Customer satisfaction is defined as a form of producer ability if it is able to realize and maintain customers in modern marketing market competition, with three indicator measures, namely: a). Expectation conformity, b). Interest in revisiting, c). Willingness to recommend (Tjiptono, 2014) in (Azka & Aris, 2022). Consumers will feel satisfied if their needs, wants, expectations, goals are met and in accordance with the expected satisfaction, therefore it is very important for a company to maintain customer satisfaction (Themba et al., 2019) in (Yohanes & Singgih, 2022).

The quality of a good experience and the feeling of satisfaction of consumers with the quality of the product provided can create repurchase interest in the product (Ling Chen & Shaheen, 2018), because the higher the level of customer satisfaction with a product in the past can encourage consumer repurchase interest (Delima et al., 2019; Ling Chen & Shaheen, 2018). This statement contradicts the results of research conducted by (Azka & Aris, 2022; Yohanes & Singgih, 2022) which state that repurchase interest cannot be achieved, because of the sense of disappointment felt by consumers due to the mismatch of expectations with the product provided.

### **Conversation**

Product promotion through social media and television advertisements is a common form of promotion carried out by business people today, including VoD streaming services in Indonesia. These VOD services also promote their products through social media and television advertisements such as Netflix, Disney, Viu, Vidio and Wetv have their own social media accounts that are used to promote products. Disney+ Hotstar, Viu and Vido VOD services also promote their products through Indonesian private television advertisements, however, unlike their competitors, Netflix and Wetv, who choose not to promote their products through television advertisements. Promotion is defined as a producer's communication with potential consumers with the intention of conveying information, influencing consumers to buy and reminding consumers of the products sold by a company (Kotler & Keller, 2009) in (Yoshua et al., 2021).

A seller carries out promotional activities as a form of communication to ensure that potential customers are interested in the products and services offered by displaying complete details about the products offered (Alma, 2014) in (Azka & Aris, 2022). Promotional activities in the book (Kotler et al., 2017) are described as Conversation variables of the marketing mix on digital streaming services. Conversation (promotion) is defined as a form of two-way communication between companies and potential customers, with four indicator measurements, namely: a) There is a communication from the product with the customer b) The product informs you about the latest information about the product c) Conduct events to expand communication with customers d) Communication intensity (Kotler et al., 2017) in (Mega farisha et al., 2022).

Promotional activities that are carried out properly by business people are able to increase customer satisfaction with services, in other words, marketing strategies by promoting good products are proven to produce good responses from consumers, resulting in customer satisfaction (Yoshua et al., 2021). A well-run conversation will also indirectly influence a customer's purchase (Mega farisha et al., 2022). In contrast, the results of research from (Azka & Aris, 2022) and (Dennis et al., 2023) reveal that the promotions carried out are unable to influence customer satisfaction, this is due to the lack of ideas, media & means of product promotion so that customers do not know about the existence of these products.

### Co-creation

The diversity of products that offered by manufacturers is a factor driving factor for customer satisfaction (Botti & Iyengar 2006) in (Meilaty et al., 2020). al., 2020). VoD streaming services also provides a variety of product variants product variants to its consumers. Viu's streaming application focuses on shows from South Korea ranging from reality shows, movies, dramas, TV series and others related to the country. others related to the country of ginseng country of South Korea. Through the Viu application, customers can also can also enjoy movies and dramas from various countries such as, Japan, Indonesia and other countries from Asia (viu.com, 2022). Different case with its competitor, Vidio, which focuses on local Indonesian shows such as soap operas, TV series, sports sporting events and many more. The application Other VoD streaming apps are Netflix, Disney+Hotstar and WeTV also provide shows in the form of movies, dramas, anime from various countries. Product quality and product variety (cocreation) themselves have an attachment with each other, the quality assessment of a product can be determined through diversity of products offered. Product quality is formed on the basis of products that meet the needs of customers. Quality, appearance (figures), choice (option), style, brand, packaging, size, and type of product can affect the assessment of quality of a product (Assauri, 2007) in (Jose et al., 2019). Characteristics overall characteristics of a product that meet the needs can be understood as product quality (Kotler and Keller, 2013) in (Jose et al., 2019). al., 2019).

Product variety can be defined as a form of producer's ability in offering various types of products ranging in size, color, appearance, price and product availability to consumers (Kotler, 2013) in (Afika Putri, 2021). Product variety itself is a differentiating thing between one company with other companies in similar types of similar products (Kotler & Keller, 2013) in (Suarni et al., 2021). variations products can also be understood as form of co-creation in the marketing mix marketing mix in digital streaming services (Kotler et al., 2017). Co-creationis defined as a form of strategy strategy in creating or develop products together with customers, measured by 4 indicators customers, measured by 4 indicators indicators, namely: a) Identify consumer behavior in buying b) Dialog. c) Access d) Risk Assessment (Kotler et al., 2017) in (Mega farisha et al., 2022).

Diversity of product sizes, product completeness and variety quality of products offered producers to consumers, then consumer expectations and needs will will be increasingly fulfilled, so as to increase customer satisfaction when consume a product (Jose et al., 2019; Afika Putri, 2021) In contrast to the the results of research from (Chayatul Jannah & Alhazami, 2022) revealed that the number of product variations issued by issued by producers are not able to create a sense of satisfaction in customers, because consumers consider the taste image of a product is more important compared to the variety of products offered by offered by the manufacturer.

### Currency

Pricing is done adjusting to the quality of the show programs presented by each VoD service. Subscription packages offered by Viu, Netflix, Disney+Hotstar, Vidio and Wetv start from from a subscription duration of 1 month to 1 year, with a price range price range that varies according to excellence of the movies and TV shows provided. TV shows provided. Price is the amount of money set by the producer for the products and services offered (Kotler & Armstrong, 2008) in (Yoshua et al., 2021), which is an important component component in the marketing mix, because pricing on a product can influence purchasing decisions consumers (Kotler et al., 2009) in (Suharyanto & Vita Budi Damayanti, 2022). Price can be defined as currency in the marketing mix on digital streaming services (Kotler et al., 2017). Pricing on products carried out by the company dynamically and dynamic and also flexible according to customer needs and expectations, which can be measured by 3 indicators: a) Product price based on demand b) Customer can estimate the price that should be c) Product prices according to customer wishes. (Kotler et al., 2017) in (Mega farisha et al., 2022).

The better the pricing that the company does on a service, it will affect level of customer satisfaction (Yoshua et al., 2021; Suharyanto & Vita Budi Damayanti, 2022) In contrast to the results of the findings from the research article (Ratih et al., 2021) revealed in the results of research that currency does not affect the level of customer satisfaction, and also satisfaction level, and also unable to influence purchases on customers (Mega farisha et al., 2022).

## Research Model

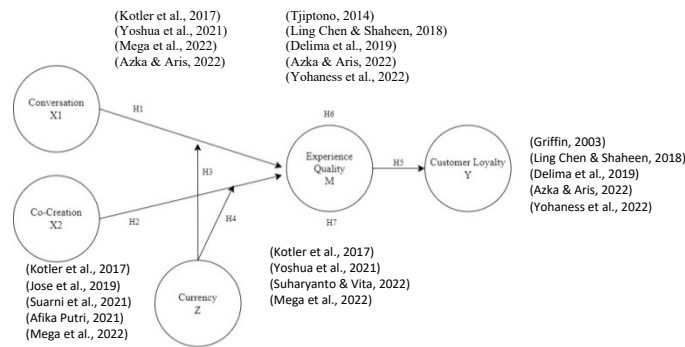


Figure 2. Research Model

## Hypothesis :

- H<sub>1</sub> : Viu application Conversation activities affects the ExperienceQuality of consumers
- H<sub>2</sub> : Co-Creation offered by Viu application affects Experience Quality of consumers
- H<sub>3</sub> : Conversation set on Viu application with moderation Currency affects the level of Experience Quality consumers
- H<sub>4</sub> : Co-Creation set in Viu application with moderation Currency affects level of Experience Quality consumers
- H<sub>5</sub> : Experience Quality of consumers Viu application affects Customer Loyalty consumers
- H<sub>6</sub> : Conversation set on Viu application with mediation Experience Quality affects on Customer Loyalty
- H<sub>7</sub> : Co-Creation set on Viu application with mediation Experience Quality affects on Customer Loyalty

## 3. Research Methods

This research method using quantitative analysis techniques. The data obtained in this study sourced from 2 types of data, secondary data obtained from secondary data obtained from the Website, Populix, previous research, and others and primary data obtained from and primary data obtained through distributing questionnaires. Population in this study are respondents who have done subscription transactions and use the Viu VoD application in the Bekasi Regency area. Bekasi Regency. Using the Non probability sampling method with Purposive sampling technique, obtained a sample of 114 respondents. Processing in research This study uses regression analysis with using the help of software SmartPLS (Partial Least Square) 3.2.9.

## 4. Results and Discussions

### Results

#### Instrument Test

The instrument test was conducted to test the feasibility of data and the research framework that has been determined (Ghozali, 2021b). Activities that carried out is by distributing questionnaires to respondents, namely users of Viu VoD services. The process This instrument testing process was carried out with the help of SmartPLS 3.2.9 software which displays the results of SEM analysis analysis and outer model in this study as follows.



Figure 3. SEM-PLS Test Results

Validity Test

Convergent Validity (Outer Model)

Convergent validity with outer model in reflective indicators can be seen from the correlation between the indicator with the construct value. Indicators indicators are considered valid if shows the results of a correlation value greater than greater than 0.70, however it has been adjusted to the stage of development of science in research, then the loading scale can be accepted valid between 0.50 to 0.60 is still acceptable (Ghozali, 2021a, 2021b). The results of convergent validityon the SmartPLS analysis tool can be seen from the results of outer loading, the following is presented in tabular form as follows.

1. Conversation (X1) Variable Feasibility Test

Table 1. Outer Loading Customer Loyalty

Indicator Items	Cross Loading	Results
CL01	0.872	Valid
CL02	0.807	Valid
CL03	0.756	Valid
CL04	0.815	Valid
CL05	0.789	Valid

Source : Research Data, 2024

2. Experience Quality (M) Variable Feasibility Test

Table 2. Outer Loading Experience Quality

Indicator Items	Cross Loading	Results
EQ01	0.752	Valid
EQ02	0.735	Valid
EQ03	0.793	Valid
EQ04	0.733	Valid
EQ05	0.786	Valid

Source : Research Data, 2024

3. Conversation (X1) Variable Feasibility Test

Table 3. Outer Loading Conversation

Indicator Items	Cross Loading	Results
C01	0.708	Valid
C02	0.721	Valid
C03	0.760	Valid
C04	0.718	Valid
C05	0.742	Valid

Source : Research Data, 2024

4. Co-creation (X2) Variable Feasibility Test

Table 4. Outer Loading Co-creation

Indicator Items	Cross Loading	Results
CC01	0.765	Valid

CC02	0.728	Valid
CC03	0.725	Valid
CC04	0.796	Valid
CC05	0.733	Valid

Source : Research Data, 2024

5. Currency (Z) Variable Feasibility Test

Table 5. Outer Loading Currency

Indicator Items	Cross Loading	Results
CR01	0.714	Valid
CR02	0.795	Valid
CR03	0.762	Valid
CR04	0.781	Valid
CR05	0.734	Valid

Source : Research Data, 2024

**Discriminant Validity**

Discriminant validity of indicators reflection can be seen through the correlation between constructs or seen from cross loading on the PLS Algorithm. The following is Cross loading results from processing SmartPLS processing which is presented in table 6. as follows:

Table 6. Cross Loading

Indicator Items	(X1)	(X2)	(Z)	(M)	(Y)
C01	0,708				
C02	0,721				
C03	0,760				
C04	0,718				
C05	0,742				
CC01		0,765			
CC02		0,728			
CC03		0,725			
CC04		0,796			
CC05		0,733			
CR01			0,714		
CR02			0,795		
CR03			0,762		
CR04			0,781		
CR05			0,734		
EQ01				0,752	
EQ02				0,735	
EQ03				0,793	
EQ04				0,733	
EQ05				0,786	
CL01					0,872
CL02					0,807
CL03					0,756
CL04					0,815
CL05					0,789

Source : Research Data, 2024

Based on the cross loading results it can be concluded that there is a correlation value of indicators with constructs more than 0.70 which means that the value of each indicator in each variable conversation, co-creation, currency, experience quality and customer loyalty. shows that the discriminant validity data can be said to be good.

#### Average Variant Extracted

Average variant extracted value (AVE) for each indicator is required to be > 0.5 for a good model (Ghozali, 2021b). good model (Ghozali, 2021b).

Table 7. Average Variant Extracted

	Average Variance Extracted (AVE)
(X1)*(M)	1,000
(X1)*(Z)	1,000
(X2)*(M)	1,000
(X1)*(Z)	1,000
Co-Creation (X2)	0,562
Conversation (X1)	0,533
Currency (Z)	0,574
Customer Loyalty (Y)	0,654
Experience Quality (M)	0,578

Source : Research Data, 2024

Based on the table above all constructs show an AVE value greater than 0.50, namely with the smallest value of 0.533 for conversation variable (X1) and the largest is 0.654 for the variable customer loyalty (Y). This value have met the requirements in accordance with the minimum AVE limit determined (Ghozali, 2021b).

#### Reliability Test

Reliability test is conducted to test the accuracy, consistency, and suitability instrument to measure a construct (Ghozali, 2021b). The process testing process using SmartPLS software, where this software can be used to measure the reliability of a construct in two ways, namely using Cronbach's alpha and composite reliability.

Table 8. Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability
Co-Creation (X2)	0,805	0,811	0,865
Conversation (X1)	0,783	0,793	0,851
Currency (Z)	0,815	0,818	0,871
Customer Loyalty (Y)	0,867	0,870	0,904
Experience Quality (M)	0,817	0,819	0,872
Co-Creation (X2)	0,805	0,811	0,865

Source : Research Data, 2024

#### Data Analysis Test

##### 1. R-Square Test

Testing of Structural or inner model can be measured by looking at the R-square value which is a test of goodness-fit model can be seen in the following table:

Table 9. R-Square Evaluation Test

	R-Square	Adjusted R-Square
Customer Loyalty (Y)	0.652	0.636
Experience Quality (M)	0.587	0.568

Source : Research Data, 2024



## 2. Path Coefficient Test

Path coefficient test in the structural modeling approach structural model approach is used to test the possible relationship relationship between research variables research. Path coefficient has a value that is in the range -1 to 1. which is in the range of 0 to 1 then it can be declared positive direction, whereas if the value is in the range of -1 to 0, then it can be stated that the direction negative. Testing the results of the path test coefficient test results that have been carried out can be seen in table 10. below:

Table 10. Test Results Path Coefficient

Hypothesis Description	Path Coefficient
Conversation (X1) → Experience Quality (M)	0,107
Co-Creation (X2) → Experience Quality (M)	0,198
Conversation (X1)*Currency (Z) → Experience Quality (M)	-0,129
Co-Creation (X2)*Currency (Z) → Experience Quality (M)	0,400
Experience Quality (M) → Customer Loyalty (Y)	0,560
Conversation (X1)*Experience Quality (M) → Customer Loyalty (Y)	-0,505
Co-Creation (X2)*Experience Quality (M) → Customer Loyalty (Y)	0,403

Source : Research Data, 2024

## Hypothesis Test

This hypothesis test uses SmartPLS software (Partial Least Square) 3.2.9 software with the bootstrapping process. Acceptance or rejection of a hypothesis can be determined by testing the significance value between construct, t-statistic, t-Table and p-value. The hypothesis can be accepted if it has t-statistic > t-Table and p-value < 0,05. The t-statistic value in this study This is 1.981. Hypothesis testing values shown in the table below:

Table 11. Test Results Path Coefficient

	Original Sample (O)	T Statistik ( O/STDEV )	P Values	Decision
(X1)*(M) → (Y)	-0,505	3,176	0,022	Accepted
(X1)*(Z) → (M)	-0,129	3,177	0,024	Accepted
(X2)*(M) → (Y)	0,403	2,628	0,013	Accepted
(X2)*(Z) → (M)	0,400	2,482	0,026	Accepted
(X2) → (M)	0,198	3,444	0,019	Accepted
(X1) → (M)	0,107	2,080	0,017	Accepted
(M) → (Y)	0,560	5,838	0,000	Accepted

Source : Research Data, 2024

## Mediation Test

Mediation test in this study conducted because researchers used one mediating variable so that testing mediating variables will be carried out on Experience Quality variable. Testing mediation can be seen in the P-Value on Bootstrapping in specific indirect effect of SmartPLS 3.2.9 Software with provided that if the P-Value value is < 0.05 then the is positive and if > 0.05 then is negative. Mediation testing can be seen in the table below:

Table 12. Mediation Test Results

	Original Sample (O)	T Statistik ( O/STDEV )	P Values
(X1)*(M) → (Y)	-0,505	3,176	0,022
(X2)*(M) → (Y)	0,403	2,628	0,013

Source : Research Data, 2024

Based on the results of the acquisition analysis in the table above, it can be translated as follows:

1. P-value on the relationship between Conversation which is mediated by Experience Quality to Customer Loyalty is 0.022 (positive), then the variable Experience Quality can play a role in mediating Conversation to Customer Loyalty.
2. P-value on the relationship relationship between Co-Creation which is mediated by Experience Quality to Customer Loyalty is 0.013 (positive), then the variable Experience Quality can play a role in mediating Co-Creation on Customer Loyalty.

### Moderation Test

Test of moderation variables obtained based on the calculation results Bootstrapping in Path Coefficient with the help of SmartPLS 3.2.9 software. which is seen from the acquisition of the P-Value with the condition  $<0.05$ , regression testing moderation can be in the table below:

Table 13. Moderation Test Results

	Original Sample (O)	T Statistik ( O/STDEV )	P Values
(Z) → (M)	0,537	4,309	0,000
(X1)*(Z) → (M)	<b>-0,129</b>	3,177	0,024
(X2)*(Z) → (M)	0,400	2,482	0,026

Source : Research Data, 2024

Based on the acquisition of data in Table 13 above, it can be seen that the value of on the Currency variable against Experience Quality obtained a value which is 0.000 smaller than 0.05 ( $0.000 < 0.05$ ), while Currency which moderates the moderates Conversation on Experience Quality has a value of 0.024 which is smaller than 0.05 ( $0.024 < 0.05$ ), while in the variable Currency that moderates Co-Creation on Experience Quality has a value of 0.026 which is smaller than 0.05 ( $0.026 < 0.05$ ), with the acquisition of this value it can be translated into this value, it can be translated that Currency as a moderating variable moderation variable independently has a significant role significant to the Experience Quality variable, while the independent variables Conversation and Co-Creation which each interact with the moderating variable Currency has a significant effect on the dependent variable dependent variable Experience Quality, so that it can be concluded that the presence of moderating variable Currency can act as a pseudo-moderating variable double function that can act as a moderating variable and an explanatory variable.

### Discussions

#### 1. Conversation to Experience Quality

Path coefficient value obtained is positive which is 2.080 where the value this is greater than the t-Table 1.981, and the p-value is  $0.017 < 0.05$ , meaning that the value obtained shows a positive value of 2.080. obtained shows that the effect of conversation on experience quality has a positive role not significant. This shows that the conversation conducted by the video on demand video service Viu has a strong role to experience quality because Viu has maximized delivery of information about show through a collaboration in the form of events or campaign. This research in line with the results of research (Yoshua Richard A Lesnusa et al., 2021) which concluded that the resulted in the conclusion that the role of promotion affects on customer satisfaction.

#### 2. Co-creation to Experience Quality

Path coefficient value obtained is positive which is 0.198, the t-value statistic is 3.444 where this value is greater than t-Table 1.981, and the p-value which is  $0.019 < 0.05$ , meaning that from the value obtained shows that the effect of co-creation on experience quality has a positive role not significant. This shows that the role of cocreation carried out by Viu video on demand service has a positive role in experience quality because the diversity of shows offered is always increasing and choice of subtitles that match with consumer desires able to be an added value in creating a sense of good experience for consumers. This research is in line with the results of research (Afika Putri Anjani, 2021) and (Suarni et al., 2021), both of which resulted in the conclusion that the role of product variety affects on customer satisfaction.

### 3. Conversation with moderation Currency on Experience Quality

Path coefficient value obtained is negative, which is -0.129, the t-statistic value is 3.177. statistic is 3.177 where this value is greater than t-Table 1.981, and the p-value which is  $0.024 < 0.05$ , meaning that from the value obtained shows that the effect of conversation on experience quality with moderated currency has a negative role negative role. This shows that the role of conversation carried out by the video on demand video service Viu with moderated currency has a negative role negative role on experience quality because the delivery of information through social media is considered less than optimal in delivering event information show information and pricing by the Viu company not able to provide satisfaction to customers, so that customers feel quality of experience that is not experience when using the Viu video on demand service. Research This research is in line with the results of research (Azka Nur Khanifah and Aris Budiono, 2022) and (Dennis V Natawijaya et al., 2023) which resulted in conclusion that the role of promotion has no effect on level of customer satisfaction. The results of this study are also in line with research (Ratih Puspitaweni et al., 2021) which concluded that the resulted in the conclusion that price has no role to customer satisfaction.

### 4. Co-creation with moderation Currency on Experience Quality

Path coefficient value obtained is positive which is 0.400, the t-value statistic is 2.482 where this value is greater than t-Table 1.981, and the p-value which is  $0.026 < 0.05$ , meaning that from the value obtained shows that the influence of co-creation variable on experience quality with moderated by currency has a significant positive role. This shows that the role of cocreation carried out by Viu video on demand service with moderated currency has a strong role in experience quality because the diversity of the movie series that aired by Viu has been comparable with the subscription price set and able to fulfill desires and expectations customers, so that customers feel good experience when using the Viu application. This research is in line with the results of research (Jose Fernandes da Silva et al., 2019), (Afika Putri Anjani, 2021) and (Suarni et al., 2021), all three of which resulted in the conclusion that the role of product quality/variety affects customer satisfaction. customer satisfaction. The results of this research are also in line with research research from (Yoshua Richard A Lesnusa et al., 2021) which resulted in conclusion that the role of price affects the level of customer satisfaction.

### 5. Experience Quality to Customer Loyalty

Path coefficient value obtained is positive which is 0.560, the t-statistic value is 5.838. statistic value is 5.838 where this value is greater than t-Table 0.195, and the p-value which is 0.000, meaning that the the value obtained shows that the influence of the variable experience quality variable on customer loyalty has a significant positive role. This shows that the role of experience quality carried out by video on demand services Viu has a positive role to customer loyalty because good experience felt users feel while using Viu video on demand service, so that customers become loyal and continue to use the application application. The results of this study also in line with the results of research from (Ling Chen Hoe et al., 2018) and (Delima Ade et al., 2019) which resulted in conclusion that customer satisfaction satisfaction has a role to the level of customer loyalty customers.

### 6. Conversation through mediation Experience Quality on Customer Loyalty

Path coefficient value value obtained is negative which is -0.505, the t-statistic value is 3.176. statistic value of 3.176 where this value is greater than t-Table 1.981, and the p-value which is 0.022 < 0.05, meaning that from the value obtained shows that the factor of conversation factor on customer loyalty with mediation experience quality has a negative role. This shows that the role of conversation that carried out by the video on demand video service Viu with mediation experience quality has role in customer loyalty because customers feel Viu feels less than optimal in introducing services and its latest movie series to customers in the form of a collaboration, so that the customer experience that is not good makes the customer not loyal to the Viu application. This research is in line with the results of of research (Azka Nur Khanifah and Aris Budiono, 2022) and (Dennis V Natawijaya et al., 2023) which resulted in conclusion that the role of promotion has no effect on level of customer satisfaction. The results of this study are also in line with the results of research from (Yohanes M Christanto and Singgih S, 2022) and (Azka Nur Khanifah and Aris Budiono, 2022) which resulted in conclusion that customer satisfaction satisfaction has no role on customer loyalty.

#### 7. Co-creation through mediation Experience Quality on Customer Loyalty

Path coefficient value value obtained is positive which is 0.043, the t-statistic value is 2.628. statistic is 2.628 where this value is greater than t-Table 1.981, and the p-value which is 0.013 < 0.05, meaning that from the values obtained shows that the co-creation factor on customer loyalty with mediation experience quality has a positive role significant. This shows that the role of co-creation carried out by the video on demand video service Viu with mediation experience quality has a strong role in customer loyalty because the amount of original content that Viu offers that can fulfill customer desires in watching a movie series available in the Viu application, so that this experience able to encourage customers to be loyal to the Viu application. The results of this study are in line with with the results of research from research (Jose Fernandes da Silva et al., 2019), (Afika Putri Anjani, 2021) and (Suarni et al., 2021), all three of which resulted in the conclusion that the role of product quality/variety affects customer satisfaction. customer satisfaction. The results of this research are also in line with the results of research from (Ling Chen Hoe et al., 2018) and (Delima Ade et al., 2019) which resulted in conclusion that customer satisfaction satisfaction has a role in the level of customer loyalty level of customer loyalty.

### 5. Conclusion

Based on the results and discussion of this research resulted in conclusion that Conversatio has a significant positive role to customer Experience Quality. Co-creation has a significant positive influence significant positive influence on Experience Qualityof customers. Conversation with moderation Currency has a negative role on Experience Qualitycustomers. Co-creation with moderation Currency has a positive influence significant influence on the level of customer experience Quality level of customers. Experience Qualitycustomers have a positive role significant role on Customer Loyalty. Conversation through Experience mediationQuality has a negative influence on Customer Loyalty. Co-creation through the mediation of Experience Qualityhas a significant positive influence on Customer Loyalty.

### References

- Afika, P. A. (2021). Analysis of Product Variation and Service Quality on Repurchase Intention Mediated by Customer Satisfaction. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 295–309. <https://doi.org/10.37715/rmbe.v1i2.2435>
- Annur, C. M. (2022). *ini Sejumlah Alasan Pengguna Berlangganan Aplikasi Video on Demand*. Databooks. <https://databoks.katadata.co.id/datapublish/2022/07/30/ini-sejumlah-alasan-pengguna-berlangganan-aplikasi-video-on-demand#:~:text=Hasil survei Populix mengungkapkan sederet,film yang beragam sebanyak 77%25.%0A>
- Asih. (2021). *Film Bukan Hanya Sekedar Hiburan*. Djkn.Kemenkeu.Go.Id. <https://www.djkn.kemenkeu.go.id/kpknl-tarakan/baca-artikel/13676/Film-Bukan-Hanya-Sekedar-Hiburan.html>

- Azka, N., & Aris, B. (2022). Customer Loyalty Analysis Affected by Location and Promotion through Purchase Decisions and Customer Satisfaction. *Ilomata International Journal of Management*, 3(3), 417–428. <https://doi.org/10.52728/ijjm.v3i3.520>
- Chayatul Jannah, & Alhazami, L. (2022). Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Dan Variasi Produk Terhadap Kepuasan Konsumen Cv. Source Garuda Mas. *Jurnal Riset Rumpun Ilmu Ekonomi*, 1(2), 029–045. <https://doi.org/10.55606/jurrie.v1i2.361>
- Databoks. (2022). Aplikasi Video on Demand (VoD) Paling Banyak Ditambang di Indonesia.
- Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3308707>
- Dennis, V., Widi, D., & Yunus, H. (2023). Analysis of The Influence of Product Quality and Price on Customer Loyalty Through Customer Satisfaction as An Intervening Variable in Restaurants Hisana Fried Chicken Surabaya. *Sinergi : Jurnal Ilmiah Ilmu Manajemen*, 12(2), 63–70. <https://doi.org/10.25139/sng.v12i2.5740>
- Disney.fandom.com. (2021). *disney+hotstar*. Disney.Fandom.Com. [https://disney.fandom.com/id/wiki/Disney%2B\\_Hotstar](https://disney.fandom.com/id/wiki/Disney%2B_Hotstar)
- Ensiklopedia. (n.d.). *sejarah wetv*. Ensiklopedia. <https://p2k.stekom.ac.id/ensiklopedia/WeTV>
- Ensiklopedia dunia. (2014). *Sejarah Vidio.com*. Ensiklopedia Dunia. <https://p2k.stekom.ac.id/ensiklopedia/Vidio>
- Ghozali I. (2021a). *MODEL PERSAMAAN STRUKTURAL PARTIAL LEAST SQUARES(PLS)*.
- Ghozali. I. (2021b). *Partial Least Squares : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (Edisi 3). Badan Penerbit Universitas Diponegoro.
- Hai.grid.id. (2018). *Sejarah Perjalanan YouTube hingga Drama YouTuber di Indonesia*. Hai.Grid.Id. <https://hai.grid.id/amp/07607426/sejarah-perjalanan-youtube-hingga-drama-youtuber-di-indonesia-part-1>
- Jamaluddin, Misadora, M., & Andronicus, M. (2019). Pengaruh Kualitas Pelayanan dan Promosi Terhadap Kepuasan Pelanggan pada PT. Horasindo Wisatanusa Medan. *Jurnal Bisnis Net*, 2(2), 44–50.
- Jose, F., Esatanislau, S., & Domingos, B. (2019). The Mediation Effect of Customer Satisfaction on the Relationship between Product Quality, Perceived Price Justice and Customer Loyalty. *Journal of Business and Management*, 4(2), 48–60.
- Kompas.id. (2019). *laris manis vidio on demand*. Kompas.Id. <https://www.djkn.kemenkeu.go.id/kpkn-tarakan/baca-artikel/13676/Film-Bukan-Hanya-Sekedar-Hiburan.html>
- Libriani, E. I., Ruliana, P., & Yulianto, K. (2020). Pengaruh Motivasi Binge Watching terhadap Behavioral Involvement. *Warta ISKI*, 3(02), 144–153. <https://doi.org/10.25008/wartaiski.v3i02.71>
- Ling Chen, H., & Shaheen, M. (2018). The Effects of Product Quality on Customer Satisfaction and Loyalty: Evidence from Malaysian Engineering Industry. *International Journal of Industrial Marketing*, 3(1), 20. <https://doi.org/10.5296/ijim.v3i1.13959>
- Mega farisha, Hartoyo, & Safari, A. (2022). Does Covid-19 Pandemic Change the Consumer Purchase Behavior Towards Cosmetic Products? *Journal of Consumer Sciences*, 7(1), 1–19. <https://doi.org/10.29244/jcs.7.1.1-19>
- Meilaty, Sri, & Roy. (2020). Pengaruh Kualitas Produk, Display Layout, Dan Variasi Produk Terhadap Kepuasan Konsumen. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 8(2), 149–159. <https://doi.org/10.37676/ekombis.v8i2.1081>
- Ratih, P., Endang, S., & Beby, K. (2021). The Influence of Product Quality and Price on Customer Loyalty of Telkomsel Users through Customer Satisfaction in Medan City. *International Journal of Research and Review*, 8(12), 580–586. <https://doi.org/10.52403/ijrr.20211270>

- Rizaldy, V. (2020). Video On Demand: Cara Mudah Menonton Film (Studies on Consumer Behavior). *SENMAKOMBIS: Seminar Nasional Mahasiswa Ekonomi Dan Bisnis Dewantara*, 4(1), 1–8.
- Ronny H, W., Hotmauli, H., & Evelyn Natalie, K. (2020). Pengaruh Bauran Pemasaran Terhadap Minat Beli Konsumen Di Carrefour Transmart Kawanua. *Klabat Journal of Management*, 1(2), 20. <https://doi.org/10.60090/kjm.v1i2.512.20-40>
- Shah, A. (2020). *Sejarah Penubuhan Dan Pengenalan Aplikasi Viu*. Viu.Com. <https://www.viu.com/ott/my/articles/sejarah-penubuhan-dan-pengenalan-aplikasi-viu/>
- Suarni, N., Arman, Auzar, A., Amri, I., & Eka, P. (2021). Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction. *IJEBD (International Journal of Entrepreneurship and Business Development)*, 4(6), 954–960. <https://doi.org/10.29138/ijebd.v4i6.1554>
- Suharyanto, S., & Vita Budi Damayanti. (2022). the Effect of E-Service Quality and Price on Customer Loyalty With Customer Satisfaction As Mediating Variable (a Case Study on Webinar Service in Indonesian Clinical Training & Education Center (Ictec) Rscm Fkui). *Dinasti International Journal of Management Science*, 3(5), 861–876. <https://doi.org/10.31933/dijms.v3i5.1226>
- Tirto.id. (2016). *Netflix di Indonesia, Dijegal Sebelum Berkembang*. Tirto.Id. <https://tirto.id/netflix-di-indonesia-dijegal-sebelum-berkembang-Dd>
- viu.com. (2022). *Viu Terus Meraih Pertumbuhan Kuat, dalam Pelanggan maupun Iklan Digital*. Viu.Com. <https://www.viu.com/ott/id/articles/viu-terus-meraih-pertumbuhan>
- Yohanes, M., & Singgih, S. (2022). The influence of service quality, corporate image, and customer satisfaction on customer loyalty in banking sector in Yogyakarta. *International Journal of Research in Business and Social Science (2147- 4478)*, 11(7), 09–16. <https://doi.org/10.20525/ijrbs.v11i7.2025>
- Yoshua, R., Tso, Y., Chih, W., & Chi, H. (2021). The effect of service quality, price and promotion on customer satisfaction in pegipegi.com. *2021 IEEE International Conference on Social Sciences and Intelligent Management, SSIM 2021*. <https://doi.org/10.1109/SSIM49526.2021.9555193>