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A Novel Framework for Evaluating Television Program Quality and Its Impact on Viewer Satisfaction and Loyalty

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Abstract

This study aims to analyze and synthesize the antecedents and consequences of television audience behavior, which are formed in a model of perception of television program quality and viewing satisfaction based on the Uses and Gratification Theory and the Theory of Repeat Patronage. Researchers have examined the Uses and Gratification Theory in their study of the audience's interaction with communication media, utilizing variables such as television show quality, viewing satisfaction, and loyalty. This study used quantitative methods and explanatory research with the SEM-AMOS analysis approach. The respondents from urban Yogyakarta and its surrounding area served as the sample population. The study's findings indicate that television program quality has a positive impact on viewing satisfaction. Furthermore, the program's quality influences viewer satisfaction, which in turn influences audience loyalty. The study's novelty is the demonstration that demographic factors (age, gender, location) do not significantly affect viewer satisfaction or loyalty. The study challenges traditional assumptions in media research, which often view demographic segmentation as a critical determinant in audience behavior. The finding emphasizes that program quality outweighs demographic considerations, suggesting that content creators should prioritize quality improvements over targeting specific demographic groups. In addition, the combination of SERVQUAL and Uses and Gratification Theory is worth considering. The integration of the SERVQUAL model with the Uses and Gratification Theory presents a novel framework for evaluating television programs. Despite the widespread application of these theories in various fields, their combination provides a more comprehensive understanding of audience behavior, emphasizing both the service quality aspects of television content and the psychological gratifications viewers seek.

Keywords: Television Program Quality; Viewing Satisfaction; Viewing Loyalty; Audience Characteristics.

1. Introduction

The centralization of broadcasting in Indonesia has led to a significant gap in addressing the socio-cultural needs and rights of local communities and minorities. Local communities have the right to receive information that aligns

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with their political, social, and cultural realities. However, well-established, nationwide centralized broadcasting institutions have restricted the growth and potential of local broadcasting entities. Despite Law No. 32 of 2002's aim to protect public rights, capitalist industries continue to heavily influence Indonesian television, leading to profit-driven programming that frequently lacks public interest. Although television has the responsibility to inform and entertain, it frequently misleads or trivializes complex societal issues. This phenomenon is central to understanding television consumer behavior in Indonesia, especially when explored through the lens of the Uses and Gratification (UG) theory. The UG theory emphasizes audiences' active role in media consumption, as individuals select media based on fulfilling personal needs, including psychological and social satisfactions [1, 2]. In a diverse country like Indonesia, characterized by vast geographical and demographic disparities, understanding the behavior of television audiences becomes more crucial. Audience behavior, shaped by their socio-cultural contexts, determines the choice and consumption of television programming. The quality of service is a crucial factor in any organization's success because it generates corporate value, which in turn leads to consumer satisfaction and loyalty. Due to intense competition, companies have come to realize that customer retention is the foundation of success. In the same vein, organizations have come to recognize that they can easily maintain satisfied clients. Consequently, the success of any organization is contingent upon customer satisfaction. In the service industry, service quality is essential for consumer satisfaction and loyalty. In the communication sector, service quality positively predicts customer satisfaction.

Moreover, the Marketing Theory links television consumer behavior, where cognitive and emotional elements drive consumption decisions. The UG framework categorizes these elements as antecedents—the factors that motivate viewers to consume media [3, 4]. Furthermore, media consumption results in audience satisfaction, which stems from perceived quality and influences behaviors like rewatching, subscribing to pay-TV, and maintaining loyalty to specific channels. Moreover, building on prior research by Manero et al. (2013) [3], this study seeks to address a research gap by empirically examining audience loyalty in Yogyakarta, Indonesia. While the study by Manero et al. (2013) [3] focused on Spain, the socio-cultural and demographic distinctions between Spain and Indonesia warrant further exploration of audience loyalty and satisfaction in different contexts. This study examines audience loyalty as a dependent variable, influenced by factors such as age, gender, and geographical area (urban versus rural). Furthermore, the research aims to analyze audience satisfaction as a mediating variable, assessing the role of program quality in shaping satisfaction and its subsequent effect on loyalty. By incorporating control variables like demographic and geographic factors, the findings from this study will offer valuable insights for television broadcasters, enabling them to produce programs that resonate with audience preferences. Additionally, these findings will aid advertisers in more accurately targeting their consumers. This research is unique in its attempt to empirically validate a model that explores the relationship between program quality, audience satisfaction, and loyalty, particularly within the context of local television in Yogyakarta City and urban areas. Ultimately, this study will provide a comprehensive understanding of audience behavior, helping television stations enhance their programming strategies and supporting advertisers in consumer targeting.

Therefore, this study examines the influence of program quality and viewing satisfaction on television audience loyalty. Using the concepts of satisfaction, quality, and Uses and Gratification Theory in watching television, researchers try to examine and analyze the perspective model of satisfaction in watching and perceived quality of television programs and their antecedents and consequences. The researchers also want to answer the hypothesis about the effect of television program quality on viewing satisfaction as well as its effect on audience loyalty. For this reason, the researchers want to answer research questions related to the influence of viewing satisfaction and the quality of television programs and their antecedents and consequences, as follows:

- Q1. Does the quality of the program affect audience satisfaction?
- Q2. Does the quality of television programs affect audience loyalty?
- Q3. Does satisfaction affect audience loyalty?
- Q4. Do age, area, and gender affect audience satisfaction and loyalty?

This study has a general objective to obtain new perceptions of television audience behavior patterns in Yogyakarta and analyze the antecedents and consequences of television audience behavior formed in the model of perceived quality of television programs and viewing satisfaction with reference to Uses and Gratification Theory.

The specific objectives of this research are as follows.

- 1. To test and analyze the effect of program quality on audience satisfaction.
- 2. To test and analyze program quality on audience loyalty.
- 3. To test and analyze satisfaction with audience loyalty.
- 4. To test and analyze the influence of age, area, and gender on satisfaction and loyalty.

The results of this study provide significant practical contributions to broadcast television managers. First, the insights gained will help develop more effective marketing strategies within the television media industry. By understanding audience preferences and behaviors, media professionals can design high-quality programs that meet both the needs of viewers and the objectives of advertisers. This includes optimizing segmentation, targeting, and positioning strategies to ensure that programs are not only relevant but also widely viewed, taking into account varying demographic and geographic conditions. Second, the research findings on audience loyalty models will help station managers refine their marketing efforts. With a clearer understanding of factors influencing loyalty, management can design event programs that foster audience satisfaction and cultivate long-term loyalty. Third, the study provides a theoretical framework that serves as a guide for television executives in structuring their programming to attract and retain viewers. This framework helps ensure that content aligns with audience expectations and promotes sustained viewership. Finally, television station managers can utilize these research insights to further enhance their programming, using audience behavior data to develop content that resonates more deeply with viewers, thereby driving both engagement and loyalty.

2. Literature Review and Hypotheses Development

2.1. Literature Review

The Uses and Gratifications (UG) Theory serves as the foundation for several studies in television media research. This paradigm emphasizes how and why people deliberately search out particular media to meet their requirements, such as entertainment, social interaction, and information [5]. Media studies widely employ UG theory to explain audience involvement, emphasizing the psychological, social, and behavioral influences behind media consumption [4]. Studies by Ruggiero (2000) and Perse & Rubin (1988) [1, 6] have explored how media, including television, fulfill these needs, with a particular focus on the psychological impacts of viewing. The UG approach is particularly relevant to understanding how viewers engage with television programs because it examines the active nature of media consumption, in which individuals consciously select programs that align with their specific needs and motives. According to Papacharissi & Mendelson (2007) [4] theory, the audience's need for satisfaction drives media consumption, leading them to make choices based on perceived benefits like entertainment or comfort. Historically, research on consumer behavior in television consumption has examined how socio-demographic, motivational, and attitudinal variables influence viewing habits. For example, Wonneberger et al. (2009) [7] explored socio-demographic factors, while Papacharissi & Mendelson (2007) [4] focused on motivational drivers. Other scholars, such as Igartua Perosanz & Badillo Matos (2003) [8], examined attitudes toward media consumption, and Russell et al. (2004) [9] looked at how content relationships affect viewer behavior. These studies emphasize the diverse factors influencing media consumption patterns, highlighting how personal characteristics shape television viewing choices. However, Lu & Lo (2007) [10] did not thoroughly examine the role of viewer satisfaction and television program quality from a marketing perspective. In the context of television media, Zeithaml et al. (1993) [11] have paid less attention to the relationship between satisfaction and program quality, particularly its influence on loyalty and engagement, despite the well-documented socio-demographic and motivational factors. Perceived quality plays a critical role in understanding consumer behavior, particularly in the context of television. Zeithaml et al. (1993) [11] recognized perceived quality as a key construct in explaining how consumers evaluate media content. Studies focusing on media quality, such as Shamir (2007) [12], have attempted to uncover the dimensions of television content quality from the viewers' perspective. Nevertheless, literature still lacks consensus on how to define and measure television program quality, leading to ongoing debate in marketing science [13].

In television research, analyzing the relationship between satisfaction and perceived quality is vital for developing management strategies aimed at improving customer service and fostering viewer loyalty [14]. This relationship has been the subject of debate, particularly in understanding the causal pathways that lead to audience loyalty and engagement with media content [13]. While some studies have examined perceived quality from a consumer behavior standpoint, there remains a gap in research addressing its direct correlation with satisfaction in television viewing. Recent research has begun to address these gaps by investigating perceived quality in media consumption through a multidimensional lens. Kim & Lee (2020) [15] and Khoo (2022) [16], for instance, found that higher perceptions of quality lead to deeper emotional engagement and greater loyalty to television programs. Similarly, Bonifazi et al. (2021) [17] highlighted how emotional responses to content quality directly influence viewer satisfaction, providing a more nuanced understanding of how audiences evaluate television programs. These studies emphasize that perceived quality is not only a cognitive evaluation but also an emotional response that significantly shapes viewer satisfaction. In the current digital landscape, audience expectations for television content have shifted significantly. Cohen & Weimann (2020) [18] argued that modern viewers demand more interactive, personalized, and contextually relevant content, forcing broadcasters to adapt their strategies. The rise of digital platforms has made it necessary for television networks to reassess how they deliver quality programming to maintain viewer engagement and loyalty. The expectations for content quality are becoming more diverse, and broadcasters must now cater to a more discerning audience with higher demands for quality. While there is a significant body of research on the psychological and

communicative aspects of UG theory, few studies focus on the application of UG to marketing strategies and audience segmentation [19].

However, existing research has primarily focused on audience satisfaction or the perceived quality of television programs. From a marketing perspective, the quality and gratification of television content often determines audience behavior. More research is needed to investigate how marketers can utilize the insights from UG Theory to develop programming that meets audience needs and fosters viewer loyalty. In the study of mass communication, the Uses and Gratifications (UG) Theory remains one of the most prominent frameworks used to explain audience behavior concerning media choices and satisfaction. Baran & Davis (2000) [20] suggested that individuals choose media based on their specific interests and the gratifications they hope to receive, making them active consumers. This theory is especially relevant in the television media context, where broadcasters must tailor their content to satisfy specific audience needs in an increasingly competitive and fragmented market. Researchers like Ruggiero (2000) [1] have emphasized the importance of understanding why audiences choose certain media, particularly when they have numerous options available. Literature on television media consumption reveals a complex interplay of variables such as socio-demographics, motivation, attitudes, and personal characteristics. Research on the relationship between satisfaction and perceived quality in shaping audience loyalty remains under-researched despite considerable progress in examining these factors. The application of UG Theory provides a useful framework for understanding this relationship, but further exploration is necessary to understand how broadcasters can enhance viewer satisfaction and loyalty through improved program quality and marketing strategies.

Furthermore, recent studies utilizing the Uses and Gratifications (UG) Theory to explore television viewing motivations reveal diverse insights into why audiences engage with various TV genres. Ebersole & Woods (2007) [21] investigated the motivations behind watching reality television, focusing specifically on the gratifications sought by viewers. Their study, which surveyed 530 students majoring in journalism and public relations, utilized a 32-item questionnaire analyzed through factor analysis with a principal component approach. The study identified five key factors influencing the decision to watch reality TV: the program allows for personal identification with real characters, entertainment, mood changes, leisure time, and participation. Similarly, Papacharissi & Mendelson (2007) [4] explored the appeal of reality television through an analysis of viewers' uses and gratifications. Their sample consisted of 157 communication students and the study employed both principal component and canonical analysis techniques. Findings revealed that the primary motivations for viewing reality shows were leisure and entertainment. Notably, viewers who sought entertainment and leisure often viewed these shows as heavily edited and constructed to appear realistic. In a different genre, Bondad-Brown et al. (2012) [22] applied UG Theory to crime drama television in their study titled "Consuming Television Crime Drama: A Uses and Gratifications Approach." The study examined the influence of age, gender, and frequency of watching crime dramas on four dependent variables: curiosity/information, identification, social interaction, and amusement. Results indicated that frequent viewers of crime dramas experienced higher levels of gratification in terms of curiosity and information [23]. Manero et al. (2013) [3] examined television programming through a structural model focusing on quality, satisfaction, and audience behavior. Using an ad hoc survey of 400 respondents from May to June 2011, the study employed Structural Equation Modeling (SEM). The analysis highlighted that program quality significantly affects viewing satisfaction, which, in turn, positively influences the desire to watch again. Additionally, age was found to impact both satisfaction and the desire to rewatch programs.

Moreover, Sani et al. (2024) [24] investigated the impact of service quality on customer satisfaction and loyalty in their study of PT Multicom Persada International Jakarta and several Indonesian cities. Utilizing a quantitative descriptive research design with 80 randomly selected respondents, their findings demonstrated that service quality positively affects customer satisfaction, which in turn enhances customer loyalty. The study concluded that service quality influences loyalty both directly and indirectly through customer satisfaction. However, the application of the Uses and Gratifications Theory is notably effective in democratic and open societies with a plethora of commercial television options and free media access. In contrast, in more restricted environments, such as monarchical or communist countries, media access is limited, and viewers often have fewer choices. For instance, during the early years of Indonesia's New Order era (1960s-1980s), media access was restricted to a single public broadcaster, TVRI. In such contexts, the Bullet Theory of Communication, proposed by Wilbur Schramm, may be more applicable. This theory suggests that audiences are passive recipients of media content, viewing television primarily as a tool for political propaganda rather than a source of diverse entertainment and information.

2.2. Hypotheses Development

- Causality Relationship between Quality, Satisfaction, and Loyalty

The research literature has widely debated the concept of customer satisfaction. Despite several proposed definitions, a common consensus remains elusive [25]. This hinders both the development of valid measures and the comparison and interpretation of empirical results [26]. In marketing, there are various approaches to loyalty, such as

product or brand loyalty. Repeat patronage is another loyalty concept that researchers consider relevant in terms of audience loyalty. Repeat patronage is a type of consumer retention behavior in which consumers want and continue to use services repeatedly. According to Dick & Basu (1994) [27] definition of loyalty, relative attitude influences repeat patronage. Two factors, namely social norms and situational factors, control repeat patronage. Social norms play a significant role due to the influence individuals exert on each other when making decisions. This situational factor is an external event that has the potential to cause inconsistencies in attitude and behavior relationships [27]. Figure 1 shows the Dick and Basu loyalty concept.

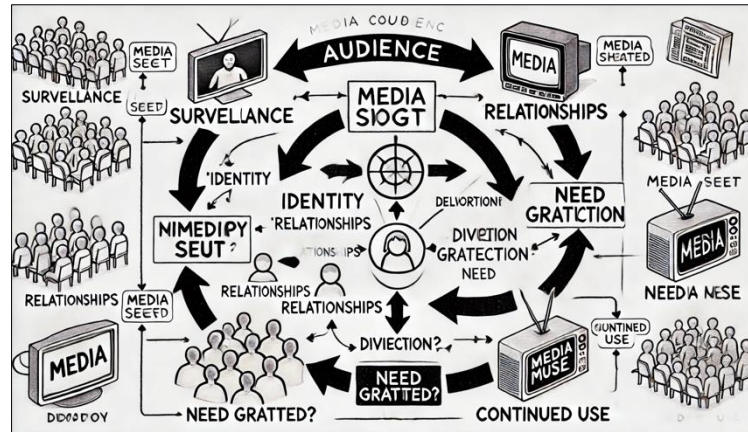


Figure 1. The uses and gratification theory model

Additionally, there is a wide variety of approaches to the idea of customer satisfaction, each of which is highly distinct from the others. The experience of satisfaction can be characterized as either completely emotional [28] or a cognitive comparison [26], depending on the opinion of the author. According to Bigné & Andreu (2004) [29], a combination of the two techniques demonstrates that satisfaction with a product or service is comprised of both emotional and cognitive components. This satisfaction is the result of a comparison between the individual's subjective experience and a reference base. The comparison principle is based on the disconfirmation affirmation paradigm's literature on customer satisfaction. There are numerous perspectives on the notion of media consumer satisfaction. They do not consistently align and have yet to achieve a definitive agreement regarding the essence of satisfaction. The affirmation-disconfirmation paradigm mostly determines consumer happiness with television viewing. According to Lovelock & Wright (2001) [30], the zone of tolerance is defined as the presence of both desired and satisfactory service. The tolerance zone is the region in which consumers continue to accept fluctuations in service quality. A correlation exists between the service people demand, the service that fulfills their needs, and the tolerance zone. Figure 2 illustrates the connection between desired service, adequate service, and the tolerance zone. However, service performance that is below adequate service will cause frustration and dissatisfaction among consumers. Conversely, service performance that is above the desired service causes a sense of pleasure and surprise for consumers who receive it.

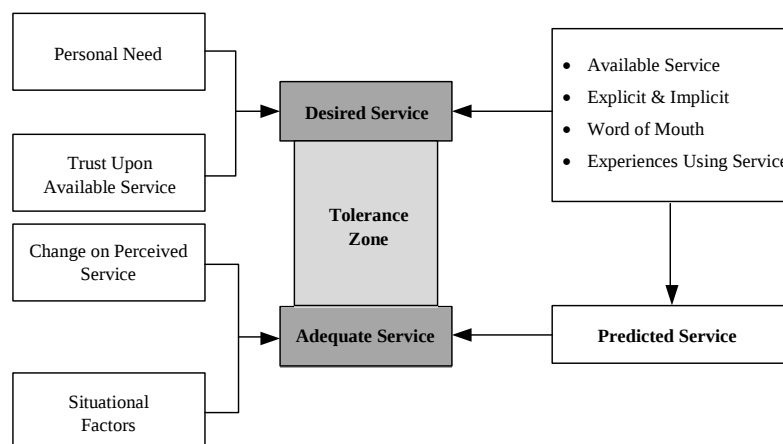


Figure 2. Factors affecting consumer expectations

The service marketing literature has extensively discussed the correlation between satisfaction and perceived quality [13]. The importance of understanding the relationship between the two notions has prompted much research aimed at establishing a causal link between them. Certain scholars assert that perceived quality serves as a measure of

contentment. Satisfaction evaluations necessitate particular experiences, while quality perceptions do not [31]. Moreover, the correlation between perceived quality and consumption prices influences satisfaction, although the product's price does not inherently dictate perceived quality. Consequently, this approach posits that quality serves as a contributing factor to pleasure [32]. Lovelock & Wright (2001) [30] stated that quality is the only indicator determining satisfaction. Satisfaction arises from a series of interactions with the product. Consumer interaction with the product results in confirmation or disconfirmation. Negative confirmation occurs when the service receives a lower rating than anticipated. Positive confirmation results from a service rating that exceeds expectations. When the service meets expectations, it provides simple confirmation.

According to the literature, the relationship between quality and satisfaction is well established, with quality being a key factor in determining customer satisfaction. Customers experience greater satisfaction when they perceive a product or service to be of high quality, as it meets or exceeds their expectations. The expectation-disconfirmation theory (EDT) often explains this relationship, positing that satisfaction arises when perceived quality meets or surpasses expectations, and dissatisfaction arises when quality falls short of expectations [33]. Research has shown that higher perceived quality positively influences satisfaction, which in turn leads to loyalty and repeat patronage [34]. More recent research has suggested that the relationship between quality and satisfaction is not only direct but also mediated by perceived value, where customers evaluate the overall value of a product or service based on its quality and price [35]. This dynamic underscores that objective quality and perceived value are critical to enhancing customer satisfaction in today's competitive marketplace. A model of the relationship between quality and satisfaction can be drawn based on the concept described. The description of the relationship between quality and satisfaction is depicted in Figure 3.

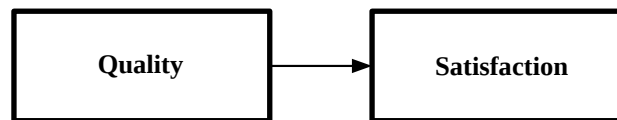


Figure 3. Relationship of quality to satisfaction

Quality can directly determine customer loyalty. Quality comprises two components: the technical component and the functional component. The technical component determines "what" consumers receive, while the functional component determines "how" they receive it [36]. Loyalty also depends on the emotional component, especially for intangible products. The quality of television shows can have a direct impact on loyalty. The audience's emotions, curiosity, and interest in a television show drive their desire to watch and follow it [37]. Recent studies by Samir et al. (2021) [38] highlighted the significant relationship between quality and customer loyalty. In B2B firms, service quality has a positive impact on relationship quality and customer loyalty. In higher education, perceived service quality directly impacts student loyalty and satisfaction, with satisfaction mediating the quality-loyalty relationship [39]. Similarly, in the consumer durable sector, product quality significantly affects customer loyalty, with customer satisfaction acting as a partial mediator [40]. These findings emphasize the importance of quality in fostering customer loyalty across various industries. Additionally, perceived value and expectations play crucial roles in shaping customer satisfaction and loyalty [39]. By focusing on enhancing service or product quality, businesses can improve customer satisfaction, strengthen relationships, and ultimately increase customer loyalty, leading to long-term success and competitive advantage [40]. Therefore, the hypothesis formulated is:

Hypothesis 1: The perceived quality of television programs has a direct and positive influence on viewing satisfaction.

Customer loyalty can be directly determined by quality on a continuous basis. The technical component and the functional component are the two components that makeup quality. The functional component determines "how" consumers receive information, while the technical component determines "what" they receive [36, 41]. The emotive component is also a determining factor in loyalty, particularly for intangible products. Loyalty may be substantially affected by the caliber of television programs. According to Kaliyaperumal & Rajakrishnan (2015) [37], the audience's interest, curiosity, and emotions are the driving forces behind their desire to observe and follow a television program. Recent research has underscored the substantial correlation between consumer loyalty and quality. In higher education, student loyalty and satisfaction are directly influenced by perceived service quality, with satisfaction serving as a mediator in the quality-loyalty relationship [39]. In the consumer durable sector, product quality has a substantial impact on customer loyalty, with customer satisfaction serving as a partial mediator [40]. Across a variety of industries, these results underscore the significance of quality in promoting consumer loyalty. Furthermore, customer satisfaction and loyalty are significantly influenced by expectations and perceived value [39]. Businesses can achieve long-term success and competitive advantage by concentrating on the improvement of service or product quality, which in turn strengthens relationships and ultimately increases customer loyalty [40, 42]. Hence, the relationship between quality and loyalty is depicted in Figure 4.

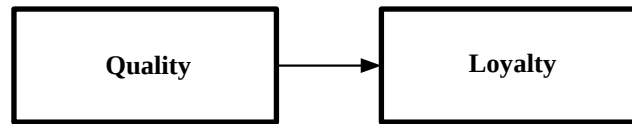


Figure 4. Relationship of quality to loyalty

Thus, based on that, the researchers put the hypothesis of quality on loyalty as follows.

Hypothesis 2: The perceived quality of television programs has a direct and positive influence on audience loyalty.

The research on television viewer loyalty highlights the complex relationship between satisfaction and loyalty. Customer satisfaction positively influences viewer loyalty, according to Makanyeza et al. (2021) and Chatzi et al. (2024) [43, 44], but factors such as switching costs and price moderate this relationship. Personal characteristics like age, income, and variety-seeking behavior also moderate satisfaction-loyalty; beyond satisfaction, other factors influencing loyalty include perceived service quality, corporate reputation [43], trust, after-sales service, and customer recommendations [45]. For television purchases, customers prefer smart features and blur-free pictures [45]. In contractual service contexts like pay TV, customer-brand identification positively affects loyalty, while emotional value moderates the satisfaction-loyalty relationship [44]. These findings provide valuable insights into television service providers to enhance customer loyalty through targeted strategies addressing various influencing factors.

Consequently, one of the effects of satisfaction on services is purchase intention. This factor also led [14] to criticize the SERVQUAL concept [34], as the SERVQUAL concept explains the impact of satisfaction on purchase intention but lacks empirical testing. Moreover, Lovelock & Wright (2001) [30] identified the effects of customer satisfaction on services in Figure 5. The effects of satisfied customers on services include their continued use and loyalty, their willingness to spread positive information (word of mouth), their low costs in attracting new consumers, their protection from competitive influences, their creation of excellence, and their reduction in costs due to service failures.

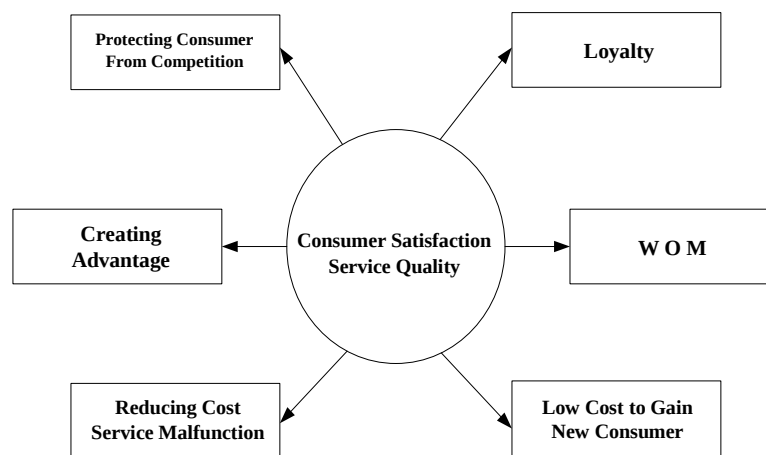


Figure 5. Effects on customer satisfaction

In the specific context of television consumers, the study by Bhatiasevi (2024) [46] clearly shows that satisfaction has a positive influence on the intention to repeat program consumption. These results are similar to those obtained in previous studies [47]. Therefore, it can be concluded that satisfaction with television viewing contributes to the intention to watch again. Figure 6 illustrates the relationship between the effect of viewing satisfaction and the intention to watch again.

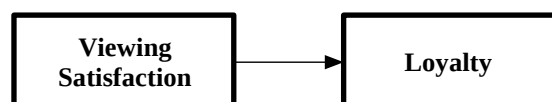


Figure 6. Viewing satisfaction and loyalty

Based on the description above and the relationship between satisfaction and loyalty, the research hypothesis can be formulated as follows:

Hypothesis 3: Viewer satisfaction has a direct and positive influence on television viewer loyalty.

The pattern of television viewing behavior in the Yogyakarta Special Region community is very dynamic. With the increasing number of stations and the occurrence of political reform in 1997, there was a paradigm shift in all fields. As a result, many broadcast televisions now present more diverse programs and tend to follow the multi-ethnic, multidimensional culture of the Jakarta community, also known as "metropolis life." Often, these programs do not align with the norms of real-life outside Jakarta, leading to boredom among the audience. Local television stations emerged in 2004, offering entertainment, information, and education programs that aligned with the real conditions of the people in the regions. Quality assessment in the service sector is not as simple to do as in goods products. This is because the characteristics of service products differ from those of goods [30, 48]. The characteristics of consumers who use these services largely determine the quality and satisfaction of service products. These consumer characteristics can be in the form of geographic characteristics and demographic characteristics.

According to Manero et al. (2013) [3], geography and demographic factors affect a television program's quality, satisfaction, and, at the same time, audience loyalty. Manero et al. (2013) [3] used gender and age as demographic factors and area and province as geographic factors in their research. Geographic and demographic factors can have a positive or negative influence on television audience behavior. These studies explore the relationship between demographic factors and satisfaction in different contexts. Khairani et al. (2023) [49] investigated life satisfaction among female industrial operators, finding that tenure and marital status were significant factors. Married employees and those with longer tenure reported higher life satisfaction, while age, department, and dependents were not significant determinants. The authors emphasize the importance of strategies to improve satisfaction, particularly for new employees. Shrestha (2019) [50] examined job satisfaction among university faculty in Nepal, revealing that monthly income was the most influential demographic factor, affecting six job satisfaction variables. Designation was the second most important factor, influencing five variables. Both studies highlight the complex interplay between demographic factors and satisfaction, suggesting that certain variables may have more impact than others depending on the specific context and population studied [49, 50].

Based on this description, the relationship between satisfaction and loyalty with demographic and geographic factors can be formulated as follows:

Hypothesis 4: Age, gender, and area factors influence viewing satisfaction and loyalty.

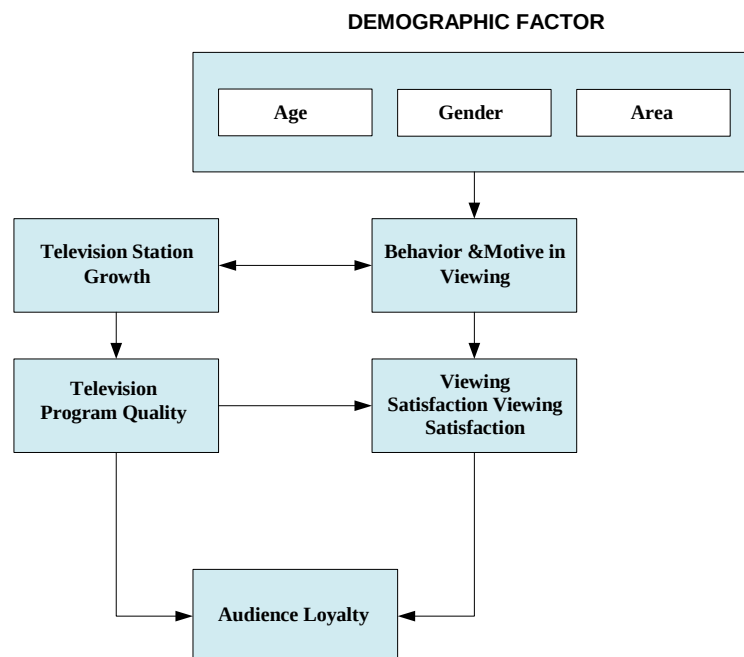


Figure 7. Thinking flow of quality, satisfaction, and rewatching television shows

Consequently, Figure 7 explains the research flow of quality, satisfaction, and rewatching television programs. Individual motives and behavior in watching television shows are related to the development of television stations. The audience's demand for television shows drives the growth of television stations, and conversely, an increase in television stations satisfies market demand for television shows. Television stations respond to these needs by producing high-quality shows. This program is influenced by the audience cluster, namely the geographical environment in which they live (urban, suburban, rural). The demographics of the audience (age, gender, education, occupation) also control the impact of viewing satisfaction. The presentation of quality television shows will influence the loyal behavior of a television show's audience.

3. Research Methods

This study aims to analyze the impact of television show quality on audience satisfaction and loyalty and explain the phenomenon of loyal behavior among television show viewers in relation to the control variables of gender, age, and area. This study used a satisfaction model to explain the phenomenon of audience loyalty. This research aims to characterize, clarify, and scrutinize the phenomena within the research model, which incorporates variables related to audience satisfaction and TV audience loyalty. Therefore, it falls under the category of explanatory or analytical research. Explanatory or analytical research describes, explains, and analyzes the characteristics of a phenomenon that occurs. The television audience is the population element in this study. Television viewers are divided into two groups: those who watch terrestrial television (non-payment TV) and those who watch payment TV. The population in this study was the entire audience or television viewers in the Special Region of Yogyakarta Province, Indonesia, who watched non-paid terrestrial television for more than four hours per day. The sampling was conducted using a purposive and accidental approach. The sample was purposive because the respondents involved in the study had certain criteria, namely residents of the Special Region of Yogyakarta who only watched terrestrial television channels and did not subscribe to cable TV. The researchers randomly selected each individual who met the sampling criteria and expressed willingness to participate as a respondent.

The data analysis method led to the selection of a sample from both urban and rural areas within the Yogyakarta Special Region. By considering the sampling technique and taking into account the needs of the analysis, the authors set the number of respondents at 300 people, the same number in each cluster. The researchers collected data by distributing a questionnaire to respondents who watch terrestrial television. The researchers distributed 300 questionnaires equally among urban and rural areas. The researchers distributed the questionnaires to individuals who were directly accessible and willing to participate in the study.

3.1. Operational Definition of Variables and Measurement Tools

The authors treat variables as constructs or parts. According to Bryman & Bell (2003) [51], a variable in this context represents or symbolizes an event, action, characteristic, character, or attribute that is subject to measurement and determination. The variables in this study included television program quality, viewing satisfaction, audience loyalty, and audience characteristics. The types of each variable are:

- X variables or independent variables: quality of television programs, demographics
- M variable or mediating variable: viewing satisfaction
- Y variable or dependent variable: audience loyalty

The operational definitions of variables, their constituent constructs, and their measures are detailed in Table 1.

Table 1. Operational definition of variables

Construct	Operational Definition	Indicator	Source
Quality of television programs	Television viewers' assessment of a television program is based on the packaging of the program's interests, needs, and desires of the audience.	• Adaptation to opinion • Adaptation to attraction • Assessment considerations • Adaptation to needs • Adaptation to demand	[3, 52, 53]
Viewing satisfaction	Feelings that audiences have during and after watching a television program	• Gratuity sought • Gratuities obtained • Parasocial interaction • Attitude toward watching the program • Attention while watching the program • Attention to ad impressions • Interaction with the program • Expression while watching • Behavior after watching • Technology used • Program viewing performance	[10, 3]
Audience loyalty	The viewer's desire to continue following the television program	• Repetition of watching • Word of mouth • Willing or not to watch commercials	[10, 3, 52]

3.2. Model Analysis

An analysis of this research model used the PLS-SEM analysis tool. Ghazali (2008) [54] stated that structural equation modeling (SEM) evolved from multiple equation models built on econometric principles and integrated with regulatory ideas from the fields of psychology and sociology. In academic institutions, the use of SEM has become an essential component of managerial research. Structural equation modeling (SEM) analysis consists of two components: the latent variable model and the measurement model. In econometrics, the simultaneous equation model is adjusted to accommodate the latent variable model. In economics, the researchers measure or see all the variables.

The first is the estimation of multiple interrelated dependence relationships, which is an arrangement of several separate but interrelated multiple regression equations. The most obvious difference between SEM and a regular multiple regression setup is that in SEM, an independent variable in one equation can become a dependent variable in another equation. The second advantage is its ability to reveal some unobserved concepts and relationships while also accounting for some measurement errors in the estimation process. Using several latent variables, SEM presents unobserved concepts. Moreover, the variable structure in SEM analysis consists of two parts: measured variables and latent variables. Typically, measured variables are represented as boxes and latent variables as ellipses or circles. This study chose to use the PLS-SEM method rather than C-SEM because demographic variables would be difficult if they had to fulfill the assumption of normality. This study used reflective constructs to build the PLS-SEM model. Figure 8 illustrates the quality constructs.

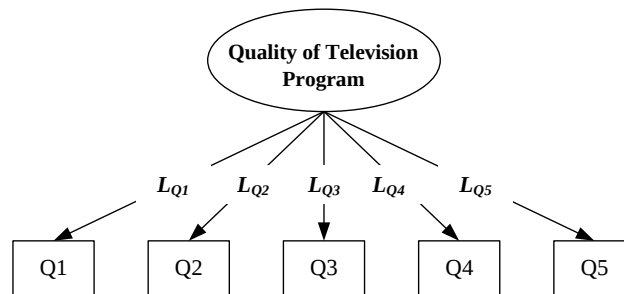


Figure 8. Construct of TV show quality

In the equation, the construct of TV program quality can be represented as follows.

$$\text{TV Show Quality} = L_{Q1} Q1 + \square_{Q1}$$

$$\text{TV Show Quality} = L_{Q2} Q2 + \square_{Q2}$$

$$\text{TV Show Quality} = L_{Q3} Q3 + \square_{Q3}$$

$$\text{TV Show Quality} = L_{Q4} Q4 + \square_{Q4}$$

$$\text{TV Show Quality} = L_{Q5} Q5 + \square_{Q5}$$

where L is the loading factor value of each quality indicator (Q).

Following that, the audience satisfaction construct is shown in Figure 9.

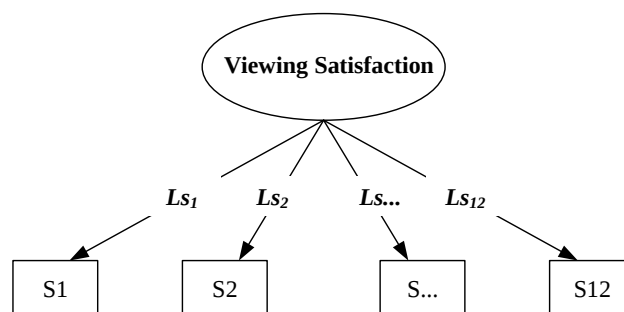


Figure 9. The construct of viewing satisfaction

In the equation, the construct of audience satisfaction can be represented as follows.

$$\text{Audience satisfaction} = L_{S1} S1 + \square_{S1}$$

$$\text{Audience satisfaction} = L_{S2} S2 + \square_{S2}$$

$$\text{Audience satisfaction} = L_{S...} S_{...} + \square_{S...}$$

$$\text{Audience satisfaction} = L_{S12} S_{12} + \square_{S12}$$

where L is the *loading* factor value of each satisfaction indicator (S).

Then, the loyalty construct is depicted in Figure 10.

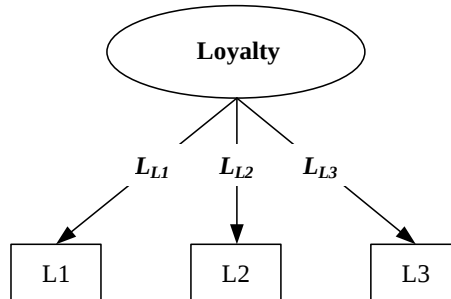


Figure 10. Loyalty constructs

In the equation, the loyalty construct can be represented as follows.

$$\text{Loyalty} = L_{L1} L1 + \square_{L1}$$

$$\text{Loyalty} = L_{L2} L2 + \square_{L2}$$

$$\text{Loyalty} = L_{L3} L3 + \square_{L3}$$

where L is the *loading* factor value of each loyalty indicator (L).

Finally, the complete model construct of the television audience loyalty model is displayed in Figure 11.

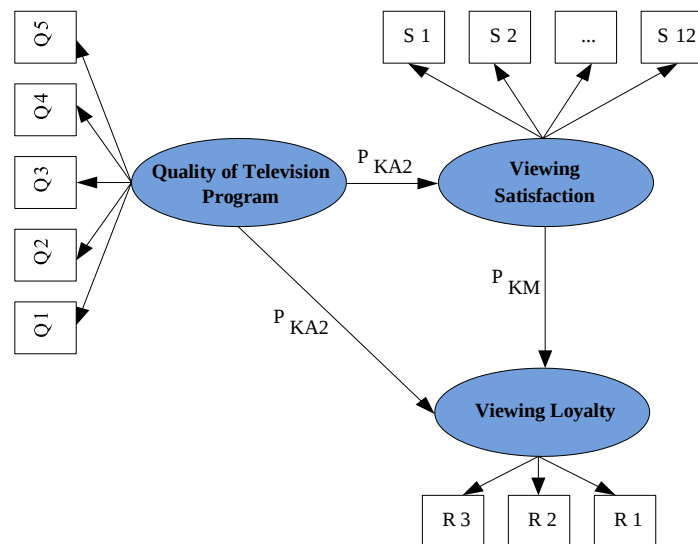


Figure 11. Television viewer loyalty model

Figure 11 can be written in the form of an equation as follows.

$$\text{Audience Loyalty} = P_{KM} * \text{Audience Satisfaction} + P_{KA1} * \text{Program Quality}$$

$$\text{Audience Satisfaction} = P_{KA2} * \text{Event Quality}$$

Where P_{KM} is the *path* coefficient of viewing satisfaction, P_{KA1} is the *path coefficient* of program quality on audience loyalty, and P_{KA2} is the *path coefficient* of program quality on audience satisfaction. P_M is the *path* coefficient of the moderator variable audience characteristics.

4. Results and Discussion

4.1. Results

This study was conducted to analyze the television audience loyalty model. The researchers distributed a total of 600 questionnaires to terrestrial television viewers in Yogyakarta and surrounding areas. The researchers equally divided the questionnaires, distributing 300 in urban areas and 300 in rural areas. The researchers used a total of 470 questionnaires for data analysis, excluding 130 due to incomplete filling. The researchers divided the analysis results into two categories: descriptive results, model analysis results, and hypothesis testing results. The researchers describe the research data analysis results as follows:

- Respondent Demographics

Table 2 shows the results of the frequency description of respondents according to the location of residence, namely in the village and in the city. The distribution of respondents by location was equal, with 232 respondents (49.36%) in the village and 238 respondents (50.64%) in the city.

Table 2. Number of respondents by location

Location	Total	Percentage (%)
Village	232	49.36
City	238	50.64
Total	470	100

Table 3 reveals the results of respondents' frequency descriptions according to gender. There was an equal distribution of respondents by gender, with 240 male respondents (51.06%) and 230 female respondents (48.94%).

Table 3. Number of respondents by gender

Gender	Total	Percentage (%)
Male	240	51.06
Female	230	48.94
Total	470	100

Table 4 displays the results of the frequency description of respondents according to age. There are 4 age groups, namely the age group ≤ 20 years, the age group 20.1 - 30 years, the age group 30.1 - 40 years, and the age group 40.1 - 50 years. The number of respondents according to age was evenly distributed, where the age group ≤ 20 years was 110 respondents (23.40%), the age group 20.1 - 30 years was 114 respondents (24.26%), the age group 30.1 - 40 years was 117 respondents (24.89%), and the age group 40.1 - 50 years was 129 respondents (27.45%).

Table 4. Number of respondents by age

Age	Total	Percentage (%)
≤ 20 Years	110	23.40
20.1 - 30 Years	114	24.26
30.1 - 40 Years	117	24.89
40.1 - 50 Years	129	27.45
Total	470	100

For age > 50 years, none was found in the sample used, or in other words, the number who filled it in was 0 (zero). This is possible because the number of respondents who filled out the questionnaire in the age group > 50 years was not many, or it could have been deleted during the data screening process. Although the data for the age group > 50 years is 0, this result can still be continued to analyze the effect of quality on audience satisfaction and audience loyalty.

Then, Table 5 shows the results of the frequency description of respondents according to income. There are 4 income groups, namely no income, income group IDR 3 million - IDR 5 million, income group IDR 5 million - IDR 7 million, and income group $> IDR 7$ million. The number of respondents according to income was divided, where the group with no income was 109 respondents (23.19%), the income group of IDR 3 million - IDR 5 million was 128 respondents (27.23%), the income group of IDR 5 million - IDR 7 million was 104 respondents (22.13%), and the

income group > IDR 7 million was 129 respondents (27.45%). Thus, the income group of IDR 3 million - IDR 5 million and the income group > IDR 7 million were the most numerous.

Table 5. Number of respondents by income

Income	Total	Percentage (%)
No income yet	109	23.19
IDR 3 million - IDR 5 million	128	27.23
IDR 5 million - IDR 7 million	104	22.13
> IDR 7 million	129	27.45
Total	470	100

For data on income groups < IDR 3 million, the explanation is the same as for data on age groups > 50 years. There is a possibility that the number of fillers in the income group < IDR 3 million was small and deleted during the data screening process. In addition, researchers have assumptions related to the income group < IDR 3 million, where income in this survey is a combination of wage income and household income obtained from other sources, so the average expenditure of respondents was above IDR 3 million per month.

Moreover, Table 6 shows the results of the frequency description of respondents according to education. There are five education groups, namely no school/elementary/junior high school, senior high school/equivalent group, bachelor's degree group, master's degree group and doctoral group. The number of respondents according to education was divided, where the non-school/elementary/junior high school group was 89 respondents (18.94%), the senior high school/equivalent group was 95 respondents (20.21%), the bachelor's degree group was 107 respondents (22.77%), the master's degree group was 102 respondents (21.70%), and the doctoral group was 77 respondents (16.38%). Thus, the bachelor's degree and master's degree groups were the education groups with the largest number of respondents.

Table 6. Number of respondents by education

Education	Total	Percentage (%)
Not in school/elementary/junior high school	89	18.94
Senior High School/Equivalent	95	20.21
Bachelor's degree	107	22.77
Master's degree	102	21.70
Doctoral degree	77	16.38
Total	470	100

Table 7 shows the results of the frequency description of respondents according to occupation. There are six occupational groups, namely students, homemakers, civil servants (PNS), private employee groups, entrepreneurs, and farmers/fishers. The number of respondents according to occupation was divided, where the student group was 72 respondents (15.32%), the homemaker group was 71 respondents (15.11%), the civil servant group was 80 respondents (17.02%), the private employee group was 88 respondents (18.72%), the entrepreneurial group was 85 respondents (18.09%), and the farmer/fisher group was 74 respondents (15.74%).

Table 7. Number of respondents by occupation

Jobs	Total	Percentage (%)
Student	72	15.32
Homemakers	71	15.11
Civil government employees/PNS	80	17.02
Private employee	88	18.72
Entrepreneurship	85	18.09
Farmer/fishers	74	15.74
Total	470	100

- Variable Description

Table 8 presents a description of the research variables. The research variables consisted of show quality, viewing satisfaction, and audience loyalty. The quality of the show, viewing satisfaction, and audience loyalty had the same

score range of 3 to 7. The average value for show quality was 5.04 ± 0.84 ; audience satisfaction had an average value of 5.02 ± 0.90 ; and audience loyalty had an average value of 5.02 ± 1.05 .

Table 8. Description of research variable data

Variables	N	Min
Quality	470	3
Viewing Satisfaction	470	3
Loyalty	470	3
Variables	N	Min

- PLS Analysis Results

- Construct Validity

Table 9 shows the results of the construct validity analysis of the television audience loyalty model. According to Hair et al. (2010) [55], validity testing serves to assess how well the instruments in each indicator can answer the research data appropriately. Convergent validity has two conditions so that the data used is considered good: the loading value is above 0.5, and the p-value is below 0.05 [55]. Data is declared valid if the standardized factor loading for each indicator variable and the average variance extracted (AVE) has met the minimum value of 0.5. If the value corresponds to this condition, it is considered valid. The number of samples increased to 220 samples, and the value of all loading factors in this study was above 0.5, as can be seen in Table 9:

Table 9. Combine loading and cross-loading and the AVE value of the model

	K	KM	L	Ave	P-value
K1	0.694	-0.031	0.018	0.443	<0.001
K2	0.659	-0.032	-0.069		<0.001
K3	0.685	0.04	0.001		<0.001
K4	0.675	0.013	0.004		<0.001
K5	0.613	0.01	0.049		<0.001
KM1	0.024	0.714	-0.005	0.481	<0.001
KM2	-0.025	0.713	-0.01		<0.001
KM3	-0.093	0.739	0.011		<0.001
KM4	-0.013	0.678	0.068		<0.001
KM5	-0.006	0.672	0.026		<0.001
KM6	-0.023	0.685	-0.036		<0.001
KM7	0.06	0.739	-0.049		<0.001
KM8	0.037	0.697	0.021		<0.001
KM9	0.099	0.660	-0.136		<0.001
KM10	-0.102	0.709	0.056		<0.001
KM11	-0.048	0.689	0.06		<0.001
KM12	0.065	0.616	-0.01		<0.001
L1	-0.002	-0.034	0.799	0.638	<0.001
L2	0.009	0.033	0.795		<0.001
L3	-0.007	0.002	0.803		<0.001

Table 10 indicates that the square root of the AVE for each construct was distinct or exceeded the correlation value between the constructs. Consequently, it can be ascertained that the discriminant test measurement for each construct item was valid.

Table 10. Correlation between variables on the square root of AVE

	K	KM
Event Quality	0.666	0.441
Viewing Satisfaction	0.441	0.694
Viewing Loyalty	0.346	0.500

The next phase entails executing a construct reliability test. The purpose of this test was to evaluate the consistency of query items in measuring a construct. Hair et al. (2010) [55] asserted that the reliability test is essential for evaluating the consistency of the measuring instrument when assessing the same symptoms more than twice. The construct reliability test can also be conducted using composite reliability value and Cronbach's alpha. The composite reliability and Cronbach's alpha values of each variable were both greater than 0.7, which suggests that the results were highly reliable, as shown in Table 11.

Table 11. Composite Reliability and Cronbach's Alpha Values

Variables	Composite Reliability	Cronbach's Alpha
Event Quality	0.799	0.685
Viewing Satisfaction	0.917	0.902
Viewing Loyalty	0.841	0.717

○ Goodness of Fit Model

Table 12 displays the Goodness of Fit of the viewing loyalty model. For the purpose of validating the overall structural model, Goodness of Fit (GoF) was used. There are nine Goodness of Fit model parameters. APC, or average path coefficient, had a value of 0.141 with $p < 0.001$. Based on the probability value of the APC parameter, it is categorized as fit. ARS or average r square had a value of 0.253 with $p < 0.001$. Based on the probability value of the ARS parameter, it is categorized as fit. AARS, or average adjusted r square, had a value of 0.246 with $p < 0.001$. Based on the probability value of the AARS parameter, it is categorized as fit.

Table 12. Goodness of Fit Model of Audience Loyalty

Parameters	Value	Standard
APC	0.141	$P < 0.001$
ARS	0.253	$P < 0.001$
AARS	0.246	$P < 0.001$
AVIF	1.37	≤ 3.3
AFVIF	1.15	≤ 3.3
SPR	0.778	≥ 0.7
RSCR	0.997	≥ 0.9
SSR	1	≥ 0.7
NLBCDR	0.944	≥ 0.7

AVIF, or average variance inflation factors, had a value of 1.37, where the value was ≤ 3.3 . Based on the standard value, the AVIF parameter is categorized as fit. AFVIF, or average full variance inflation factors, had a value of 1.15, where the value was ≤ 3.3 . Based on the standard value, the AFVIF parameter is categorized as fit. SPR or Sympton's paradox ratio had a value of 0.778, where the value meets when ≥ 0.7 and ideally is 1. Based on the standard value, the SPR parameter is categorized as fit. RSCR or R-squared contribution ratio had a value of 0.997 where the value meets when ≥ 0.9 and ideally is 1. Based on the standard value, the RSCR parameter is categorized as fit. SSR or Statistical suppression ratio had a value of 1, where the value meets when ≥ 0.7 . Based on its standard value, the SSR parameter is categorized as fit. The NLBCDR or Nonlinear bivariate causality direction ratio parameter had a value of 0.944. The standard for the NLBCDR parameter is ≥ 0.7 ; thus, based on this parameter, the model is fit. All the goodness of fit parameters, the model shows that all parameters met the standard or fit. Therefore, the audience loyalty model is a fit and could be used to analyze or estimate the relationships within it.

● Model Estimation

Figure 12 illustrates the full model results of the audience loyalty model. In this model, the effect of audience satisfaction on audience loyalty is controlled by six factors, namely location, gender, age, income, education, and occupation. Based on the results, the quality of the program had a positive effect on viewing satisfaction and audience loyalty. Viewing satisfaction had a positive effect on viewer loyalty. Moreover, program quality had a positive effect on viewing satisfaction, with a coefficient of 0.45 ($p < 0.001$). The effect of program quality on viewing satisfaction had an R^2 of 0.21. Thus, the contribution of the effect of program quality on satisfaction in watching was 21.0%. Furthermore, program quality also had a positive effect on audience loyalty, with a coefficient of 0.15 ($p < 0.001$). Viewing satisfaction was also found to have a positive effect on audience loyalty, with a coefficient of 0.42 ($p < 0.001$). The effect of show quality and viewing satisfaction on audience loyalty provided an R -value of 0.28, which means that the contribution of the influence derived from show quality and satisfaction in watching to audience loyalty was 28%.

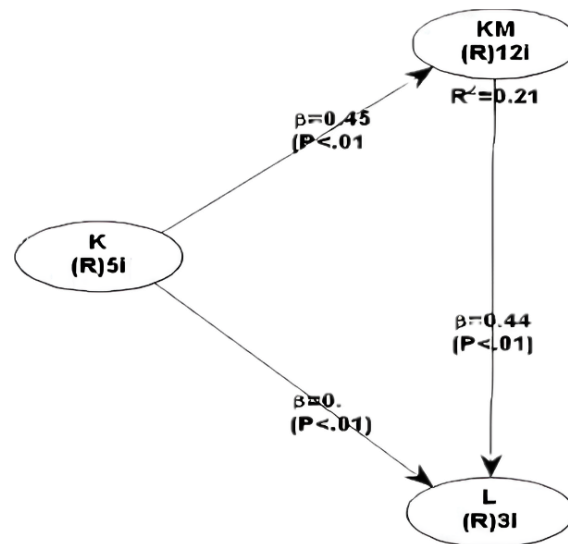


Figure 12. Audience loyalty model

4.2. Discussion

In terms of the theories, here is a breakdown of why this study primarily used these two theories. Firstly, the UG Theory is particularly suitable for studying television viewing behavior because it emphasizes the active role of audiences in selecting media that fulfills their needs and desires. It focuses on the first factor, audience motivation. The UG Theory delves into the reasons behind people's selection of specific media, such as entertainment, information, and social interaction. The second reason is the active audience role. Rather than viewing audiences as passive, UG Theory posits that individuals actively select media content that aligns with their psychological and social needs. Third is personal and social contexts, in which this theory is ideal for understanding how television content fits into viewers' personal lives and social contexts, which directly affects their viewing habits. Fourth, in the context of television, the UG Theory helps explain why people watch particular programs (e.g., escapism, information, relaxation) and how different content gratifies various needs (news for information, dramas for emotional engagement).

Secondly, the Theory of Repeat Patronage is often used in consumer behavior research to explain why customers repeatedly choose the same product or service. In the context of television, the first factors to consider are loyalty and habit. The theory explains why viewers repeatedly return to watching the same shows or channels. It takes into account both the content's satisfaction and the habitual nature of television viewing. The second factors are satisfaction and expectations. If viewers' needs are consistently satisfied by a show or channel, they are more likely to become repeat viewers.

Moreover, these theories were used together because both UG and Repeat Patronage Theories complement each other by examining the following: 1) Initial viewing choices: The UG Theory helps explain why people start watching certain shows; 2) Continued Viewing: The Repeat Patronage Theory explains why they return to the same content, forming habits and loyalty over time. In addition, alternative theories were considered. Although the study primarily employs UG and Repeat Patronage Theories, alternative theories could also be utilized to examine television viewing behavior. These include 1) Cultivation Theory, focusing on the long-term effects of television viewing on individuals' perceptions of reality. While not primarily about why people watch, it looks at how continuous exposure to television shapes their worldview. 2) Social Learning Theory underscores how viewers learn behaviors and norms from television. One could use it to comprehend how certain shows shape viewers' behaviors, particularly in relation to role modeling. 3) Agenda-Setting Theory suggests that television influences what topics viewers consider important. While news programs or political shows shape public perceptions, this theory focuses less on motivation and repeat viewing.

Nevertheless, the study primarily used the Uses and Gratification Theory to explain why viewers choose particular television content, as well as the Theory of Repeat Patronage to understand how they become loyal to those programs. These two theories effectively address the dynamics of initial and continued viewing. Although alternative theories such as Cultivation Theory or Social Learning Theory might offer additional insights, they focus more on the long-term effects and social influences of television rather than the individual's active media choices and loyalty. However, based on the research findings, it appears that the program's quality has a positive effect on viewing satisfaction. Therefore, the higher the program quality and the audience's impressions, the more satisfied the audience will be with watching the television program. High viewing satisfaction will encourage the audience to continue watching the show and foster loyalty to it. As demonstrated by the analysis results above, viewing satisfaction has a positive effect on audience loyalty. The researchers also found that the quality of television programs positively influences audience

loyalty. The effect of program quality on loyalty indicates that the quality of television programs can be a determining factor for audience loyalty.

Furthermore, the quality of television programming exerts an indirect influence on audience loyalty. The indirect influence of television program quality on audience loyalty indicates that viewer happiness derived from viewing television shows cultivates audience loyalty. The indirect influence of television program quality on audience loyalty surpasses the direct influence, highlighting the importance of cultivating audience loyalty through the enjoyment of high-quality television shows. However, service marketing literature has extensively debated the correlation between satisfaction and perceived quality [13]. Certain authors advocate that perceived quality serves as a measure of satisfaction [14, 56]. Contrarily, other research regards satisfaction as a measure of perceived quality. Berne et al. (1996) [31] investigated the presence of a bidirectional relationship between satisfaction and quality. Consequently, evaluations of pleasure necessitate specific experiences, although perceptions of quality do not [31]. Moreover, a correlation exists between perceived quality and consumption expenses.

In the specific context of television consumer behavior, Limited research has substantiated the correlation between satisfaction and perceived quality. The study by Aragón & Llorens (1996) [52] established that the quality of television shows significantly influences viewer pleasure; nonetheless, the findings should be interpreted with caution due to the sample's characteristics. In Rhee et al. (2005) [57] research, based on a sample of 25 episodes across several genres among South Korean viewers, established that perceived quality significantly contributes to satisfaction in television shows. Negative confirmation occurs when the service receives a rating lower than expected. The positive confirmation comes from services rated better than expected. In addition, when the service meets expectations, it provides simple confirmation.

Moreover, the income-happiness paradox concept, which posits that an increase in income leads to an increase in an individual's welfare, serves as the inspiration or foundation for this research. However, when it comes to happiness, the findings reveal that an increase in income and welfare does not necessarily translate into an increase in happiness [58]. Frey et al. (2005) [59] conducted similar research to Moon et al. (2022) [60]. This study used survey data from 22 European countries from 2002 to 2003 and used a total of 42,021 sample data for factor analysis, demonstrating a relationship between life satisfaction and television viewing frequency. In their study, Frey et al. (2005) [59] used OLS and probit multiple regression analysis. The variables examined in the study consisted of frequency of television viewing, working hours, household income, age, gender, country of residence, marital status, number of children, education, location of residence (urban, suburban, or rural), and type of employment. Frey et al. (2005) [59] conducted a study that revealed that while the majority of survey results indicated time-related losses associated with television viewing, some surveys indicated no negative effects from cultural barbiturate consumption. Furthermore, viewing behavior can differ depending on the location of the residence. The location of a residence can influence the amount of free time available for watching television. Urban areas, known for their busy schedules and abundance of activities, often lack free time. However, in terms of interaction with certain television programs, urban communities are higher than rural communities. The research literature has widely debated the concept of customer satisfaction. Despite several proposed definitions, a common consensus remains elusive [25]. This hinders both the development of valid measures and the comparison and interpretation of empirical results [26]. Emotionally, the television audience is highly dependent on the gender aspect. The behavior of female television viewers is different from that of male viewers. Women are more emotional than men when watching television programs. Therefore, television tends to broadcast programs that can arouse women's emotions. Even in advertising shows, women tend to receive more product advertisements than men do. Television shows also can evoke strong emotions in their audience, thereby fostering loyal viewership. Women also devote more time to watching than male viewers do.

The literature on television consumer behavior thoroughly examines the influence of diverse motivational, technological, attitudinal, and behavioral elements on the development of audience pleasure across numerous situations. This study seeks to elucidate the significance and ramifications of the building model through the examination of customer satisfaction in television media. Despite limitations, an examination of scholarly contributions indicates that research on satisfaction has failed to achieve consensus regarding the modeling of the antecedents and consequences of satisfaction factors in television media consumption. This highlights the importance of thoroughly investigating the basis of this research and examining possible expansions of consensus building to modeling. This results from the swift evolution of watching habits and the continuously advancing technological innovations in the multimedia sector. The emergence of online platforms has rendered audio-visual media consumption more adaptable, discerning, and extensively segmented. The event program's broadcast schedule has ceased to captivate viewers. Moreover, television programming adapts and measures the SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—based on genre-specific requirements and audience expectations. Television programming adapts and measures the SERVQUAL dimensions—tangibility, reliability, responsiveness, assurance, and empathy—based on genre-specific requirements and audience expectations. Their relative importance can vary significantly, with tangibles often being more critical in visually intensive genres,

empathy vital in character-driven shows, and assurance dominating in news and educational content. Audience ratings typically assess each dimension and adjust their weights to reflect the content's nature.

The results of this study have significant implications for the generalizability of the findings to other regions in Indonesia and beyond. First, Yogyakarta's unique cultural background contributes to its cultural and social specificity. Yogyakarta is known as a cultural center in Indonesia, with a strong emphasis on Javanese traditions and a sultanate that influences local governance and cultural life. This may affect the respondents' views, behaviors, and attitudes in ways that differ from other regions in Indonesia. For example, the region's historical connection to the arts and education may result in values and priorities that differ from more industrialized or less culturally centralized urban areas like Jakarta or Surabaya. Second, applicability to other cultural contexts. The specific Javanese culture, particularly in Yogyakarta, may not be fully representative of other ethnic groups in Indonesia, such as the Sundanese in West Java, the Batak in North Sumatra, or the Dayak in Kalimantan. As a result, the findings from Yogyakarta may not fully generalize to these groups. Third is urban-rural differences. Urban-focused Yogyakarta is an urban area, which means respondents are likely to have more access to infrastructure, education, and technology than those in rural areas. Therefore, the results may not be easily generalizable to rural Indonesia, where the socioeconomic conditions, access to resources, and lifestyles differ significantly.

Fourth, there are significant differences in economic activity and infrastructure. Many rural areas in Indonesia are still highly dependent on agriculture, and the challenges they face may be different from those in urban areas like Yogyakarta, where services, education, and tourism dominate the economy. Thus, the urban setting could lead to findings that reflect more urban-specific problems and opportunities, limiting their application to rural settings. Fifth, there is the socioeconomic and educational context. Concerning higher education and literacy rates, Yogyakarta has a well-established reputation as an educational hub (due to institutions like Gadjah Mada University), and the literacy and education levels are typically higher than in many other regions. This could influence how respondents engage with topics such as public policy, technology, or healthcare, which may not be reflective of populations with lower education levels. Finally, regarding geographical representation, Yogyakarta, where Java-centric data is located, is Indonesia's most densely populated island, with relatively more developed infrastructure. However, Indonesia is an archipelago with significant geographic, economic, and infrastructural diversity across islands like Sumatra, Kalimantan, Sulawesi, and Papua. The conditions in Yogyakarta may not represent the experiences of people living on these other islands, particularly in terms of access to healthcare, education, transportation, and governance.

The researchers observed or hypothesized key cultural or geographic differences in behavior between Indonesian and Spanish audiences. These differences often significantly influence viewing behaviors and preferences when comparing television audiences in different countries. When comparing Indonesian and Spanish television audiences, key differences likely arise due to variations in cultural norms, media landscapes, and social values. As such, the researchers observed or hypothesized key differences between Indonesian and Spanish television audiences. One useful framework for understanding cultural differences between these two countries is Hofstede's cultural dimensions theory, which can highlight potential behavioral contrasts in television consumption. First is collectivism vs. individualism, in which Indonesia tends to be more collectivist, where people prioritize family, community, and group harmony. As a result, television content that emphasizes family values, societal harmony, and traditional narratives may resonate more strongly with Indonesian audiences. Family-oriented dramas and religious content are likely to be more popular. Spain, on the other hand, is more individualistic, meaning that Spanish viewers may prefer television content that focuses on personal aspirations, individual stories, and self-expression. Spanish television might see higher engagement with genres like independent films, satire, and programs that challenge social norms. Second is power distance, in which Indonesia has a high-power distance, indicating a hierarchical society where respect for authority and social status is important. This might be reflected in the types of content preferred, with greater appeal for programs that depict respect for tradition, authority figures, or clear social roles. In Spain, with a lower power distance, the researchers might see a preference for content that challenges authority, including satire or portraying characters who are independent or rebellious.

5. Conclusion

The study confirms that high-quality television programs positively impact viewer satisfaction and loyalty. The findings highlight that better program quality enhances viewer satisfaction and, consequently, boosts audience loyalty. The study also notes that demographic factors such as age, gender, and location do not significantly affect satisfaction or loyalty, emphasizing that perceived program quality is the key determinant. The research applies the SERVQUAL dimensions—tangible, reliability, responsiveness, assurance, and empathy—to evaluate television program quality, finding that these factors are crucial for viewer satisfaction and loyalty. Furthermore, the study integrates the Uses and Gratification Theory, showing that viewers' motives and gratifications from television content play a significant role in their satisfaction and loyalty. It also confirms that audience loyalty is influenced by satisfaction, demonstrated through behaviors like repeat viewing and positive word-of-mouth recommendations. The study supports that audience loyalty in Yogyakarta City is driven by satisfaction rather than demographic factors, aligning with earlier research findings.

Thus, the overall empirical testing of the model in this study reveals that the perceived quality and consumer satisfaction of television program audiences have been shown to have a strong enough influence on the loyalty of local television program audiences. The results of this study provide a deeper understanding of the consumer behavior of television audiences so that television programmers can be more targeted in assembling and concocting the quality of television programs so that the audience can like them, be satisfied, and the final impact commercially can help make it easier for advertisers to target more sharply and their business products in the community. On the other hand, the variables of quality, satisfaction and loyalty, along with all aspects of the indicators in this study, will be a reference in understanding the behavior of television media audiences so that the results of their performance in making event programs can be more interesting, quality, and satisfy the audience. It turns out that demographic variables, including age and gender, and geographic variables, including urban and rural areas, in this research, are not significant and do not affect the loyalty of television viewers. The analysis model examines audience loyalty as the dependent variable. This research also concludes that the behavior patterns of television viewers in Indonesia are similar to the behavior of television viewers in Spain, such as research conducted by Manero et al. (2013) [3], although each region certainly has differences in behavior as well as the cultural, geographical, and demographic background of its population.

5.1. Recommendations, Future Research, and Limitations

The quality of television programs has a positive effect on viewing satisfaction and audience loyalty; therefore, television stations should provide quality television programs with indicators, as mentioned in this study. The quality of the program presented includes technical aspects, such as image clarity and sound clarity. In addition, it also requires the ability of television station management to manage its business resources to produce works that can meet the wants and needs of its audience. Furthermore, to satisfy television audiences, television stations should pay attention to aspects of their viewers' needs. Television stations must be aware of their audience's wishes, such as paying attention to airtime and understanding the types of programs that align with their targeting and positioning segments. Additionally, the researchers suggest developing the current Uses and Gratifications (UG) Theory in Indonesia, a country where the Broadcasting Law grants the public access to the media and facilitates simple business licenses for commercial broadcasting institutions. However, if the Indonesian government were to amend Broadcasting Law No. 32 of 2002, currently under debate by lawmakers in the House of Representatives, the situation would change. Future research on the consumer behavior aspects of the broadcasting industry remains open, allowing for the development of new variables and research models or the use of the same model for different purposes, such as evaluating the quality of paid television shows or digital channel shows like YouTube, Netflix, and others. The limitations of the data collection process could potentially impact the results and change if the study had included more rural areas. The sample was primarily drawn from respondents in the village (49.36%) and the city (238 respondents, 50.64%). This could potentially lead to a bias that does not accurately reflect the preferences of the entire audience, particularly in rural areas or among older viewers. This is especially important in Indonesia, where a substantial portion of the population lives in rural regions with potentially different content preferences.

6. Declarations

6.1. Author Contributions

Conceptualization, W.S.; methodology, M.S.; formal analysis, A.H.; writing—original draft preparation, W.S. and M.A.B.; writing—review and editing, W.S., MS., A.H., M.A.B., H.A.R., and B.A.H.B.; supervision, H.A.R.; project administration, B.A.H.B. All authors have read and agreed to the published version of the manuscript.

6.2. Data Availability Statement

The data presented in this study are available on request from the corresponding author.

6.3. Funding

The authors received no financial support for the research, authorship, and/or publication of this article.

6.4. Institutional Review Board Statement

Not applicable.

6.5. Informed Consent Statement

Not applicable.

6.6. Declaration of Competing Interest

The authors declare that there are no conflicts of interest concerning the publication of this manuscript. Furthermore, all ethical considerations, including plagiarism, informed consent, misconduct, data fabrication and/or falsification, double publication and/or submission, and redundancies have been completely observed by the authors.

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