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ANALYSIS OF FACTORS THAT AFFECTING CUSTOMER LOYALTY ON NETFLIX APPLICATION

[1]DEVI PURI, [2]AHMAD NURUL FAJAR

[1] Information Systems Management, BINUS Graduate Program, Master of Information Systems Management, Bina Nusantara University, Jakarta, Indonesia
[2] Information Systems Management, BINUS Graduate Program, Master of Information Systems Management, Bina Nusantara University, Jakarta, Indonesia
E-mail: [1]Devi.puri001@binus.ac.id, [2] afajar@binus.edu

ABSTRACT

The main objective of this research is to view the factors that influences user's loyalty acceptation on Netflix streaming application by using the previous valid literature indicators based. The method being used in the data collection is questionnaire through Google Form media. All is being processed using Smart PLS 3. The result of this research shows that there is a direct significant influence between perceived ease of use on perceived usefulness and perceived usefulness is confirmed to effect on Satisfaction and Customer Loyalty, then Fairness factor is confirmed to significantly effects Trust and trust has effects on satisfaction and Customer Loyalty, Quality Dimensions, and Price also has direct significant influence on satisfaction and satisfaction has direct significant influence on customer loyalty. And for the specific value, the indirect effect of trust has an indirect role on customer loyalty through mediation role on perceived usefulness and satisfaction.

Keywords: Netflix, Digital Video Streaming, Customer Loyalty, purposive sampling technique.

1. INTRODUCTION

The digital market has grown rapidly in Southeast Asia beyond expectations, thanks to netizens based on digital economy reports in 2016 predicting that the digital economy of the Southeast Asia region will reach USD200 billion by 2025, now that allegation is further strengthened by the 2017 results of Southeast Asia generating USD50 billion, so it is not impossible that in 2025 the digital industry will increase rapidly. One of the digital markets that has been affected by the increase in Indonesia is subscription digital video streaming. Streaming is defined as a series of activities to observe a collection of moving images and hear sounds that can be accessed via the internet [1].

Based on data from nakano.com, Netflix subscribers themselves experienced rapid growth from 2017, with a total of 95 thousand subscribers streaming. In 2018 Netflix Indonesia subscribers grew 2.5 times to 237.3 thousand subscribers. In 2020, it is predicted that subscribers will increase to 907 thousand subscribers, or a 88.35% increase compared to 2019.

Based on data from Nakono.com, the number of Netflix users in Indonesia is 907 thousand active users in 2020 (Figure 1) [2].

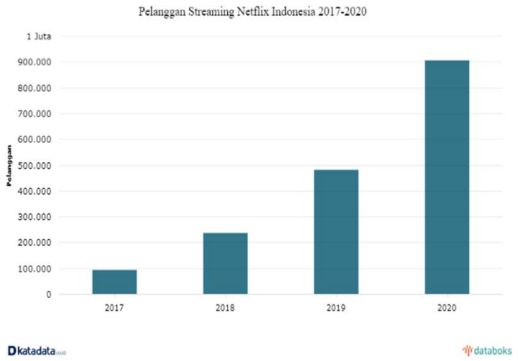

Figure 1 Netflix Streaming Subscriber Data In Indonesia

With the many digital video streaming platforms operating in Indonesia and the results of the increase in users of various digital streaming applications that are described, there is certainly intense competition between players in the digital video streaming industry.

According to research by WorldPanel Indonesia, Indonesian consumer loyalty is low. The chance to switch brands on average tends to be higher than the percentage for being loyal to one particular brand.

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This mutually brand symptom is known as "Brand Switching", a natural symptom of consumer behavior. 88% of consumers in Indonesia like to experiment with different product brands for the same category of goods [3]. In addition to the above problems, based on the author's observations through ratings conducted by 9,549,108 Netflix users on the Playstore, several complaints were obtained as, most notably with payment methods, payment options, incomplete or non-updated content and subscription systems that were considered ineffective.

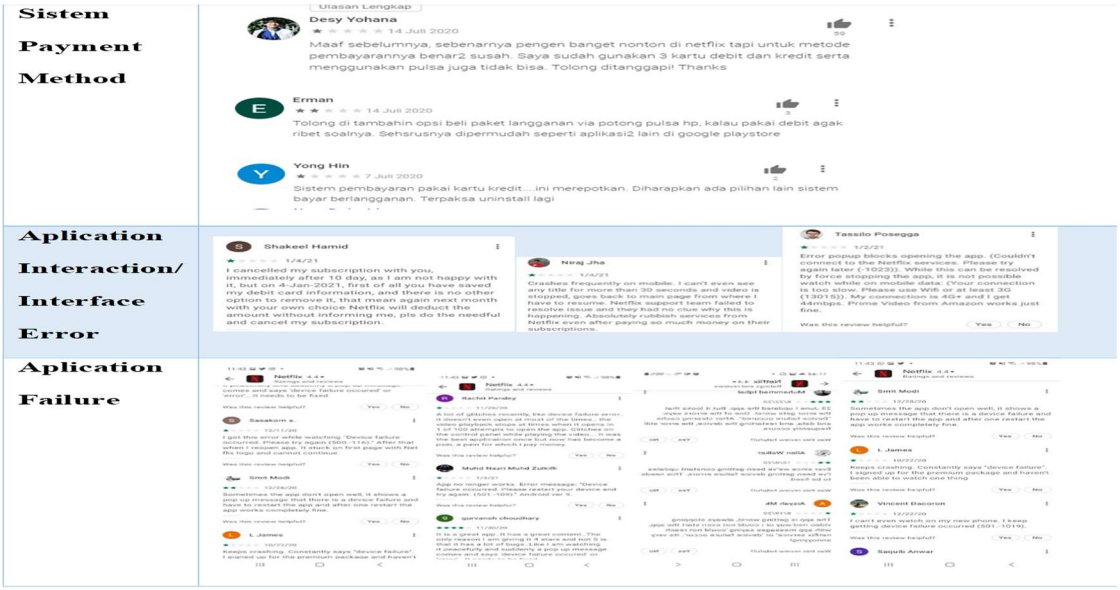

Figure 2 Netflix App Users Complaint

Based on these problems, as one of the Digital Video Streaming with a large number of subscribers [4]. Netflix needs to always maintain its position as a temporary leader in digital video streaming competition. Based on the explanation, the level of customer loyalty is still very low in Indonesia due to the brand switching phenomenon and the system failure problem experienced by Netflix which still causes rejection of application use. Therefore the authors are interested in examining what factors can influence the level of acceptance in the use of the Netflix application as measured by various variables that are considered to influence the continued use of Netflix in Indonesia, as well as knowing what significant impacts can affect requesting use so that the acceptance factor appears on use of Netflix.

2. LITERATURE REVIEW

2.1 Digital Streaming

Streaming is defined as a series of activities observing a series of moving images and listening to sounds that can be accessed via the Internet [1]. Based on this definition, we can conclude with digital streaming applications that we can access and download videos using existing electronic platforms. This digital video streaming application uses the concept of Video on Demand (VOD) service which refers to providing the possibility for users to watch all the techniques they want. VOD is one of many services that allows people to use their time the way they want. Technologically, the VOD system provides content over the network [5].

Streaming movies are a series of mobile content sent in the form of video compressed over the Internet and shown by the audience. Video streaming is also defined as a technology that can make it easier for users to get information in the form of video displays with the help of the internet in all parts of the world. we can get information and enjoy entertainment without the need for ordinary television antenna media or satellite dishes anymore [6].

2.2 Digital Era

The development of the digital era ushered in various changes. The digital era appears marked by the emergence of all digital products, such as internet networks, computer information technology [7].

The digital era can also be interpreted as a time when all individuals can seem to communicate closely even though they are far apart. all individuals can also quickly obtain certain information quickly and in real time. The digital era can also be referred to as globalization. Globalization is a process of international integration that occurs due to the exchange of world views, products, thoughts, and other cultural aspects which are mostly caused by advances in telecommunications, transportation and internet infrastructure [8].

In general, from the above explanation, we can mean that the digital era is the emergence of digital, internet networks such as computer information technology. and new media are often used to describe digital technology and we can manipulate it, network or internet. besides the internet has a role in delivering information.

2.3 Customer Loyalty

Customer Loyalty reveals behavior related to company services. This includes demonstrating constructive customer intentions to change protection, providing positive word of mouth and strengthening the company's image by voting [9].

From the two explanations about customer loyalty above, it can be concluded that Customer Loyalty is a form of commitment to thoroughly maintain whether to return or consistently subscribe to the selected product or service. The concept of loyalty is more directed at the long-term purchasing behavior of the unit or decision maker.

In research (Daud et al., 2018) it was found that the trust factor plays a major role in increasing customer satisfaction, the variables of trust and satisfaction simultaneously affect the degree of consumer loyalty. And according to Reichheld & Sasser quoted from the journal Factors affecting streamers' loyalty to live streaming platforms (Koo, 2018) shows that satisfied customers will feel higher loyalty to the company so they will not move to another company.

2.4 Customer Loyalty in Streaming Application

Based on previous research entitled The determinants of customer satisfaction, loyalty and willingness to pay in subscription based streaming services, it was observed that the role of customer satisfaction on customer loyalty and willingness to pay for subscriptions[10], and the second study entitled Factors affecting streamers. 'Loyalty to live streaming platforms that also examine factors that can affect streamer loyalty to streaming applications using relationship quality that can explain the relationship between companies and customers, and explain streamer trust and satisfaction influenced by factors of *opportunity*, *ease of use, production assistance, reputation, perceived fit, fairness, interactivity* dan *belonging* [11].

In addition, based on the research Impact of customer trust toward loyalty: the mediating role of perceived usefulness and satisfaction and Understanding the Intention to Use Netflix: An Extended Technology Acceptance Model Approach that has been carried out using the Technology Acceptance Model (TAM) theory which proposes factors that influence use. a system according to the factors proposed by Fred Davis, namely: Perceived Usefulness and Perceived Ease of Use [12], [13]

2.5 Customer Trust

The concept of trust is attracting a lot of attention among researchers, especially in organizational theory and marketing. In marketing, trusts have a recognized role in developing and maintaining relationships between buyers and sellers for the purpose of obtaining goods or services. Trust is also defined as the level of confidence associated with consumer expectations regarding the company's capacity to keep its promises to customers. The role of trust in shaping behavioral intentions is well defined in his example, trust allows customer loyalty to persist. customers who trust a company expect the company to act based on their interests [14].

Satisfaction is also defined as a feeling or behavior when buying or using a service or product from a company to meet user expectations. Satisfaction plays an important role in a company when it comes to market competition [15].

From the two explanations above, it can be concluded that customer satisfaction has become an

important problem for the management of a company. Customer Satisfaction is usually associated with long-term use of an item or the result of a service with customer perceptions of competitive bidding.

Based on research conducted by (Daud et al., 2018). it is known that the satisfaction variable has the strongest influence on customer loyalty. And according to previous studies conducted by Heskett and followed in the journal (Koo, 2018) claim that customer satisfaction directly leads to customer loyalty and longevity of relationships in a positive way.

2.6 Customer Satisfaction

Customer satisfaction is related to customer expectations, which is sometimes defined in marketing terms as a measure of how a product or service provided by a company meets the requirements or exceeds customer expectations. In terms of customer satisfaction, customer expectations are a major factor that cannot be influenced by past experiences. Advertising, and customer perceptions when buying goods are factors in customer satisfaction. Customers tend to be loyal and buy back to increase the profit of a particular company. Satisfaction can be defined as a response to meeting consumer needs and an assessment of some existing features or services [16].

Customer loyalty is also known as the relationship between customer satisfaction and business results. Building loyalty requires a method that requires related companies to focus more on value than on their products or services [17].

2.7 Fairness

In relationship marketing research, fairness is defined as a person's perception of rewards in exchange for other people. Must be proportional to one's investment to be considered fair. In previous research, fairness was found to be the key to maximizing long-term benefits because it plays a role in how people feel, think and act in a relationship. Fairness also affects collaboration among stakeholders. Distributors work closely with producers who are considered fair. This leads to more productive results. In the streaming market, fairness in the contract between the streaming platform and the streamer is very important as it is closely related to the streamer's income. Because fairness affects customer loyalty, it can be suggested that fairness affects trust and satisfaction [11].

2.8 Price

Price is a form of exchange rate for a customer that is used for a product or service whose value is determined by the seller or by bargaining. Price is also one of the elements in marketing that generates income, while the other element is the cost of production. Competitive prices can be an advantage, because there are types of consumers who make price the main research in product purchasing decisions. The price of the product, for example, is very expensive, but the benefits are in accordance with or comparable to consumers, so consumers will continue to buy and do not switch to other brands. Customers will continue to make repeat purchases and customers will be loyal to the products offered by the company [18].

2.9 Customer Loyalty

Customer Loyalty reveals behavior related to company services. This includes showing constructive customer intentions to change protection, providing positive information by word of mouth and strengthening the company's image by voting (Upamannyu et al., 2015). Customer loyalty is also defined as the commitment held by customers to make choices on a product or services in the future despite the impact of changes and potentially more attractive marketing efforts. Customer loyalty is also known as the relationship between customer satisfaction and business results. Building loyalty requires a method that requires related companies to focus more on value than on their products or services [17].

2.10 Quality Dimension

Quality is a dynamic condition related to products, services, people, processes, environment that can meet or exceed expectations. Object quality refers to the actual technical superiority of a product which can be verified and measured otherwise. Quality gives an impression of the overall superiority or superiority of the product [19].

2.11 Perceived Usefulness

Perceived Usefulness is perceived usefulness is one of the fundamental antecedents of the use and adoption of technology. Perceived Usefulness is used as a measuring tool to what extent a person

believes that using a certain system will increase his work performance [20]. Perceived Usefulness is a perceived usefulness is the extent to which a person when a user uses technology or information system, he believes it will improve his performance in the workplace. In other words, it is the extent to which system users are optimistic about their productivity and effectiveness in their work can be increased using the system [21]. The conclusion of the two meanings above is that Perceived Usefulness is a level where someone believes that using the system can improve their performance at work.

2.12 Perceived Ease of use

Perceived Ease of use is the perceived ease is the extent to which system users believe that the use of the system can be free of effort when using. In simple terms, it leads to ease of use when users feel that the system is very easy to use [21]. Perceived Ease of use is also defined as a level where someone believes that the use of a certain system is able to reduce one's effort in doing something [22].

Based on the two definitions above, it can be concluded that Perceived Ease of use can be interpreted as a measure of the extent to which individuals believe when using system technology that they will be free from effort. If the user thinks the information media is easy to use then he will use it. Conversely, if the individual considers the information media not easy to use, he will not use it.

3. RESEARCH AND METHODOLOGY

3.1 Research Type

In this study, the data used are quantitative data, namely patterned data collected using a questionnaire distributed to users of the Netflix Streaming Video application throughout Indonesia.

3.2 Data Collection Procedure

Likert scale have been used in various studies. This study uses a questionnaire data collection technique that is distributed to respondents throughout Indonesia. This research questionnaire was made online based on Google Form with 8 variables with a Likert scale of 1-5, where 1 represents "strongly disagree" and 5 represents "strongly agree" Questionnaires consisting of a 5 point.

3.3 Data Analysis

The method of analysis in this study using a sample with purposive sampling technique. This study also uses Structural Equation Modeling with Partial Least Square (SEM-PLS). SEM with PLS is an alternative technique in SEM analysis where the data to be used does not have to have a multivariate normal distribution. In SEM with PLS the latent variable values can be estimated according to the linear combination of the manifest variable associated with several latent variables and treated to replace the manifest variable. The validity used Pearson R-Table with a significance level of 5% and N = data. It is known as the best method for measuring the relationship between variables of interest because it is based on the covariance method. It provides information about the size of the association, or correlation, as well as the direction of the relationship.

Figure 3 Research Model

Based on the model above, the hypothesis in this study is as follows:

H1: Perceived Ease of use affects the Perceived Usefulness factor in the Netflix application.
H2: Fairness affects the trust factor in the Netflix application.
H3: Quality Dimension affects Customer Satisfaction on the Netflix application.
H4: Price affects Customer Satisfaction on the Netflix application.
H5: Trust affects the Perceived Usefulness factor in the Netflix application.
H6: Perceived Usefulness affects customer satisfaction on the Netflix application.
H7: Perceived Usefulness affects the customer loyalty factor on the Netflix application.
H8: Trust affects Customer Loyalty on the Netflix application.
H9: Trust affects Satisfaction on the Netflix app.
H10: Satisfaction affects customer loyalty on the Netflix app.
H11: Trust has an indirect effect on Customer loyalty through the mediating role of Perceived Usefulness.
H12: Trust factors have an indirect effect on customer loyalty through the mediating role of Satisfaction.

4. RESULT AND DISCUSSION

4.1 Respondents used Netflix.

Based on data from Nakono.com, the number of Netflix users in Indonesia is 907 thousand active users in 2020. The sample needed to represent the population is calculated using the formula from Slovin. This study used a population of 9,549,108 million people and a fault tolerance limit of 5%. Therefore, this study requires a minimum of 400 respondents to represent the population. The questionnaire was distributed to Netflix users only. Respondents who were obtained during the study were 462 respondents. Based on all respondents obtained, only 413 respondents stated that they met the requirements as the research sample. Then the data obtained is processed using Google Form, then downloaded in the form of Microsoft Excel.

4.2 Analysis Using SEM-PLS Method

Data analysis in this study used the Structural Equation Modeling (SEM) method based on Partial Least Square (PLS) using the Smart PLS 3 application. As we know, the SEM-PLS method aims to predict the target construct and has a structural model. This study has a sample of 413 Netflix application users.

The model testing will be carried out in two ways, the first is the measurement model (outer model) and the second is the structural model (inner model). The outer model aims to test the validity and reliability of a model, while the inner model is carried out with the aim of predicting the existing relationship between latent variables. The following is a structural model obtained using Smartpls:

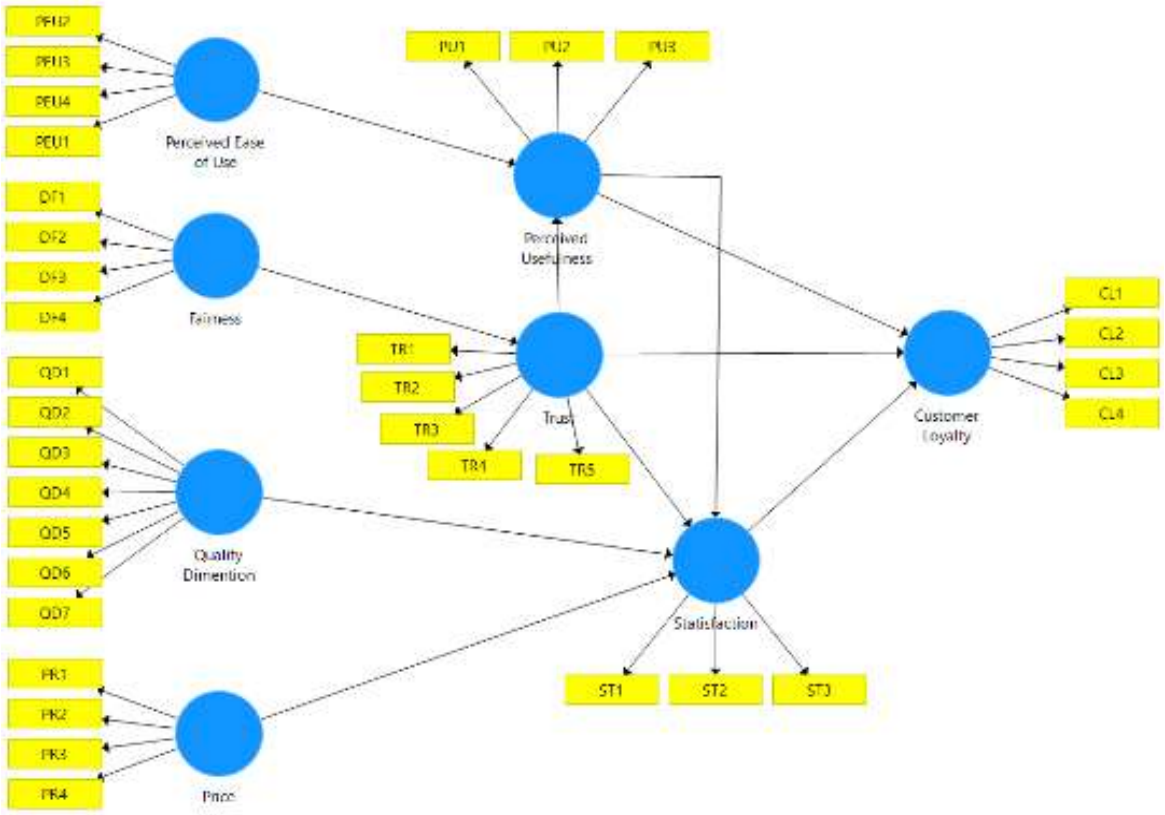

Figure 4 Structural Research Model

4.3 Analysis of measurement model (Outer model)

There are two kinds of tests carried out at this stage, namely the validity test and the reliability test. Convergent validity test can be seen by the value of outer loading and AVE (Average Variance Extracted). The discriminant validity test can be assessed by the cross-loading value. While the reliability test can be assessed by the Cronbach's alpha value.

4.3.1 Convergent factor loading validity test results

The expected factor loading value is greater than 0.7 [23] The following is Criteria for validity testing with the loading factor value:

- The loading factor value> 0.7, then the questionnaire items are valid
- The loading factor value <0.7, then the questionnaire item is invalid

Based on the results of the loading factor value data processing, it was found that three indicators were declared invalid because they had a factor value that was smaller than 0.7. Therefore, the three indicators for questions QD1, QD3 and CL4 will be eliminated so that the results of the validity test will be as follows:

Table 1 Loading Factor And AVE Test Values

Variable	Indicator	*Loading* Factor
Perceived Ease of use	PEU1	0,773
	PEU2	**0,785**
	PEU3	0,781
	PEU4	0,781
Perceived Usefulness	PU1	**0,806**
	PU2	0,751
	PU3	0,775
Fairness	FR1	0,814
	FR2	0,763
	FR3	**0,817**
	FR4	0,739
Trust	TR1	**0,799**
	TR2	0,760
	TR3	0,789
	TR4	0,793
	TR5	0,707
Quality Dimension	QD2	0,707
	QD4	0,750

Variable	Indicator	*Loading* Factor
	QD5	0,771
	QD6	0,794
	QD7	**0,830**
Price	PR1	0,793
	PR2	**0,852**
	PR3	0,772
	PR4	0,844
Satisfaction	ST1	0,873
	ST2	0,861
	ST3	**0,878**
Customer Loyalty	CL1	0,835
	CL2	0,833
	CL3	**0,855**

Table 2 Average Variance Extracted (AVE) Value

Variable	AVE Value
Perceived Ease of use	0,608
Perceived Usefulness	0,605
Fairness	0,615
Trust	0,593
Quality Dimension	0,623
Price	0,666
Satisfaction	0,758
Customer Loyalty	0,731

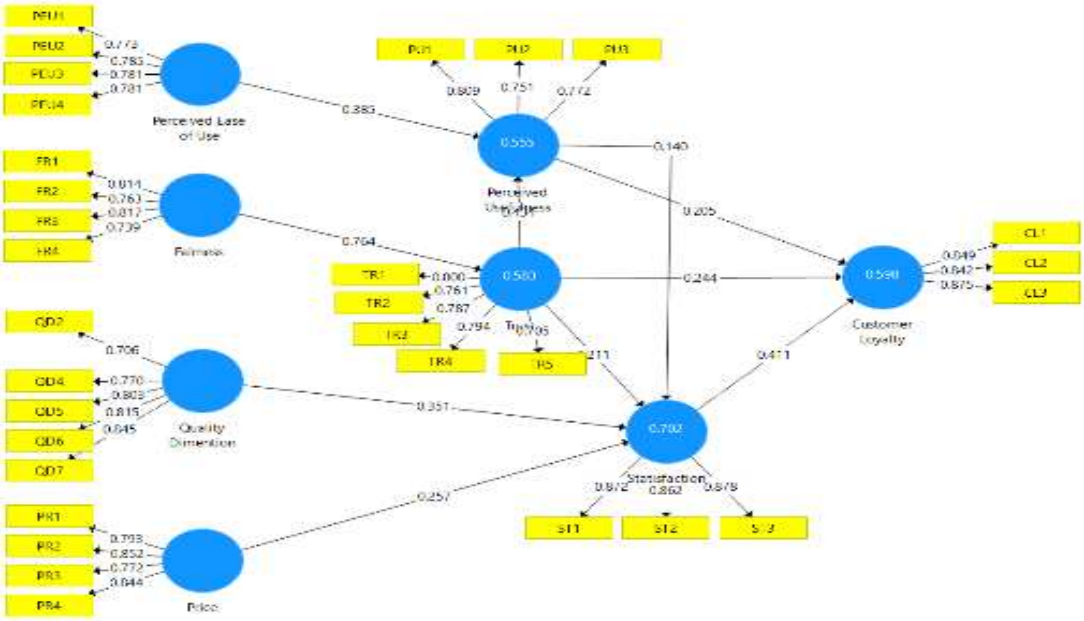

Figure 5 Loading Factor And Second AVE Test Values

4.3.2 Convergent validity test with average variance extracted (AVE)

To be able to find out the validity of the construct by looking at the AVE value, here is the basis for making the decision:

• If the AVE value is> 0.50, then the question indicator is valid

• If the AVE value <0.50, then the question indicator is invalid

The following is a calculation made using the help of SmartPLS software to be able to find out the AVE value:

Based on the results of calculations using SmartPLS the AVE value shown in the table above, it can be concluded that all question indicators are valid because they have an AVE value greater than 0.50.

4.3.3 Cross loading discriminant validity test results

Table 3 Cross-Loading Discriminant Validity Test Results

	CL	FR	PEU	PU	PR	QD	ST
CL1	0.849	0.573	0.464	0.524	0.564	0.597	0.577
CL2	0.842	0.551	0.53	0.566	0.555	0.623	0.632
CL3	0.875	0.614	0.553	0.562	0.594	0.615	0.65
FR1	0.559	0.814	0.493	0.447	0.582	0.468	0.488
FR2	0.486	0.763	0.502	0.468	0.536	0.504	0.531
FR3	0.556	0.817	0.588	0.556	0.604	0.56	0.598
FR4	0.519	0.739	0.488	0.543	0.516	0.532	0.606
PEU1	0.436	0.466	0.773	0.484	0.412	0.461	0.513
PEU2	0.504	0.561	0.785	0.555	0.471	0.588	0.563
PEU3	0.459	0.509	0.781	0.517	0.466	0.48	0.495
PEU4	0.481	0.522	0.781	0.525	0.462	0.497	0.488
PR1	0.499	0.584	0.439	0.422	0.793	0.527	0.529
PR2	0.606	0.603	0.486	0.532	0.852	0.624	0.658
PR3	0.52	0.505	0.392	0.412	0.772	0.465	0.48
PR4	0.548	0.628	0.561	0.465	0.844	0.585	0.651
PU1	0.585	0.544	0.547	0.809	0.478	0.578	0.56
PU2	0.455	0.477	0.489	0.751	0.387	0.51	0.5
PU3	0.452	0.475	0.522	0.772	0.449	0.452	0.479
QD2	0.473	0.47	0.484	0.449	0.467	0.706	0.504
QD4	0.54	0.461	0.501	0.49	0.508	0.770	0.587
QD5	0.56	0.508	0.483	0.523	0.533	0.803	0.61
QD6	0.609	0.557	0.578	0.554	0.57	0.815	0.619
QD7	0.626	0.592	0.531	0.586	0.596	0.845	0.696
ST1	0.63	0.627	0.598	0.587	0.617	0.667	0.872
ST2	0.626	0.604	0.541	0.553	0.657	0.69	0.862
ST3	0.641	0.62	0.588	0.589	0.605	0.652	0.878
TR1	0.577	0.656	0.568	0.566	0.542	0.574	0.628
TR2	0.551	0.584	0.478	0.519	0.54	0.567	0.566
TR3	0.485	0.559	0.508	0.568	0.53	0.523	0.531
TR4	0.594	0.612	0.526	0.563	0.534	0.629	0.598
TR5	0.415	0.517	0.42	0.404	0.508	0.454	0.494

Based on the value of the discriminant validity test results carried out from looking at the cross-loading value, it was found that the cross-loading value of each indicator on its own construct was greater than the cross loading value of the indicators on other constructs, so it could be stated that all indicators in each questionnaire of this study were valid.

4.3.4 Reliability test results

- The minimum value of Cronbach's alpha and composite reliability is 0.6. Variables that have Cronbach's alpha value and composite reliability between 0.6 to 0.8 are considered good (reliable).
- While variables that have Cronbach's alpha value and composite reliability between 0.8 to 1 are considered very good (very very reliable) [24].

Table 4 Cronbach's Alpha Value And Composite Reliability

Variable	Cronbach's Alpha	*Composite reliability*
Customer Loyalty	0.816	0.891
Fairness	0.79	0.864
Perceived Ease of use	0.785	0.861
Perceived Usefulness	0.674	0.821
Price	0.833	0.888
Quality dimention	0.848	0.892
Satisfaction	0.841	0.904
Trust	0.828	0.879

Based on the results of Cronbach's alpha test and composite reliability carried out on the collected data, it can be stated that all variables meet the minimum criterion of 0.6 and it can be stated that all variables are reliable.

4.4 Structural Analysis Model (Inner Model)

The structural model testing (Inner model) aims to predict the relationship between latent variables. Testing the structural model (inner model) can be seen from the R Square value and the Path coefficient.

- Analysis of the R-square value (R2).
  R2 categories are as follows:
  High> 0.75

Moderate> 0.50
Weak> 0.25

Table 5 Value Of R-Square (R2)

Variable	R Square	information
Customer Loyalty	0.598	Moderate
Fairness	-	
Perceived Ease of use	-	
Perceived Usefulness	0.555	Moderate
Price	-	
Quality dimention	-	
Satisfaction	0.702	Moderate
Trust	0.583	Sedang

4.4.1 Analysis of the Path coefficient value

According to Haryono, the measurement will meet the convergent validity requirements, with a statistical value greater than the t-table value (t-statistic. 1.96) and a p-value <0.05, it can be concluded that all significant indicators measure the latent variable [25].

Table 6 Specific Indirect Effect

Relation	Original Sample (O)	Standard Deviation (STDEV)	T *Statistics* (|O/STDEV|)	P *Values*	Infromation
Trust -> Perceived Usefulness -> Customer Loyalty	0.089	0.032	2.780	0.006	Diterima
Trust -> Satisfaction -> Customer Loyalty	0.087	0.026	3.306	0.001	Diterima

Table 7 Path Coefficient Results

Rekation	Original Sample (O)	Standard Deviation (STDEV)	T *Statistics* (|O/STDEV|)	P *Values*	Information
Perceived Ease of use -> Perceived Usefulness	0.385	0.06	6.413	0	Accepted
Fairness -> Trust	0.764	0.039	19.566	0	Accepted
Quality dimention_ -> Satisfaction	0.351	0.06	5.881	0	Accepted
Price -> Satisfaction	0.257	0.053	4.835	0	Accepted
Trust -> Perceived Usefulness	0.434	0.068	6.344	0	Accepted
Perceived Usefulness -> Satisfaction	0.14	0.047	2.952	0.003	Accepted
Perceived Usefulness -> Customer Loyalty	0.205	0.064	3.194	0.001	Accepted
Trust -> Customer Loyalty	0.244	0.067	3.658	0	Accepted
Trust -> Satisfaction	0.211	0.057	3.71	0	Accepted
Satisfaction -> Customer Loyalty	0.411	0.061	6.69	0	Accepted

Based on the test results of the entire sample above, it can be said that:

- The path coefficient of T Statistics between the Perceived Ease of use variable and the Perceived Usefulness variable is 6,413 with a P-Values value of 0.000 (≤0.05). So, it can be concluded: Perceived Ease of use has a positive and significant direct effect on Perceived Usefulness.
- The path coefficient of T Statistics between the Fairness variable and the Trust variable is 19,566 with a P-Values value of 0.000 (≤0.05), so it can be concluded: Fairness has a positive and significant direct effect on Trust.
- The path coefficient of T Statistics between the Quality dimension variable and the Satisfaction variable is 5.881 with a P-value of 0.000 (≤0.05). So it is concluded: Quality dimension has a positive and significant direct effect on Satisfaction.
- The path coefficient of T Statistics between the Price variable and the Satisfaction variable is 4,835 with a P-Values value of 0.000 (≤0.05), so it is concluded: Price has a positive and significant direct effect on Satisfaction.
- The path coefficient of T Statistics between the Trust variable and the Perceived

Usefulness variable is 6,344 with a P-value of 0.000 (≤0.05) so it can be concluded: Trust has a positive and significant direct effect on Perceived Usefulness.

- The path coefficient of T Statistics between the Perceived Usefulness variable and the Satisfaction variable is 2.952 with a P-Values value of 0.003 (≤0.05) so it can be concluded: Perceived Usefulness has a positive and significant direct effect on satisfaction.
- The path coefficient of T Statistics between the Perceived Usefulness variable and the Customer Loyalty variable is 3,194 with a P-Values value of 0.001 (≤0.05) so it can be concluded: Perceived Usefulness has a positive and significant direct effect on Customer Loyalty.
- The path coefficient of T Statistics between the Trust variable and the Customer Loyalty variable is 3,658 with a P-value of 0.000 (≤0.05), so it can be concluded: Trust has a positive and significant direct effect on Customer Loyalty.
- The path coefficient of T Statistics between the Trust variable and the Satisfaction variable is 3.71 with a P-Values value of 0.000 (≤0.05), so it can be concluded: Trust has a positive and significant direct effect on Satisfaction.
- The path coefficient of T Statistics between the Satisfaction variable and the Customer Loyalty variable is 6.69 with a P-Values value of 0.000 (≤0.05), so it can be concluded: Satisfaction has a positive and significant direct effect on Customer Loyalty.
- The path coefficient of T Statistics between the Satisfaction variable and the Customer Loyalty variable is 6.69 with a P-Values value of 0.000 (≤0.05), so it can be concluded: Satisfaction has a positive and significant direct effect on Customer Loyalty.
- Based on the Specific Indirect Effect value of Trust -> Satisfaction -> Customer Loyalty, the value of T Statistics is 3,306 with a P-Values value of 0.001 (≤0.05) so it can be concluded: Trust has a positive and significant indirect effect on Customer Loyalty through the role Satisfaction mediation.

5. CONCLUSION

Based on the results of this study, it can be concluded that:

1. Perceived Ease of use is a level where someone believes that using the system does not need to bother based on the experience of application users and Ease of use has a positive and significant effect on perceptions of system use that can improve performance at work (Perceived Usefulness).
2. Perceived Fairness or the perception in which a person feels that he / she is getting a reward that is commensurate with what he or she provides has a positive and significant effect on consumer beliefs and expectations related to the company's capacity to keep its promises to customers (Trust).
3. Quality Dimension or conditions related to products, services, people, processes, environments that can meet or exceed expectations have a positive and significant effect on the satisfaction received for services or products used today (Customer Satisfaction).
4. Price or the price that must be paid to get the service of a product has a positive and significant effect on the satisfaction received for the service or product used today (Customer Satisfaction).
5. Trust or belief associated with consumer expectations related to the company's capacity to keep its promises to customers has a positive and significant effect on the level factor at which someone believes that using the system can improve their performance at work (Perceived Usefulness).
6. Perceived Usefulness or a sense of belief that using the system can improve performance at work has a positive and significant effect on the satisfaction received for services or products used today (Customer Satisfaction).
7. Perceived Usefulness or a sense of belief that using the system can improve its performance at work has a positive and significant effect on customer commitment to making choices on a product or service in the future (customer loyalty).
8. Trust or belief associated with consumer expectations related to the company's capacity to keep its promises has a positive and significant effect on customer

commitment to make choices on a product or service in the future (customer loyalty).

9. Trust or belief associated with consumer expectations related to the company's capacity to keep its promises to customers has a positive and significant effect on the satisfaction factor received for services or products currently used (Customer Satisfaction).
10. Satisfaction or satisfaction received for services or products used today has a positive and significant impact on customer commitment to make choices on a product or service in the future (customer loyalty).
11. Trust factors or beliefs associated with consumer expectations related to the company's capacity to keep its promises to customer commitment factors to make choices on a product or service in the future (customer loyalty) through the mediation role of trust that using the system can improve its performance in work (Perceived Usefulness).
12. Trust factors or beliefs associated with consumer expectations related to the company's capacity to keep its promises to customer commitment factors to make choices on a product or service in the future (customer loyalty) through the mediation role of satisfaction received for services or products used at the time. this (Satisfaction).

Based on the results of data collection and analysis that has been carried out in this study, there are several suggestions that the author can put forward regarding the development of research with the object of the Netflix digital video streaming application in developing the Netflix application as a medium for dealing with customers in the future.

With the limitations of this study, the suggestions that can be drawn from this research are:

The first suggestion is in line with the purpose of this study which is to find out what factors can affect loyalty to Netflix application users, then the results of the research can be taken into consideration for the development of Netflix digital streaming application innovations in the future.

The second suggestion from the results obtained from this research is because it has found relationships and factors and indicators that can affect the acceptance of user loyalty on the Netflix streaming application. So the Netflix application can take advantage of the results of this study to continue to increase loyalty to application users.

The last suggestion is to add data that can expand the respondent's profile more broadly because the more information related to the respondent's profile, the deeper the ability to analyze the factors that affect loyalty to the Netflix streaming application.

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