

# Experiential Quality has the Potential to Mediate TPB in Generation Z's Revisit Intention with Co-Creation Moderation

*Experiential Quality  
has the Potential to  
Mediate TPB*

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## ABSTRACT

*The rapid development of VoD services has triggered changes in Generation Z consumption behavior and uncertainty regarding the factors that drive their intention to resubscribe. This study examines the behavior of Generation Z consumers who use Video on Demand (VoD) services Netflix, Disney+, and Viu in terms of revisit intention, considering the role of experiential quality as a mediating variable and co-creation (represented by product variation) as a moderating variable. The research approach uses a quantitative method with a purposive sampling technique on 570 VoD user respondents. Data analysis was conducted using Partial Least Square (PLS) regression with the help of SmartPLS 3 software. This study found that subjective norms and attitudes have a positive and significant effect on revisit intention among Netflix, Viu, and Disney+ users, while behavioral control only has an effect on Netflix and Viu. Experiential quality mediates some relationships for Netflix and Disney+, but is not significant for Viu, and product variation does not moderate its effect on revisit intention. These results indicate that social influence, positive attitudes, and quality of experience drive Gen Z's revisit intention on VoD services, while product variation has a minimal role.*

**Keywords:** Attitudes, Behavioral Control, Co-creation, Experiential Quality, Revisit Intention, Subjective Norms.

## INTRODUCTION

The development of digital technology has transformed the entertainment industry, particularly film and series consumption patterns, from conventional cinemas and television to internet-based streaming services. Through smartphones, tablets, and smart TVs, consumers can access a variation of content anytime and anywhere. This change is particularly noticeable among Generation Z, who have been accustomed to the digital ecosystem since birth. Data from the Indonesia Millennial & Gen Z Report 2024 compiled by the IDN research institute in collaboration with Advisia shows that the majority of Generation Z in Indonesia prefers watching films and series through Over-the-Top (OTT) platforms such as Netflix, Disney+, and Vidio rather than going to the cinema (Triadanti, 2023). Among Video on Demand (VoD) platforms, Netflix, Disney+ Hotstar, and Viu are the most prominent and widely used by Gen Z consumers. Fierce competition between platforms drives companies not only to attract new customers but also to retain users so they continue to make repeat purchases or return to the platform.

Revisit intention is understood as a consumer's desire to reuse or purchase the same product after a previous usage experience and is considered strategic because it can increase a company's competitive advantage (Russo et al., 2017; Abbasi et al., 2021; Riva et al., 2022). Revisit intention is formed after consumers evaluate the product usage experience; if the quality of the experience matches or exceeds expectations, the desire to

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reuse the product will increase (Masykur et al., 2022; Josephine et al., 2023). In this context, consumer behavior is influenced by psychological and social factors described in the Theory of Planned Behavior (TPB), namely attitude, subjective norm, and perceived behavioral control.

The TPB is a relevant theoretical framework for understanding Gen Z's decision-making process in determining their revisit intention towards VoD services (Ajzen, 1991; Pham et al., 2024; Nguyen & Nguyen, 2024). Subjective norms reflect an individual's perception of social pressure or the influence of important parties such as family, friends, and the social environment in shaping behavioral intentions (Bintarti, 2015; Lyu et al., 2023). Several studies by Hasan et al. (2023) and Sulivyo and Dewi (2024) have shown a significant influence of subjective norms on revisit intention. Although there are findings to the contrary (La Pade & Prayoga, 2023). Furthermore, attitude is also an important predictor because it reflects consumers' positive or negative evaluations of the benefits obtained (Susanto & Sahetapy, 2021). Another equally important factor in the TPB is perceived behavioral control, which is a consumer's belief in their ability and resources to perform a behavior, including time, cost, and decision control (Tu & Hu, 2018; Bagher, 2018). Previous research by Akter and Hasan (2023) and Rasoolimanesh et al. (2023) has shown varying results regarding the effect of behavioral control on revisit intention, both significant and insignificant. These discrepancies indicate a research gap that needs further exploration, particularly in the context of VoD services and the characteristics of Generation Z.

Based on the identified gap, this study integrates experiential quality as a mediating variable and co-creation, operationalized by product variation, as a moderating variable. Experiential quality reflects the subjective assessment of a consumer's experience when interacting with a service, encompassing emotional, environmental, and social interaction aspects (Chen & Chen, 2010; Lin et al., 2019). Co-creation through product variation enables consumers to actively participate in creating shared value with the firm (Saraswati, 2021). Therefore, this study aims to examine the effects of variables in the Theory of Planned Behavior (TPB) namely subjective norms, attitude, and perceived behavioral control on Generation Z consumers' revisit intention toward VoD services (Netflix, Disney+, and Viu), while considering experiential quality as a mediating variable and product variation as a moderating variable (co-creation). The objective is to understand how consumer experience and product variation influence revisit intention and to provide a basis for strategies to enhance loyalty among Gen Z users. This research is expected to contribute theoretically by enriching TPB and practically by informing VoD providers in designing experience, product variation, and marketing strategies that align with Gen Z preferences to foster revisit intention and sustainable consumer loyalty

## **LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

### **The Effect of Subjective Norm on Revisit Intention**

Subjective norms refer to an individual's perception of social pressure from significant reference people, such as family, friends, colleagues, or community leaders, regarding a particular behavior (Ajzen, 1991). According to Bintarti (2015), subjective norms are shaped by normative beliefs, whether important others approve or disapprove of a behavior, and motivation to comply with these expectations. Abbasi et al. (2021) emphasize that the stronger the perceived expectations and motivation to comply, the greater the influence of subjective norms on behavioral intention. In the context of revisit behavior, this suggests that individuals are more likely to intend to revisit if they perceive social approval from important reference groups.

Attitude represents an individual's positive or negative evaluation of the consequences of a behavior and is influenced by behavioral beliefs, personal experiences, information from significant others, and social or cultural norms (La Pade & Prayoga, 2023; Susanto & Sahetapy, 2021; Julina et al., 2021). Positive attitudes toward a behavior enhance the intention to perform it, implying that customers with favorable attitudes toward a service or destination are more likely to plan a revisit.

Perceived behavioral control reflects an individual's perception of their ability to perform a behavior, including self-efficacy and the availability of resources or facilitating conditions (Ajzen, 1991; Bintarti, 2015). Abbasi et al. (2021) note that perceiving a behavior as manageable strengthens intention, whereas low self-efficacy or limited resources reduce it. Tu and Hu (2018) assert that the greater an individual's confidence in overcoming obstacles such as costs, distance, or time, the stronger their behavioral intention. Applied to revisit behavior, higher perceived control increases the likelihood of intending to revisit a service or destination.

H1: Subjective norm has a positive effect on revisit intention.

H2: Attitude has a positive effect on revisit intention.

H3: Behavioral control has a positive effect on revisit intention.

### **The Effect of Experiential Quality as a Mediating**

Experiential quality is defined as consumers' overall perception of an experience, shaped not only by the attributes of the service provided but also by the subjective elements that consumers bring to the experience (Bintarti & Kurniawan, 2017). It reflects customers' assessment of the level of excellence or superiority of the experience they feel, which is rooted in attitudes, cognitive perceptions, and the technical and functional benefits of the external service environment (Lemke et al., 2011). Experiential quality is closely related to consumer goals and their subjective responses, both directly and indirectly, to service providers (Hengki & Riptiono, 2023). Unlike service quality, which tends to be measured objectively, experiential quality is subjective because it is highly influenced by individuals' perceptions and interpretations of their experiences (Chen & Chen, 2010). Therefore, assessing experiential quality reflects consumer attitudes while providing a conceptual understanding of the technical and functional benefits of the service environment created by service providers (Rini et al., 2021).

According to Bintarti and Kurniawan (2017), experiential quality can be measured through four main indicators. Hedonic aspects emphasize the emotional enjoyment and pleasure felt by customers during their experience. Peace of mind relates to physical and psychological safety, comfort, and a sense of security during the service process. Involvement covers the customer's desire for choices, control, and active participation and being informed throughout the service process. Recognition refers to the need for customers to feel valued, important, and acknowledged during their experience. These indicators collectively help evaluate how well the service environment meets both functional and emotional needs, shaping overall consumer perception of experiential quality.

H4: Experiential quality mediates the effect of subjective norm and revisit intention.

H5: Experiential quality mediates the effect of attitude and revisit intention.

H6: Experiential quality mediates the effect of behavioral control and revisit intention.

### **The Effect of Experiential Quality on Revisit Intention**

Experiential quality reflects the holistic perception of a consumer toward the totality of their service encounter, encompassing sensory, emotional, and functional dimensions of experience. In tourism and hospitality research, experiential quality has been consistently identified as a strong predictor of revisit intention, as visitors who perceive high-quality experiences develop stronger emotional bonds with a destination and are more motivated to return. Rasoolimanesh et al. (2021) empirically demonstrated that experiential quality dimensions significantly influenced tourists' satisfaction and revisit intentions, particularly in heritage tourism settings.

Nam et al. (2022) further confirmed that service quality and experiential quality are key determinants of brand loyalty and revisit intention in hospitality contexts, with experiential quality serving as the more influential predictor of long-term behavioral outcomes. Kandampully et al. (2023) established that customer experience quality fosters

emotional attachment and commitment, which subsequently drives revisit intentions and positive word-of-mouth in service industries. Additionally, Su et al. (2021), Marela and Alfansi (2024), and Ratnasari et al. (2025) found that tourists who reported high levels of experiential quality demonstrated significantly stronger intentions to return and engage in destination advocacy, underscoring the strategic importance of experience management in destination marketing.

H7: Experiential quality has a positive effect on revisit intention.

### The Effect of Product Variation as a Moderator

Product variation refers to the assortment of different types of products offered by a company to consumers (Anjani, 2021). When companies provide a wide range of choices, including variations in color, size, price, design, and availability, it becomes easier for consumers to find products that match their preferences. This strategy not only helps attract consumers but also maintains their loyalty by reducing boredom with existing products and increasing satisfaction, which can encourage repeat purchases (Saraswati, 2021). Product variation is an important element in a brand or product line, distinguishing products based on size, price, appearance, and other characteristics.

According to Norawati et al. (2021), product variation reflects the diversity of designs or product types produced by a company and serves as a key differentiating factor between products from different companies within the same category. Anjani (2021) explains that product variation can be measured through several indicators. Size refers to the shape, model, and physical structure of a product that can be directly observed. Price is defined as the amount of money exchanged to obtain the benefits of using or owning a product or service. Product appearance emphasizes visual aspects, including design and color combinations, that attract consumer attention and influence purchasing decisions. Product availability refers to the quantity of products accessible in stores, where higher availability increases the likelihood of consumer purchases.

H8: Product variation moderates the relationship between experiential quality and revisit intention.

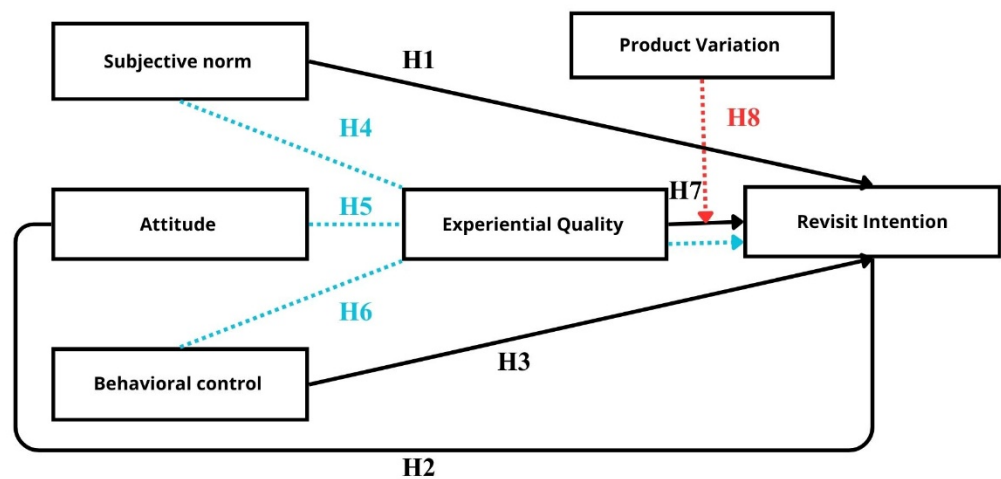


Figure 1. Conceptual Framework

Figure 1 illustrates the conceptual framework examining factors influencing revisit intention. Subjective norm, attitude, and behavioral control are shown as primary antecedents, each contributing directly or indirectly through experiential quality. Experiential quality acts as a mediating variable between attitude and behavioral control with revisit intention. Product variation is included as a moderating factor, affecting the relationship between experiential quality and revisit intention, highlighting how

variations in products can strengthen or weaken the impact of customer experience on repeat visit intentions.

## **RESEARCH METHODS**

This study uses a quantitative approach to examine the relationship between variables formulated in the theoretical framework. The quantitative approach was chosen because the research focuses on numerically measuring variables and testing hypotheses through statistical techniques. The population in this study is all Generation Z members born between 1997 and 2012 and users of Video on Demand (VOD) services such as Netflix, VIU, and Disney+. The research location is limited to Bekasi Regency. Because the population cannot be accessed randomly by all Generation Z members, this study uses a non-probability sampling technique. This technique was chosen because it does not provide an equal opportunity for every member of the population to be selected as a respondent. The various non-probability sampling techniques, this study uses purposive sampling, a sampling technique based on certain considerations according to respondent characteristics relevant to the research objectives.

Respondent criteria were clearly defined, namely, individuals who met three main requirements. First, respondents must be users of VOD services such as Netflix, Viu, or Disney+. Second, respondents must be within the Generation Z age range, namely between 13 and 28 years old. Third, respondents must reside in Bekasi Regency. These criteria were established to ensure that the collected data truly comes from a population that aligns with the research focus. The data collection technique was carried out by distributing questionnaires to respondents both in person (offline) and online via Google Forms. Respondents were first explained the research objectives and guaranteed the confidentiality of the data they provided. Respondents completed the questionnaires independently without researcher intervention, so it is hoped that the answers obtained reflect individual opinions honestly and free from influence from other parties. The data collection process is planned to last approximately 30 working days to reach a sufficient number of respondents who meet the established criteria. Data analysis was performed using SmartPLS version 3.0 software, a program for partial least squares structural equation modeling (PLS SEM). PLS SEM was chosen because of its ability to test measurement and structural models simultaneously, as well as its flexibility in handling data that does not necessarily have a normal distribution.

## **RESULTS**

The measurement model was evaluated to ensure that the indicators used are valid and reliable in representing their respective constructs. Convergent validity indicates the extent to which each indicator accurately reflects the variable being measured. With adequate convergent validity, the data can accurately capture revisit intention, subjective norms, attitude, experiential quality, and product variation, making them suitable for analyzing the relationships among variables.

Based on Table 1, the convergent validity results indicate that all variables and indicators used in this study have met the validity criteria. For Revisit Intention (Y), all items (R1–R8) have outer loading values between 0.799 and 0.873, they can be said to be valid in measuring visitors' intention to reuse the service. The Subjective Norms (NS) variable also shows good validity, with outer loading values between 0.787 and 0.859 for all items (NS1–NS8), indicating that social influence can be adequately measured. Similarly, the Attitude (S) variable has outer loadings between 0.705 and 0.891, indicating that all indicators are valid, although some items have slightly lower values than others. For Experiential Quality (KP), outer loading values range from 0.695 to 0.902; although KP8 is slightly below the ideal limit of 0.70, all indicators are still considered valid. Meanwhile, the Product Variation (VP) variable had an outer loading between 0.739 and 0.899, confirming that all indicators accurately measured product variation. Thus, these results indicate that all indicators used in the study have adequate convergent validity, allowing them to be used for further analysis.

Table 1. Convergent Validity Result

| Variable              | Item | Outer Loading |       |         | Description |
|-----------------------|------|---------------|-------|---------|-------------|
|                       |      | Netflix       | Viu   | Disney+ |             |
| Revisit Intention (Y) | R1   | 0.852         | 0.844 | 0.852   | VALID       |
|                       | R2   | 0.832         | 0.838 | 0.864   | VALID       |
|                       | R3   | 0.837         | 0.846 | 0.862   | VALID       |
|                       | R4   | 0.873         | 0.859 | 0.860   | VALID       |
|                       | R5   | 0.832         | 0.799 | 0.825   | VALID       |
|                       | R6   | 0.830         | 0.831 | 0.845   | VALID       |
|                       | R7   | 0.829         | 0.847 | 0.866   | VALID       |
|                       | R8   | 0.842         | 0.799 | 0.811   | VALID       |
| Subjective Norms      | NS1  | 0.846         | 0.844 | 0.844   | VALID       |
|                       | NS2  | 0.830         | 0.803 | 0.787   | VALID       |
|                       | NS3  | 0.859         | 0.858 | 0.855   | VALID       |
|                       | NS4  | 0.828         | 0.831 | 0.824   | VALID       |
|                       | NS5  | 0.832         | 0.829 | 0.813   | VALID       |
|                       | NS6  | 0.847         | 0.847 | 0.847   | VALID       |
|                       | NS7  | 0.839         | 0.831 | 0.810   | VALID       |
|                       | NS8  | 0.813         | 0.831 | 0.826   | VALID       |
| Attitude              | S1   | 0.819         | 0.850 | 0.840   | VALID       |
|                       | S2   | 0.705         | 0.799 | 0.844   | VALID       |
|                       | S3   | 0.877         | 0.877 | 0.864   | VALID       |
|                       | S4   | 0.760         | 0.798 | 0.820   | VALID       |
|                       | S5   | 0.835         | 0.856 | 0.840   | VALID       |
|                       | S6   | 0.848         | 0.863 | 0.848   | VALID       |
|                       | S7   | 0.891         | 0.854 | 0.831   | VALID       |
|                       | S8   | 0.712         | 0.781 | 0.806   | VALID       |
| Experiential Quality  | KP1  | 0.864         | 0.835 | 0.826   | VALID       |
|                       | KP2  | 0.795         | 0.761 | 0.718   | VALID       |
|                       | KP3  | 0.825         | 0.850 | 0.869   | VALID       |
|                       | KP4  | 0.872         | 0.832 | 0.737   | VALID       |
|                       | KP5  | 0.750         | 0.812 | 0.852   | VALID       |
|                       | KP6  | 0.780         | 0.813 | 0.867   | VALID       |
|                       | KP7  | 0.902         | 0.832 | 0.876   | VALID       |
|                       | KP8  | 0.741         | 0.803 | 0.695   | VALID       |
| Product Variation     | VP1  | 0.793         | 0.739 | 0.743   | VALID       |
|                       | VP2  | 0.874         | 0.826 | 0.830   | VALID       |
|                       | VP3  | 0.886         | 0.872 | 0.875   | VALID       |
|                       | VP4  | 0.865         | 0.809 | 0.825   | VALID       |
|                       | VP5  | 0.848         | 0.818 | 0.817   | VALID       |
|                       | VP6  | 0.899         | 0.828 | 0.824   | VALID       |
|                       | VP7  | 0.841         | 0.798 | 0.789   | VALID       |
|                       | VP8  | 0.862         | 0.824 | 0.814   | VALID       |

Discriminant validity can also be determined through other methods, namely by looking at the Average Variance Extracted (AVE) value for each indicator, which must be greater than 0.5 for a good model (Ghazali, 2021). Based on Table 2, all construct values are greater than 0.5. These values meet the minimum AVE value requirements for each variable, meaning that the Netflix, Viu, and Disney+ variables can all be interpreted as valid.

Table 2. Discriminant Validity

| Variable                 | Netflix | Viu   | Disney+ |
|--------------------------|---------|-------|---------|
| Revisit Intention (Y)    | 0.707   | 0.694 | 0.720   |
| Subjective Norm (X1)     | 0.700   | 0.697 | 0.682   |
| Attitude (X2)            | 0.654   | 0.698 | 0.700   |
| Behavioral Control (X3)  | 0.669   | 0.669 | 0.653   |
| Experiential Quality (M) | 0.603   | 0.685 | 0.698   |
| Product Variation (Z)    | 0.738   | 0.664 | 0.665   |

The reliability test was used in this study to prove the accuracy, consistency, and stability of each research indicator in measuring a construct. The testing process was carried out using SmartPLS software, which can be done in two ways, namely using Cronbach's Alpha and Composite Reliability. The use of Cronbach's Alpha in testing a construct provides a lower value, so it is more advisable to use Composite Reliability. The assessment of construct reliability using Composite Reliability must obtain a value greater than 0.7 for confirmatory assessments, and 0.6 to 0.7 is still acceptable for exploratory research (Ghazali, 2021).

**Table 3.** Reliability Test

| Variable | Cronbach's Alpha         | Rho_A | Composite Reliability |
|----------|--------------------------|-------|-----------------------|
| Netflix  | Revisit Intention (Y)    | 0.941 | 0.942                 |
|          | Subjective Norm (X1)     | 0.939 | 0.939                 |
|          | Attitude (X2)            | 0.923 | 0.928                 |
|          | Behavioral Control (X3)  | 0.929 | 0.940                 |
|          | Experiential Quality (M) | 0.906 | 0.910                 |
|          | Product Variation (Z)    | 0.949 | 0.949                 |
| VIU      | Revisit Intention (Y)    | 0.937 | 0.937                 |
|          | Subjective Norm (X1)     | 0.938 | 0.938                 |
|          | Attitude (X2)            | 0.938 | 0.946                 |
|          | Behavioral Control (X3)  | 0.929 | 0.934                 |
|          | Experiential Quality (M) | 0.934 | 0.936                 |
|          | Product Variation (Z)    | 0.928 | 0.929                 |
| Disney+  | Revisit Intention (Y)    | 0.944 | 0.944                 |
|          | Subjective Norm (X1)     | 0.933 | 0.935                 |
|          | Attitude (X2)            | 0.939 | 0.941                 |
|          | Behavioral Control (X3)  | 0.923 | 0.934                 |
|          | Experiential Quality (M) | 0.938 | 0.939                 |
|          | Product Variation (Z)    | 0.928 | 0.930                 |

Based on Table 3, the reliability test results indicate that all variables in this study have a high level of reliability for all three platforms (Netflix, Viu, and Disney+). Cronbach's alpha values for all variables ranged from 0.906 to 0.949, indicating excellent internal consistency. Similarly, rho\_A values ranged from 0.910 to 0.949, confirming the measurement stability of each construct. Furthermore, the composite reliability for all variables ranged from 0.924 to 0.957, indicating that the indicators used were able to reliably represent the related variables. In other words, all constructs, including revisit intention, subjective norm, attitude, behavioral control, experiential quality, and product variation, met the required reliability standards, ensuring that the collected data were consistent and reliable for further analysis on each platform.

**Table 4.** R-Square Result

| Brand   | R Square | R Square Adjusted |
|---------|----------|-------------------|
| Netflix | 0.864    | 0.860             |
| VIU     | 0.766    | 0.759             |
| Disney+ | 0.631    | 0.619             |

Based on Table 4, the results of testing the coefficient of determination on the Netflix object, an R-Square value of 0.864 was obtained, indicating that subjective norms, attitudes, and behavioral control have a very strong relationship with revisit intention. The adjusted R-Square value of 0.860 indicates that 86.00% of the variation in revisit intention can be explained by these three variables, while the remaining 16.00% is influenced by other variables outside the research model. In the Viu research object, the R-Square value of 0.766 indicates that subjective norms, attitudes, and behavioral control have a strong relationship with revisit intention. The Adjusted R-Square value of 0.759 indicates that 75.90% of the variation in revisit intention can be explained by these three

independent variables, while 24.10% is influenced by other factors not included in this study.

Meanwhile, for Disney+, the R-Square value was 0.631, indicating a fairly strong relationship between subjective norms, attitudes, and behavioral control and revisit intention. An Adjusted R-Square value of 0.619 shows that 61.90% of the variation in revisit intention can be explained by the variables of subjective norms, attitudes, and behavioral control, while the remaining 38.10% is influenced by other variables outside the research model.

**Table 5.** Path Coefficient Result

| <b>Hypothesis Description</b>                                   | <b>Netflix</b> | <b>Viu</b> | <b>Disney+</b> |
|---|----------------|------------|----------------|
| Subjective Norm -> Revisit Intention                            | 0.198          | 0.295      | 0.259          |
| Attitude -> Revisit Intention                                   | 0.629          | 0.182      | 0.144          |
| Behavioral Control -> Revisit Intention                         | 0.202          | 0.157      | 0.108          |
| Subjective Norm -> Experiential Quality -> Revisit Intention    | -0.155         | 0.058      | 0.312          |
| Attitude -> Experiential Quality -> Revisit Intention           | 0.008          | 0.030      | 0.047          |
| Behavioral Control -> Experiential Quality -> Revisit Intention | -0.072         | 0.012      | 0.137          |
| Experiential Quality -> Revisit Intention                       | -0.085         | -0.009     | 0.019          |
| Experiential Quality*Product Variation -> Revisit Intention     | -0.004         | -0.024     | 0.004          |

Table 5 presents the path coefficient results that illustrate the relationships among variables in the research model across three VoD services: Netflix, Viu, and Disney+. The direct effects of the TPB constructs on revisit intention are positive across all platforms. For Netflix, the coefficients for subjective norm, attitude, and perceived behavioral control are 0.198, 0.629, and 0.202, respectively. For Viu, the corresponding values are 0.295 for subjective norm, 0.182 for attitude, and 0.157 for perceived behavioral control. For Disney+, the coefficients are 0.259, 0.144, and 0.108 for subjective norm, attitude, and perceived behavioral control, respectively. These results suggest that higher levels of subjective norm, more positive attitudes, and stronger perceived behavioral control are associated with greater revisit intention, although the strength of these effects varies by platform.

The indirect effects involving experiential quality as a mediating variable show variation across services. The indirect effect of subjective norm through experiential quality on revisit intention is -0.155 for Netflix, 0.058 for Viu, and 0.312 for Disney+. The indirect effect of attitude through experiential quality is 0.008 for Netflix, 0.030 for Viu, and 0.047 for Disney+. The indirect effect of perceived behavioral control through experiential quality yields coefficients of -0.072 for Netflix, 0.012 for Viu, and 0.137 for Disney+. These findings indicate that experiential quality's mediating role differs among services, with some low or negative values for Netflix and Viu, and more positive effects observed for Disney+.

The moderating effect of experiential quality combined with product variation on revisit intention is small across all platforms. The coefficients for this interaction are -0.004 for Netflix, -0.024 for Viu, and 0.004 for Disney+, indicating that product variation, as a representation of co-creation, exerts a limited moderating influence on the relationship between experiential quality and revisit intention. Overall, although the primary TPB constructs consistently show positive associations with revisit intention, the mediating role of experiential quality and the moderating role of product variation vary across VoD platforms and warrant further interpretation within the context of each service.

**Table 6.** Hypothesis Testing

| <b>Brand</b> | <b>Hypothesis</b>   | <b>Original Sample</b> | <b>Sample Mean</b> | <b>Standard Deviation</b> | <b>t-statistics</b> | <b>p-values</b> |
|--------------|---|------------------------|--------------------|---------------------------|---------------------|-----------------|
| Netflix      | Subjective Norm -> Revisit Intention                            | 0.198                  | 0.206              | 0.061                     | 3.221               | 0.001           |
|              | Attitude -> Revisit Intention                                   | 0.629                  | 0.625              | 0.066                     | 9.459               | 0.000           |
|              | Behavioral Control -> Revisit Intention                         | 0.202                  | 0.199              | 0.046                     | 4.393               | 0.000           |
|              | Subjective Norm -> Experiential Quality -> Revisit Intention    | -0.155                 | -0.155             | 0.063                     | 2.475               | 0.014           |
|              | Attitude -> Experiential Quality -> Revisit Intention           | 0.008                  | 0.008              | 0.008                     | 1.007               | 0.314           |
|              | Behavioral Control -> Experiential Quality -> Revisit Intention | -0.072                 | -0.072             | 0.031                     | 2.307               | 0.021           |
|              | Experiential Quality -> Revisit Intention                       | -0.085                 | -0.085             | 0.033                     | 2.560               | 0.011           |
|              | Experiential Quality*Product Variation -> Revisit Intention     | -0.004                 | -0.004             | 0.012                     | 0.359               | 0.720           |
| Viu          | Subjective Norm -> Revisit Intention                            | 0.295                  | 0.306              | 0.102                     | 2.894               | 0.004           |
|              | Attitude -> Revisit Intention                                   | 0.182                  | 0.178              | 0.055                     | 3.304               | 0.001           |
|              | Behavioral Control -> Revisit Intention                         | 0.157                  | 0.155              | 0.049                     | 3.224               | 0.001           |
|              | Subjective Norm -> Experiential Quality -> Revisit Intention    | 0.058                  | 0.056              | 0.057                     | 1.018               | 0.309           |
|              | Attitude -> Experiential Quality -> Revisit Intention           | 0.030                  | 0.028              | 0.029                     | 1.011               | 0.312           |
|              | Behavioral Control -> Experiential Quality -> Revisit Intention | 0.012                  | 0.012              | 0.013                     | 0.952               | 0.341           |
|              | Experiential Quality -> Revisit Intention                       | -0.009                 | -0.007             | 0.008                     | 1.029               | 0.304           |
|              | Experiential Quality*Product Variation -> Revisit Intention     | -0.024                 | -0.022             | 0.017                     | 1.358               | 0.175           |
| Disney+      | Subjective Norm -> Revisit Intention                            | 0.259                  | 0.261              | 0.086                     | 3.018               | 0.003           |
|              | Attitude -> Revisit Intention                                   | 0.144                  | 0.143              | 0.065                     | 2.194               | 0.029           |
|              | Behavioral Control -> Revisit Intention                         | 0.108                  | 0.109              | 0.062                     | 1.753               | 0.080           |
|              | Subjective Norm -> Experiential Quality -> Revisit Intention    | 0.312                  | 0.307              | 0.074                     | 4.218               | 0.000           |
|              | Attitude -> Experiential Quality -> Revisit Intention           | 0.047                  | 0.046              | 0.024                     | 1.922               | 0.055           |
|              | Behavioral Control -> Experiential Quality -> Revisit Intention | 0.137                  | 0.132              | 0.043                     | 3.171               | 0.002           |
|              | Experiential Quality -> Revisit Intention                       | 0.019                  | 0.024              | 0.025                     | 0.755               | 0.451           |
|              | Experiential Quality*Product Variation -> Revisit Intention     | 0.004                  | 0.004              | 0.040                     | 0.094               | 0.925           |

Table 6 shows that the analysis results show that subjective norm has a significant positive effect on revisit intention on all three platforms. The t-statistic for Netflix is 3.221 with a P-value of 0.001, for Viu it is 2.894 with a P-value of 0.004, and for Disney+ it is 3.018 with a P-value of 0.003, all greater than the t-table of 1.977, thus accepting this hypothesis. This indicates that the reference group's views regarding user behavior in using Netflix, Viu, and Disney+ VOD drives their intention to return to these services. Attitude also has a significant positive effect on revisit intention, particularly for Netflix, with a t-statistic of 9.459 and a p-value of 0.000. The effect of attitude remains positive for Viu (t-statistic 3.304, p-value 0.001) and Disney+ (t-statistic 2.194, P-value 0.029), thus accepting this hypothesis. This confirms that consumer attitudes towards VOD services are an important factor in determining return intentions, although the influence is stronger for Netflix than for other platforms. For behavioral control, the effect is significant and positive on Netflix (t-statistic 4.393, p-value 0.000) and Viu (t-statistic 3.224, p-value 0.001), but insignificant on Disney+ (t-statistic 1.753, p-value 0.080). Thus, the hypothesis stating the effect of behavioral control is accepted for Netflix and Viu, but rejected for Disney+.

Mediation testing showed that the influence of subjective norm on revisit intention through experiential quality was insignificant on all three platforms, with a t-statistic of 1.007 for Netflix, 1.011 for Viu, and 1.922 for Disney+, thus rejecting this mediation hypothesis. Meanwhile, the mediation of experiential quality on the influence of attitude was accepted on Netflix (t-statistic 2.307, P-value 0.021) and Disney+ (t-statistic 3.171, P-value 0.002), but rejected on Viu (t-statistic 0.952, p-value 0.341). This suggests that user experience can strengthen the influence of attitude on revisit intention on some platforms, but not on Viu. The effect of behavioral control mediated by experiential quality is significant on Netflix (t-statistic 2.560, p-value 0.011), but not significant on Viu (t-statistic 1.029, P-value 0.304) or Disney+ (t-statistic 0.755, P-value 0.451), so this mediation is only accepted for Netflix. Meanwhile, the direct effect of experiential quality on revisit intention is significant and positive on Netflix (t-statistic 2.475, p-value 0.014) and Disney+ (t-statistic 4.218, P-value 0.000), but not significant on Viu (t-statistic 1.018, P-value 0.309). The effect of experiential quality moderated by product variation was insignificant across all platforms, with a t-statistic of 0.359 for Netflix, 1.358 for Viu, and 0.094 for Disney+, thus rejecting the moderation hypothesis. Thus, these results indicate that attitude is a more dominant influence on revisit intention on Netflix, subjective norms play a stronger role on Viu, and experiential quality plays a stronger role on Disney+, while product variation moderation does not contribute significantly across the three platforms.

## **DISCUSSION**

The results show that subjective norms have a positive and significant influence on revisit intention among Gen Z consumers who use Netflix, Viu, and Disney+ VoD services. These findings indicate that social pressure or influence from the surrounding environment, such as family and friends, plays an important role in shaping consumers' intentions to resubscribe to VoD services. These results are in line with the Theory of Planned Behavior, which states that subjective norms are the main determinants of individual behavioral intentions (Ajzen, 1991). These findings are also consistent with previous research stating that subjective norms have a significant effect on revisit intention, although they differ from several previous studies that found insignificant results (Abbasi et al., 2021; Salim et al., 2022). This shows that in the context of Gen Z and VoD services, social influence is still a dominant factor in decision-making.

Attitude was found to have a positive and significant influence on revisit intention across all research objects, namely Netflix, Viu, and Disney+. These results confirm that consumers' positive evaluations of their experience and the benefits of VoD services encourage their intention to continue subscribing. This finding reinforces the view that attitude is the main predictor of behavioral intention in TPB. The results of this study are

in line with Soliman's (2021) research, which states that attitude has a significant influence on revisit intention. Gen Z's positive attitude towards the ease, convenience, and diversity of VoD content encourages consistent repeat usage behavior.

Behavioral control has a positive and significant effect on revisit intention on Netflix and Viu, but no significant effect on Disney+. This shows that perceptions of ease, resource availability, and minimal barriers are important factors for subscription renewal intention on some platforms. These findings are consistent with the concept of behavioral control in TPB, which emphasizes the role of self-efficacy and facilitating conditions (Tu & Hu, 2018). The insignificant effect of behavioral control on Disney+ indicates the presence of other factors outside the research model, such as price, promotion, and physical evidence of service. These results are consistent with the research by Tu and Hu (2018) and Witriyana et al. (2019) and are in line with the findings of AL Ziadat (2015) and Julina et al. (2021), which show insignificant results in certain contexts.

The results of the analysis show that the role of experiential quality as a mediating variable is contextual on each platform. On Netflix, experiential quality actually mediates the relationship between attitude and behavioral control towards revisit intention negatively, while subjective norms have no effect. On Viu, experiential quality does not act as a mediator for all TPB variables. Conversely, on Disney+, experiential quality only mediates the influence of attitude on revisit intention. These findings indicate that experiential quality does not always strengthen the relationship between TPB and revisit intention but can weaken or even fail to function as a mediator depending on platform characteristics and user perceptions. This is in line with the view of Hengki and Riptiono (2023), who state that experiential quality is subjective and closely related to consumer goals and expectations. These results are also consistent with research by Meng and Cui (2020) and Rini et al. (2021), which confirms that experiential quality has an influence on revisit intention, although the direction and strength may vary.

The results show that product variation cannot moderate the effect of experiential quality on revisit intention on Netflix, Viu, or Disney+. This finding indicates that the quality of the experience felt by consumers plays a more dominant role than the diversity of products offered. In other words, a strong experience can override the role of product variation in driving revisit intention. These results are in line with the research by Peburianti and Sabran (2016), which states that product variation does not have a significant effect on revisit intention. This finding implies that in the context of VoD services, Gen Z consumers place more emphasis on the quality of the user experience than on the quantity or variation of content alone.

## **CONCLUSION**

This study concludes that the variables in the Theory of Planned Behavior (TPB), namely subjective norms, attitudes, and behavioral control, play different roles in shaping the revisit intention of Generation Z consumers on Netflix, Viu, and Disney+ VoD services. Subjective norms and attitudes were found to have a positive and significant effect on all platforms, while behavioral control only had a significant effect on Netflix and Viu. The role of experiential quality shows contextual results, where on Netflix and Disney+, these variables function as a mediator that can strengthen or weaken the relationship between TPB and revisit intention, while on Viu, it plays more of a direct explanatory variable. Conversely, product variation as a form of co-creation was not found to moderate the influence of experiential quality on revisit intention. The practical implications of these findings emphasize the importance of strategies to improve user experience quality and strengthen social influence in efforts to retain Gen Z consumers, rather than simply adding content variation.

Although it provides theoretical and practical contributions, this study has limitations in terms of its scope, which only covers three VoD platforms, and its research area, which is limited to Bekasi Regency. Therefore, the results should be generalized with caution. In addition, this study did not include other variables such as price, promotion, and physical evidence that could potentially influence revisit intention. Therefore, further

research is recommended to expand the object and research area, add other marketing variables, and use a mixed methods approach to obtain a more comprehensive understanding of consumer behavior in VoD services in Indonesia.

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