

ABSTRAK

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Pengaruh *User experience, Brand Image, Customer Engagement, Customer Perceived Value* Terhadap *Customer Loyalty* pada *Subscriber Netflix* di *Jabodetabek*

(XVII + 130 halaman; 24 tabel; 8 gambar; 21 lampiran)

Loyalitas pelanggan menjadi salah satu faktor kunci dalam mempertahankan posisi kompetitif perusahaan, khususnya dalam industri layanan streaming yang semakin ketat persaingannya. Netflix sebagai salah satu penyedia layanan streaming terbesar di dunia, harus terus berupaya untuk meningkatkan kualitas layanan dan memperkuat loyalitas pelanggannya agar tetap berada di atas pasar. Penelitian ini bertujuan untuk mengidentifikasi pengaruh, *Customer Engagement, Brand Image,* dan *Customer Perceived Value* terhadap *Customer Loyalty* pada pelanggan Netflix di wilayah Jabodetabek. Penelitian ini menggunakan teknik analisis statistik dengan bantuan perangkat lunak SmartPLS untuk menguji hubungan antar variabel. Temuan dari penelitian ini menunjukkan adanya pengaruh yang signifikan antara *Brand Image, Customer Engagement,* dan *Customer Perceived Value* terhadap keputusan pembelian yang pada akhirnya berdampak pada peningkatan loyalitas pelanggan. Hasil penelitian ini diharapkan dapat memberikan wawasan bagi Netflix dalam merumuskan strategi yang lebih efektif untuk meningkatkan loyalitas pelanggan serta memperkuat posisi merek di pasar Indonesia.

Kata Kunci: , *Customer Engagement, Brand Image, User experience, Purchase Decision, Customer Perceived Value, Customer Loyalty, Netflix.*

Referensi : 63 (2012 – 2024)

ABSTRACT

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The Influence of User experience, Brand Image, Customer Engagement, and Customer Perceived Value on Customer Loyalty Among Netflix Subscribers in Jabodetabek

(XVII + 130 pages ; 24 tables; 8 figures

Customer Loyalty is a key factor in maintaining a competitive position for companies, especially in the increasingly competitive streaming industry. Netflix, as one of the largest streaming service providers in the world, must continuously improve service quality and strengthen Customer Loyalty to stay ahead in the market. This study aims to identify the impact of User experience, Customer Engagement, Brand Image, and Customer Perceived Value on Customer Loyalty among Netflix subscribers in the Jabodetabek area. This research uses statistical analysis techniques with the aid of SmartPLS software to examine the relationships between variables. The findings of this study reveal a significant influence between Brand Image, Customer Engagement, and Customer Perceived Value on Purchase Decisions, which ultimately affect Customer Loyalty. The results of this study are expected to provide insights for Netflix in formulating more effective strategies to enhance Customer Loyalty and strengthen its brand position in the Indonesian market.

Keywords : Customer Engagement, Brand Image, User experience, Purchase Decision, Customer Perceived Value, Customer Loyalty, Netflix.

References : 63 (2012 – 2024)