



Impact of Service Quality in OTT Platform Services

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ABSTRACT

Over-the-Top (OTT) services have revolutionized the way people access and consume content, providing a plethora of digital services over the Internet. This abstract explores the significance of service quality in the context of OTT services and its impact on user satisfaction and business success. OTT services encompass various media, communication, and entertainment platforms, including video streaming, VoIP calling, and instant messaging. As their popularity soars, service quality has emerged as a critical factor in shaping user perceptions and loyalty. The success of OTT providers heavily relies on their ability to deliver seamless, high-quality experiences to end-users. Effective service quality in OTT services involves several dimensions. First and foremost, it encompasses robust network infrastructure and internet connectivity, ensuring smooth data transmission and minimal disruptions. Bandwidth constraints, latency, and packet loss can lead to subpar user experiences, affecting customer retention and brand reputation. Moreover, content delivery plays a crucial role in OTT service quality. Providers must optimize video streaming and other content formats to maintain high resolutions and quick loading times, especially during peak usage periods. Additionally, personalization and recommendation systems contribute to service quality by enhancing user engagement and satisfaction. OTT providers must also address customer support and issue resolution efficiently. A responsive customer service team that can promptly address user concerns contributes to a positive perception of the service and fosters trust. User satisfaction in OTT services depends on the ability of providers to exceed customer expectations. A positive service quality experience leads to increased user engagement, reduced churn rates, and potential word-of-mouth recommendations, fuelling growth for the OTT platform. In conclusion, service quality is a fundamental aspect of OTT services, significantly influencing user satisfaction and business success. OTT providers must invest in robust infrastructure, content delivery optimization, and proactive customer support to meet and exceed user expectations in a fiercely competitive market.

KEYWORDS: Over the Top, Service Quality, Customer Experiences, Customer Satisfaction, Customer Retention.

1. INTRODUCTION

Service quality is vital for OTT platforms to attract and retain users. It ensures seamless streaming, diverse content, user-friendly interfaces, cross-device compatibility, excellent customer support, data security, and continuous improvements, leading to user satisfaction, engagement, trust, and a competitive edge in the market. Over-the-top (OTT) platforms have revolutionized the entertainment industry, providing viewers with a diverse range of content accessible through the internet, anytime, and anywhere. The success of OTT platforms is deeply rooted in their ability to deliver high-quality services to their users. Service quality in OTT platforms encompasses various aspects that contribute to user satisfaction and engagement.

Content Library: One of the primary factors determining service quality is the content library. OTT platforms must curate a vast and diverse collection of movies, TV shows, documentaries, and original productions to cater to the varying tastes of their audience. Regular updates and fresh content are essential to keep users engaged and coming back for more.

Streaming Quality: The streaming quality directly impacts the user experience. OTT platforms must deliver high-definition streaming with minimal buffering and loading times. The ability to adjust streaming quality based on the user's internet connection also plays a crucial role in ensuring a seamless experience for all users, regardless of their location or internet speed.

User Interface (UI) and User Experience (UX): A user-friendly interface is vital for enhancing service quality. A well-designed UI allows users to easily navigate through the platform, discover new content, and customize their preferences. Intuitive features like personalized recommendations and watchlists improve user experience, making it easier for viewers to find content they enjoy.

Cross-Device Compatibility: With the increasing use of multiple devices for content consumption, OTT platforms must ensure cross-device compatibility. Users expect a seamless transition between smartphones, tablets, smart TVs, and computers. The synchronization of watch history and preferences across devices enhances user convenience.

Customer Support: Effective customer support is a critical aspect of service quality. Users may encounter technical issues, billing problems, or content-related queries that need prompt resolution. Providing responsive customer support through various channels such as email, chat, or phone support is essential to retain customer loyalty and trust.

Ad Experience: While some OTT platforms offer ad-supported content, the ad experience must be carefully managed to avoid frustrating users. Too many ads, irrelevant targeting, or disruptive placements can negatively impact service quality. Striking the right balance between ad revenue and user satisfaction is crucial.

Data Security and Privacy: As OTT platforms handle sensitive user data, ensuring robust data security and privacy measures is imperative. Strong encryption, secure payment gateways, and transparent privacy policies are essential to build trust among users and safeguard their information.

Continuous Improvement: To maintain service quality, OTT platforms must continually analyze user feedback, monitor service performance, and adapt to changing viewer preferences. Regular updates, bug fixes, and feature enhancements demonstrate a commitment to providing the best possible experience to users.

Service quality plays a pivotal role in the success of OTT platforms. By focusing on content diversity, streaming quality, user interface, cross-device compatibility, customer support, ad experience, data security, and continuous improvement, OTT platforms can attract and retain a loyal user base in an increasingly competitive market. The pursuit of excellence in service quality ensures that these platforms continue to shape the future of entertainment consumption.

2. LITERATURE REVIEW

The OTT service provider must create pertinent strategies that influence and draw in additional clients. According to the research, most people spent more time each day watching material on the platform, and there was a boom in subscriptions during and after the lockdown period. In order to grow subscribers and customer happiness, as well as to have a substantial impact on consumers' decisions about streaming OTT platforms, more attention must be paid to integrated marketing communication (Ghalawat, S., et. al 2021).

It is challenging to imagine and quantify the strength of a brand because there are so many variables to take into account. It is important to emphasise brand equity since it shows the distinctive impact a brand has on a consumer base. It is possible to comprehend brand and product line extensions within a brand using this consumer affinity. Through suggestions and multimedia carousels, OTT services are able to control the personas of different brands. Managers may then make sure an OTT service meets the needs of various customer categories and keeps subscribers by doing this (Palomba, A. 2022).

The features of application design, privacy, and ease of use had a favorable, substantial effect on affective commitment. The affective commitment had a big impact on advocacy intention as well. The study also looked at how affective commitment, which acts as a mediator, influences advocacy intention to support streaming video platforms, as well as the direct and indirect effects on application design, privacy, and ease of use. Affective commitment is observed to have some influence (Poonpobsakul, Y., et. al 2023).

Personalization, perceived utility, perceived usability, and quality excluding subscription plans were factors of the OTT service platform that significantly impacted satisfaction. The intention to continue using the product was significantly impacted by user satisfaction. The subscription plan, perceived utility, and quality were among the OTT service platform factors that significantly impacted the desire to use the service continuously (Kim, N., & Kim, W. 2023).

3. RESEARCH OBJECTIVES

- ❖ To study the impact of Service Quality in OTT Platform services.
- ❖ To examine the factors influencing Service Quality in OTT Platform services.
- ❖ To study the demographic variables and their effect on Service Quality in OTT Platform services.

4. RESEARCH GAP

Many researchers focused only on some variables like e-service quality, satisfaction, and trust and didn't include other variables such as subscription, types of devices, frequency of usage, and other socio-demographic factors that are potential determinants of Customer Satisfaction and service quality.

5. RESEARCH METHODOLOGY

5.1 Research Design: Descriptive Research Design will be adopted for the study. It will be done to describe data and characteristics of the population or phenomenon being studied. The association or relationship between variables will be demonstrated under descriptive studies.

5.2 Data Collection: It contains Primary and Secondary data. A questionnaire will be prepared and used as an instrument to collect primary data. Secondary data will be collected through an intense review of literature, journals, books, newspapers, websites, etc.

5.3 Sampling Design: The research is targeted at specific groups as respondents that will provide the necessary information for this research and who matched some set criteria. The respondents are screened to ensure that they remember their experiences of using OTT Platforms.

5.4 Sampling Method: A convenience Sampling technique is adopted for the study.

6. CONCLUSION

Over the past few years, Over-The-Top (OTT) platforms have witnessed an unprecedented surge in popularity, transforming the way people consume entertainment content. With a plethora of streaming services competing for consumers' attention, maintaining excellent service quality has become crucial for the success and sustainability of OTT platforms. Service quality has emerged as a critical factor for the success and growth of OTT platforms in recent times. By focusing on providing an exceptional user experience, prioritizing customer satisfaction, and adopting innovative technologies, OTT platforms can not only retain their existing subscriber base but also attract new viewers, solidify their position in the market, and remain at the forefront of the ever-evolving entertainment industry. As consumer expectations continue to rise, the significance of service quality will remain paramount for the sustained success of OTT platforms in the future.

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