Analysis of Factors Affecting Customer Loyalty and Customer Satisfaction of Netflix Users in Batam City

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ABSTRACT

This study aims to determine the effect of Promotion, Ease of Use, Brand Image, Service Quality and Website Quality on Customer Loyalty mediated by Customer Satisfaction. The sample in this study amounted to 400 people whose people are domiciled in Batam City and who have or are currently using the Netflix application. The sampling technique used is using the purposive sampling method in which the data used in this study is sourced from primary data such as distributing online questionnaires using Google Form. The final result of the study said that customer satisfaction was not influenced by promotion, but customer satisfaction was significantly influenced by ease of use, brand image, service quality and website quality. Then customer loyalty is significantly influenced by promotion, service quality, website quality and customer satisfaction, but customer loyalty is not influenced by ease of use and brand image.

Keywords: Promotion, Ease of Use, Brand Image, Service Quality, Website Quality, Customer Loyalty, Customer Satisfaction

1. Introduction

Technology continues to develop and increasingly affects many aspects and areas of our lives which ultimately provides many changes. One form of technological development is the emergence of the internet. The internet is a form of global information system that is connected by a unique address that is used globally and is based on the internet protocol (IP), which can make it usable or accessible specifically or publicly (Sherlyanita dan Rakhmawati, 2016).

According to data released by Hootsuite in January 2021, the world's human population is 7.83 billion people with 4.66 billion people (59.6% of the world's population) of whom are internet users. While in Indonesia, the population is 274.9 million people with 202.6 million people (73.7% of the population in Indonesia) of whom are internet users (Kompas.com, 2021). There are several factors that affect the number of internet users, one of the factors is that using internet users can be easier because accessing or obtaining data and controlling the data or information that has been obtained. The internet can be easily applied and allows users to communicate and interact freely and instantly (Setiawan, 2018).

The internet itself can be used for many things, such as watching or live streaming, listening to songs, playing games, shopping, working, social media, reading news, learning media, and others. Especially since the COVID-19 pandemic, humans are increasingly maximizing the use and use of the internet to help carry out their activities and as a medium of entertainment. So don't be surprised if there are several applications whose usage levels are increasing during this pandemic. One example is Netflix.

Netflix is one of the most successful paid movie streaming apps during this pandemic. In picture 1, it can be seen that there has been a fairly high increase in the number of Netflix users since the COVID-19 pandemic at the end of 2019 (Quarter 4 of 2019). At the beginning of the COVID-19 pandemic Netflix had 167.1 million paid subscribers worldwide and in just 3 months Netflix experienced an increase in the number of users by 15.8 million users to 182.9 million users worldwide in Quarter 1 of 2020 (datakata.co.id, 2020). By the end of 2020, Netflix had more than 203.66 million paid subscribers worldwide (Kompas.com, 2021).
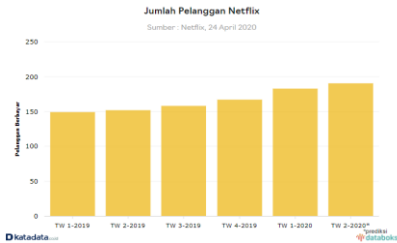
Figure 1. Number of Netflix Subscribers
(source: datakata.co.id , 2020)

Netflix began to enter the Indonesian market in 2016 and was blocked by Telkom and its subsidiaries until mid-2020, which made Netflix inaccessible to Indonesians who use the operator Telkom and its subsidiaries (CNBC Indonesia, 2019). This problem certainly affects Netflix's rating and image in the Indonesian market. We found feedback from users on the App Store and Google Play Store who were concerned that the application could not be opened because there was no network, then when the analysis user wanted to use the application, they had to use a VPN, tv programs or movies and series provided on Netflix Indonesia were not the same as abroad, and others. So it can be judged that Netflix certainly has competitiveness and advantages in the eyes of the Indonesian market that is able to satisfy its customers because with the emergence of a sense of satisfaction it can also achieve the value of loyalty for its customers.

Customer satisfaction is a form of feeling of satisfaction obtained by customers when the initial expectations or expectations of customers for something both goods and services can be achieved. In general, customers who feel that their needs can be satisfied by the company tend to make repeated transactions which, if properly maintained, will provide a competitive advantage for the company (Anugrah, 2020). The goal of achieving customer satisfaction is to achieve customer loyalty. Loyal customers are a valuable asset for a company. The success of a company can be judged by how many customers buy its services/products repeatedly.

Then in the research of Iqbal dan Indradewa (2021), there are two factors that can affect customer satisfaction and loyalty, namely brand image and service quality. However, in research conducted by Anugrah (2020), customer satisfaction and loyalty can be influenced by promotions and ease of use. From research by Iqbal dan Indradewa (2021) and Anugrah (2020), research conducted by Hansopaheluwakan (2021) shows that customer satisfaction and customer loyalty can be influenced by website quality and service quality.

According to Iqbal dan Indradewa (2021), customer loyalty is a form of a customer's commitment to a store, brand, or distributor based on positive characteristics in long-term

purchases. Loyal consumers are generally less sensitive to price changes and generally they will motivate new potential customers by spreading positive word of mouth (Hansopaheluwakan 2021). So it is not surprising that loyalty is a very important concept in marketing (Lubis *et al.*, 2021).

Promotion is a form of effort that can be carried out by producers and distributors to inform or offer products and services that are carried out with the aim of inviting prospective buyers to buy goods or products or services offered (Rasmansyah, 2017). Promotion itself can be carried out in various ways, which in the process will be able to increase customer satisfaction (Hatta dan Rachbini, 2018).

Perceived ease of use can be understood as a consumer or public assessment of the amount of effort or time required to learn and use a new technology. When consumers think that it will be easy to learn and understand a new technology or system, which implies that it will not take much time for consumers or people to learn and understand how the system or technology will work, they will build a positive view and satisfaction with customers because of the ease in the process. its use (Wilson *et al.*, 2021).

Brand Image is a powerful variable that brings competitive advantage and organizational success to ensure their products are able to compete in the market. Customer behavior in terms of service suppliers is connected as a customer's willingness to remain loyal to a particular brand and their respective products (Azizan dan Yusr, 2019).

Website Quality is an instrument that measures and accesses the usability, functions and benefits of the interactive process between its users and service providers (Widagdo dan Roz, 2021). Quality websites, such as providing clear and attractive information, images, and features for users, will make consumers happy and satisfied with what they get from quality websites (Putra dan Idris, 2020).

2. Research Method

This research can be classified into comparative causal research, which is research conducted to determine the effect between variables. The population used in this study is the people of Batam City which in 2020 amounted to 1,196,396 people. The minimum sample size was determined using the 1:10 method, ie each statement composed in a questionnaire represented by the community in Batam City. The questionnaire of this study was composed of 25 statements, so that the minimum number of samples used was 250 respondents (Hair *et al.,* 2014). To prevent data errors or errors in the questionnaire, the number of questionnaires distributed was increased to 300 with a total of 25 statements (Malik *et al.*, 2019). In this research, the writer will use purposive sampling method as

a sampling technique. So that the data collection process is carried out by the questionnaire data collection method.

3. Discussion Result
Data Validity Test

1. Outer Loadings
Table 1. Outer Loadings Test Result

Korelasi Indikator dengan Variabel	Outer Loading	Keterangan
P1 <- Promotion	0,883	Valid
P2 <- Promotion	0,902	Valid
EU1 <- Ease of Use	0,871	Valid
EU2 <- Ease of Use	0,875	Valid
EU3 <- Ease of Use	0,807	Valid
EU4 <- Ease of Use	0,841	Valid
BI1 <- Brand Image	0,893	Valid
BI2 <- Brand Image	0,878	Valid
BI3 <- Brand Image	0,854	Valid
BI4 <- Brand Image	0,623	Valid
SQ1 <- Service Quality	0,902	Valid
SQ3 <- Service Quality	0,924	Valid
WQ1 <- Website Quality	0,933	Valid
WQ2 <- Website Quality	0,919	Valid
CS1 <- Customer Satisfaction	0,865	Valid
CS2 <- Customer Satisfaction	0,898	Valid
CS3 <- Customer Satisfaction	0,610	Valid
CS4 <- Customer Satisfaction	0,859	Valid
CL1 <- Customer Loyalty	0,886	Valid
CL2 <- Customer Loyalty	0,893	Valid
CL3 <- Customer Loyalty	0,872	Valid

Sumber: Data Primer diolah (2022)

Based on the test data, it can be seen that each question has met the outer loading value with a value of > 0.6. Based on the test results, the questions on the questionnaire can be declared valid.

2. Average Variance Extracted (AVE)
Table 2
AVE Test Result

Pernyataan	AVE	Keterangan
Promotion	0,797	Valid
Ease of Use	0,721	Valid
Brand Image	0,672	Valid
Service Quality	0,833	Valid
Website Quality	0,858	Valid
Customer Satisfaction	0,666	Valid
Customer Loyalty	0,781	Valid

Sumber: Data Primer diolah (2022)

In Table 2, the data from the Average Variance Extracted test results have been presented for each variable in this study. As can be seen, all variables in this study have a value > 0.5 on the AVE test results, then all variables in this study can be said to be valid.

Data Reliability Test

Table 3. Cronbach's Alpha and Composite Reliability Test Result

Indikator dengan Variabel	Cronbach's Alpha	Composite Reliability	Keterangan
Promotion	0,745	0,887	Reliabel
Ease of Use	0,871	0,912	Reliabel
Brand Image	0,833	0,889	Reliabel
Service Quality	0,801	0,909	Reliabel
Website Quality	0,834	0,923	Reliabel
Customer Satisfaction	0,826	0,887	Reliabel
Customer Loyalty	0,86	0,915	Reliabel

Sumber: Data Primer diolah (2022)

In table 3, the value of the test results for each variable has a value of 0.6, it is concluded that all variables in this study can be said to be reliable.

Inner Model

1. *Direct Effects*

Table 4. Direct Effects Test Result

Jalur X -> Y	Sample Mean (M)	P Values	Simpulan
Promotion -> Customer Satisfaction	0,071	0,162	Tidak Signifikan
Ease of Use -> Customer Satisfaction	0,160	0,009	Signifikan Positif
Brand Image -> Customer Satisfaction	0,192	0,016	Signifikan Positif
Service Quality -> Customer Satisfaction	0,240	0,000	Signifikan Positif
Website Quality -> Customer Satisfaction	0,319	0,000	Signifikan Positif
Promotion -> Customer Loyalty	0,141	0,035	Signifikan Positif
Ease of Use -> Customer Loyalty	0,013	0,780	Tidak Signifikan
Brand Image -> Customer Loyalty	-0,072	0,302	Tidak Signifikan
Service Quality -> Customer Loyalty	0,148	0,011	Signifikan Positif
Website Quality -> Customer Loyalty	0,157	0,033	Signifikan Positif
Customer Satisfaction -> Customer Loyalty	0,571	0,000	Signifikan Positif

Sumber: Data Primer diolah (2022)

Path Coefficient is used to see the direct influence or relationship between variables in this research model. Variables that have a t-statistic value greater than (> 1.96) and p - values <0.05 can be stated to affect other variables significantly. The following are the results of hypothesis testing on the research model according to the results of the data analysis above:

Hipotesis 1:

Table 4 has presented the test results data on the direct influence of the promotion variable on customer satisfaction. It can be seen in the table that the sample mean is 0.071 and the P-value is 0.162, which means that customer satisfaction is not influenced by promotion. This shows that Netflix user customer satisfaction is not affected by the form of promotion carried out.

Hipotesis 2:

It has been presented in table 4 that the test data has a direct influence on the ease of use variable on customer satisfaction. It can be seen from this value that the sample mean is 0.160 and the P-value is 0.009, which means that customer satisfaction is significantly influenced by ease of use. This shows that if the ease of use has increased, then customer satisfaction will also increase.

Hipotesis 3:

It has been presented in table 4 that the test results data have a direct influence on the brand image variable on customer satisfaction. It can be seen in the table that the sample mean is 0.192 and the P-value is 0.016 which means that customer satisfaction is significantly influenced by brand image. This shows that if the brand image has increased, then customer satisfaction will also increase.

Hipotesis 4:

It has been described in table 4 the results of testing the direct influence of service quality variables on customer satisfaction. It can be seen in the table that the sample mean is 0.240 and the P-value is 0.000 which means that customer satisfaction is significantly influenced by service quality. This shows that if Netflix improves service quality, there will also be an increase in customer satisfaction.

Hipotesis 5:

It has been presented in table 4 that the test results data have a direct influence on the website quality variable on customer satisfaction. It can be seen in the table that the sample mean is 0.319 and the P-value is 0.000, which means that customer satisfaction is significantly influenced by website quality. This shows that if website quality increases, customer satisfaction will increase as well.

Hipotesis 6:

It has been presented in table 4 that the test results data have a direct influence on the promotion variable on customer loyalty. It can be seen in the table that the sample mean is 0.141 and the P-value is 0.035 which means that customer loyalty is significantly affected by promotion. This shows that if promotion has increased, customer loyalty will also increase.

Hipotesis 7:

It has been presented in table 4 that the test data has a direct influence on the ease of use variable on customer loyalty. It can be seen in the table that the sample mean is 0.013 and P - values is 0.780 which means that ease of use does not affect customer loyalty. This shows that the loyalty of Netflix users is not influenced by the level of difficulty or ease of use.

Hipotesis 8:

It has been presented in table 4 that the test results data have a direct influence on the brand image variable on customer loyalty. It can be seen in the table that the sample mean is -0.072 and P - values is 0.302 which means that brand image does not affect customer loyalty. This shows that no matter how good or bad Netflix's image is in the eyes of the public, customer loyalty will not be affected.

Hipotesis 9:

It has been described in table 4 the test results on the direct influence of service quality variables on customer loyalty. It can be seen in the table that the sample mean is 0.148 and the P-value is 0.011, which means that customer loyalty is significantly affected by service. It is concluded that if service quality increases, customer loyalty will also increase.

Hipotesis 10:

It has been presented in table 4 that the test results data have a direct influence on the website quality variable on customer loyalty. It can be seen in the table that the sample mean is 0.157 and the P-value is 0.033 which means that customer loyalty is significantly influenced by the website. This shows that if website quality increases, customer loyalty will also increase.

Hipotesis 11:

It has been presented in table 4 that the test results data have a direct influence on the customer satisfaction variable on customer loyalty. It can be seen in the table that the sample mean is 0.571 and the P-value is 0.000, which means that customer loyalty is significantly influenced by customer satisfaction. This shows that if customer satisfaction increases, customer loyalty will also increase.

2. *Indirect Effects*

Table 5
Indirect Effects Test Result

Pengaruh	Sample Mean (M)	P Values	Hipotesis
Promotion -> Customer Satisfaction -> Customer Loyalty	0,041	0,176	Tidak Memediasi
Ease of Use -> Customer Satisfaction -> Customer Loyalty	0,090	0,011	Signifikan Positif
Brand Image -> Customer Satisfaction -> Customer Loyalty	0,110	0,024	Signifikan Positif
Website Quality -> Customer Satisfaction -> Customer Loyalty	0,137	0,000	Signifikan Positif
Service Quality -> Customer Satisfaction -> Customer Loyalty	0,181	0,000	Signifikan Positif

Sumber: Data Primer diolah (2022)

Testing the relationship indirectly or through mediation is carried out with the aim of knowing how much relationship is owned between variables indirectly. The results of this test are presented in Table 5.

Hipotesis 12:

It has been presented in table 5 that the test results data on the indirect effect of the promotion relationship on customer loyalty mediated by customer satisfaction. It can be seen in the table that the sample mean is 0.041 and the P - value is 0.176. The results of this test indicate that customer satisfaction does not mediate the relationship between promotion and customer loyalty. Whether there is a promotion or not, customers will still feel satisfied and loyal with Netflix.

Hipotesis 13:

It has been presented in table 5 that the test results data on the indirect effect of the ease of use relationship on customer loyalty mediated by customer satisfaction. It can be seen in the table that the sample mean is 0.090 and P – values are 0.011. The results of this test indicate that customer satisfaction can mediate the relationship between ease of use and customer loyalty.

Hipotesis 14:

It has been presented in table 5 that the test results data on the indirect effect of the relationship of brand image on customer loyalty mediated by customer satisfaction. It can be seen in the table that the sample mean is 0.110 and P - values is 0.024. The results of this test indicate that customer satisfaction can mediate the relationship between brand image and customer loyalty.

Hipotesis 15:

It has been presented in table 5 that the test results data on the indirect effect of the relationship between service quality and customer loyalty mediated by customer satisfaction. It can be seen in the table that the sample mean is 0.137 and P - values 0.000. The results of this test indicate that customer satisfaction can mediate the relationship between service quality and customer loyalty.

Hipotesis 16:

It has been presented in table 5 that the test results data on the indirect effect of the relationship of website quality on customer loyalty mediated by customer satisfaction. It can be seen in the table that the sample mean is 0.181 and the P - values is 0.000. The results of this test indicate that customer satisfaction can mediate the relationship between website quality and customer loyalty.

3. R Square Adjusted

Table 6. R Square Test Result

Variabel	R Square Adjusted
Customer Loyalty	0,673
Customer Satisfaction	0,743

Sumber: Data Primer diolah (2022).

Based on the data presented above, it can be seen that the relationship between the variables of promotion, ease of use, brand image, service quality and website quality on the customer loyalty variable has an R square adjusted value of 67.3%, while the remaining 32.7% means that it can be influenced by other factors not included in this model. Meanwhile, the relationship between the variables of promotion, ease of use, brand image, service quality and website quality on the customer satisfaction variable has an R square adjusted value of 74.3% while the remaining 25.7% can be influenced by other factors not listed in this research model.

4. Quality Index

The purpose of testing the quality index is to assess the overall model. The quality index value can be calculated by the formula to be the root of the average AVE value multiplied by the average value of R square adjusted. According to the data from the previous test above, it can be seen that the average communialities (AVE) is 0.761 and the average R square adjusted is 0.708, so it can be calculated as follows:

$$GoF = \sqrt{0{,}761 \; X \; 0{,}708}$$

GoF = 0,734

This shows the GoF value of 0.734 or above from > 0.36, therefore the data can be included in the large GoF category, namely > 0.36.

4. Conclusions & Suggestions

Conclusions

According to the results of data processing that has been carried out in the previous chapter, the following conclusions can be drawn:
1. Promotion does not affect customer satisfaction with a sample mean of 0.071 and a P-value of 0.162.
2. Ease of use affects customer satisfaction positively and significantly with a sample mean of 0.160 and a P-value of 0.009.
3. Brand image affects customer satisfaction positively and significantly with a sample mean of 0.192 and P-values of 0.016.
4. Service quality affects customer satisfaction positively and significantly with a sample mean of 0.240 and a P-value of 0.000.
5. Website quality affects customer satisfaction positively and significantly with a sample mean of 0.319 and a P – value of 0.000.

6. Promotion affects customer loyalty positively and significantly with a sample mean of 0.141 and a P-value of 0.035.
7. Ease of use does not affect customer loyalty with a sample mean of 0.013 and P – values of 0.780.
8. Brand image does not affect customer loyalty with a sample mean of -0.072 and P - values of 0.302.
9. Service quality affects customer loyalty positively and significantly with a sample mean of 0.148 and a P-value of 0.011.
10. Website quality affects customer loyalty positively and significantly with a sample mean of 0.157 and P – values of 0.033.
11. Customer satisfaction affects customer loyalty positively and significantly with a sample mean of 0.571 and P – values of 0.000.
12. Customer satisfaction does not mediate the relationship between promotion and customer loyalty with a sample mean of 0.041 and P – values of 0.176.
13. Customer satisfaction significantly mediates the relationship between ease of use and customer loyalty with a sample mean of 0.090 and P – values of 0.011.
14. Customer satisfaction significantly mediates the relationship between brand image and customer loyalty with a sample mean of 0.110 and P – values of 0.024.
15. Customer satisfaction significantly mediates the relationship between service quality and customer loyalty with a sample mean of 0.137 and P – values of 0.000.
16. Customer satisfaction significantly mediates the relationship between website quality and customer loyalty with a sample mean of 0.181 and a P – value of 0.000.

Suggestions
Some recommendations that can be given by the author for further researchers are:
1. In carrying out further research, the author can examine several additional variables that can have an influence on customer loyalty, such as price and product quality.
2. At the time of distributing the questionnaire the author can expand the population and provide additional specifications in determining respondents. For example, the distribution of questionnaires is carried out at the provincial level so that the level of data accuracy can be increased.
3. For further researchers can provide data sources that can support the hypothesis and the results of the author's research. Additional data sources can be in the form of previous research journals or graphs or other information about Netflix application users that can provide information for readers.

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