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User Satisfaction Analysis of Streaming Applications Using the Technology Acceptance Model

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Abstract
The rise of information and communication technology has led to the development of several digital platforms, especially in the entertainment industry, such as community-driven streaming apps. One of the growing platforms is Bstation, which provides anime, comics, and game content. However, in its implementation, several issues are still encountered, such as difficulties in finding content due to irrelevant search results, limited content availability and delayed episode updates, as well as suboptimal viewing experiences, including streaming interruptions and audio-video desynchronization. These problems have an impact on decreasing user comfort, usage frequency, and users' intention to continue using the application. This investigation assesses Bstation application satisfaction levels through Technology Acceptance Model (TAM) application. Employing quantitative questionnaire methodology, study tests key variables: Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Attitude Toward Using (ATU), Behavioral Intention (BI), and Actual Use (AU). Although BI and AU correlations appear insignificant, integrated variables clearly impact ATU. Data confirms perceived benefits and ease drive user satisfaction, overshadowing actual usage pattern.

1. Introduction

Contemporary digital evolution has fundamentally altered how society accesses information and media entertainment. This shift manifests primarily through video streaming platforms, offering users unrestricted, on-demand content consumption regardless of location or timing. Consequently, these digital services now outperform traditional media formats like television or cinemas, which remain tethered to rigid broadcast schedules and physical infrastructure [1].

Over-The-Top (OTT) media consumption has surged, propelled by widespread internet access and a growing array of digital entertainment choices. Younger demographics remain the most prolific users of these platforms, attributed to their advanced digital proficiency and frequent reliance on mobile devices [2]. Users' willingness to engage with OTT content is largely determined by perceptions regarding functionality and operational simplicity [3]. Furthermore, investigations into video platforms reveal that experiential quality, content variety, and usability are critical drivers of user loyalty and satisfaction [3]. As digital natives, university students tend to be more selective and critical in evaluating the quality and usability of digital applications. Therefore, university students represent a relevant demographic group for examining technology acceptance and user satisfaction in streaming services such as Bstation.

One platform that is particularly popular among young people is Bstation, a community-based streaming service focusing on Anime, Comic, and Games (ACG) content. This platform offers easy access to various entertainment contents that can be enjoyed anytime and anywhere via mobile devices. However, having a large user base does not always mean that every user is pleased with the services offered by the app [4].

Following reviews gathered in late October 2025 on the Google Play Store, several grievances were noted that indicated problems with the use of the application. Some users complained about the limited availability of anime content, where specific searched titles were unavailable or inconsistent with the search results displayed. Furthermore, updates for the latest episodes were considered relatively slower compared to similar streaming platforms. This suggests that the application has not yet fully met users' entertainment needs optimally, particularly regarding content availability and relevance.

On the other hand, the viewing experience perceived by users remains suboptimal. Several users reported frequent disruptions during streaming, such as video freezing, images stalling while audio continues, and desynchronization between audio and video. These issues result in an uncomfortable viewing experience and potentially decrease user satisfaction.

Additionally, there are complaints regarding the difficulty of finding desired content through the search feature. Search results that do not match the titles queried, combined with suboptimal navigation, force users to spend more time finding content. This points to specific friction points in the application's usability, which may diminish the satisfaction and experience of its users.

Furthermore, these issues impact the users' intention to continue using the application. Some users stated that an unsatisfying streaming experience made them less interested in using the application sustainably. It is evident that the level of user satisfaction is a primary driver for user retention, significantly influencing their decision to keep utilizing the application.

System quality, inherent advantages, and operational simplicity serve as primary predictors for user satisfaction within digital environments. Studies on streaming applications like Netflix show that negative reviews and low user ratings are often linked to content quality and application experience, which ultimately affect overall user satisfaction [5]. However, research specifically examining user satisfaction on the Bstation application using a quantitative approach based on technology acceptance models remains relatively limited.

In response to these findings, it is necessary to employ a model that can elucidate the interplay between user perceptions and their resulting satisfaction. The Technology Acceptance Model (TAM) [6] serves as an appropriate analytical tool here. Within this framework, technology acceptance is interpreted as a sequential process where PEOU and PU influence the user's attitudes and intentions, leading to the eventual utilization of the system[7].

Within the framework of this study, user satisfaction is defined as a judgmental reaction that takes place after an interaction, which is reflected in the user's general opinion of the application. Therefore, the Attitude Toward Using (ATU) variable is used as a representation of user satisfaction, as it reflects the level of comfort, enjoyment, and the user's overall assessment of the usage experience. This study uses an empirical study

to help one to understand completely how TAM variables affect the happiness of students using the Bstation streaming app [8].

2. Research Method

Quantitative analysis via multiple linear regression effectively captures causal relationships within the Technology Acceptance Model (TAM) framework. Given the objective to determine direct pathways between independent and dependent variables, multiple linear regression provides an optimal analytical fit. A 100-respondent sample size offers sufficient statistical robustness, aligning with common benchmarks found in analogous TAM literature [9][10]. While SEM or PLS-SEM represent prevalent alternatives, a streamlined statistical approach allows for precise assessment regarding both simultaneous and individual factor influences.

The research findings are presented through structured statistical analysis and data visualization in the form of tables and charts. This approach aims to provide an informative, accurate, and efficient representation of the results, ensuring a clear interpretation of the factors influencing user satisfaction.

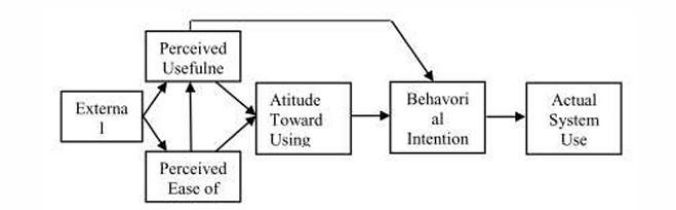

Figure 1. Technology Acceptance Model

The Technology Acceptance Model (TAM) serves as the theoretical foundation for deriving the key factors investigated here. Perceived Ease of Use (PEOU) indicates. Perceived Usefulness (PU) relates to users' beliefs about the advantages and effectiveness of the app in fulfilling their entertainment requirements. Attitude Toward Using (ATU) signifies the feelings and contentment users have regarding their experience with Bstation, which involves their comfort level and the app's performance. Behavioral Intention to Use (BIU) denotes users' willingness to continue using the application and to regard Bstation as their favored streaming service. At the same time, Actual System Usage (AU) demonstrates the real use of the application, which includes how often it is used, regular access, and engagement with features during daily routines [11] [12].

This study formulates a number of hypotheses to be tested through empirical analysis. These hypotheses stem from the connections between variables identified in the Technology Acceptance Model (TAM). Within this context, user satisfaction is operationalized as Attitude Toward Using (ATU), given that this construct effectively captures the favorable or unfavorable appraisals users form regarding their interaction with the Bstation application [2].

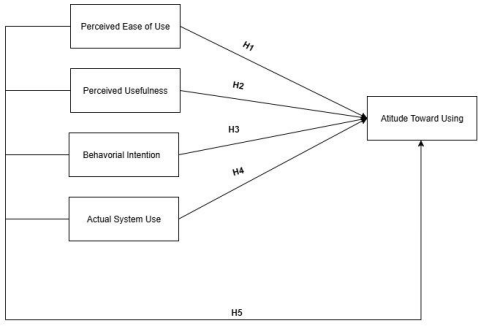

Figure 2. Research Hypothesis

h1: PEOU has a significant effect on ATU.
h2: PU has a significant effect on ATU.
h3: BI has a significant effect on ATU.
h4: AU has a significant effect on ATU.
h5: PEOU, PU, BI, and AU simultaneously has a significant effect on ATU

2.1 Data Collection

Primary data acquisition involved distributing Likert-scale questionnaires to 100 active Bstation users at Sam Ratulangi University. Regarding participant selection, an accidental sampling technique a non-probability approach prioritized respondents based on immediate availability and existing familiarity with the application. The analytical framework utilizes the Technology Acceptance Model (TAM), encompassing key constructs Perceived Usefulness, Perceived Ease of Use, Attitude Toward Using, Behavioral Intention, and Actual System Usage. Data collection procedures were conducted at Sam Ratulangi University during the designated research timeline [13] [14].

This study only includes people from one university, which might make it harder to apply the results to other groups of people who are different in terms of their background and habits. So, the findings of this study mostly show what university students think and feel about using the service in the specific situation we looked at.

2.2 Analysis Method

SPSS software serves as the primary computational engine for executing multiple linear regression [15]. Analytical workflow in SPSS includes a wide range of steps, starting with instrument validation (reliability and validity tests), which is followed by classical assumption evaluations, particularly for heteroscedasticity, multicollinearity, and normality. Subsequently, multiple linear regression calculations provide the determination coefficient and multiple correlation metrics. Finally, hypothesis validation relies upon individual t-tests and simultaneous F-test evaluations hypothesis.

3. Result and Discussions

This study examines user satisfaction with the Bstation streaming platform using a quantitative survey design and the Technology Acceptance Model (TAM). A 25-item questionnaire covering five main dimensions Perceived Ease of Use (PEOU), Perceived Usefulness (PU), Attitude Toward Using (ATU), Behavioral Intention (BI), and Actual System Usage (ASU)—was completed by 100 active Bstation users from Sam Ratulangi University. To map the relationships between these variables, structural analysis was applied to the generated data. To provide a methodical assessment of user satisfaction, the results are presented in depth through descriptive analyses and statistical tabulations that cover respondent demographics, instrument validation, and hypothesis testing [16].

3.1 Respondent Profile

Data reported in Table 1 demonstrates that the respondent pool was constituted of 54% men and 46% wome n, which suggests a balanced demographic composition in terms of gender.

Table 1. Respondents' Gender

Gender	Amount	Proportion
Male	54	54%
Female	46	46%
Total	100	100%

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Table 2. Respondents' Age

Age	Amount	Proportion
17-20	31	31%
21-25	67	67%
26-30	2	2%
Total	100	100%

The demographic breakdown in Table 2 reveals that the 21–25 age bracket constitutes the most significant proportion of the study's participants at 67%. Meanwhile, those in the 17–20 range account for 31%, with the 26–30 demographic representing only a minimal 2%. Consequently, the participant profile is heavily concentrated within the 21–25 age group.

Table 3. Respondents' Faculty

Academic Division	Amount	Proportion
Economics and Business	10	10%
Law	13	13%
Social and Political Sciences	6	6%
Public Health	2	2%
Mathematics and Natural Sciences	34	34%
Fisheries and Marine Sciences	3	3%
Agriculture	7	7%
Engineering	24	24%
Humanities	1	1%
Total	100	100%

Table 3 provides details regarding the participants' academic backgrounds. According to the data, the Faculty of Mathematics and Natural Sciences accounts for the largest group (34%), followed by the Faculty of Engineering (24%). Other participants are drawn from various departments, including the Faculties of Law, Economics and Business, and Agriculture. In conclusion, the majority of respondents are enrolled in academic programs that emphasize science and engineering.

Table 4. Respondents' Enrollment Year

Enrollment Year	Amount	Proportion
2020	2	2%
2021	13	13%
2022	68	68%
2023	7	7%
2024	9	9%
2025	1	1%
Total	100	100%

Based on Table 4, most respondents are from the 2022 cohort (68%), while the remaining respondents are distributed across the 2020, 2021, 2023, 2024, and 2025 cohorts in smaller proportions.

Table 5. Frequency of Use

Frequency of Use	Amount	Proportion
1-2 Times a Week	65	65%
3-5 Times a Week	29	29%
Every day	6	2%
Total	100	100%

Based on Table 5 showing application usage frequency, the majority of respondents use the Bstation application 1–2 times per week, totaling 65 respondents (65%). Respondents who use the application 3–5 times per week account for 29 individuals (29%), while those who access the application daily comprise only 6 respondents (6%). These results indicate that Bstation usage among students tends to be routine but has not yet become a dominant part of daily usage activities.

3.2 Research Instrument Testing

Validity assessment utilized the Pearson Product-Moment correlation technique at a 5% ($\alpha = 0.05$). significance level to ensure that questionnaire items accurately represented the targeted constructs. With a sample size of 100 participants, the degrees of freedom (df) were calculated as $n - 2 = 98$, resulting in an r-table threshold of 0.361. Consequently, items were deemed valid only if their computed correlation coefficient (r-count) surpassed this threshold.

It is important to clarify that this procedure excluded metrics such as convergent/discriminant validity, Average Variance Extracted (AVE), or Composite Reliability (CR). These indicators are specifically tailored for latent variable frameworks—such as SEM or PLS-SEM—which fall outside the parameters of this methodology. Given that this framework examines observed variables through multiple linear regression and item-total correlation, the Pearson approach provides an appropriate level of instrument validation. Finally, Cronbach's Alpha was employed to verify internal consistency, confirming that the combination of Pearson correlation and Cronbach's Alpha sufficiently addresses all analytical requirements[17].

Table 6. Validity Test Results

Item ID	Questionnaire Indicator	rTabel	rCount	Status
1	PEOU1	0,361	0,902	passed
2	PEOU2	0,361	0,791	Passed
3	PEOU3	0,361	0,829	passed
4	PEOU4	0,361	0,831	passed
5	PEOU5	0,361	0,747	passed
6	PU1	0,361	0,805	passed
7	PU2	0,361	0,814	passed
8	PU3	0,361	0,780	passed
9	PU4	0,361	0,819	passed
10	PU5	0,361	0,815	passed
11	ATU1	0,361	0,724	passed
12	ATU2	0,361	0,818	passed
13	ATU3	0,361	0,725	passed
14	ATU4	0,361	0,772	passed
15	ATU5	0,361	0,808	passed
16	BI1	0,361	0,935	passed
17	BI2	0,361	0,502	passed
18	BI3	0,361	0,841	passed

Item ID	Questionnaire Indicator	rTabel	rCount	Status
19	BI4	0,361	0,948	passed
20	BI5	0,361	0,864	passed
21	AU1	0,361	0,824	passed
22	AU2	0,361	0,831	passed
23	AU3	0,361	0,895	passed
24	AU4	0,361	0,825	passed
25	AU5	0,361	0,780	passed

As demonstrated in the table, all 25 measurement items achieved correlation coefficients (r-count) that surpass the minimum r-table requirement of 0.361. This result applies to all constructs under investigation, namely PEOU, PU, ATU, BI, and AU. Given that these values exceed the necessary threshold.

Reliability measurement serves to verify the stability and internal consistency of questionnaire items when used repeatedly. To fulfill this requirement, Cronbach's Alpha coefficient was applied for the assessment of instrument dependability. A construct meets the criteria for statistical reliability if its resulting Cronbach's Alpha value exceeds the standardized benchmark of 0.70 [18].

Table 7. Reliability Test Results

Item ID	Questionnaire Indicator	Alpha Value	rCount	Status
1	PEOU	0,7	0,875	Reliabel
2	PU	0,7	0,865	Reliabel
3	ATU	0,7	0,823	Reliabel
4	BI	0,7	0,887	Reliabel
5	AU	0,7	0,886	Reliabel

As illustrated in the table above, every variable analyzed exceeded the required Cronbach's Alpha benchmark of 0.70. The specific coefficient values are as follows: PEOU (0.875), PU (0.865), ATU (0.823), BI (0.887), and AU (0.886). Consequently, all research variables demonstrated sufficient internal consistency and are confirmed as reliable for further analysis.

3.3 Classical Assumption Tests

To verify the normality assumption within the regression model's residuals, the Kolmogorov-Smirnov statistical procedure was applied at a 5 ($\alpha = 0.05$). The criteria for normality establishment dictate that an Asymptotic Significance (2-tailed) value exceeding 0.05 validates a normal distribution pattern for the residual data [9].

Table 8. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		1.46334019
Most Extreme Differences	Absolute		.095
	Positive		.095
	Negative		-.049
Test Statistic			.095
Asymp. Sig. (2-tailed)[c]			.027
Monte Carlo Sig. (2-tailed)[d]	Sig.		.026
	99% Confidence Interval	Lower Bound	.022
		Upper Bound	.030

Initial testing via the One-Sample Kolmogorov-Smirnov procedure yielded an Asymptotic Significance (2-tailed) value of 0.027 for the residual distribution. Given this result falls below the 0.05 significance threshold, the normality assumption was initially violated, a common issue stemming from extreme values (outliers) that skew data distribution. To address this, a rigorous data screening protocol specifically utilizing the 'Explore' menu in the SPSS descriptive statistics module identified three significant outliers located at rows 17, 61, and 88.

To address this issue, data screening was performed using the Analyze - Descriptive Statistics -Explore menu with the outliers option enabled. The results identified three extreme observations at rows 17, 61, and 88. The presence of outliers is known to violate the normality assumption and may affect the stability and accuracy of the multiple linear regression model [5].

Table 9. Kolmogorov-Smirnov Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			97
Normal Parameters[a,b]	Mean		-.1171319
	Std. Deviation		1.31951130
Most Extreme Differences	Absolute		.078
	Positive		.078
	Negative		-.055
Test Statistic			.078
Asymp. Sig. (2-tailed)[c]			.165
Monte Carlo Sig. (2-tailed)[d]	Sig.		.148
	99% Confidence Interval	Lower Bound	.138
		Upper Bound	.157

Subsequent to the exclusion of the identified outliers, the normality test was performed again. The results yielded an Asymp. Sig. (2-tailed) of 0.165. Since this value exceeds the 0.05 threshold ($p > 0.05$), it provides empirical confirmation that the residual data now passes the normality test.

To ensure the regression model's reliability, assessment for multicollinearity was conducted to identify any excessive correlation among independent variables. Maintaining independence between these predictors is vital to prevent biased parameter estimation. A model is classified as free from multicollinearity if it adheres to the following benchmarks a Variance Inflation Factor (VIF) score under 10 and a tolerance value exceeding 0.10. Satisfying these thresholds serves as empirical evidence that the independent variables demonstrate sufficient distinctness from one another [9].

Table 10. Multicolinearity Test

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	PU1	.312	3.202
	PEOU	.436	2.294
	BI	.176	5.674
	AU	.159	6.303

As demonstrated in Table 10, Variance Inflation Factor (VIF) and tolerance metrics indicate an absence of multicollinearity issues within the model. Every predictor variable (PU, PEOU, BI, and AU) exhibited a tolerance

statistic exceeding 0.10, accompanied by VIF scores remaining well below the critical limit of 10. Consequently, these findings confirm that the independent variables are appropriately distinct, successfully satisfying the necessary criteria for classical assumption testing.

To establish the dependability of the regression model, a heteroscedasticity test performed to verify whether residual variance remains constant across all observations. A significance value exceeding 0.05 denotes homoscedasticity, signifying uniform variance. Conversely, any value below 0.05 provides evidence of heteroscedasticity, implying that error terms exhibit non-constant distribution [9].

Table 11. Heteroscedasticity Test

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.387	.602		2.303	.023
	PU	.059	.049	.207	1.207	.230
	PEOU	.046	.041	.161	1.107	.271
	BI	-.058	.054	-.246	-1.075	.285
	AU	-.068	.054	-.303	-1.257	.212

As seen by significance levels larger than 0.05 for all variables, the regression model successfully maintains constant residual variance. As a result, the assumption of homoscedasticity is met, ensuring the model's robustness and independence from heteroscedasticity.

To quantify the collective impact of independent variables on the dependent variable, a multiple correlation analysis was employed. This technique establishes the magnitude of the joint association via the correlation coefficient (R). These values typically span a continuum from 0 to 1, values approaching 1 signify a robust simultaneous correlation, whereas lower coefficients reflect a more modest interaction between the variables under investigation [9].

Table 12. Multiple Correlation Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.892[a]	.796	.788	1.49383

The multiple correlation analysis results, as reported in Table 12, show an R value of 0.892. This coefficient represents a significant and strong simultaneous correlation between the independent predictors (PEOU, PU, BI, and AU) and the target dependent variable (ATU). This suggests that the combination of these separate characteristics provides a high level of predictive power about the Attitude Toward Using.

3.4 Hypothesis Testing

Partial hypothesis testing, executed via the t-test, examines the specific contribution of every independent variable to the dependent construct. Adhering to established statistical benchmarks [9]. An independent variable qualifies as statistically significant under two conditions, if its associated significance level is below 0.05 or if the calculated t-statistic surpasses the critical threshold derived from the t-distribution table.

Table 13. Evaluating Individual Variable Impact (t-test)

Coefficients[a]								
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
Model		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.510	1.032		1.463	.147		
	PU	.488	.083	.485	5.855	.000	.312	3.202
	PEOU	.225	.071	.222	3.159	.002	.436	2.294
	BI	.158	.092	.189	1.716	.089	.176	5.674
	AU	.074	.093	.092	.791	.431	.159	6.303

The t-test results, detailing the individual impacts of Perceived Usefulness (PU), Perceived Ease of Use (PEOU), Behavioral Intention (BI), and Actual Use (AU) on Attitude Toward Using (ATU), are synthesized as follows:

Hypothesis 1 (PU): With a significance level of 0.000 (below 0.05) and a t-calculated value of 5.855 (exceeding the 1.985 threshold), PU demonstrates a statistically significant influence on ATU. Consequently, H1 is supported.

Hypothesis 2 (PEOU): Statistical analysis reveals a significance level of 0.002, with a t-score 3.159. Surpassing the critical benchmarks (sig < 0.05 and t > 1.985) and the t-score is greater than the critical value, PEOU is confirmed to have a significant effect on ATU, H2 is supported.

Hypothesis 3 (BI): The evaluation for BI reports a sig of 0.089 and a t-value of 1.716. Since these metrics fall outside the established significance parameters, BI fails to achieve a statistically significant impact on ATU, leading to the rejection of H3.

Hypothesis 4 (AU): Similarly, AU shows a sig level of 0.431 and a t-statistic of 0.791. Failing to meet the required criteria, the evidence suggests no significant influence of AU on ATU, resulting in the rejection of H4.

To assess the simultaneous impact of all independent variables on the dependent construct and to confirm the overall validity of the regression model, an F-test was conducted. The model achieves statistical significance if the observed significance level is below 0.05 or if the computed F-statistic exceeds the critical threshold defined by the F-table. Given the specific parameters of this analysis (n = 100, k = 4, α = 0.05), the corresponding critical limit for the F-distribution is established at 2.47 [9].

Table 14.Evaluating Collective Model Significance (F-test)

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	829.365	4	207.341	92.914	.000[b]
	Residual	211.995	95	2.232		
	Total	1041.360	99			

Hypothesis H5 evaluated the collective influence exerted by the predictors (PU, PEOU, BI, and AU) on the dependent construct, ATU. The empirical findings summarized in Table 14 reveal a significance level of 0.000, which robustly sits below the conventional 0.05 alpha threshold. Furthermore, the calculated F-statistic of 92.914 is substantially higher than the critical benchmark of 2.47. Given these statistical outcomes, there is compelling evidence that the independent variables function in unison to exert a meaningful impact on ATU, thereby providing empirical support for the acceptance of H5.

3.5 Analysis of Research Findings and Discussion

These findings offer an intriguing perspective when contextualized against the initial research background. Preliminary observations indicated that user dissatisfaction was primarily linked to usability challenges such as navigation difficulties, suboptimal search relevance, and limitations regarding content updates all of which theoretically align with the PEOU and PU constructs. Surprisingly, the data confirms that both variables still exert a statistically significant impact on ATU. This suggests that despite reported usability friction, users maintain a perception of the Bstation platform as both useful and accessible. Consequently, positive evaluations of utility and ease of use persist as the foundational drivers of user attitude. This outcome is aligned with established literature on Over-the-Top (OTT) media services, where the Extended Technology Acceptance Model (E-TAM) consistently identifies PU and PEOU as critical predictors of acceptance and engagement [19]. Furthermore, these results corroborate broader TAM-based research, which posits that PU and PEOU are essential determinants of user sentiment toward digital platforms, especially when service accessibility and content variety are highly regarded [2][20].

On the other hand, the BI and AU variables, which are related to usage intention and actual usage behavior, do not show a significant influence on ATU. This finding suggests that high usage frequency or the intention to continue using the application does not necessarily reflect users' satisfaction or positive attitudes toward the platform. This result contrasts with the findings of Polisetty (2023) [3], who reported that Behavioral Intention significantly influenced users' adoption of OTT streaming platforms. However, previous studies have also shown that users may remain on a streaming platform due to emotional or functional attachment factors that are independent of their immediate satisfaction levels [21]. This discrepancy might stem from the distinct profile of the participants, the majority of whom utilize streaming platforms primarily for light entertainment. Within this context, user engagement is often driven by ephemeral interests, currently trending content, or simple accessibility, rather than a deep-seated intention to commit to a specific service. Consequently, these observations suggest that individuals may engage with streaming media continuously without forming a substantial long-term loyalty or a deeply rooted favorable stance toward any single application.

In the context of digital streaming services, user behavior tends to be flexible and not limited to a single platform. Users may switch between applications depending on content availability, entertainment trends, subscription considerations, or exclusive content offerings. As a result, application usage is often driven more by short-term entertainment needs than by loyalty or satisfaction toward a particular platform. This observation is supported by previous studies on OTT platform usability, which suggest that users frequently evaluate streaming services based on convenience, accessibility, and the availability of desired content rather than on long-term platform attachment [14].

In addition, users may continue using the application despite experiencing technical issues such as buffering, delayed content updates, or less effective search functionality. This condition indicates that actual usage intensity does not always align with the quality of user experience perceived by users. This phenomenon may also be explained by multi-platform switching behavior, where users frequently move between different streaming platforms depending on content availability, exclusive releases, subscription considerations, or current entertainment trends [18]. Such behavior reflects users' tendency to utilize multiple streaming services simultaneously to fulfill different entertainment needs rather than remaining committed to a single platform. Consequently, a high level of usage on a particular platform does not necessarily indicate a higher level of satisfaction with that platform. Therefore, actual system usage cannot always directly represent user satisfaction.

In summary, the results underscore that perceived usefulness and ease of use serve as the primary drivers of user satisfaction, carrying more weight than actual usage behavior itself. These insights imply that although minor usability issues may not significantly alter users' core evaluations regarding the platform's utility and accessibility, such frictions remain a latent threat to long-term user retention and future engagement.

4. Conclusion and Future Work

The empirical results demonstrate that user satisfaction with the Bstation application is primarily driven by perceptions of usefulness and ease of use. Within the Technology Acceptance Model (TAM) framework, these two factors emerge as the dominant determinants of user attitude. Specifically, when users experience functional benefits and an intuitive interface, their satisfaction levels increase significantly. In contrast, behavioral intention and actual usage frequency do not directly dictate user satisfaction. Given the nature of streaming services, users often exhibit flexible platform behavior, switching services based on immediate viewing experiences or content availability. Consequently, satisfaction is more deeply rooted in the current interaction with the platform rather than long-term usage commitments. Practically, these insights suggest that OTT providers must prioritize service quality specifically content relevance, recommendation accuracy, and interface stability to sustain competitiveness in the streaming industry.

Building upon these findings, future studies should consider refining the current research model to achieve greater explanatory power. Since variables such as streaming quality, system performance, and overall service quality were not explicitly included, incorporating these elements is highly recommended to provide a more holistic view of user satisfaction. Furthermore, adopting more sophisticated analytical techniques, such as Structural Equation Modeling (SEM), would enable a more nuanced understanding of the complex relationships between variables. Finally, future researchers are encouraged to expand the scope by performing comparative analyses across various platforms, such as Netflix, Disney+, or Crunchyroll, to better understand variations in user behavior and technology acceptance across the broader digital landscape.

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