



## What Keeps Filipinos Watching? The Role of Trust and Content Quality in Netflix Satisfaction

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### Abstract

The study investigates the impact of perceived trustworthiness and content quality on customer satisfaction within the OTT streaming service sector, specifically among Netflix subscribers in the Philippines. Using an entirely quantitative research approach, data were collected from a heterogeneous group of Filipino Netflix users, after which PLS-SEM was employed to analyze the strength and direction of relationships among key constructs. Dimensions such as reliability of services, data security, and authenticity were specified under perceived trustworthiness, while content quality dealt with variables including the number of options, cultural affinity, and high-quality productions. The findings indicate that consumer satisfaction is positively and significantly influenced by perceived trustworthiness and content quality. Indeed, trustworthiness stood out as a strong indicator of loyalty, implying that users develop an attachment to a service through secure and reliable service delivery. That content with a recognizable identity supports subscriber retention, keeping them interested in using the platform in the long run. Such findings extend the existing literature on OTT service adoption and retention by highlighting the need for a certain level of technical credibility and content value in emerging markets. In practical terms, it follows that OTT providers, such as Netflix, should adopt a mix of culturally aligned content strategies and transparent data practices to remain competitively viable. Whilst geographically angled towards the Philippines, its conceptual framework presents a replicable model for application in cross-cultural and international contexts. The study emphasizes the global significance of trust and content excellence in delivering an enhanced streaming experience within the rapidly expanding digital entertainment ecosystem worldwide.

**Keywords:** OTT, Customer Satisfaction, trustworthiness, content quality

### INTRODUCTION

OTT (over-the-top) services are provided directly through the Internet, providing consumers with access to movies and television programs. Most OTT providers offer a dedicated application, website, or page where users can sign up for a subscription to access specific benefits. During an OTT broadcast, all medium-sized content is transmitted via the Internet without the operator's involvement. In recent years, video content consumption on various platforms in the Philippines has increased dramatically. With the advent of OTT platforms, the entertainment landscape has undergone a significant transformation in recent years. These platforms, including Netflix, Amazon Prime Video, and Disney+, have revolutionized the consumption of television programs, movies, and other digital content (Fitzgerald, 2019). The term "OTT" dates back to World War I, when soldiers who charged the enemy head-on were said to be flying over the top, almost definitely to their deaths (Nishioka, 2021). The tech industry chose this expression as its preferred term for delivering video content to televisions over the internet. With this technology, Apple, Microsoft, Amazon, and others are literally going over the top of traditional cable TV by utilizing broadband internet; however, their strategies and relative success span the entire rich history of the term, from excessive indulgence to raw power grab to an insane, gonzo suicide mission (Patel, 2012).

Over-the-top (OTT) platforms have emerged as game-changers in recent years, revolutionizing the way people consume digital content (Lad et al., 2020). The entertainment industry as a whole has been affected by these changes. OTT platforms have become a destination of choice for millions of subscribers worldwide due to their massive libraries of movies, television

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series, documentaries, and original projects. However, as competition in the OTT market intensifies, service providers are becoming increasingly aware of the need to understand the elements that determine the level of pleasure experienced by their customers (Datta, 2022). In today's over-the-top (OTT) industry, which is notoriously cutthroat, providing excellent customer service has emerged as one of the most crucial factors in attracting and retaining users (Gupta, 2023). The success of an over-the-top (OTT) platform hinges on its ability to deliver an engaging and seamless user experience, one that captivates viewers and encourages them to return for more. This research aims to provide significant insights for over-the-top (OTT) service providers by examining the elements that influence consumer satisfaction. These providers can then use these insights to refine their offerings and enhance client loyalty.

In today's over-the-top (OTT) industry, which is notoriously competitive, providing excellent customer service has emerged as one of the most crucial factors in attracting and retaining users (Gupta, 2023). The success of an over-the-top (OTT) platform hinges on its ability to deliver an engaging and seamless user experience, one that captivates viewers and encourages them to return for more. This research aims to provide significant insights for over-the-top (OTT) service providers by examining the elements that influence consumer satisfaction. These providers can then use these insights to refine their offerings and enhance client loyalty.

One of the most popular OTT platforms in the Philippines is Netflix (CNN, 2019). Netflix Philippines is the localized version of the widely used streaming platform Netflix, tailored exclusively for the Philippine market. It provides users with access to an extensive library of films, television series, documentaries, and original material, all of which can be seen on internet-connected devices such as smart TVs, smartphones, tablets, and personal computers. Filipino viewers have access to a vast collection of international and local content on Netflix Philippines, including movies and shows spanning various genres and featuring multiple languages. Examining the perceived value, content quality, and customer satisfaction of Netflix Philippines can provide a targeted analysis of the platform's performance and influence on the Filipino market. Netflix Philippines aims to offer Filipinos content that resonates with them. Researchers can determine how well Netflix Philippines meets the cultural preferences, values, and expectations of Filipino viewers by analyzing the platform's perceived value and content quality. This includes analyzing localization efforts, incorporating Filipino content, and depicting local stories and experiences. Additionally, evaluating customer satisfaction and the perceived value of Netflix Philippines provides valuable insight into the overall user experience and the platform's capacity to meet viewer expectations. Understanding the factors that influence customer satisfaction, such as content relevance, streaming quality, user interface, and personalized recommendations, enables Netflix Philippines and other OTT platforms to enhance their services and better meet customer demands.

Customers' attitudes and actions toward a specific over-the-top (OTT) platform are heavily influenced by their perceptions of the platform's trustworthiness (Gershon, 2020). If a customer believes that a platform is trustworthy, they are more inclined to put their time, money, and confidence in that platform. Platform security, clear pricing structures, compliance with data protection requirements, and the availability of dependable customer assistance may be some of the elements that influence how trustworthy a company is seen to be. When over-the-top (OTT) service providers have a better understanding of the influence that perceived trustworthiness has on customer satisfaction, they are better equipped to identify areas for improvement in order to cultivate a more profound sense of trust and loyalty within their user base (Stevens, 2018).

The quality of the material that may be accessed via an OTT platform is also essential. Customers want platforms that provide a broad and varied selection of material that caters to their particular tastes and pursuits, and they look for such platforms wherever they can find them. The

quality of the material encompasses not only the sheer amount of information accessible but also its relevance, freshness, production value, and the ability to appeal to a diverse range of demographics. This research aims to illuminate the type of content that resonates most with viewers and contributes to their overall satisfaction with an OTT platform by examining the impact of content quality on customer satisfaction.

There are still several gaps in the research that need to be addressed, despite the current literature providing valuable insights into the impact of perceived trustworthiness and content quality on the satisfaction of OTT customers. Research examines the specific aspects of perceived trustworthiness in the context of OTT services and their relative importance in determining customer satisfaction levels. Further insight into the influence of content quality might be gained by researching the role that tailored content suggestions and user-generated material play in determining consumer satisfaction.

The purpose of this research is to investigate the influence that a company's perceived trustworthiness and the quality of its content have on the level of pleasure experienced by Netflix customers. The consumer's impression of an over-the-top (OTT) platform's dependability, credibility, and capacity to fulfill its commitments is what users mean when they talk about perceived trustworthiness. The term "content quality" refers to several key elements, including originality, relevance, diversity, production value, and the overall attractiveness of the information made accessible on the platform. The results of this research are expected to make a significant contribution to the growing body of knowledge about customer satisfaction levels in the OTT market. OTT service providers can modify their tactics to suit the ever-changing demands and expectations of their customers if they first determine the primary aspects that contribute to consumer satisfaction. Ultimately, the purpose of this study is to support OTT platforms in developing stronger customer connections, enhancing their market position, and ensuring long-term success in an increasingly competitive and rapidly evolving digital landscape.



**Figure 1.** Research Paradigm

## LITERATURE REVIEW

### Theoretical Underpinning

#### *Social Exchange Theory*

In 1958, an American sociologist named George C. Homans was the first to articulate the concept of "social behavior as exchange". According to the central tenet of the Social Exchange Theory, people participate in social interactions and relationships because they perceive a net benefit from doing so ([Ogbonna, 2022](#)). Customers of over-the-top (OTT) platforms have a connection with the platform provider that is characterized by the exchange of goods and services. Customers make a financial investment, in addition to their time and attention, to access information of superior quality. To sustain a positive social exchange and foster consumer satisfaction, OTT platforms have a continuing responsibility to provide content that is both useful and engaging. This approach emphasizes the importance of establishing a mutually beneficial connection between the platform and the user, thereby satisfying consumer expectations and fostering trust between the two parties.

#### *Related Studies*

As a result of the growing popularity of over-the-top (OTT) platforms, a significant body of research has been conducted to gain a deeper understanding of the factors that determine consumer satisfaction levels within this industry. This study aims to investigate existing research on the influence of perceived trustworthiness and content quality on OTT customer satisfaction, providing insights into the current state of knowledge and identifying research gaps in this area. OTT stands for over-the-top (OTT), referring to over-the-top content delivery.

#### *Trustworthiness*

Trust is difficult to define in the academic sense, as numerous disciplines examine it in their own unique ways. [Grabner-Krauter's \(2002\)](#) definition of online trust makes the most sense in the context of this work. She stated that trust is "a mechanism for reducing the complexity of human behavior in situations involving uncertainty." The unpredictability of the online experience has led to trust issues, making the transition of consumers to an online purchasing environment difficult. Trust is essential in business relationships, but online commerce introduces an element of unpredictability because products and services are not transmitted immediately upon payment ([Grabner-Krauter, 2002](#)). The difficulty of establishing trust online has led to the personification of business qualities through social media and the current drive by businesses to collaborate with influencers in order to establish consumer trust. [Jin and Muqaddam \(2019\)](#) discovered that consumers who first see the source of information from an influencer attribute "higher credibility and more positive attitudes" to the shared brand. Credibility is essential for trust in the relationship between an influencer and their followers. [Sokolova and Kefi \(2020\)](#) noted that credibility pertains to the "perception of the communication quality by the member" and that members tend to follow influencers due to shared values.

The Cambridge Dictionary defines trustworthy as deserving or capable of trust. According to an article by [Buchheit et al. \(2021\)](#), there are four components of trustworthiness in the language of the Internet of Things. These are data privacy and security, service reliability, customer support, and reputation and brand image. Data privacy refers to the protection and control of personal and sensitive information, ensuring that it is not accessed, used, or shared without proper authorization. Data security involves implementing measures to safeguard data against unauthorized access, breaches, or loss. Maintaining strong data privacy and security practices enhances trust by assuring users that their information is handled with care and protected from potential threats.

Service reliability refers to the consistent and uninterrupted availability and performance of a product or service. In the context of trustworthiness, it implies that the service provider delivers its offerings as promised, meeting user expectations without frequent disruptions, downtime, or technical issues. Reliability fosters trust by demonstrating a commitment to providing a dependable and consistent experience.

Customer support refers to the assistance, guidance, and resolution provided by a company or service provider to address customer inquiries, concerns, or issues. In the context of trustworthiness, effective and responsive customer support is crucial. It ensures that users have access to timely and satisfactory assistance, building confidence in the service provider's commitment to resolving problems and providing a positive user experience.

Reputation and brand image refer to the overall perception, credibility, and standing of a company or service provider in the eyes of its customers and the general public. It reflects the collective opinions, experiences, and impressions associated with the organization. In the context of trustworthiness, a positive reputation and strong brand image contribute to trust by signaling reliability, integrity, and quality. It involves consistently meeting customer expectations, delivering on promises, and maintaining a positive track record.

### *Content Quality*

The other central aspect of OTT is the quality of the shared content and its effect on the viewers' intentions. Consequently, the quality of the content is an essential aspect of a subscriber's interaction with OTT. There is more to content quality than an attractive image. It represents a connection between the brand and the consumer, and "works best when the content is natural, genuine, and realistic," adding to the importance of trust ([Childers et al., 2019](#)). The concept of content marketing has been examined for decades, and researchers have affixed the notion of content quality to it. In content marketing, the emphasis is placed on creating "valuable, relevant, and high-quality content" to share in "online media," which "generates a positive behavior from the customer" ([Peres & Mesquita, 2015](#)).

According to an article by [Ramachandran \(2021\)](#), the four main components of content quality for OTT are variety and diversity, originality and exclusivity, content curation and recommendation, and technical quality. Variety and diversity refer to the range of different types, genres, themes, or subjects present in the content offerings. It implies a breadth of choices and options available to cater to different interests, preferences, and demographics. Having a variety and diversity of content provides users with a broader selection, ensuring that different audiences can find content that suits their individual tastes and needs.

Originality refers to the uniqueness, creativity, and novelty of the content. It signifies content that is distinct and innovative, offering something new or different to the audience. Exclusivity refers to content that is only available on a specific platform or service, offering a sense of exclusiveness and differentiation. Original and exclusive content enhances content quality by providing fresh perspectives, engaging storytelling, and unique experiences that cannot be found elsewhere.

Content curation involves the careful selection, organization, and presentation of content to deliver a curated and cohesive experience to users. It entails curating content collections or playlists based on specific themes, genres, or user preferences. Recommendation systems analyze user behavior, preferences, and patterns to provide personalized content recommendations tailored to each individual. Content curation and recommendation play a significant role in content quality by helping users discover relevant and engaging content that aligns with their interests and preferences.

Technical quality refers to the technical aspects of content production and delivery. It

encompasses factors such as audiovisual clarity, resolution, streaming quality, download speed, and overall technical performance. High technical quality ensures that the content is presented in a visually and audibly appealing manner, without disruptions, buffering, or technical glitches. It contributes to content quality by providing users with a seamless and immersive viewing or listening experience.

#### *Customer Satisfaction and Perceived Trustworthiness*

Trust has long been recognized as one of the most crucial components in establishing strong relationships with one's clientele. When it comes to over-the-top (OTT) platforms, the level of perceived trustworthiness plays a significant role in consumers' decision-making processes. According to the findings of research conducted by [Ngoc et al. \(2023\)](#), perceived trust has a favorable influence on consumer satisfaction and loyalty regarding OTT platforms. Customers who have a positive impression of a platform's dependability, security, and transparency are more likely to interact with that platform and remain loyal to it. In the case of OTT services, trustworthiness is influenced by several variables. Competence, honesty, compassion, and predictability were identified as the four most important criteria. The capability of the platform to offer information and services dependably and effectively is what is meant by the term "competence." Integrity refers to the degree to which the platform upholds ethical norms, protects users' data privacy, and ensures their safety and security. The platform's intents and motives for its clients are included in the concept of benevolence. A prerequisite for predictability on the part of the platform is consistent and transparent communication and activities. In subsequent studies, more depth may be devoted to these aspects, and each of their separate implications on customer satisfaction can be investigated.

#### *The Quality of the Content and the Satisfaction of the Customers*

The quality of the available content is another important factor that contributes to determining the level of consumer satisfaction in the OTT sector. According to several studies, consumers are drawn to platforms that provide high-quality information tailored to meet their individual tastes and interests ([Yousaf et al., 2021](#)). According to research conducted by [Chakraborty et al. \(2023\)](#), the diversity of content has a positive impact on customer satisfaction. This finding suggests that platforms that provide users a broad variety of content selections often have higher levels of customer satisfaction. In addition, a study conducted by [Sharma and Lulandala \(2023\)](#) demonstrated the importance of content relevance and uniqueness in enhancing consumer satisfaction. The quality of the content produced also plays a significant role in determining how customers perceive a brand. It is possible for production qualities of a high caliber, such as excellent cinematography, sound design, and visual effects, to enhance the overall viewing experience and lead to increased levels of consumer satisfaction. According to [Bhattacharyya et al. \(2022\)](#), there is a positive correlation between a customer's opinion of the content quality and their overall level of happiness with an OTT platform.

#### *The Importance of Maintaining Satisfied Customers*

A critical indicator for over-the-top (OTT) platforms is customer satisfaction, as it has a significant impact on various outcomes, including customer loyalty, engagement, and referrals from word-of-mouth customers ([Kumari, 2020](#)). According to the findings of [Yousaf et al. \(2020\)](#), there is a positive correlation between customer satisfaction and repurchase intentions. This suggests that happy consumers are more inclined to continue subscribing to and using OTT platforms. In addition, satisfied consumers are more likely to recommend the platform's benefits to others, which ultimately leads to increased client acquisition and retention rates ([Datta, 2022](#)).



Based on the conceptual framework and literature review, the following hypotheses were formulated and tested:

H1: Perceived trustworthiness has a significant positive effect on customer satisfaction among Netflix users in the Philippines.

H2: Content quality has a significant positive effect on customer satisfaction among Netflix users in the Philippines.

These hypotheses are grounded in Social Exchange Theory and prior empirical evidence suggesting that both technical credibility and compelling content are critical to user satisfaction in OTT platforms.

#### *Research Paradigm*

The research paradigm serves as a conceptual framework that links perceived trustworthiness and content quality to customer satisfaction in the discourse on the OTT platform. Perceived trustworthiness encompasses various dimensions, including data privacy and security, service reliability, customer support, and brand reputation, which provide users with a sense of safety and confidence. Content quality, encompassing variety, diversity, originality, and exclusivity, serves as a proxy for entertainment value and user engagement. These two constructs are then directly linked to customer satisfaction; technological trust and compelling content must go hand in hand for a streaming platform like Netflix to retain user loyalty and customer satisfaction. Empirical analysis will be guided by the cause-and-effect relationship specified by the model.

## **RESEARCH METHOD**

### **Participants**

This study employed a non-probability technique, in which 350 active Netflix subscribers from OTT in the Philippines were interviewed. Respondents had to meet the following criteria: (1) at least 18 years old, (2) residing in the Philippines during data collection, and (3) having subscribed to or actively used Netflix in the past six months. Data collection was conducted virtually using Google Forms, which were circulated through social media, academic circles, and email invitations to ensure diverse demographic representation. The virtual administration further promoted broader geographic participation and upheld specific ethical considerations, including giving informed consent and allowing voluntary participation. The sample size was considered adequate for SEM analysis, thereby contributing to the reliability and generalizability of the findings within the Philippine OTT user context, specifically regarding trustworthiness, content quality, and customer satisfaction.

**Table 1.** Demographic Profile of Samples

<b>Constructs</b>	<b>Frequency</b>	<b>Percentage</b>
<b>Age</b>		
Below 18 years old	26	7.4
18- 29 years old	216	61.71
30-44 years old	53	15.14
45-59 years old	36	10.29
60 years old and above	19	5.43
<b>Gender</b>		
Male	136	38.9
Female	214	61.1

Constructs	Frequency	Percentage
<b>Location</b>		
National Capital Region	41	11.7
Luzon	240	68.6
Visayas	33	9.4
Mindanao	36	10.3

### Research Instrument

The research instrument that was used in the research is a questionnaire. The first part was the demographic profile of the respondents. Secondly, the next part included questions related to the effect of perceived trustworthiness, which encompasses data privacy and security, service reliability, customer support, reputation, and brand image. The third part is content quality, composed of variety and diversity, originality and exclusivity, content curation and recommendation, and technical quality. This instrument allowed the researcher to measure and gauge the existence and strength of the relationship between the variables. Each variable has five questions.

The participants responded to the questionnaire using a 4-point Likert scale, a standard tool in quantitative research for measuring perceptions and attitudes. Each item was rated as follows: 1 – Strongly Disagree, 2 – Disagree, 3 – Agree, and 4 – Strongly Agree. This scale allowed respondents to express varying degrees of agreement or disagreement with statements related to perceived trustworthiness, content quality, and customer satisfaction. The use of the Likert scale enabled consistent and quantifiable data collection, which was essential for statistical analysis using PLS-SEM to validate the hypothesized relationships among the study's key variables.

To ensure the rigor and credibility of the quantitative instrument used in this study, a comprehensive process of validity and reliability checks was conducted. Content validity was established through expert review. The questionnaire items were adapted from existing, validated scales that align with constructs from the Technology Acceptance Model (TAM), Uses and Gratification Theory (UGT), and related OTT literature. Three academic experts in marketing, research, and digital media reviewed the instrument to ensure that the items were relevant, clear, and aligned with the research objectives. Construct validity was evaluated using confirmatory factor analysis (CFA) through Partial Least Squares Structural Equation Modeling (PLS-SEM). The Average Variance Extracted (AVE) values for all constructs exceeded the 0.50 threshold, indicating satisfactory convergent validity. Discriminant validity was confirmed using the Fornell-Larcker criterion, where the square root of AVE for each construct was greater than its inter-construct correlations. Reliability was verified using Cronbach's Alpha (CA) and Composite Reliability (CR). All constructs had CR values above 0.90 and CA values above 0.85, exceeding the minimum threshold of 0.70, thus confirming strong internal consistency.

### Data Analysis

A quantitative design was used in the present study. Frequencies were used to explain the levels of perceived trustworthiness, content quality, and customer satisfaction among OTT subscribers. Moreover, a causal research approach was employed to investigate the relationships between perceived trustworthiness, content quality, and customer satisfaction among OTT subscribers. The structural equation modeling (SEM) using WARP-PLS SEM software was utilized to estimate the parameters of the model.

### FINDINGS AND DISCUSSION

The study examined the interconnection of three factors: perceived trustworthiness, content



quality, and customer satisfaction, using Partial Least Squares Structural Equation Modeling (PLS-SEM). Assessing the path model within PLS-SEM unfolds in two distinct stages (Hulland, 1999). Initially, the measurement model is scrutinized to evaluate the reliability and validity of the variables. Subsequently, attention is turned to the structural model to investigate the proposed interrelations between the variables (Hulland, 1999; Dimaunahan & Amora, 2016).

**Table 2.** Model Fit and Quality Indices of SEM

Model fit and Quality Indices	Coefficients
APC	0.441, $p < 0.001$
ARS	0.704, $p < 0.001$
AARS	0.703, $p < 0.001$
AFVIF	3.085
Tenenhaus GoF	0.627

Table 2 presents the fit and quality indices of the Structural Equation Model used in this study. The Average Path Coefficient (APC) is 0.441 with a p-value of  $< 0.001$ , which means that the path relationships in the model are statistically significant. The Average R-squared (ARS) and Adjusted Average R-squared (AARS) are high, at 0.704 and 0.703, respectively ( $p < 0.001$ ), indicating a strong explanatory power of the independent variables on the endogenous constructs. Also, the Average Full Variance Inflation Factor (AFVIF) is 3.085, which is below the limit value of 5.0, thereby ruling out multicollinearity. The Tenenhaus Goodness-of-Fit (GoF) index yields a value of 0.627, which exceeds the threshold of 0.36 for large effect sizes, indicating a good fit of the proposed model. Therefore, taken together, these confirm that the proposed models stand robust, reliable, and structurally valid in measuring factors affecting OTT customer satisfaction.

### Reliability and Validity Measurements

**Table 3.** Item Loadings, AVE, and Reliability of the Variables

Construct/Items	Item Loading	AVE	CR	CA
Perceived Trustworthiness			0.950	0.944
<i>Data Privacy and Security</i>				
I am confident that my personal information and data are adequately protected on this OTT platform	0.749			
The OTT platform is transparent regarding how my data is collected and used	0.704	0.487		
I am not concerned about the security of my payment information (credit card details, etc.) on this OTT platform	0.513			
I am confident in the measures taken by this OTT platform to protect my personal information and data	0.754			
My OTT platform communicates and updates me regarding data privacy and security practices.	0.735			
<i>Service Reliability</i>				

OTT platform provides a consistent experience	0.696		
OTT platform provides a reliable streaming experience.	0.679		
My OTT platform minimizes service disruptions	0.730		
My OTT platform minimizes buffering issues.	0.696		
My OTT platform minimizes technical glitches.	0.712		
<i>Customer Support</i>			
My OTT platform's customer service is always available.	0.702		
My OTT platform's customer service addresses all technical concerns.	0.729		
My OTT platform's customer service hotline is easy to reach.	0.716		
My OTT platform's customer service provides timely assistance.	0.763		
My OTT platform's customer service is polite and friendly.	0.711		
<i>Reputation and Brand Image</i>			
My OTT platform has positive reviews.	0.692		
My OTT platform has a strong brand image.	0.592		
My OTT platform has positive reputation.	0.651		
My OTT platform has positive recommendations from current users.	0.692		
My OTT platforms have positive publicity and word-of-mouth from current users.	0.689		
<i>Content Quality</i>			
<i>Variety and Diversity</i>			
My OTT platform offers a diverse range across genres and languages.	0.750	0.959	0.955
My OTT platform caters to the diverse preferences of users.	0.731		
My OTT platform provides selection of foreign movies/shows.	0.711		
My OTT platform provides selection of local movies/shows.	0.709		
My OTT platform provides selection of formats.	0.738	0.539	
<i>Originality and Exclusivity</i>			
My OTT platform provides unique content and format.	0.755		
My OTT platform provides exclusive content and format	0.670		
My OTT platform provides well-produced, engaging, and critically acclaimed shows.	0.777		

My OTT platform provides original and quality content.	0.748		
My OTT platform provides exclusive content rights	0.762		
<i>Content Curation and Recommendation</i>			
The content recommendations on this OTT platform align well with my personal preferences	0.747		
The effectiveness of content curation and recommendations on this OTT platform in helping me discover new and interesting content	0.722		
The content recommendations match my specific interests and preferences.	0.772		
The content curation on this OTT platform caters to a diverse range of genres and interests.	0.770		
I find relevant and engaging content through the content recommendations on this OTT platform	0.794		
<i>Technical Quality</i>			
The video quality of content on this OTT platform is consistently high.	0.729		
My OTT platform is reliable and consistently streams.	0.727		
I do not experience buffering or loading issues while streaming content on this OTT platform.	0.606		
I experience fast speed when I play content after selecting it on this OTT platform.	0.674		
The user interface and navigation experience of this OTT platform are satisfying.	0.771		
<i>Satisfaction</i>			
How satisfied are you with the user interface and navigation experience of this OTT platform?	0.812	0.937	0.923
Please rate your satisfaction with the technical performance and streaming quality of this OTT platform.	0.816		
How satisfied are you with the personalized recommendations provided by this OTT platform?	0.849	0.650	
How satisfied are you with the customer support provided by this OTT platform?	0.764		
How satisfied are you with the value for money you receive from this OTT platform?	0.792		
How satisfied are you with the range and	0.831		

variety of content genres offered on this OTT platform?	
How satisfied are you with the availability of subtitles or closed captions on this OTT platform	0.769
How satisfied are you with the depth and breadth of the content library on this OTT platform?	0.812

**Table 4.** Square Roots of AVE Coefficients and Correlation Coefficients

Variable	Perceived Trustworthiness	Content Quality	Satisfaction
Perceived Trustworthiness	0.698		
Content Quality	0.738	0.743	
Satisfaction	0.721	0.818	0.806

Note: Diagonal elements are the square root of the AVE of constructs, whereas the off-diagonal elements are the correlation between constructs.

Table 4 presents the relationships among the variables by using the square roots of the Average Variance Extracted (AVE) to evaluate the discriminant validity of the instrument. Discriminant validity is the test to determine whether the constructs are distinct; that is, whether respondents do not mistakenly relate the questionnaire items associated with one construct to another construct. Furthermore, it ensures that statements about one variable are not inconsistent with those of another (Kock, 2017). For adequate discriminant validity, the square root of each variable's AVE should surpass the correlations between that variable and any other variable (Fornell & Larcker, 1981). The data in the findings confirm that the survey instruments used possess discriminant validity.

## Model Results

**Table 5.** Model Results

Hypothesis	Relationship	$\beta$	P-value	SE	$f^2$
H1	Perceived Trustworthiness $\rightarrow$ Satisfaction	0.250	<0.001	0.053	0.184
H2	Content Quality $\rightarrow$ Satisfaction	0.632	<0.001	0.050	0.521

Table 5 generalizes the results of the structural equation model (SEM) testing the effects of perceived trustworthiness and content quality on customer satisfaction in OTT platforms. Perceived trustworthiness influences satisfaction with a  $\beta$  of 0.250, with a p-value of less than 0.001, and an effect size of  $f^2 = 0.184$ . Content quality, however, has a greater impact, with  $\beta = 0.632$ ,  $p < 0.001$ , and  $f^2 = 0.521$ . These results suggest that while users desire a secure and reliable service, they are also more concerned with content diversity, originality, and exclusivity.

Generation Z users primarily use OTT platforms for content personalization, genre diversity, and user-centric recommendations, with content quality being a major predictor of satisfaction. Drawing on a sample of 192 respondents in India, their study emphasized the importance of content in fostering ingrained platform engagement.

Content gratification through various ritualized offerings that evoke emotions heavily affects intention to use and customer satisfaction. In their studies using TAM and UGT theories, results indicate that content perception is of prime importance for the continual interaction with OTT platforms, as opposed to mere ease of use. On the other hand, trustworthiness, though a secondary determining factor, is necessary. Trust, which can be described in terms of factors such as service

reliability, data security, and support, reduces the perceived risk while building confidence in the initial user-client, especially when considering digitally mediated platforms (Egger, 2001). The MoTEC framework posits that trust enables users to participate, while satisfaction is maintained through what they perceive as the value gained (Egger, 2001). According to Stahl and King (2020), digital trust, in addition to systemic transparency and platform accountability, fosters user satisfaction through assurances of ethical data handling and uninterrupted services.

In brief, the results support a twofold path model, where trustworthiness serves as the locus of user engagement, while content drives the emotions and experience of satisfaction. Hence, OTT providers such as Netflix Philippines must maintain a delicate balance between these two factors—building a trustworthy brand perception while providing culturally relevant and original content to maximize satisfaction and retention.

## CONCLUSIONS

The paper aims to ascertain how perceived trust and content quality affect satisfaction among Filipinos subscribing to Over-The-Top (OTT) streaming services, using Netflix as the prototypical platform. Using Partial Least Squares Structural Equation Modeling (PLS-SEM), these were identified as two of the significant determinants of customer satisfaction, with content quality carrying more weight.

Empirically, the results indicate that the most important factor in user satisfaction is high-quality content, in terms of diversity, originality, exclusivity, and effective recommendation systems. This insight aligns with narratives presented in previous research, which emphasize that streaming platform users primarily seek engaging content that is tailored and culturally relevant. In an increasingly competitive OTT landscape in the Philippines and Southeast Asia, this call underscores the need for platforms to continue investing in high-quality original programming and regionally contextualized offerings to cater to the evolving tastes and behavioral preferences of the local audience.

Despite its moderate effect, perceived trustworthiness remains vital for establishing the trust base required for long-term platform use. Various factors, including data privacy, transparent communication practices, technical performance, and responsiveness to customer service, form the sense of safety and credibility perceived by users. Trust is that cognitive entrance through which users embrace the content offerings of a platform. This finding expresses that the best content cannot compensate for perceived risks such as data misuse or poor service reliability.

The dual-path model developed in this study confirms that customer satisfaction on the OTT platform is not solely a function of entertainment value, however it also conditioned by other functional assurances provided by the service provider. These results, therefore, bearing theoretical implications, validate the extended Technology Acceptance Model (TAM) and Uses and Gratification Theory (UGT) in the OTT setting, specifically within a Southeast Asian Market. This, in turn, lends further support to the application of Egger's MoTEC framework in assessing user trust in digital platforms.

From a practical perspective, it is essential for OTT service providers, such as Netflix Philippines, to strike a balance between delivering compelling content and continually enhancing service integrity. Such endeavors should involve investing in AI-based recommendation systems, expanding the local content library, and having an explicit data governance policy aimed at continuously driving satisfaction and thereby securing user retention. Additionally, customer service touchpoints need to be enhanced to instill confidence in the brand, particularly in cases of technical issues or billing disputes.

In conclusion, this study contributes to the emerging literature on high-quality digital streaming behavior and provides practical suggestions for OTT services seeking to maintain their

competitive edge. As the industry matures, it will become increasingly important to understand the mechanisms that foster trust within content in a nuanced way, allowing companies to build on such meanings in more sophisticated ways than ever before with discerning digital consumers.

### LIMITATION & FURTHER RESEARCH

This study has limitations. Firstly, the use of a convenience sampling method and online data collection may limit the generalizability of the findings to Filipino OTT users only. Secondly, the cross-sectional design captures only a snapshot of user perception at a single point in time, thereby limiting insights into how such perception evolves with the development of new content and service features. Thirdly, the model considered only perceived trustworthiness and content quality, leaving out other potential variables such as price sensitivity, peer influence, or platform usability. Moreover, all data were self-reported, which may have introduced response bias.

Future research needs to be longitudinal to capture changes in satisfaction and loyalty. Additional constructs, such as user interface design, pricing strategy, and perceived value, would strengthen the framework. Comparative studies across different countries or OTT platforms would also be recommended, as would the inclusion of behavioral usage analytics, to confirm, complement, and deepen the investigation into drivers of OTT satisfaction.

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