

Abstract

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Antecedent and Consequence of Netflix Subscribers' Satisfaction in Indonesia

(123 pages; 5 figures; 31 Tables; 1 Appendix)

The advancement of digitalization in the sphere of technology has repercussions across other industries. In this modern day, one of the industries that has been severely impacted by the internet is the entertainment industry. Previously, people could only watch movies and television series in a theater or on television. However, many companies are migrating to internet-based streaming service platforms. Subscription-based video on demand, or SVOD, is a type of platform that allows people to watch movies and television series online. Netflix is one of the industry's largest companies. Now, Indonesians can access and watch Netflix. Even though Netflix is one of the world's largest SVOD provider, its subscriber base in Indonesia is still smaller than that of other SVOD providers such as Disney+, Hotstar, Viu, and Vidio. Because of this, this research sought to ascertain whether Netflix members are satisfied with the service. Customer satisfaction is critical for a business, if customers are content with Netflix's products and services, this might result in increased Netflix subscriber's loyalty. Numerous aspects affecting customer satisfaction were examined in this study, including perceived quality, perceived value for cost, brand identification, brand trust, and lifestyle-congruence. This research will contribute in two different perspectives, such as theoretical and managerial. For theoretical perspectives, this research can provide information, knowledge, and can be used as reference for further research on customer satisfaction and brand loyalty in the SVOD and OTT industry in Indonesia and globally. For managerial perspective, this research can provide information on factors that play an important role in influencing customer satisfaction from the customer's perspective, and suggestions or input that is useful for marketing Netflix products regarding customer satisfaction in Indonesia. To demonstrate this, this study used non-probability sampling to spread questionnaires to 265 respondents to collect quantitative data. Following that, the collected data were analyzed using the structural equation method (SEM). The findings of this study reveal that all variables, except brand identification, have a positive effect on customer satisfaction. The research's final finding is that customer satisfaction has a significant effect on brand loyalty.

Keywords: *Perceived Quality, Perceived Value of Cost, Brand Identification, Brand Trust, Lifestyle-Congruence, Customer Satisfaction, Brand Loyalty*

Reference: 110 (2000 – 2021).