

TABLE OF CONTENTS

	Page
COVER PAGE	
TITLE PAGE	
DECLARATION OF AUTHENTICITY OF FINAL PAPER AND UPLOAD AGREEMENT.....	ii
APPROVAL PAGE BY FINAL PAPER ADVISOR.....	iv
APPROVAL PAGE BY FINAL PAPER DEFENSE COMMITTEE.....	v
ABSTRAC.....	vi
ABSTRAK	vii
PREFACE.....	viii
TABLE OF CONTENTS.....	x
LIST OF FIGURE.....	xii
LIST OF TABLE.....	xiii
TABLE OF APPENDIX	xvii
CHAPTER I.....	1
INTRODUCTION.....	1
1.1 Background of the Study.....	1
1.2 Problem Limitation... ..	10
1.3 Problem Formulation... ..	10
1.4 Objective of Research	11
1.5 Benefit of the Research	11
1.5.1 Theoretical Benefit.....	11
1.5.2 Practical Benefit.....	12
CHAPTER II.....	13
LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT.....	13
2.1 Theoretical Background	13
2.1.1 Digital Marketing	13
2.1.2 Digital Streaming Media	14
2.1.3 Service Marketing Management	15
2.1.3.1 Service Definition... ..	15
2.1.3.2 Service Characteristics and Classification... ..	15
2.1.3.3 Service marketing Mix.....	16
2.1.4 Customer Value.....	17
2.1.4.1 Customer Value Definition	19
2.1.4.2 Customer Value Dimension	20
2.1.5 Brand Experience	21
2.1.5.1 Brand Experience Dimension	21
2.1.6 User Experience	22

2.1.6.1	Process of Designing User Experience	22
2.1.6.2	User Experience Dimension	24



2.1.7	Customer Satisfaction	26
2.1.7.1	Customer Satisfaction Definition.....	26
2.1.7.2	Customer Satisfaction Dimension.....	27
2.1.8	Conceptual Framework.....	29
2.1.8.1	The influence of Customer Value on Customer Satisfaction.....	29
2.1.8.2	The influence of Brand Experience on Customer Satisfaction	29
2.1.8.3	The influence of User Experience on Customer Satisfaction	30
2.2	Previous Research	31
2.3	Hypothesis Development	32
2.4	Research Model.....	33
2.5	Framework of Thinking.....	33
CHAPTER III.....		35
RESEARCH METHODOLOGY		35
3.1	Research Design.....	35
3.2	Population and Sample.....	35
3.2.1	Population	35
3.2.2	Sample.....	36
3.3	Data Collection Method	37
3.3.1	Primary Data	37
3.3.2	Secondary Data	38
3.4	Operational Definition and Variable Measurement	40
3.4.1	Operational Variable Definition.....	40
3.4.2	Variable Measurement scale	40
3.5	Data Analysis Method.....	41
3.5.1	Descriptive Statistical Analysis.....	41
3.5.2	Research Instrument Test.....	42
3.5.3	Classical Assumption Test.....	44
3.5.3.1	Normality Test	44
3.5.3.2	Heteroscedasticity Test	45
3.5.3.3	Multicollinearity Test.....	45
3.5.3.4	Coefficient of Determination	46
3.5.3.5	Hypothesis Test.....	46
CHAPTER IV.....		48
RESEARCH RESULT AND DISCUSSION		48
4.1	General View of Netflix.....	48
4.1.1	History of Netflix	48
4.1.2	Netflix Logo.....	50
4.1.3	Organizational structure of Netflix	51
4.2	Research result	51
4.2.1	Test of Research Instrument	51
4.2.2	Descriptive Statistics	58

4.2.3	Classical Assumption Test	95
4.2.4	Determination Coefficient	100
4.2.5	Multiple Linear Regression	101
4.2.6	Hypothesis Test.....	102
4.3	Discussion.....	104
CHAPTER V		115
CONCLUSION.....		115
5.1	Conclusion	115
5.2	Recommendation.....	115
REFERENCES		118



LIST OF FIGURE

	Page
Figure 1. 1 Penetration of Internet Users in Indonesia.....	1
Figure 2. 1 Research Model	33
Figure 2. 2 Framework of Thinking	34
Figure 4. 1 Netflix Logo.....	52
Figure4. 2 Netflix Organizational Structure.....	53
Figure 4. 3 Distributed Gender of Respondents	62
Figure 4. 4 Distributed Age of the Respondents	63
Figure 4. 5 Distributed Profession of Respondents	64
Figure 4. 6 Distributed Salary of Respondents	65
Figure 4. 7 Distributed Netflix Package Respondents	66
Figure 4. 8 How long the customer use Netflix applications	67
Figure 4. 9 Content that Netflix customers like	68
Figure 4. 10 Genre that Netflix customers like	69
Figure 4. 11 Others application used by customer	70
Figure 4. 12 Normality Test Histogram	99
Figure 4. 13 P-Plot Normality Test	100
Figure 4. 14 Heteroskedastity Test.....	102

LIST OF TABLE

	Page
Table 1. 1 The most used VOD Streaming Apps in Indonesia	4
Table 1. 2 Netflix Subscriber ratings and reviews table	7
Table 2. 1 Previous Research	32
Table 3. 1 Definition of Operational Variables	41
Table 3. 2 Likert Scale	43
Table 4. 1 Variable X1 Validity Test (Customer Value).....	54
Table 4. 2 Variable X2 Validity Test (Brand Experience).....	55
Table 4. 3 Variable X3 Validity Test (User Experience)	55
Table 4. 4 Variable Y Validity Test (Customer Satisfaction)	56
Table 4. 5 Variable X1 Reliability Test (Customer Value).....	58
Table 4. 6 Variable X2 Reliability Test (Brand Experience)	58
Table 4. 7 Variable X3 Reliability Test (User Experience)	59
Table 4. 8 Variable Y Reliability Test (Customer Satisfaction)	60
Table 4. 9 Likert Scale	61
Table 4. 10 Class Division based on average	61
Table 4. 11 Q1: Netflix have a good impression on others	70
Table 4. 12 Q2: Netflix makes me feel accepted by others	71
Table 4. 13 Q3: The value that Netflix provides is in accordance with the price Offered	72
Table 4. 14 Q4: The price offers by Netflix is cheaper than other applications.....	72

Table 4. 15 Q5: Netflix has consistent quality content	73
Table 4. 16 Q6: Netflix has content of a quality standard I accept	74
Table 4. 17 Questionnaire Analysis of Customer Value	74
Table 4. 18 The Interval for Customer Value	75
Table 4. 19 Q1: When I see Netflix brand, I get strong impression of this brand. 76	
Table 4. 20 Q2: The Netflix brand appeals to my senses positively	77
Table 4. 21 Q3 Netflix brand drives my emotions in a positive way.....	77
Table 4. 22 Q4: Netflix brand evokes a strong emotional connection to me	78
Table 4. 23 Q5: My activities use Netflix brand a lot.....	79
Table 4. 24 Q6: My activities using Netflix brand has been a positive experience	80
Table 4. 25 Q7: Netflix brand helped me a lot in solving problems.....	80
Table 4. 26 Questionnaire Analysis of Brand Experience	81
Table 4. 27 The Interval for Brand Experience	82
Table 4. 28 Q1: Netflix is reliable digital streaming service	83
Table 4. 29 Q2: Netflix can be accessed easily	83
Table 4. 30 Q3: Netflix is easy to learn and use	84
Table 4. 31 Q4: When used, Netflix application responds quickly	84
Table 4. 32 Q5: Netflix is easy to use	85
Table 4. 33 Q6: Netflix has a large and complete collection of content	86

Table 4. 34 Q7: Netflix has a faster latest movie information.	86
Table 4. 35 Q8: Netflix has a modern looking app interface	87
Table 4. 36 Q9: I feel proud to use Netflix	88
Table 4. 37 Q10: I derive moral value from the content provided by Netflix	88
Table 4. 38 Q11: Netflix let me get to know and connect with other cultures	89
Table 4. 39 Questionnaire Analysis of User Experience	90
Table 4. 40 The Interval for Brand User Experience	91
Table 4. 41 Q1: I am satisfied with the features of Netflix app	92
Table 4. 39 Q2: I am satisfied with the service provided by Netflix applications.	92
Table 4. 40 Q3: The service that Netflix provides is better than I expected.	93
Table 4. 41 Q4: The service that Netflix provides is better than other digital streaming services.	93
Table 4. 42 Q5: As a Netflix customer, I feel like I'm being treated fairly	94
Table 4. 43 Q6: The services provided by Netflix are in accordance with the costs sacrificed	95
Table 4. 44 Q7: I feel satisfied knowing that my friends or family enjoy using Netflix	95
Table 4. 45 Q8: I'm satisfied with my friends feedback about their experience with Netflix	95
Table 4. 50 Questionnaire Analysis of Customer Satisfaction.....	97
Table 4. 51 The Interval of Customer Satisfaction	97
Table 4. 52 Kolmogorov-Smirnov Test	100
Table 4. 53 Glejser Test	102
Table 4. 54 Multikolinearity Test.....	103
Table 4. 55 Linearity Test	104

Table 4. 56 Determination Test..... 104

Table 4. 57 Multiple Linear Regression.....105

Table 4. 58 Simultaneous Test (F-Test).....106

Table 4. 59 Partial Test (t Test).....107

Table 4. 60 Hypothesis Testing Result110



TABLE OF APPENDIX

APPENDIX A QUESTIONNAIRE.....	A-1
APPENDIX B PRETEST DATA.....	B-1
APPENDIX C SAMPLE DATA.....	C-1
APPENDIX D SPSS.....	D-1

