

# ABSTRAK

**Nama** : Prisita Audisa  
**Program Studi** : Magister Management  
**Judul** : Pengaruh *E-Service Quality, Perceived Value, Brand Image, Functional Value Dan Emotional Value* Terhadap *Customer Satisfaction* Dalam Meningkatkan *Customer Loyalty* Pada Layanan Streaming Netflix Di Jabodetabek

(xiv + 84 halaman: 7 gambar, 15 tabel)

Digitalisasi membuat distribusi layanan televisi dan video tradisional menghadapi konsep konsumerisme baru yaitu *Any time Any Where Any Device. Subscription Video On Demand (SVOD)* mendominasi sebagian besar distribusi media audio visual saat ini. Penelitian ini bertujuan untuk menguji pengaruh *e-service quality, perceived value, brand image, functional value* dan *emotional value* terhadap *customer satisfaction* dalam meningkatkan *customer loyalty* pada pengguna Netflix sebagai SVOD pertama di Indonesia. Penelitian dilakukan terhadap 444 pengguna Netflix menggunakan *convenience sampling* di Jakarta, Bogor, Depok, Tangerang, dan Bekasi. Teknik analisa penelitian ini menggunakan *Structural Equation Modelling (SEM)* melalui *software SMARTPLS*. Hasil penelitian menunjukkan bahwa *e-service quality, brand image, functional value, perceived value* berpengaruh positif terhadap *customer satisfaction*, tetapi *perceived value* tidak berpengaruh positif terhadap *customer satisfaction* sebagai variabel mediasi. Variabel *customer satisfaction* berpengaruh positif terhadap *customer loyalty*.

Kata Kunci: SVOD, Netflix, Kualitas Layanan Elektronik, Persepsi Nilai, Citra Merek, Kepuasan, Kesetiaan, Nilai Emosional

# ABSTRACT

**Name** : Prisita Audisa  
**Study Program** : Magister Management  
**Title** : *Impact Of E-Service Quality, Perceived Value, Brand Image, Functional Value, And Emotional Value On Customer Satisfaction To Increase Customer Loyalty On Netflix Streaming Services In Jabodetabek”*

(xiv + 84 pages: 7 pictures, 15 tabels)

*Digitalization has made the distribution of traditional television and video services face a new concept of consumerism, namely "any time, any place, any device." Subscription video on demand (SVOD) dominates most audio-visual media distribution today. This study aims to examine the effect of e-service quality, perceived value, brand image, functional value, and emotional value on customer satisfaction in increasing customer loyalty for Netflix users as the first SVOD in Indonesia. The study was conducted on 444 Netflix users using convenience sampling in Jakarta, Bogor, Depok, Tangerang, and Bekasi. The analysis technique for this research uses structural equation modeling (SEM) through the SMARTPLS software. The results showed that e-service quality, brand image, functional value, and perceived value had a positive effect on customer satisfaction, but perceived value did not have a positive effect on customer satisfaction as a mediating variable. The customer satisfaction variable has a positive effect on customer loyalty.*

*Keywords: SVOD, Netflix, Electronic Service Quality, Perceived Value, Brand Image, Satisfaction, Loyalty, Emotional Value*