

Analysis Report

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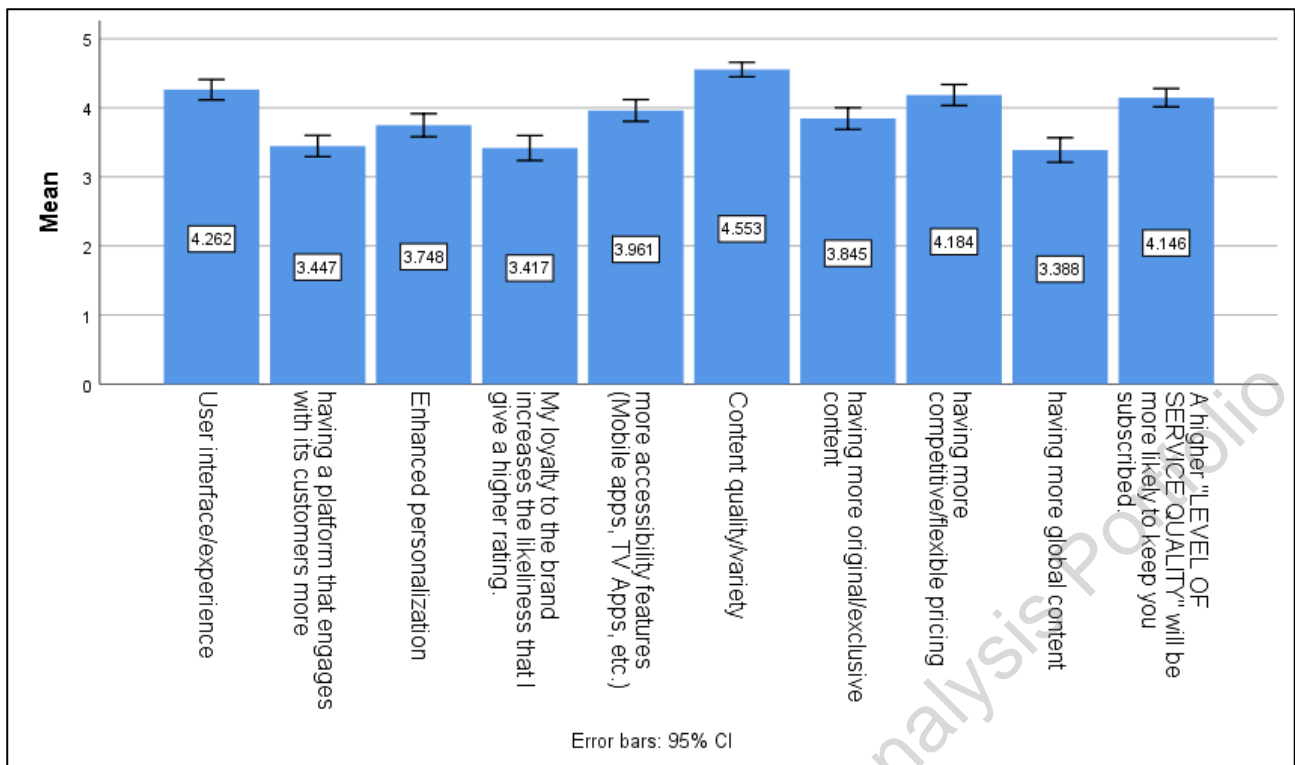
Descriptive Statistics

The table below on perceived levels of service quality shows significant variation across various factors. For example, the mean value for "Content quality/variety" is the highest at 4.543, with a relatively low standard deviation of 0.538. This suggests that respondents generally agree on the high importance of content quality in evaluating service quality. On the other hand, "having a platform that engages with its customers more" has a mean value of 3.472, indicating it is considered less critical by respondents.

Perceived Level of Service Quality

	Mean	Standard Error of Mean	95,0% Lower CL for Mean	95,0% Upper CL for Mean	Standard Deviation
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, User interface/experience is important.	4.226	0.080	4.069	4.384	0.820
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having a platform that engages with its customers more is important.	3.472	0.077	3.319	3.625	0.795
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, Enhanced personalization is important.	3.750	0.084	3.583	3.917	0.856
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, My loyalty to the brand increases the likeliness that I give a higher rating.	3.425	0.091	3.244	3.605	0.936
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, more accessibility features (Mobile apps, TV Apps, etc.) are important.	3.962	0.078	3.808	4.116	0.796
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, Content quality/variety is important.	4.543	0.052	4.439	4.647	0.538
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more original/exclusive content is important.	3.848	0.079	3.692	4.004	0.806
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more competitive/flexible pricing is important.	4.189	0.075	4.040	4.337	0.770
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more global content is important.	3.396	0.090	3.219	3.574	0.923
When deciding to stay subscribed to a platform, a higher "LEVEL OF SERVICE QUALITY" will be more likely to keep you subscribed.	4.151	0.065	4.021	4.281	0.673

The figure below shows a comparative visualization of mean scores per variables, with confidence level bars.



Perceived Level of Value

With regards to level of value, the factor that received the highest mean score was "Content quality/variety," with a mean of 4.429, indicating that it is perceived as highly important by respondents. It also has the lowest standard deviation of 0.552, suggesting that opinions about this aspect are relatively consistent across respondents.

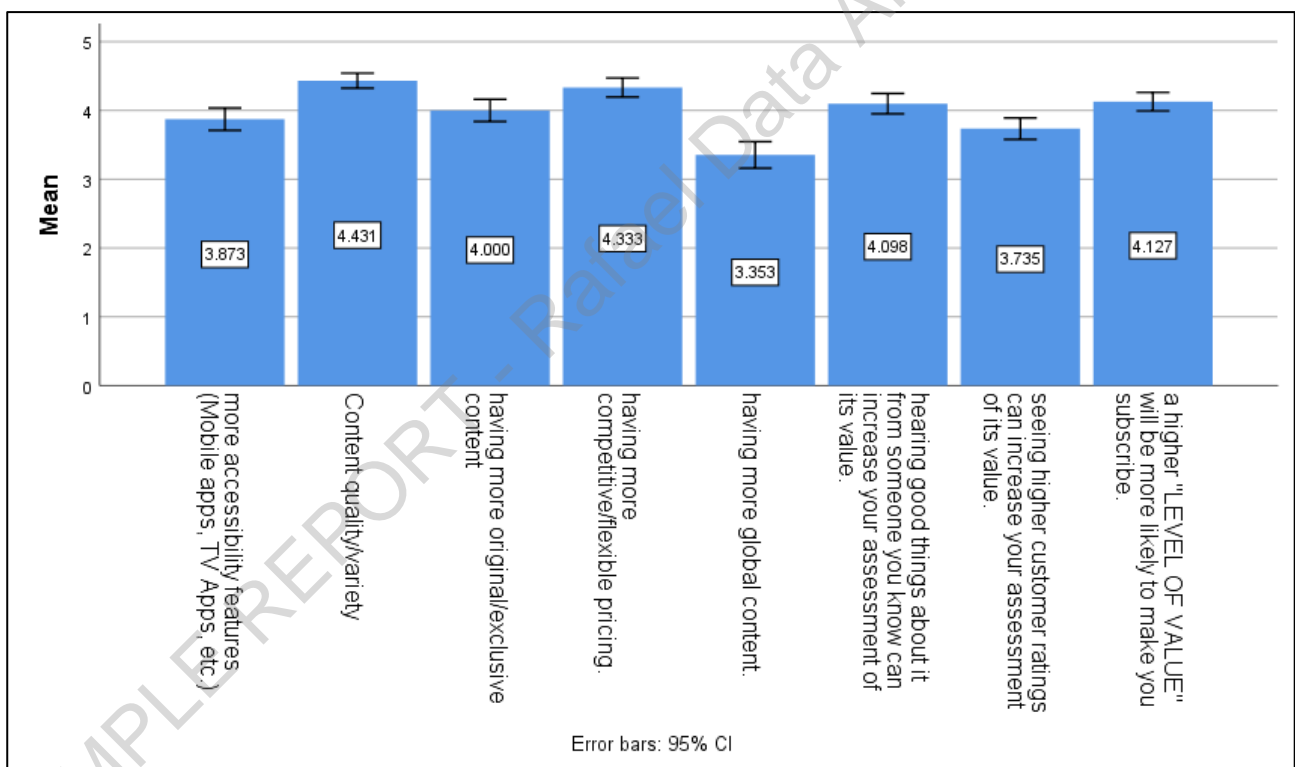
The factor that received the lowest mean score was "having more global content," with a mean score of 3.365. This suggests that global content is of lesser importance compared to other factors. The higher standard deviation of 0.986 indicates a wider dispersion of opinions on this factor.

Factors such as "having more competitive/flexible pricing" and "hearing good things about it from someone you know" also received high mean scores of 4.343 and 4.114, respectively, indicating their significance in assessing the level of value a platform offers.

	Mean	Standard Error of Mean	95.0% Lower CL for Mean	95.0% Upper CL for Mean	Standard Deviation
When assessing the "LEVEL OF VALUE" a new platform has to offer, more accessibility features (Mobile apps, TV Apps, etc.) are important.	3.875	0.080	3.715	4.035	0.821
When assessing the "LEVEL OF VALUE" a new platform has to offer, Content quality/variety is important.	4.429	0.054	4.322	4.535	0.552

When assessing the "LEVEL OF VALUE" a new platform has to offer, having more original/exclusive content is important.	4.000	0.080	3.841	4.159	0.820
When assessing the "LEVEL OF VALUE" a new platform has to offer, having more competitive/flexible pricing is important.	4.343	0.069	4.206	4.479	0.705
When assessing the "LEVEL OF VALUE" a new platform has to offer, having more global content is important.	3.365	0.097	3.174	3.557	0.986
When assessing the "LEVEL OF VALUE" a new platform has to offer, hearing good things about it from someone you know can increase your assessment of its value.	4.114	0.073	3.969	4.260	0.751
When assessing the "LEVEL OF VALUE" a new platform has to offer, seeing higher customer ratings can increase your assessment of its value.	3.740	0.078	3.585	3.896	0.800
When deciding to subscribed to a new platform, a higher "LEVEL OF VALUE" will be more likely to make you subscribe.	4.133	0.066	4.002	4.265	0.680

The figure below displays the mean scores from a visual perspective.



Principal Component Analysis

The section presents the results of a PCA, which was executed to evaluate the relative contribution of each indicators to the global constructs of perceived quality of service and perceived value.

Perceived Level of Service Quality

In the PCA for the perceived level of service quality, the Kaiser-Meyer-Olkin Measure is 0.632, indicating that the sample is moderately suitable for factor analysis. Bartlett's Test of Sphericity is statistically significant ($p=0.001$), confirming that the data is appropriate for structure detection. 22.6% of the global scale (service quality) is explained by the indicators. The component matrix (factor loadings) suggests that the variables related to "more accessibility features" and "having a platform that engages with its customers more" show higher component loadings of 0.568 and 0.540, respectively, indicating they are the most relevant in the extracted component (perceived quality of service).

The lowest loading is observed for "having more original/exclusive content" with a value of 0.293, indicating that this variable is less relevant in explaining the principal component of perceived service quality.

The variable "My loyalty to the brand increases the likeliness that I give a higher rating" has a comparatively lower loading of 0.367, suggesting that brand loyalty might not be a strong determinant in the overall measure of service quality in this analysis.

Component Matrix^a

	Component
	1
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, User interface/experience is important.	0.484
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having a platform that engages with its customers more is important.	0.540
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, Enhanced personalization is important.	0.537
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, My loyalty to the brand increases the likeliness that I give a higher rating.	0.367
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, more accessibility features (Mobile apps, TV Apps, etc.) are important.	0.568

When measuring the "LEVEL OF SERVICE QUALITY" of a platform, Content quality/variety is important.	0.403
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more original/exclusive content is important.	0.293
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more competitive/flexible pricing is important.	0.466
When measuring the "LEVEL OF SERVICE QUALITY" of a platform, having more global content is important.	0.547

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Perceived Level of Value

For the perceived level of value, the KMO measure is 0.659, and Bartlett's test is also statistically significant ($p=0.000$), signifying that the data is suitable for PCA. The variables explain 31.258% of the total variance of the perceived value component, which is fairly substantial.

The variable "more accessibility features (Mobile apps, TV Apps, etc.)" has the highest loading, at 0.762. This suggests that accessibility features are a dominant factor contributing to the perceived value of a new platform. Following closely are "seeing higher customer ratings" and "hearing good things about it from someone you know" with loadings of 0.684 and 0.640 respectively, indicating their significant influence.

Variables like "having more competitive/flexible pricing" with a loading of 0.505, and "having more global content" at 0.444 are moderate contributors to the perceived value.

On the other end, "Content quality/variety" and "having more original/exclusive content" have the lowest loadings of 0.353 and 0.391, respectively. These low loadings suggest that these variables are less crucial in shaping perceptions of value in comparison to the others.

Component Matrix^a

	Component
	1
When assessing the "LEVEL OF VALUE" a new platform has to offer, more accessibility features (Mobile apps, TV Apps, etc.) are important.	0.762
When assessing the "LEVEL OF VALUE" a new platform has to offer, Content quality/variety is important.	0.353

When assessing the "LEVEL OF VALUE" a new platform has to offer, having more original/exclusive content is important.	0.391
When assessing the "LEVEL OF VALUE" a new platform has to offer, having more competitive/flexible pricing is important.	0.505
When assessing the "LEVEL OF VALUE" a new platform has to offer, having more global content is important.	0.444
When assessing the "LEVEL OF VALUE" a new platform has to offer, hearing good things about it from someone you know can increase your assessment of its value.	0.640
When assessing the "LEVEL OF VALUE" a new platform has to offer, seeing higher customer ratings can increase your assessment of its value.	0.684

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

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Analyses of Variance (ANOVA)

The goal of the ANOVA tests in this context is to assess whether there are statistically significant differences in Perceived Service Quality and Perceived Value across different age groups and different levels of frequency of use. In the ANOVA tables provided, the subscripts (represented by the letters 'a', 'b', 'c', etc.) serve as identifiers for statistically significant differences between the groups within each row. Specifically, if two means within the same row have different subscripts, they are significantly different from each other at the specified alpha level, typically $p < .05$. On the other hand, if two or more means share the same subscript, they are not statistically different from each other.

The table below presents ANOVA results that examine the influence of age groups on the two key metrics. The attributes are evaluated across five age groups, and the statistical significance is checked through F and p-values.

In terms of Perceived Service Quality, the factor "Enhanced personalization" shows a statistically significant difference across age groups, with a p-value of 0.011. The variations in mean scores among different age groups, indicated by differing subscripts, further underscore this finding.

For the metric of Perceived Value, two variables show statistically significant differences across age groups: "Content quality/variety" with a p-value of 0.044 and "hearing good things about it from someone you know can increase your assessment of its value" with a p-value of 0.038. The remaining variables do not demonstrate statistically significant variations across age groups.

It's worth noting that in general, the lack of significant differences in most variables across age groups suggests that these perceptions may be relatively uniform irrespective of age. For those variables with significant differences, however, targeted strategies might be effective for specific age demographics.

Age Groups

	Age Groups					F	p
	18-24	25-34	35-44	45-54	55 or older		
Perceived Service Quality							
User interface/experience	4.150 _a	4.286 _a	4.238 _a	4.250 _a	4.217 _a	0.067	0.992
having a platform that engages with its customers more	3.400 _a	3.429 _a	3.381 _a	3.500 _a	3.609 _a	0.291	0.883
Enhanced personalization	4.100 _a	3.571 _{a,b}	4.050 _a	3.741 _{a,b}	3.304 _b	3.463	0.011
My loyalty to the brand increases the likeliness that I give a higher rating.	3.450 _a	3.429 _a	3.667 _a	3.393 _a	3.217 _a	0.636	0.638

more accessibility features (Mobile apps, TV Apps, etc.)	3.950 _a	4.000 _a	4.100 _a	4.071 _a	3.696 _a	0.934	0.448
Content quality/variety	4.650 _a	4.643 _a	4.650 _a	4.464 _a	4.391 _a	1.130	0.347
having more original/exclusive content	3.500 _a	4.000 _a	4.000 _a	3.857 _a	3.913 _a	1.287	0.280
having more competitive/flexible pricing	4.050 _a	4.071 _a	4.476 _a	4.071 _a	4.261 _a	1.198	0.317
having more global content	3.700 _a	3.500 _a	3.286 _a	3.250 _a	3.348 _a	0.849	0.498
A higher "LEVEL OF SERVICE QUALITY" will be more likely to keep you subscribed.	4.400 _a	3.929 _a	4.190 _a	4.107 _a	4.087 _a	1.174	0.327

Perceived Value

more accessibility features (Mobile apps, TV Apps, etc.)	3.900 _a	3.769 _a	4.250 _a	3.821 _a	3.652 _a	1.592	0.182
Content quality/variety	4.650 _a	4.077 _b	4.429 _{a,b}	4.357 _{a,b}	4.522 _{a,b}	2.545	0.044
having more original/exclusive content	4.100 _a	3.923 _a	3.952 _a	3.964 _a	4.043 _a	0.145	0.965
having more competitive/flexible pricing.	4.200 _a	4.077 _a	4.571 _a	4.250 _a	4.522 _a	1.763	0.142
having more global content.	3.600 _a	3.077 _a	3.381 _a	3.222 _a	3.478 _a	0.774	0.545
hearing good things about it from someone you know can increase your assessment of its value.	4.250 _a	3.846 _a	4.381 _a	4.214 _a	3.783 _a	2.644	0.038
seeing higher customer ratings can increase your assessment of its value.	3.700 _a	3.846 _a	3.905 _a	3.704 _a	3.609 _a	0.451	0.772
a higher "LEVEL OF VALUE" will be more likely to make you subscribe.	4.200 _a	3.923 _a	4.190 _a	4.214 _a	4.043 _a	0.5854	0.6739

Note: Values in the same row and subtable not sharing the same subscript are significantly different at $p < .05$ in the two-sided test of equality for column means. Cells with no subscript are not included in the test. Tests assume equal variances.¹

The table below shows the results for frequency of use.

User interface/experience significantly varies across different frequencies of use, as indicated by a low p -value of 0.001. The post-hoc test indicates that those who use the platform "Once a week" rate it lower (2.800_b) compared to the other groups (4.250_a, 4.346_a, 4.286_a), who do not show significant differences among themselves.

Content quality/variety also shows significant differences ($p=0.010$), but the post-hoc tests do not provide subscripts to indicate which groups are significantly different.

Having more original/exclusive content demonstrates significant differences among the frequency of use groups, with a p-value of 0.034. The group that uses the platform "Once a week" rates this aspect lower (3.000a) compared to those who use it "Several times a week" (4.160b) and "Daily" (4.000b,c). Seeing higher customer ratings also shows significant variability across the frequency of use categories (p=0.004). Specifically, those who use the platform "Once a week" rate it significantly lower (2.500b) compared to the other groups (4.167a, 3.760a, 3.730a).

The other factors under both Perceived Service Quality and Perceived Value did not demonstrate significant differences across frequencies of use, as evidenced by p-values above 0.05. Therefore, we can conclude that frequency of use significantly impacts the perception of User Interface/Experience and the importance of customer ratings but does not seem to influence other aspects of service quality or value.

Frequency of Use

	Frequency of Use				F	p
	Rarely	Once a week	Several times a week	Daily		
Perceived Service Quality						
User interface/experience	4.250 _a	2.800 _b	4.346 _a	4.286 _a	6.127	0.001
having a platform that engages with its customers more	3.667 _a	3.400 _a	3.423 _a	3.460 _a	0.285	0.836
Enhanced personalization	3.417 _a	3.400 _a	3.846 _a	3.803 _a	1.075	0.363
My loyalty to the brand increases the likeliness that I give a higher rating.	3.917 _a	3.200 _a	3.308 _a	3.397 _a	1.371	0.256
more accessibility features (Mobile apps, TV Apps, etc.)	3.833 _a	3.200 _a	3.885 _a	4.081 _a	2.253	0.087
Content quality/variety	4.250 _a	4.000 _a	4.538 _a	4.645 _a	3.944	0.010
having more original/exclusive content	3.667 _a	3.500 _a	4.000 _a	3.841 _a	0.755	0.522
having more competitive/flexible pricing	4.333 _a	4.000 _a	3.923 _a	4.286 _a	1.636	0.186
having more global content	3.250 _a	3.200 _a	3.462 _a	3.413 _a	0.221	0.882
A higher "LEVEL OF SERVICE QUALITY" will be more likely to keep you subscribed.	4.250 _a	4.000 _a	4.000 _a	4.206 _a	0.743	0.529
Perceived Value						
more accessibility features (Mobile apps, TV Apps, etc.)	3.833 _a	3.800 _a	3.880 _a	3.887 _a	0.028	0.994
Content quality/variety	4.250 _a	4.000 _a	4.560 _a	4.444 _a	1.965	0.124
having more original/exclusive content	4.083 _{a,b}	3.000 _a	4.160 _b	4.000 _{b,c}	2.998	0.034
having more competitive/flexible pricing.	4.500 _a	4.400 _a	4.160 _a	4.381 _a	0.828	0.481
having more global content.	3.500 _a	3.200 _a	3.200 _a	3.419 _a	0.411	0.746

hearing good things about it from someone you know can increase your assessment of its value.	4.250 _a	3.600 _a	4.000 _a	4.175 _a	1.250	0.296
seeing higher customer ratings can increase your assessment of its value.	4.167 _a	2.500 _b	3.760 _a	3.730 _a	4.829	0.004
a higher "LEVEL OF VALUE" will be more likely to make you subscribe.	3.917 _a	4.200 _a	4.080 _a	4.190 _a	0.614	0.607

Note: Values in the same row and subtable not sharing the same subscript are significantly different at $p < .05$ in the two-sided test of equality for column means. Cells with no subscript are not included in the test. Tests assume equal variances.²

Correlations

Spearman's correlation is a non-parametric test that assesses the strength and direction of a monotonic relationship between two ordinal or continuous variables. Unlike Pearson's correlation, Spearman's does not assume linearity or homoscedasticity, making it suitable for non-linear relationships.

In the correlation table below, the focus is on understanding how different factors related to 'Perceived Service Quality' and 'Perceived Value' are associated with the statement "A higher 'LEVEL OF SERVICE QUALITY' will be more likely to keep you subscribed." Correlation coefficients range from -1 to +1, where a value closer to +1 indicates a strong positive relationship, and a value closer to -1 indicates a strong negative relationship. A value close to 0 suggests little to no relationship.

Significance levels are marked by asterisks, with one asterisk (*) denoting significance at the 0.05 level, and two asterisks (**) denoting significance at the 0.01 level. For example, 'User interface/experience' has a Spearman's correlation coefficient of .333, indicating a moderately strong and significant positive relationship at the 0.01 level with the dependent variable. In contrast, 'having a platform that engages with its customers more' shows a coefficient of 0.072, indicating a weak and non-significant relationship.

A higher "LEVEL OF SERVICE QUALITY" will be more likely to keep you subscribed.	
Perceived Service Quality	
User interface/experience	.333**
having a platform that engages with its customers more	0.072
Enhanced personalization	0.131
My loyalty to the brand increases the likeliness that I give a higher rating.	-0.048
more accessibility features (Mobile apps, TV Apps, etc.)	.212*
Content quality/variety	0.153
having more original/exclusive content	0.080

having more competitive/flexible pricing	.295**
having more global content	.246*

Perceived Value

more accessibility features (Mobile apps, TV Apps, etc.)	.384**
Content quality/variety	.342**
having more original/exclusive content	0.164
having more competitive/flexible pricing.	.293**
having more global content.	.297**
hearing good things about it from someone you know can increase your assessment of its value.	.222*
seeing higher customer ratings can increase your assessment of its value.	.230*
a higher "LEVEL OF VALUE" will be more likely to make you subscribe.	.343**

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

The table below shows the same information but now for the retention associated with level of value.

Among 'Perceived Service Quality' variables, 'User interface/experience' (.307**), 'Enhanced personalization' (.231*), 'My loyalty to the brand increases the likeliness that I give a higher rating' (.308**), and 'more accessibility features (Mobile apps, TV Apps, etc.)' (.256**) exhibit moderate, statistically significant positive relationships with the level of value likely making you subscribe.

In contrast, 'Content quality/variety' (0.073) and 'having more global content' (0.077) display weak and non-significant relationships, suggesting they may not significantly influence subscription likelihood based on the perception of value.

In the 'Perceived Value' category, 'more accessibility features (Mobile apps, TV Apps, etc.)' has a notably strong relationship (.493**) with the level of value making you subscribe, followed by 'having more competitive/flexible pricing' (.388**) and 'hearing good things about it from someone you know can increase your assessment of its value' (.396**).

a higher "LEVEL OF VALUE" will be
more likely to make you subscribe.

Perceived Service Quality

User interface/experience	.307**
having a platform that engages with its customers more	0.142
Enhanced personalization	.231*
My loyalty to the brand increases the likeliness that I give a higher rating.	.308**
more accessibility features (Mobile apps, TV Apps, etc.)	.256**
Content quality/variety	0.073
having more original/exclusive content	0.129
having more competitive/flexible pricing	.263**
having more global content	0.077
A higher "LEVEL OF SERVICE QUALITY" will be more likely to keep you subscribed.	.343**

Perceived Value

more accessibility features (Mobile apps, TV Apps, etc.)	.493**
Content quality/variety	.343**
having more original/exclusive content	0.151
having more competitive/flexible pricing.	.388**
having more global content.	0.180
hearing good things about it from someone you know can increase your assessment of its value.	.396**
seeing higher customer ratings can increase your assessment of its value.	.335**

Reliability Analysis

Perceived Level of Service Quality

The reliability analysis for the Perceived Level of Service Quality indicates a Cronbach's Alpha of 0.562. This value suggests poor internal consistency for the scale.

When examining the Item-Total Statistics, it's important to note the corrected item-total correlations, which reflect how each item correlates with the overall scale while controlling for that item's contribution. Those values are not particularly high and the Alpha if those items are deleted are not improved, which shows that the scale cannot be further refined.

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
User interface/experience	30.54	9.662	.269	.114	.525
having a platform that engages with its customers more	31.36	9.252	.337	.203	.504
Enhanced personalization	31.06	9.251	.287	.126	.519
My loyalty to the brand increases the likeliness that I give a higher rating.	31.39	9.573	.186	.087	.553
more accessibility features (Mobile apps, TV Apps, etc.)	30.84	9.309	.313	.149	.511
Content quality/variety having more	30.25	10.426	.224	.184	.540
original/exclusive content	30.96	10.136	.140	.090	.562
having more competitive/flexible pricing	30.62	9.649	.257	.090	.528
having more global content	31.42	8.971	.310	.128	.511

Perceived Value

Cronbach's Alpha for Value was slightly better (0.616) although still not at a desirable level of 0.700. Similarly to Perceived Service Quality, the refinement of the scale through the drop of non-correlated items will not yield substantial improvement (Table below).

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
more accessibility features (Mobile apps, TV Apps, etc.)	23.95	6.344	.505	.326	.511
Content quality/variety having more original/exclusive content	23.39	8.063	.244	.126	.601
having more competitive/flexible pricing.	23.82	7.355	.249	.115	.604
having more global content.	23.49	7.500	.293	.123	.588
hearing good things about it from someone you know can increase your assessment of its value.	24.47	6.766	.276	.121	.603
seeing higher customer ratings can increase your assessment of its value.	23.73	7.171	.348	.282	.570
	24.09	6.814	.407	.289	.549