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## Beyond functionality: Digital experience quality and continuance intention through psychological restoration and time well spent

### Abstract

The rapid growth of video streaming services has transformed digital consumption from functionality-driven usage into experience-oriented engagement, where users increasingly seek meaningful and psychologically beneficial experiences. This study examines how digital experience quality influences continuance intention in video streaming services by emphasizing experiential outcomes rather than functional performance. Existing post-adoption research has largely focused on system quality, usefulness, and satisfaction, providing limited understanding of how experiential and well-being mechanisms sustain long-term usage in digital leisure contexts. Addressing this gap, the study conceptualizes digital experience quality as a multidimensional construct and investigates the roles of psychological restoration and time well spent as mechanisms linking experience quality to continuance intention. Data were collected from 220 active video streaming users and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The findings indicate that digital experience quality significantly enhances both psychological restoration and perceptions of time well spent, which subsequently increase continuance intention. Psychological restoration demonstrates a stronger influence, suggesting that users continue using streaming services primarily because experiences support mental recovery and emotional well-being. The study concludes that continuance intention in video streaming services is driven by meaningful and restorative experiences beyond functional system performance, contributing to an experience-centered understanding of sustained digital engagement.

**Keywords:** Digital experience quality; continuance intention; time well spent; psychological restoration; streaming video on demand

### Abstrak

Pertumbuhan pesat layanan streaming video telah mengubah konsumsi digital dari penggunaan yang didorong oleh fungsionalitas menjadi keterlibatan yang berorientasi pada pengalaman, di mana pengguna semakin mencari pengalaman yang bermakna dan bermanfaat secara psikologis. Studi ini meneliti bagaimana kualitas pengalaman digital mempengaruhi niat untuk melanjutkan penggunaan layanan streaming video dengan menekankan hasil pengalaman daripada kinerja fungsional. Penelitian pasca-adopsi yang ada sebagian besar berfokus pada kualitas sistem, kegunaan, dan kepuasan, memberikan pemahaman yang terbatas tentang bagaimana mekanisme pengalaman dan kesejahteraan mempertahankan penggunaan jangka panjang dalam konteks hiburan digital. Mengatasi kekurangan ini, studi ini mengkonseptualisasikan kualitas pengalaman digital sebagai konstruksi multidimensional dan menyelidiki peran pemulihan psikologis dan waktu yang dihabiskan dengan baik sebagai mekanisme yang menghubungkan kualitas pengalaman dengan niat untuk melanjutkan penggunaan. Data dikumpulkan dari 220 pengguna aktif layanan streaming video dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Temuan menunjukkan bahwa kualitas pengalaman digital secara signifikan meningkatkan baik pemulihan psikologis maupun persepsi waktu yang dihabiskan dengan baik, yang

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selanjutnya meningkatkan niat untuk melanjutkan penggunaan. Restorasi psikologis menunjukkan pengaruh yang lebih kuat, menunjukkan bahwa pengguna terus menggunakan layanan streaming terutama karena pengalaman mendukung pemulihan mental dan kesejahteraan emosional. Studi ini menyimpulkan bahwa niat untuk melanjutkan penggunaan layanan streaming video didorong oleh pengalaman yang bermakna dan restoratif di luar kinerja sistem fungsional, yang berkontribusi pada pemahaman yang berpusat pada pengalaman tentang keterlibatan digital yang berkelanjutan.

**Kata Kunci:** Kualitas pengalaman digital; niat untuk melanjutkan; waktu yang diberikan dengan baik; pemulihan psikologis; streaming video on demand.

## 1. Introduction

The quick growth of subscription video on demand (SVOD) services has changed how people use digital media, making platforms like Netflix, Youtube, Disney plus and Prime become important places for digital entertainment. SVOD platforms are becoming more than just ways to deliver content. They are also places where people go to relax, have fun, think, and get away from their daily routines for a short time (Hallmann & Giel, 2018; Reinecke & Eden, 2017). Consequently, the value obtained from streaming services is no longer limited to functional system performance; it now encompasses the users' comprehensive experience during and subsequent to consumption (Alghizzawi, 2019; Hong et al., 2017; Schiffman & Wisenblit, 2019). Nonetheless, a significant portion of the current literature on digital platforms and information systems persists in highlighting functional and utilitarian factors influencing user behavior, such as system quality (Klaus & Maklan, 2012; Kuppelwieser & Klaus, 2021; Martínez-Pérez et al., 2013), service quality (Gao et al., 2020; Hu et al., 2009; Kashif et al., 2016; Klaus & Maklan, 2012), perceived usefulness (Jamal & Sharifuddin, 2015), and ease of use (Hao et al., 2025; Tan & Chou, 2008). These factors elucidate initial adoption and task-oriented usage but provide scant insight into continuance behavior within leisure-driven digital environments. In these situations, users are more likely to judge their experiences based on how comfortable, enjoyable, immersive, and cognitively easy they are (Battour et al., 2022; Ellis et al., 2019; Eskiler & Safak, 2022; Haji et al., 2021; Rahmawati et al., 2022; Suhartanto et al., 2022), as well as how valuable they think the time spent was and psychological recovery, rather than just the results.

Recent developments in user experience and experiential consumption research indicate that users formulate comprehensive evaluations of digital services by synthesizing various experiential dimensions (Kuppelwieser & Klaus, 2021; Morville, 2005). Nonetheless, empirical investigations that distinctly conceptualize and operationalize these multidimensional experiential components within a cohesive framework are still limited. Specifically, experiential outcomes like time well spent while binge-watching (Bastos et al., 2024; Chan et al., 2022) and psychological restoration (Reinecke & Eden, 2017), both of which are very important for digital leisure consumption are often ignored or seen as secondary effects instead of as the main ways that experience quality affects behavior after adoption. This gap is especially clear when it comes to video streaming services, where users' reasons for using them are closely linked to relaxation, emotional recovery, and meaningful engagement during free time (Bastos et al., 2024; Chan et al., 2022; Granow et al., 2018). In addition to the theoretical gap, a practical urgency arises regarding the development of SVOD in Indonesia.

In addition to the theoretical gap, a practical urgency arises regarding the development of SVOD in Indonesia. The Indonesian streaming market has undergone swift growth, characterized by fierce competition between global and local platforms, leading customers to often subscribe to many services concurrently. Recent industry estimates reveal that a significant percentage of customers contemplate canceling their subscriptions shortly after initiation, especially among younger demographics, highlighting the increasing difficulty of sustaining long-term engagement rather than only securing initial uptake (Statista, 2025). Furthermore, users frequently terminate subscriptions upon completing certain content or when they sense diminished value on the platform, indicating that continuance behavior is intricately linked to experiential value rather than solely functional performance (Statista, 2025). The popularity of multi-subscription behavior diminishes switching obstacles, rendering sensory quality and perceived personal advantage during leisure increasingly significant factors in persistent usage (Statista, 2025). Notwithstanding this practical obstacle, empirical elucidations of how experience quality influences continuation intention inside the Indonesian SVOD scenario are still scarce. Consequently, a thorough experiential approach is essential to assess the quality of digital interaction and elucidate its impact on users' intentions to persist in usage beyond mere functional factors.

This study seeks to find out the impact of Digital Experience Quality (DXQ) on continuance intention among video streaming services through an experience-centered perspective. The study defines DXQ as a comprehensive construct that encompasses cognitive ease, peace of mind, entertainment, learning, and aesthetic experience (Chong & Ma, 2021; Ellis et al., 2019; Suhartanto et al., 2020), and overall User Experience value (UX HoneyComb) (Morville, 2005). It examines its influence on two primary experiential outcomes: time well spent and psychological restoration, and their subsequent effects on continuance intention. This study enhances the existing literature in three distinct manners. First, it broadens post-adoption research in information systems by transitioning the emphasis from functional performance to experiential evaluations in leisure-oriented digital environments. Second, it moves user experience research forward by showing that DXQ is a multidimensional construct that includes cognitive, emotional, hedonic, immersive, and sensory aspects of digital interaction. Third, it gives streaming service providers useful information by finding experiential traits that foster continuous intention through meaningful and restorative digital experiences. By positioning digital experience quality as an experiential mechanism that explains continuance intention through psychological restoration and meaningful use, this study shifts the explanation of post-adoption behavior in digital leisure contexts from functionality-driven evaluation toward experience-driven and well-being-oriented engagement.

## 2. Literature review

Individuals are able to satisfy fundamental psychological requirements through the utilization of activities that are motivated by specific wants (Uses and Gratifications), as stated by the Self-Determination Theory. The fulfillment of these requirements brings about an increase in the possibility of attaining an optimal experience, also known as flow, which in turn contributes to the psychological rehabilitation of the individual. After that, experiences that are restorative and meaningful are appraised as representing time wellspent (Experience Economy), which ultimately leads to an improvement in psychological well-being that is both hedonic and eudaimonic.

According to the Uses and Gratifications Theory (Katz et al., 1974; Rubin, 2009), the utilization of platforms in the context of video streaming is driven by the desire to be entertained, to relax, and to escape reality. This activity makes it possible to satisfy fundamental psychological needs, including autonomy, competence, and relatedness, according to the Self-Determination Theory (Ryan & Deci, 2017). The satisfaction of these demands raises the probability of experiencing flow, which can be defined as a profound level of participation in the act of consuming content. The sense of being in the flow is associated with psychological recovery (Kaplan & Kaplan, 1989), which in turn influences individuals' perception of the time they have spent as being something meaningful (time that has been well spent). According to B. Joseph Pine II and James H. Gilmore (1999), this experience ultimately makes a contribution to the psychological well-being of individuals.

In digital leisure environments, consumers increasingly assess their interaction with digital media platforms not just by functional outputs but also by their subjective sense of time during consumption. The notion of time well spent encapsulates users' beliefs that the time dedicated to a digital service is significant, valuable, and rewarding. In video streaming services, this perspective is influenced by experiential aspects including entertainment, peace of mind cognitive ease, and aesthetic rather than solely by task efficiency (Annisawati et al., 2024; Liu et al., 2021; Morville, 2005; Pine & Gilmore, 1998; Stadler et al., 2024; Suhartanto et al., 2020). The significance of time assessment in streaming environments is particularly apparent when examining the phenomenon of binge-watching. Binge-watching has emerged as a prevalent and enjoyable method of media consumption among modern audiences (J. A. Starosta & Izydorczyk, 2020); nonetheless, research investigating its psychological processes and experiential effects is still relatively few (Granow et al., 2018). Current research has predominantly concentrated on its possible adverse effects, indicating that excessive binge-watching may mimic behavioral addictions, offering rapid satisfaction that might diminish self-regulation and result in individuals dedicating more time to viewing than originally planned (J. A. Starosta & Izydorczyk, 2020). Previous studies link excessive binge-watching to negative consequences, including sleep disturbances, abandonment of obligations, and unhealthy consumption behaviors (Flayelle et al., 2019; Granow et al., 2018; J. Starosta et al., 2019). The findings suggest that extremely immersive media experiences do not necessarily result in favorable assessments of time utilization.

Conversely, the concept of time-well-spent highlights the affirmative and contemplative aspect of media consumption, wherein individuals regard their involvement as deliberate, significant, and personally rewarding rather than excessive or remorseful (Montag & Elhai, 2023). From this viewpoint, time well spent is defined as a favorable experiential assessment that arises when engaging and pleasurable activities correspond with users' psychological requirements and their perceived worth of leisure time (Gim, 2009) not like binge-watching in negative ways. Digital Experience Quality, by incorporating emotional comfort, cognitive ease, entertainment, learning, and aesthetic experience, establishes the experiential circumstances that enhance consumers' perception of their interaction as valuable rather than frivolous. Consequently, superior Digital Experience Quality is anticipated to improve customers' sense that their time invested in video streaming services is well spent. In light of the aforementioned theory we therefore posited the following hypotheses 1:

*H1: Digital experience quality has a positive effect on time-well-spent in video streaming services.*

Psychological restoration is defined as the extent to which digital experiences can help people overcome mental fatigue, reduce stress, and rebalance their emotions after activities (Demerouti et al., 2009; Reinecke & Eden, 2017). In terms of digital entertainment, people often use SVOD platforms to watch and relax, thereby restoring their emotional state after engaging in tiring activities (Annisawati et al., 2024). High-quality digital experiences tend to produce results that can improve mental health. Users who perceive an increase in the Digital Experience Quality are expected to experience greater psychological restoration through their engagement with video streaming services. Therefore, the second hypothesis of this study is:

*H2: Digital experience quality has a positive effect on psychological restoration in video streaming services.*

The intention to continue usage a digital service signifies a user's readiness to sustain long-term engagement following frequent usage. In experience-based digital consumption, the intention to persist in utilizing a digital service is not solely driven by functional satisfaction but is significantly affected by the user's assessment of the value of their ongoing interaction (Pereira & Tam, 2021). When users believe that their time on a platform is effectively employed, they are more inclined to rationalize ongoing usage and regard the service as an essential element of their leisure activities. In the context of video streaming services, the belief that time invested is valuable will enhance favorable attitudes about ongoing consumption (Rösch & Kopplin, 2025). Consequently, consumers who perceive greater degrees of time consumption are anticipated to exhibit stronger intentions to persist in utilizing digital services. Consequently, the third hypothesis suggested is:

*H3: Time-well-spent has a positive effect on continuance intention in video streaming services.*

Psychological restoration is employed to enhance the emotional well-being and mental health of individuals. According to prior study, people are more inclined to form enduring connections with services that provide this advantage if they have encounters that leave them feeling rejuvenated, tranquil, and emotionally revitalized (Akdim et al., 2022; Hepola et al., 2020; Wu et al., 2017). psychological restoration are anticipated to facilitate by offering a soothing experience for SVOD services users and boost continuance intention. Consequently, the fourth hypothesis is articulated as follows:

*H4 : The intention to continue using video streaming services is positively affected by psychological restoration.*

This study posits that Digital Experience Quality indirectly affects continuance intention via two experiential mechanisms: perceived of time well spent and psychological restoration. The suggested model emphasizes experiential results over evaluative judgments, illustrating how significant and healing digital experiences foster prolonged engagement with video streaming services, transcending just functional considerations (Figure 1).

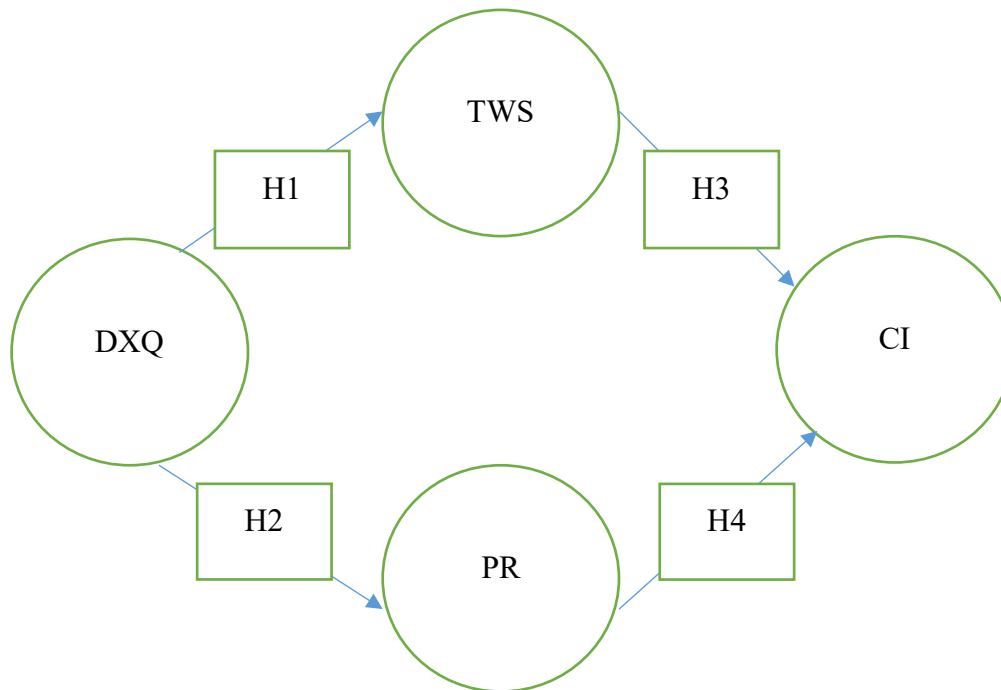


Figure 1. Research Conceptual Framework

### 3. Method

In the context of video streaming services, this study used a quantitative methodology and a survey design to investigate the connection between digital experience quality (DXQ) and the desire to continue using the service. The selection of this method was based on the fact that it enables the simultaneous testing of a conceptual model that incorporates both latent constructs and causal relationships between variables. Regarding the purpose of this study, the data is analyzed using a technique known as Partial Least Squares Structural Equation Modelling (PLS-SEM). We decided to go with this approach because it is capable of dealing with intricate models that involve hierarchical constructs and because it places an emphasis on predicting dependent variables. Additionally, PLS-SEM is appropriate for exploratory research as well as the building of conceptual models thanks to its versatility (Hair & Hult, 2021; Handoko & Ronny, 2020; Wahyudi & Hariningsih, 2026).

Digital Experience Quality is defined as a second-order formative construct that encompasses multiple first-order reflective dimensions, which are derived from various prior studies, specifically: UX value (Liu et al., 2021; Morville, 2005), cognitive ease (Stadler et al., 2024), peace of mind, learning, peace of mind (Pine & Gilmore, 1998; Suhartanto et al., 2020) and entertainment (Annisawati et al., 2024). Specification embodies the theoretical premise that these experiential qualities collectively constitute an overarching notion of digital experience quality, rather than being interchangeable representations of a singular underlying concept.

### *3.1 Sampling*

The study's target group comprises active consumers of streaming video on demand (SVOD) services. The unit of analysis is an individual user experienced in watching streaming video on demand material and knowledgeable about the platform's capabilities and offerings. Participants were mandated to fulfill two conditions: (1) currently subscribe to or actively utilize SVOD, and (2) have engaged with the SVOD platform for a minimum of three months to guarantee adequate experience for assessing the quality of the digital experience.

A non-probability sample method employing purposive sampling was utilized due to the absence of a thorough sampling framework for SVOD users and the necessity to identify respondents with pertinent experience. This methodology is frequently employed in digital experience and information systems research, with user experience as the principal unit of analysis. Demographic profiles of respondents, encompassing gender, age, education level, and streaming usage frequency, were gathered to delineate the sample characteristics. After data screening, a total of 220 valid responses were retained for analysis. This sample size is considered sufficient for multivariate analysis, as it exceeds the minimum threshold of ten times the number of indicators used in the study (Hair et al., 2017).

The findings of this study are relevant to the digital-native user group that has a high level of exposure to streaming services, as indicated by the sample composition, which is dominated by members of Generation Z. Nevertheless, it is quite probable that the tastes and consumption habits of this particular generation are distinct from those of other generations. Therefore, the findings should be restricted to the younger user segment in order to avoid any generalizations. Therefore, when interpreting the findings of the research, it is necessary to take into account the characteristics of the sample, notably the preponderance of respondents from Generation Z. This generation has a tendency to have a greater preference for digital experiences that are hedonistic and immersive in comparison to other age groups.

### *3.2 Data Collection*

The data gathering employed an online questionnaire disseminated via social media and digital platforms. This data collection strategy was selected for its efficacy in accessing digital users and its appropriateness for this study, which focused on technology-based services. A pilot test was performed during the primary data collection to verify measurement consistency and clarity of phrasing. The pilot test feedback was utilized to enhance various questionnaire items. Participation in the poll was optional, and respondents were apprised of the study's scholarly intent. Responses were filtered to exclude incomplete submissions and those that failed to meet sample standards. Only legitimate responses were incorporated into the final analysis.

### *3.3 Measurement*

All constructs in this study were derived from current literature and tailored to suit the setting of video streaming services. Measurement items were evaluated using a five-point semantic differential scale, wherein respondents estimate their experience between two

contrasting adjectives. This scale was used because the experience construct is more effectively represented through comparison views rather than agreement-based metrics. Digital Experience Quality is conceptualized as a hierarchical framework comprising six experiential dimensions: UX value, cognitive ease, peace of mind, entertainment, learning, and aesthetic experience (Annisawati et al., 2024; Liu et al., 2021; Morville, 2005; Pine & Gilmore, 1998; Stadler et al., 2024; Suhartanto et al., 2020). Each dimension is measured reflectively using three indicators. Time well spent encapsulates users' evaluations of their engagement with the platform through three criteria: joy, achievement, and meaningfulness (Perlow & Affinito, 2025).

The construct of digital experience quality (DXQ) is condensed into two basic aspects, namely hedonic-experiencing quality and the perception of time well spent. This is done in accordance with the research aims that place an emphasis on experiential outcomes rather than functional performance. This strategy is founded on the literature of experience economy, which emphasizes that the primary value in digital consumption rests in the subjective experience that users feel, rather than just on the functional attributes of the system. This method is based on the principles of experience economy. Therefore, these characteristics, such as cognitive ease, are not considered to be key components of DXQ; rather, they are considered to be fundamental factors that are presumed to be satisfied by contemporary streaming services.

In the context of SVOD, physical healing serves as a mechanism for mental recuperation and emotional rejuvenation. The assessment of psychological recovery is conducted using the Recovery Experience, specifically focusing on mental recovery, stress reduction, and emotional rejuvenation (Reinecke & Eden, 2017; Sonnentag & Fritz, 2007). Continuance intention assesses consumers' propensity to persist in using the streaming service in the future (Bhattacharjee, 2001; Poromatikul et al., 2020; Wang et al., 2020) The development of the measurement is illustrated in Table 1.

**Table 1.** Construct Measurement

Construct	Dimensions / Indicators	Sources
Digital Experience Quality (DXQ)	UX value, cognitive ease, peace of mind, entertainment, learning, aesthetic experience	(Annisawati et al., 2024; Liu et al., 2021; Morville, 2005; Pine & Gilmore, 1998; Stadler et al., 2024; Suhartanto et al., 2020)
UX Value (UX Honeycomb)	Perceived usefulness, relevance, perceived value	(Liu et al., 2021; Morville, 2005)
Cognitive Ease	Mental effort, clarity, ease of understanding	(Stadler et al., 2024)
Peace of Mind	Calmness, emotional comfort, mental relaxation	(Pine & Gilmore, 1998; Suhartanto et al., 2020)
Entertainment	Enjoyment, fun, pleasure	(Pine & Gilmore, 1998; Suhartanto et al., 2020)
Learning	Knowledge gain, insight	(Pine & Gilmore, 1998; Suhartanto et al., 2020)
Aesthetic Experience	Visual attractiveness, design appeal, aesthetic pleasure	(Pine & Gilmore, 1998; Suhartanto et al., 2020)
Time Well Spent	Joy, achievement, meaningfulness	(Perlow & Affinito, 2025)

Psychological Restoration	Mental recovery, stress reduction, emotional rejuvenation	(Reinecke & Eden, 2017; Sonnentag & Fritz, 2007)
Continuance Intention	Intention to continue use, intention to find alternative, continued subscription intention	(Bhattacharjee, 2001; Poromatikul et al., 2020; Wang et al., 2020)

The measurement model features both reflective and formative constructs arranged in a hierarchical component model. DXQ is defined as a second-order formative construct made up of seven first-order reflective dimensions. This arrangement emphasizes DXQ as a comprehensive evaluation determined by distinct experiential attributes rather than as interchangeable aspects of a singular construct. Each first-order construct is reflectively assessed via multiple indicators. Conversely, time well spent, psychological restoration, and continuance intention are also modeled reflectively. The evaluation of this measurement model follows established PLS-SEM procedures, including checking indicator reliability, internal consistency, convergent validity, discriminant validity, and assessing formational weights for the higher-order construct.

## 4. Results

This section delineates the empirical findings of the study and examines the outcomes in relation to the proposed research model. The investigation employed Partial Least Squares Structural Equation Modeling (PLS-SEM) to assess the measurement model and the structural relationships among constructs. The assessment occurred in two phases. The measuring methodology was initially evaluated to confirm the reliability and validity of the constructs, encompassing the assessment of reflective indicators and the formative specification of Digital Experience Quality. The structural model was analyzed to evaluate the proposed links among Digital Experience Quality, time well spent, psychological repair, and continuance intention. The results are systematically presented, first with the demographic profiles of respondents, followed by the assessment of the measurement model and the evaluation of the structural model, and concluding with a discussion of the theoretical and practical significance of the findings.

### 4.1 Respondent Profile

Table 2 presents the demographic characteristics of the respondents participating in this study. In terms of gender distribution, the majority of respondents were female (68.3%), while male respondents accounted for 31.7% of the sample. This distribution indicates that female users represent a dominant segment among video streaming service users in the present study.

Based on generational classification, the sample is heavily dominated by Generation Z respondents, comprising 95% of the total sample, while Millennials account for only 5%, and no respondents were categorized as Generation X or Baby Boomers. This finding reflects the strong adoption of video streaming services among younger users, who are generally more familiar with digital platforms and consume streaming content as part of their daily leisure activities.

In terms of educational background, most respondents have a high school education (76.5%), followed by undergraduate degree holders (18%) and graduate degree holders (5.5%). This distribution suggests that SVOD usage in the sample is largely associated with younger audiences who are still in or recently completing formal education.

Regarding usage frequency, 45% of respondents reported using SVOD services three to six times per week, while 34% used streaming services less than twice per week, and 21% reported daily usage. These results indicate that streaming consumption is a regular activity for most respondents rather than an occasional behavior, supporting the relevance of examining continuance intention in this context.

Respondents were allowed to select more than one subscription platform. Netflix emerged as the most subscribed platform (168 users), followed by YouTube (135 users), Vidio (80 users), VIU (64 users), and Disney Plus (45 users). Other platforms such as Prime Video, HBO Go, Bilibili, and Loklok showed relatively smaller user bases. The presence of multiple subscriptions indicates that users commonly engage with several streaming services simultaneously, suggesting that continuance intention is shaped by experiential quality rather than platform exclusivity alone.

Display the table as below:

**Table 2.** Demographic Statistic of The Sample

Variable	Item	Frequency	Percentage (%)
Gender	Male	70	31,7 %
	Female	150	68,3 %
Generation	Baby Boomer	0	
	X	0	
	Milenials	11	5%
	Z	209	95%
Education	Highschool	168	76,5 %
	Undergraduate	40	18 %
	Graduate	12	5,5 %
Frequency of Using SVOD	Less than 2x/week	76	34%
	3-6x / week	98	45%
	everyday	46	21%
SVOD Subscribe	Youtube	135	
	Netflix	168	
	VIU	64	
	Vidio	80	
	Prime	26	
	HBO Go	12	
	Disney Plus	45	
	Bilibili	18	
	Loklok	33	
	We Tv	3	
	Other	7	

Source: Data Collection, 2026

#### *4.2 Structural model evaluation – First stage*

After presenting the respondents’ profile, the analysis proceeds to the evaluation of the proposed research model. Given that this study adopts an experience-centered

perspective, it is essential to first establish whether the experiential dimensions underlying Digital Experience Quality are empirically supported before examining their behavioral consequences. Therefore, the analysis follows a staged Partial Least Squares Structural Equation Modeling (PLS-SEM) approach. The first stage focuses on assessing the relationships between the first-order experiential dimensions and the higher-order construct of Digital Experience Quality, ensuring that the construct adequately represents users' holistic digital experience (Table 3). Establishing this measurement foundation is necessary before proceeding to the structural model evaluation, where the effects of Digital Experience Quality on psychological restoration, time well spent, and continuance intention are subsequently examined.

**Table 3.** Outer loading, composite reliability and average variance extracted (AVE) – first stage

Item	Source	Indicator	Outer Loading (≥0,70)	Caption
<b>Digital Experience Quality (DXQ)</b>	Annisawati et al., 2024; Liu et al., 2021; Morville, 2005; Pine & Gilmore, 1998; Stadler et al., 2024; Suhartanto et al., 2020)			
<b>UX Value (UXV)</b>		Perceived usefulness	0,890	Valid
		relevance	0,893	Valid
		perceived value	0,889	Valid
Cronbach's Alpha (≥0,70)			0,870	Reliable
Composite Reliability (≥0,70)			0,920	Reliable
AVE (≥0,50)			0,793	Valid
<b>Cognitive Ease (CE)</b>		Mental effort	0,840	Valid
		Clarity of understanding	0,881	Valid
			0,818	Valid
Cronbach's Alpha (≥0,70)		0,802	Reliable	
Composite Reliability (≥0,70)		0,884	Reliable	
AVE (≥0,50)		0,717	Valid	
<b>Peace of Mind (POM)</b>	Calmness	0,883	Valid	
	Emotional comfort	0,900	Valid	
	Mental relaxation	0,893	Valid	
Cronbach's Alpha (≥0,70)		0,872	Reliable	
Composite Reliability (≥0,70)		0,921	Reliable	
AVE (≥0,50)		0,795	Valid	

<b>Entertainment (ENT)</b>	Enjoyment	0,924	Valid
	Fun	0,931	Valid
	Pleasure	0,930	Valid
Cronbach's Alpha (≥0,70)		0,920	Reliable
Composite Reliability (≥0,70)		0,949	Reliable
AVE (≥0,50)		0,861	Valid
<b>Learning (LRN)</b>	Knowledge gain	0.901	Valid
	Give insight	0.906	Valid
Cronbach's Alpha (≥0,70)		0,775	Reliable
Composite Reliability (≥0,70)		0,889	Reliable
AVE (≥0,50)		0,816	Valid
<b>Aesthetic (AES)</b>	Visual attractiveness	0,919	Valid
	Design appeal	0,931	Valid
	Aesthetic pleasure	0,884	Valid
Cronbach's Alpha (≥0,70)		0,898	Reliable
Composite Reliability (≥0,70)		0,936	Reliable
AVE (≥0,50)		0,830	Valid

Source: Data processed, 2026

All indicators in the initial stage demonstrated reliability and validity within the established threshold levels. Reliability can be evaluated by Cronbach's alpha (CA) and composite reliability. The advised threshold for both metrics is 0.7. Given that the variables derived by CA possess a reliability exceeding 0.7, it can be inferred that all variables have strong dependability. Moreover, the loading factor functions as an indicator of the measure's reliability, with a threshold value of 0.6 (Hair et al., 2017).

**Table 4.** Fornell–Larcker–firststage - first stage

	Aesthetic	Cognitive Ease	Entertainment	Learning	Peace Of Mind	Ux
Aesthetic	0,911					
Cognitive Ease	0,630	0,847				
Entertainment	0,650	0,761	0,928			
Learning	0,635	0,686	0,693	0,904		
Peace Of Mind	0,643	0,728	0,740	0,696	0,892	
Ux	0,630	0,808	0,735	0,667	0,697	0,891

Source: Data processed, 2026

Discriminant validity was further assessed using the Fornell–Larcker criterion (Table 4). The square root of the average variance extracted (AVE) for each construct exceeded its correlations with all other constructs, indicating adequate discriminant validity. These results suggest that each construct captures a unique aspect of the digital experience and is empirically distinct from the other constructs in the model

**Table 5.** Heterotrait-monotrait (HTMT) ratio - first stage

	Aesthetic	Cognitive Ease	Entertainment	Learning	Peace Of Mind	Ux
Aesthetic						
Cognitive Ease	0,741					
Entertainment	0,713	0,886				
Learning	0,760	0,869	0,820			
Peace Of Mind	0,726	0,872	0,826	0,847		
Ux	0,712	0,967	0,822	0,812	0,800	

Source: Data processed, 2026

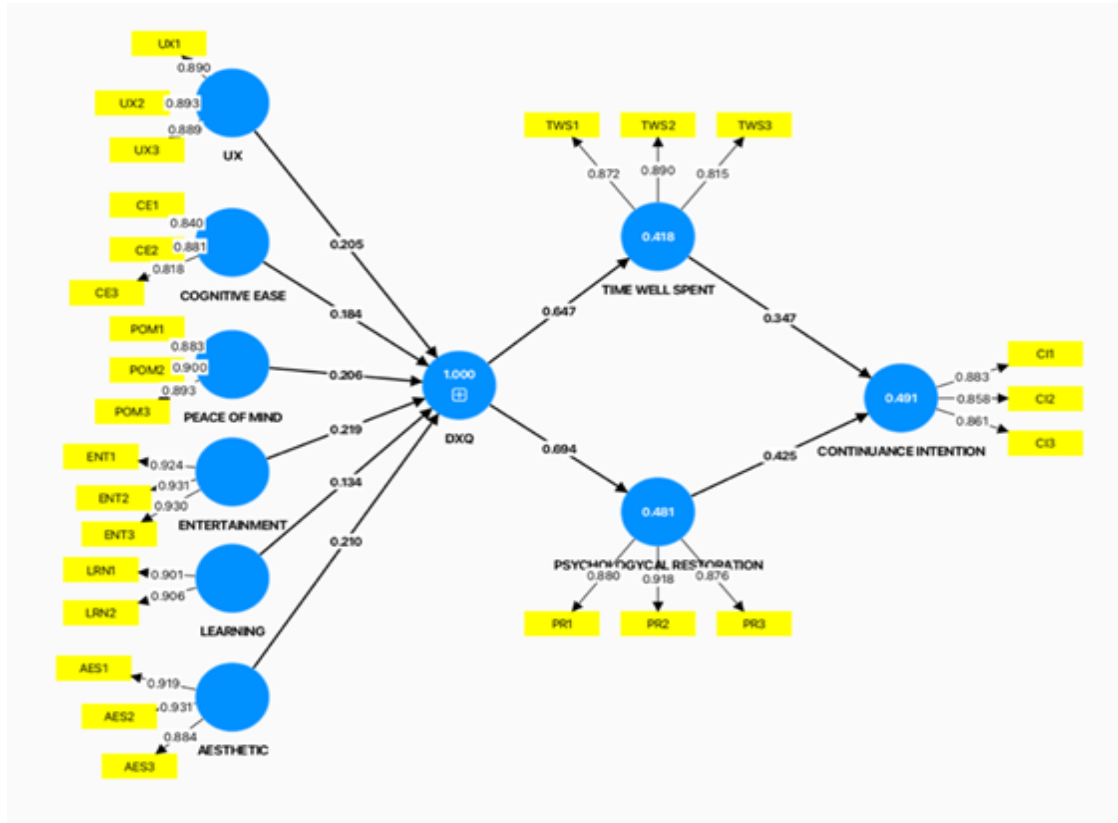
As shows in Table 5 Discriminant validity also was evaluated by the heterotrait–monotrait ratio (HTMT). The findings demonstrate that the majority of construct pairs display HTMT values beneath the suggested threshold of 0.90, indicating sufficient discriminant validity among the constructs. However, the HTMT value between cognitive ease and UX value somewhat above the required threshold (HTMT = 0.967), indicating a significant conceptual proximity between the two constructs (Hair & Hult, 2021). This finding indicates that participants generally view cognitive ease as a fundamental aspect of the overall user experience assessment in video streaming services. In light of the theoretical connection between usability perceptions and UX evaluation, both conceptions were maintained as separate dimensions inside the Digital Experience Quality framework. Despite the HTMT value between cognitive ease and UX value beyond the suggested threshold, both constructs were preserved owing to their unique theoretical functions inside the Digital Experience Quality framework. Cognitive ease denotes the mental work required to engage with the platform, whereas UX value signifies consumers' comprehensive evaluative assessment of the experience. Since Digital Experience Quality is defined as a formative higher-order construct, a certain level of connection among its dimensions is theoretically anticipated and permissible because all the VIF value <5 and the outer loading  $\geq 0,70$  (Hair & Hult, 2021).

### 4.3 Structural model evaluation – second stage

Upon concluding the initial SEM-PLS analysis, which emphasized the measuring model and the validity of indicators for the principal constructs, the study advanced to the subsequent stage to investigate DXQ as a higher-order construct. At this juncture, the interrelations among the six dimensions of DXQ: User Experience Value (UXV), Cognitive Ease (CE), Aesthetics (AES), Learning (LRN), Peace of Mind (POM), and Entertainment (ENT) were evaluated. The second-order SEM-PLS analysis sought to assess how these dimensions collectively influenced DXQ and its effect on other variables within the model, such as TWS, PS, and CI, as depicted in Figure 2.

Figure 2 illustrates that the factor loadings indicate the relative contributions of each dimension to Digital Experience Quality (DXQ). Entertainment (ENT) and Aesthetic (AES) emerged as the most significant contributors, each with a loading of 0.931, emphasizing the pivotal role of these dimensions in determining DXQ. LRN exhibited a loading of 0.906, indicating its significant impact on learning value. POM, with a loading of 0.900, was also substantial, although UXV and CE had comparatively little impact than the other dimensions. All six dimensions surpassed the recommended loading level of 0.70, so affirming their dependability in assessing the construct. Concerning reliability and validity (Table 6), the DXQ exhibited strong internal consistency, evidenced by a

Cronbach’s alpha of 0.958 and a composite reliability of 0.962, both exceeding the required criterion of 0.70. The AVE score of 0.598 exceeded the minimum threshold of 0.50, signifying robust convergent validity. These results collectively affirm that the six dimensions of DXQ are both reliable and valid in expressing the construct inside the model.



**Figure 2.** Outer Model – Second Stage  
Source: Data Processed, 2026

**Table 6.** Outer loading, composite reliability and average variance extracted (AVE) – Second stage

Item	Indicator	Outer Loading (≥0,70)	Caption
<b>Digital Experience Quality (DXQ)</b>			
<b>UX Value (UXV)</b>	Perceived usefulness	0,890	Valid
	relevance	0,893	Valid
	perceived value	0,889	Valid
<b>Cognitive Ease (CE)</b>	Mental effort	0,840	Valid
	Clarity	0,881	Valid
	Ease of understanding	0,818	Valid
<b>Peace of Mind (POM)</b>	Calmness	0,883	Valid
	Emotional comfort	0,900	Valid
	Mental relaxation	0,893	Valid
<b>Entertainment (ENT)</b>	Enjoyment	0,924	Valid
	Fun	0,931	Valid

<b>Learning (LRN)</b>	Pleasure	0,930	Valid
	Knowledge gain	0,901	Valid
	Give insight	0,906	Valid
<b>Aesthetic (AES)</b>	Visual attractiveness	0,919	Valid
	Design appeal	0,931	Valid
	Aesthetic pleasure	0,884	Valid
Cronbach's Alpha ( $\geq 0,70$ )		0,958	Reliable
Composite Reliability ( $\geq 0,70$ )		0,962	Reliable
AVE ( $\geq 0,50$ )		0,598	Valid
<b>Time Well Spent (TWS)</b>	Joy	0,872	Valid
	Achievement	0,890	Valid
	Meaningfulness	0,815	Valid
Cronbach's Alpha ( $\geq 0,70$ )		0,824	Reliable
Composite Reliability ( $\geq 0,70$ )		0,894	Reliable
AVE ( $\geq 0,50$ )		0,739	Valid
<b>Psychological Restoration (PR)</b>	Mental recovery	0,880	Valid
	stress reduction	0,918	Valid
	emotional rejuvenation	0,876	Valid
Cronbach's Alpha ( $\geq 0,70$ )		0,871	Reliable
Composite Reliability ( $\geq 0,70$ )		0,921	Reliable
AVE ( $\geq 0,50$ )		0,795	Valid
<b>Continuance Intention (CI)</b>	Intention to continue use	0,883	Valid
	intention to find alternative	0,858	Valid
	Continued subscription intention	0,861	Valid
Cronbach's Alpha ( $\geq 0,70$ )		0,836	Reliable
Composite Reliability ( $\geq 0,70$ )		0,901	Reliable
AVE ( $\geq 0,50$ )		0,752	Valid

Source: Data processed, 2026

**Table 7.** Fornell–Larcker–firststage - Second stage

	Continuance Intention	Dxq	Psychological Restoration	Time Well Spent
Continuance Intention	0,867			
Dxq	0,641	0,774		
Peace Of Mind	0,577	0,873		
Psychological Restoration	0,648	0,694	0,892	
Time Well Spent	0,620	0,707	0,644	0,860

Source: Data processed, 2026

Discriminant validity was evaluated using the Fornell–Larcker criterion by comparing the square root of the average variance extracted (AVE) for each construct against its correlations with other constructs. Table 7 demonstrates that the square root of the AVE values for all constructions exceeds the respective inter-construct correlations. The continuing intention has a square root of AVE value of 0.867, surpassing its associations with Digital Experience Quality (0.641), psychological restoration (0.648), and time well spent (0.620). Likewise, Digital Experience Quality exhibits a square root of AVE value of 0.774, surpassing its associations with psychological restoration (0.694) and time well spent (0.647). Psychological restoration demonstrates robust diagonal values (0.892), signifying sufficient differentiation from other constructs, whereas time well spent reveals a square root of AVE value of 0.860, surpassing all its inter-construct correlations. The results demonstrate that each concept exhibits greater variance with its respective indicators than with other constructs, so proving that discriminant validity is adequately established in the second-stage model (Hair & Hult, 2021).

**Table 8.** Heterotrait-monotrait (HTMT) ratio - Second stage

	Continuance Intention	Dxq	Psychological Restoration	Time Spent	Well
Continuance Intention					
Dxq	0,713				
Psychological Restoration	0,757	0,75			
		0,72			
Time Well Spent	0,738	3	0,757		

Source: Data processed, 2026

The discriminant validity was additionally assessed by the heterotrait–monotrait ratio (HTMT). Table 8 indicates that all HTMT values are beneath the suggested threshold of 0.90 (Hair & Hult, 2021). The maximum HTMT value is recorded between psychological restoration and time well spent (0.757), which is comfortably within acceptable thresholds. The findings demonstrate that the constructs are empirically distinct, hence affirming the sufficiency of discriminant validity. This discovery validates that experiencing outcomes, including time well spent and psychological restoration, are interconnected yet conceptually distinct pathways by which Digital Experience Quality affects continuance intention.

**Table 9.** Inner Variance Inflation Factor (VIF)

	Continuance Intention	Dxq	Psychological Restoration	Time Spent	Well
Continuance Intention					
Dxq	0,713				
Psychological Restoration	0,757	0,75			
		0,72			
Time Well Spent	0,738	3	0,757		

Source: Data processed, 2026

The inner variance inflation factor (VIF) was utilized to evaluate multicollinearity among predictor components. Table 9 indicates that the VIF values for psychological restoration and time well spent in predicting continuance intention are both 1.710, much below the recommended threshold of 3.3 (or the more conservative level of 5.0). The results demonstrate the lack of multicollinearity among predictor factors, indicating that psychological restoration and time well spent independently contribute to the explanation

of continuing intention. The low VIF values further affirm that the structural relationships estimated in the model are stable and not distorted by excessive correlation among predictors (Hair & Hult, 2021).

The findings from the Fornell–Larcker criterion, HTMT ratio, and inner VIF evaluation indicate that the second-stage measurement and structural model exhibit sufficient discriminant validity and are free from multicollinearity concerns. Consequently, the constructs incorporated in the model are empirically unique and appropriate for subsequent hypothesis testing and structural model assessment.

#### 4.4 Structural model testing/hypothesis testing

The structural model results indicate that all hypothesized relationships are statistically significant at  $p < 0.001$  (Table 10). Digital Experience Quality significantly influences psychological restoration and time well spent, confirming its role as a primary experiential antecedent in video streaming services. Furthermore, both psychological restoration and time well spent significantly affect continuance intention, indicating that users’ intention to continue using the platform is driven by restorative and meaningful experiential outcomes. The results reinforce the argument that continuance behavior in video streaming services is primarily driven by meaningful and restorative experiences rather than purely functional or utilitarian considerations, supporting the study’s experience-centered perspective beyond functionality. Therefore, all proposed hypotheses (H1–H4) are supported (Table 10).

**Table 10.** Hypothesis Testing

Hypothesis	Path Relationship	Path Coefficient ( $\beta$ )	t-value	p-value	Result
H1	Digital Experience Quality → Psychological Restoration	0.694	15.489	0.000	Supported
H2	Digital Experience Quality → Time Well Spent	0.647	14.014	0.000	Supported
H3	Psychological Restoration → Continuance Intention	0.425	5.508	0.000	Supported
H4	Time Well Spent → Continuance Intention	0.347	4.530	0.000	Supported

Source: Data processed, 2026.

## 5. Discussion

This study's findings confirm that the intention to persist in using video streaming services is more significantly influenced by the quality of the digital experience (DXQ), which provides psychological benefits and subjective assessments of time spent, rather than by the performance of the functional system alone. In other terms, DXQ indirectly affects continuance intention through two primary pathways: psychological recuperation and the feeling of time well spent. This outcome broadens the post-adoption and information systems literature, which has traditionally focused on utility, satisfaction, or system quality as primary determinants of user loyalty (Chang et al., 2013; Liu et al., 2021; Shang & Wu, 2017; Sthapit et al., 2020; Tam et al., 2020; Tran et al., 2019; Yan et al., 2021), by demonstrating that, within the realm of digital entertainment, the assessment of subjective experience emerges as a pivotal influence on user behavior.

These results theoretically correspond with Csikszentmihalyi's flow theory, which posits that profound involvement in pleasurable activities can improve emotional states, distract from stress, and promote behavioral repetition. Furthermore, these findings corroborate the experience economy approach (Pine & Gilmore, 1998), wherein the value of contemporary digital consumption is dictated by the subjectively experienced experience, rather than solely the functionality or efficacy of the platform. Multidimensional DXQ—comprising cognitive, emotional, hedonistic, and aesthetic dimensions—enables dual routes of influence: emotional and hedonistic experiences promote psychological recovery, whereas cognitive and aesthetic experiences augment the feeling of time well spent.

Subsequent investigation indicates that psychological recovery exerts a greater influence on the intention to resume usage than the feeling of time well spent. This underscores that psychological advantages, like relaxation and disengagement from daily stressors, are crucial in fostering user loyalty, while the utilitarian evaluation of time invested serves a supplementary function. The findings align with existing literature on digital media consumption for emotional regulation and mental recuperation, indicating that individuals utilize digital entertainment platforms to alleviate stress and restore cognitive and emotional resources (Erdmann & Dienlin, 2018; Granow et al., 2018; Reinecke & Eden, 2017). In this setting, streaming services serve as venues for psychological recuperation and enjoyment, rendering digital experiences a crucial factor in post-adoption behavior.

Furthermore, the research findings demonstrate that effectively utilized time remains a substantial contributor, but to a lesser extent than psychological repair. This underscores that the reflective assessment of the value of experiences, including the perception of time well spent, is crucial in influencing digital engagement, however it cannot rival the emotional and restorative effects of the event itself. Consequently, prolonged engagement with streaming services arises not only from the platform's functionality but also from its capacity to produce valuable, emotionally gratifying, and mentally rejuvenating experiences, rendering the quality of the digital experience a crucial determinant of long-term usage behavior.

This research enhances the comprehension of digital consumption as an experience-oriented activity, positing that user loyalty is influenced by a synthesis of emotive pathways (psychological recovery) and evaluative pathways (well-utilized time). These findings provide a substantial theoretical contribution by synthesizing psychological restoration theory, flow theory, and the experience economy, while underscoring the significance of psychological value and subjective experience as primary determinants of post-adoption behavior on digital entertainment platforms.

## **6. Conclusion**

The findings indicate that digital experience quality significantly enhances both psychological restoration and perceptions of time well spent, which subsequently increase continuance intention. Psychological restoration demonstrates a stronger influence, suggesting that users continue using streaming services primarily because experiences support mental recovery and emotional well-being. The study concludes that continuance intention in video streaming services is driven by meaningful and restorative experiences beyond functional system performance, contributing to an experience-centered understanding of sustained digital engagement. This study enhances the understanding of

continuation intention in video streaming services, emphasizing that lasting digital engagement is primarily influenced by experience quality rather than functional performance. It conceptualizes Digital Experience Quality as a multidimensional construct, showing that users remain engaged when digital experiences facilitate meaningful use and psychological healing.

## 7. Theoretical and practical implication

The findings advance post-adoption and user experience literature by redefining continuation behavior in digital leisure contexts as driven by experiences and focused on well-being, moving beyond traditional functionality-based explanations. Streaming service providers are urged to focus on creating experiences that enhance emotional comfort, cognitive ease, and restorative engagement, particularly in highly competitive markets with low switching barriers. By highlighting sensory and psychological value, platforms can foster more enduring user interactions, beyond simple content consumption.

## 8. Limitations and suggestions for further research

Future research may explore the role of digital experience quality across different cultural settings and digital leisure platforms to further understand the importance of meaningful and restorative experiences in sustained digital engagement.

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