

Does satisfaction after watching the trailer affects online streaming movies subscription? Empirical study on Netflix

Farah Qisthina, Hendy Mustiko Aji*

Department of Management, Universitas Islam Indonesia, Yogyakarta 55283, Indonesia

Article history:

Received: 7 February 2022 / Received in revised form: 27 July 2022 / Accepted: 29 July 2022

Abstract

This study is purposed to test the factors that encourage consumers to subscribe to Netflix. The sample in this respondent is selected using a purposive sampling technique with the criteria of all Indonesians who have watched trailers of several Netflix films in various media. The number of valid respondents is 222. All data are analyzed using the PLS-SEM method. This study indicates that subscription intention to Netflix is significantly affected by brand image, trailer satisfaction, and the quality of Netflix service. In addition, the brand image in this study also has a significant connection to Netflix trailer satisfaction. However, service quality has insignificant effect on trailer satisfaction. These findings are expected to help Netflix improve the quality of its service to increase customer satisfaction and maintain Netflix's image to stay good so that customers intend to subscribe to Netflix.

Keywords: service quality; satisfaction; brand image; behavioral intention; Netflix

1. Introduction

Netflix is a company that provides digital streaming services that was built in 1997 by Reed Hastings and Marc Randolph (Wenzel et al., 2016). Netflix, which initially offered unlimited DVD rentals with low monthly rates, then changed its service in 2000 and 2005 to provide personalized movie recommendations, using Netflix member ratings, which increased Netflix users to 4.2 million (Wenzel et al., 2016).. Netflix's most significant development occurred in 2013, where Netflix began releasing its first original programs such as House of Cards, Hemlock Grove, Arrested Development, and Orange is the New Black (Jenner, 2018). It garnered 31 primetime nominations in 2014 and made Netflix has about 183 million members globally.

Netflix, with its significant service development, has made the Netflix brand more and more known today. According to Hawkins and Mothersbaugh (2010), marketers find it generally more profitable to keep and maintain existing customers rather than acquiring new customers. This also affects Netflix members as subscribers by maintaining Netflix members who have registered for a long time, proving that they have a sense of satisfaction with Netflix service quality. From that satisfaction, they intend to spread Netflix's advantages to other parties so that Netflix's brand image is also getting better. Apart from customers who have experienced a good service from Netflix and customers who have just experienced the service from the trailer provided by

Netflix on online streaming sites such as Youtube. For customers who have just experienced the quality of service from the trailer, it makes the writer intend to examine whether the quality of Netflix service through the trailer makes consumers satisfied so that they have an intention to subscribe to Netflix.

Empirically, Wu (2013) states that quality of service has a strong influence that leads directly to satisfaction. Besides, customer satisfaction and company image can directly influence intention in behavior, and service quality has an independent influence on customer satisfaction. Hamid et al. (2015) proves that service quality and satisfaction have a significant positive relationship. The relationship between brand image and customer satisfaction has a high significant impact. The interaction relationship between service quality variables and brand image on customer satisfaction, the results are also significant, but in Hamid et al. (2015) research only examined service quality variables, brand image and customer satisfaction, did not examine behavioral intentions.

The research of Naik et al. (2010), which examined service quality, customer satisfaction, and behavior intention in the retail context, proved that service quality directly impacts behavioral intention and indirectly impacts satisfaction. However, Naik et al.'s (2010) research only examined service quality, behavioral intention, and customer satisfaction alone did not examine the brand image.

In contrast to other studies, research from Srivastava et al. (2013) shows a significant relationship between service quality and satisfaction, service quality and behavioral intention, corporate image and service quality, satisfaction and intention in behavior, as well as corporate image and

* Corresponding author. Tel.: +62 274 881546 ext. 2104; fax: +62 274 882589. Email: hm.aji@uii.ac.id
<https://doi.org/10.21924/chss.2.1.2022.25>



satisfaction. However, between company image and intention, the results are not significant. However, research by Altangerel et al. (2019) which examined the relationship between brand image and satisfaction in the communication sector, proved that customer satisfaction has a positive relationship with brand image.

The existence of inconclusive results in previous studies related to the connection between service quality and satisfaction, service quality and behavioral intention, corporate image and service quality, satisfaction and intention in behavior, corporate image and satisfaction as well as corporate image and intention in various object contexts, of course, raises research problems or gaps. On that basis, this research tries to retest the relationship of these variables, but in the context of Netflix.

2. Materials and Methods

2.1. Service quality and customer satisfaction

Service quality has been an area of intention in the management literature. Service quality is considered intangible, heterogeneous, and inseparable, so the process used by consumers to assess a service quality is very diverse and unidentifiable (Parasuraman et al., 1988). Based on the research results from Parasuraman et al. (1988), it is stated that service quality is an attitude formed because of differences in customer expectations that will be received with the perception of the service received. Parasuraman et al. (1988) also projected a service quality model into five dimensions, namely: tangibles (direct evidence), reliability (reliability), responsiveness (comprehension), assurance (assurance), and empathy (empathy).

Customer satisfaction refers to the cognitive and affective evaluation that compares the expectation with perceived performance (Kotler and Armstrong, 2012). If the perceived performance is less than expected, the customer will feel dissatisfied, and vice versa. If the perceived performance meets or exceeds customer expectations, the customer will be satisfied. Based on research conducted by Wu (2013) in the context of the quick-service restaurant industry in Taiwan, Hamid et al. (2015) with research in the context of hospitals, and Srivastava et al. (2013) with the context of service from Bharti Airtel, show that service quality has positive connection to customer satisfaction. In addition, in the context of Netflix, which was researched by Martins et al. (2020), it shows that most users are satisfied with what Netflix has to offer. In the context of this research, Netflix's service quality, if consumers perceive Netflix's service quality is good, it can make consumers satisfied after seeing the Netflix trailer.

2.2. Service quality and brand image

Past literature refers service quality to the difference between the perceived service performance and the expected service level (Srivastava et al., 2013). At the same time, brand image is the customer's view of a brand (Srivastava et al., 2013). Through the above definition, it can be seen that service quality and brand image are interrelated. With good service quality, customer perceptions will be good so that the

way customers see the product will be good.

In the research of Kurniawan et al. (2016) with the context of Umrah services in Bandung, Hamid et al. (2015) with research in the context of the hospital and Srivastava et al. (2013) with the context of service from Bharti Airtel showed that service quality had a significant positive effect on image brand. Research conducted by Salim (2017) in the context of indihome shows that the quality of services provided by IndiHome has a significant positive effect on brand image. From the conclusions of previous research, if it is related to the context of the researcher, namely Netflix, if the quality of Netflix service is good, it can make Netflix's image good.

2.3. Service quality and behavioral intention

In the Theory of Planned Behavior (TPB), a person's behavior is directly influenced by the intention to perform the behavior (Ajzen, 1991). TPB is based on the assumption that humans are rational and will systematically use information (Ajzen, 1991). In TPB, individuals think about the implications of their actions before deciding to do something or not to do certain behaviors. It is related to the quality of service and intention in behavior. The intention in behavior is the intention shown by the individual to do something. In this case, if it is related to service quality, when a service is said to be good and has reached the customer's expectations, the level of consumer intention can increase.

It relates to TPB, which explains that a person's behavior is directly influenced by the intention to perform the behavior (Ajzen, 1991). Based on previous research conducted by Srivastava et al. (2013) on the service context of Bharti Airtel, Park (2020) in the context of online music services, and Khatib et al. (2019) in the context of music streaming services, it shows that service quality has a significant positive effect on the intention to behave. If it is related to the context of the researcher, namely Netflix, if the quality of Netflix service in the form of clips of films and series is intentional, then there will be the intention of subscribing to Netflix

2.4. Brand image and customer satisfaction

A brand image is a perception created in the mind of a customer when thinking about a product (Srivastava et al., 2013). The perceptions that arise in the minds of these customers vary, depending on how the customers value this product (Srivastava et al., 2013). Meanwhile, customer satisfaction is the feeling of happy or disappointed individuals after comparing the performance of a product.

Satisfaction and brand image are attached when a customer is very satisfied with a product with brand X. In the customer's mind will arise the thought that the product produced from brand X will always be satisfying. Based on research by Srivastava et al. (2013), Hamid et al. (2015) in the context of the hospital, Neupane (2015) in the retail context, and research conducted by Salim (2017) in the Indihome context, the results showed that the company's brand image positively associated with customer satisfaction. If Netflix is seen as a good brand by consumers, this indicates that the consumer from Netflix is satisfied with Netflix through the trailer. Consumer satisfaction can affect Netflix's image.

2.5. Brand image and behavioral intention

Brand image, as a form of assessment in the minds of customers for a product, makes a brand image significantly impacting customer decisions about a product (Srivastava et al., 2013). Not only affects customer decisions, brand image can also create a halo effect on customer satisfaction assessments (Srivastava et al., 2013). If customer satisfaction can be met, it can affect the customer's behavior intention. The better the brand image of a product in customers' minds, the higher the customer's behavioral intention to spread product excellence to other parties.

Raji et al. (2019) state that brand image indicates a relationship between a customer and a brand in the context of social media advertising. From his research, it was found that brand image and behavioral intention had a significant positive relationship. Different results were found by Srivastava et al. (2013). They reported an insignificant relationship between brand image and behavioral intention. Rahmi et al. (2017) also found insignificant things in green products in the creative industry. The context of the research object, in this case, differentiates between significant and insignificant results. The context of this research is closer to the research context of Raji et al. (2019). If Netflix as a brand is considered good, it can encourage consumers to subscribe to Netflix.

2.6. Customer satisfaction and behavioral intention

In order to maintain the establishment of a company, it is necessary to ensure that customers are satisfied, so they can attract intention in using the services of the company again. A satisfied customer is a key to the success of a company (Kotler and Armstrong, 2012). With a company that succeeds in satisfying its customers, it can remain in the top position in the market. In addition, the condition of satisfied customers can increase the customer's behavior intention.

Xiao et al. (2019), Naik et al. (2010), and Srivastava et al. (2013) prove that customer satisfaction and behavioral intention have a significant positive relationship. Similar results were also obtained by Wulandari et al. (2019) in the context of streaming applications for music. From the results of previous research, if it is related to the context of Netflix, if consumers are satisfied after seeing movie trailers or series from Netflix, consumer intention in subscribing to Netflix will increase.

2.7. Research design

This research uses quantitative methods. The quantitative method is a research method that involves collecting numerical data using a structured questionnaire or observation (Hair et al., 2019). The questionnaire was created online using Microsoft Form. The questionnaire was created using Microsoft Form by applying a 5 Likert scale. The object of this research is Netflix, with the context of the location in Indonesia.

The data was collected by spreading the online questionnaire through social media platforms such as Instagram, Whatsapp, and Twitter. Twitter bases are certain

groups on Twitter that share the same preferences. The base on Twitter is in the form of an account with a specific username, for example, @collegemenfess. Collegemenfess is an auto base account that provides facilities for Twitter users to make tweets or posts anonymously. It works by sending a direct message (DM) about what we want to post to the base with a specific code. The code used on the base account @collegemenfess is [CM].

Purposive sampling technique was used to select the sample with the criteria of consumers in Indonesia who have seen the Netflix trailer. To determine the sample size using a formula developed by Roscoe (1975) that the minimum sample size is obtained from 5x the number of observations (items), and the maximum size is 10x the case numbers. In this study, there are 20 cases or items, so the minimum sample size required is 5×20 items = 100 samples, and the maximum size is 10×20 items = 200 samples.

Service quality is defined as an assessment of overall service excellence, which measures the gap between customer expectations and perceptions (Hassan et al., 2013). Operationally, service quality is defined as a consumer rating related to the superiority of the Netflix service as a whole. The quality of service from Netflix is measured using measurement items adapted from Wu (2013), that includes "Netflix always provides the latest films and series," "Netflix always maintains the quality of films and series", and "Netflix always considers the quality of service that is superior to other online streaming sites."

Theoretically, brand image is the customers' perception of a brand and the attributes of a product (Ekhlassi, 2018). As for operationally, this study defines brand image as a consumer perception in viewing the Netflix brand and attributes. This study adapted the 7- item measurement from Shiao (2014), including, "Netflix has a good brand reputation", "Netflix is the most popular online streaming service brand for films and series", "Netflix is an innovative and cool brand", etc.

Customer satisfaction with the trailer from Netflix is operationally defined by a pleasant or unpleasant feeling that results from watching a movie trailer or series on Netflix. The measurement items used were adapted from Hamid et al. (2015), including "I am happy, I have watched a Netflix movie trailer or series," "I feel happy with my decision to watch a Netflix movie trailer or series," etc.

Furthermore, intention in subscribing to Netflix is operationally defined as consumer intention to subscribe and recommend Netflix to others later. Customer behavior intention in subscribing to Netflix is measured based on how intentioned the customer recommends other parties to subscribe to Netflix. For measurement items on this variable, adopted from research by Carlson and Aron O'Cass (2010), which include "I will not switch to other streaming services other than Netflix", "I will subscribe to Netflix in the future", "I will continue to watch movies. or series on Netflix in the future", "I will say positive things about Netflix", and "I will recommend my closest friends to subscribe to Netflix."

3. Results and Discussion

3.1. Respondent profile

The total number of respondents obtained in this study was

222 respondents. However, 12 respondents who claimed to have never watched a trailer on Netflix should be excluded from the analysis because they were not in line with the objectives of this study. Thus, the total data that can be used in this study is 210 data. Female respondents in this study were more dominant than males (N=172; 77%). Based on marital status, as many as 203 respondents were single (91%), then followed by the age category, the majority of respondents were 21-25 years old, as many as 121 respondents (54.5%), and as many as 85 respondents (38%) were under 20 years from this age category. It indicates that the majority of respondents are young people.

One hundred seventy-nine respondents (81%) spent less than 2 million rupiahs based on monthly expenditure categories. Then in the job category, because most

respondents in this study are young people, it is natural that 164 respondents (74%) are students. The majority of respondents, as many as 149 respondents (67%), had their most recent education in high school or equivalent, ten respondents (5%) had a D3 equivalent, and 52 respondents (23%) had their latest education with an S1 equivalent. Meanwhile, if viewed based on the respondent's regional origin, most respondents came from the island of Java. As presented in table 1, the percentage of respondents originating from the island of Java was 87.5% (N = 195), followed by 11 respondents from Kalimantan (5%), seven respondents (3%) from the island of Sumatra, Riau Islands. 4 respondents (2%), Sulawesi Island 2 respondents (1%), and Riau, Lombok and Bangka Belitung 1 respondent each.

Tabel 1. Respondent Demographics

Category	Frequency	Percentage
Gender		
Male	50	23%
Female	172	77%
Marital status		
Married	19	9%
Single	203	91%
Age		
<20 years old	85	38%
21-25 years old	121	54.5%
26-30 years old	11	5%
31-35 years old	2	1%
36-40 years old	1	0.5%
> 40 years old	2	1%
Expenses Per Month		
<2 million	179	81%
2 million - 3.9 million	35	16%
4 million - 5.9 million	6	3%
> 6 million	2	1%
Profession		
Student	164	74%
General employees	35	15.5%
Civil servants	1	0.5%
Entrepreneur	9	4%
Housewife	6	3%
Does not work	7	3%
Last education		
No school	0	0
SD or equivalent	0	0
Junior high school or equivalent	7	3%
High school or equivalent	149	67%
D3 or equivalent	10	5%
S1 or equivalent	52	23%
S2 or equivalent	4	2%
S3 or equivalent	0	0
Origin		
Java	195	87.5%
Borneo	11	5%
Sumatra	7	3%
Sulawesi	2	1%
Riau islands	4	2%
Riau	1	0.5%
Lombok	1	0.5%
Bangka Belitung	1	0.5%
Have You Ever Seen the Netflix Trailer?		
I Have	210	95%
Never	12	5%
Netflix Trailer Viewing Frequency		
Always passing Netflix trailer	29	13%
Sometimes see Netflix trailer	169	76%
Always see Netflix trailer	24	11%

Of the 222 respondents, 210 respondents (95%) have seen a trailer from Netflix, and 12 respondents (5%) have never seen a trailer from Netflix. The frequency of viewing Netflix trailers is divided into three parts, namely always passing trailer shows with 29 respondents (13%), occasionally viewing trailers as many as 169 respondents (76%), and always watching trailers by 24 respondents (11%).

3.2. Outer model testing: Validity and reliability

There are two types of validity test in structural equation modeling (SEM), namely convergent and discriminant validity. In convergent validity, what needs to be considered is the Average Variance Extracted (AVE). AVE score > 0.5

indicates good convergence validity (Hair et al., 2017). As for the discriminant validity, the thing that must be considered is the square roots AVE value of each variable, which is greater than the correlation value of other variables. Table 4 shows that the square roots AVE value in the diagonal column is greater than the score below. Therefore, the findings provide a statistical proof that the data in this study is free from discriminant validity problems. Moreover, a reliability test in this study is performed by examining composite reliability (CR). According to Hair et al (2019), the CR value is good if it exceeds 0.70. As shown in table 2, the CR value of all variables is more than 0.70. Thus, it can be concluded that the measurement items in this study are reliable.

Tabel 2. Outer Model Test

Items	Est	AVE	CR	Means
Factor 1: Service Quality		0.634	0.837	
• Netflix always provides the latest movies and series	0.647			4.090
• Netflix always maintains the quality of Movies and series	0.852			4.054
• Netflix has always considered the quality of service to be superior to other online streaming sites	0.871			4.090
Factor 2: Brand Image		0.564	0.900	
• Netflix has a good brand reputation	0.728			4.257
• Netflix can make me happy	0.800			3.707
• Netflix is the most popular brand of online streaming movie and series services	0.732			4.293
• Netflix offers a wide selection of films and series	0.639			4.243
• Netflix brand offers a wide selection of films and series	0.783			4.068
• Netflix is a brand that can make me happy	0.799			3.676
• Netflix movies and series can make my life happy	0.761			3.613
Factor 3: Trailer Satisfaction		0.647	0.901	
• I am happy, have watched movie trailers or Netflix series	0.790			3.878
• I feel good about my decision to watch a Netflix movie or series trailer	0.836			3.833
• My decision to watch Netflix movie trailers or series was the right one	0.852			3.739
• I am very satisfied with movie trailers or series from Netflix	0.832			3.775
• Movie and series trailers on Netflix live up to my expectations	0.702			3.644
Factor 4: Subscription Intention		0.594	0.879	
• I will not switch to any other streaming service besides Netflix	0.682			3.009
• I will subscribe to Netflix in the future	0.812			3.509
• I will still watch movies or series on Netflix in the future	0.829			3.572
• I will say positive things about Netflix	0.696			3.725
• I will recommend my closest friends to subscribe to Netflix	0.820			3.766

Tabel 3. Discriminant Validity

	Brand image	Trailer Satisfaction	Service quality	Subscription Intention
Brand image	0.751			
Trailer Satisfaction	0.659	0.804		
Service quality	0.645	0.452	0.797	
Subscription Intention	0.665	0.601	0.522	0.771

3.3. Inner model testing: Structural model

R-square square may indicate how dependent variable is explained by the antecedents. As summarized in Figure 1, the R Square values of brand image, customer satisfaction, and behavioral intention are 41.6%, 43.5%, and 50.2%, respectively. This figure means that the brand image can be explained by 41.6% by its antecedent variables. The 58.4% is explained by other variables that are not explained in this study. Then, customer satisfaction in this research model is explained by 43.5% by service quality and image. The remaining 56.5% is influenced by other variables which are not explained in this study. Then, the variable intention in subscribing to Netflix in this study can be explained by 50.2% by service quality, brand image, and customer satisfaction.

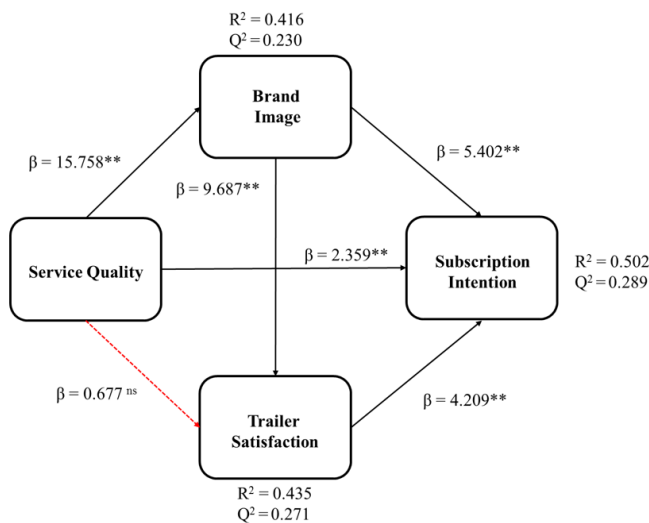


Fig. 1. Structural model test

The Q square is used to measure how relevant a variable is estimated or predicted by other variables. The value of Q² > 0 indicates that the model used has predictive relevance, whereas if the results showed are Q² < 0, the model used has no predictive relevance. In figure 1 it can be seen that the Q square of the brand image is 0.231 > 0; customer satisfaction 0.271 > 0; service quality 0 = 0; and intention in behavior 0.289 > 0. From the total overall value of Q square, all

variables have a value greater than 0. Thus, the model has a good predictive relevance.

In addition, figure 1 also shows the path coefficient test results for each variable. Fig 1 shows that brand image and behavioral intention have a significant effect on service quality (t-statistic = 5.402; p-value 0.000 < 0.01), then customer satisfaction has a significant effect on brand image (t-statistic = 15,758; p-value 0.000. < 0.05), then customer satisfaction has a significant effect on behavior intention (t-statistic = 2.359; p-value 0.019 < 0.05). However, service quality does not have a significant effect on customer satisfaction because the t-statistic result is 0.596 < 1.96 and the p-value is 0.555 > 0.50. More complete information can also be seen in table 4.

3.4. Discussion

In general, from the statistical testing, it is proved that the relationship between service quality and Netflix trailer satisfaction is insignificant. This insignificant finding is different from previous studies, such as research conducted by Wu (2013), Hamid et al. (2015), Lien et al. (2017), and Srivastava et al. (2013). In addition, the findings in this study are also not in line with Martins et al. (2020) in the same context. Movie trailers or Netflix series that are broadcast on some media are only snippets of between 1-2 minutes. Thus, it is only natural that the relationship between Netflix service quality is not significant to the satisfaction of watching Netflix trailers.

In addition, according to Lien et al. (2017), the insignificant results between service quality and satisfaction have something to do with gender. In this study, 172 respondents (77%) were women. Female respondents tend to pay attention to the plot of the story, the characters in the trailer, and the novelty of the trailer. If the storyline in the trailer does not arouse the audience's feelings, they automatically don't feel satisfaction after seeing the trailer for a film or series. Suppose the character shown in the character is a popular character but is only shown briefly and has minimal novelty in the trailer screening. In that case, this can affect their satisfaction after seeing the trailer. These things can cause an insignificant relationship between service quality and satisfaction watching Netflix trailers.

Tabel 4. Inner Model Testing

	Original Sample (O)	T Statistics (O/STDEV)	P Values	Conclusion
SQ → SAT	0.047	0.677	0.499	Not significant
SQ → BI	0.645	15.758	0.000	Significant
SQ → SUB	0.147	2.359	0.019	Significant
BI → SAT	0.628	9.687	0.000	Significant
BI → SUB	0.386	5.402	0.000	Significant
SAT → SUB	0.280	4.209	0.000	Significant

Note: SQ = Service Quality; SAT = Trailer Satisfaction; BI = Brand Image; SUB= Subscription Intention

Then, this study supports research conducted by Salim (2017), Kurniawan et al. (2016), Hamid et al. (2015), and Srivastava et al. (2013) regarding the significant relationship between service quality and brand image. This finding can be understood because it has become commonplace that the better the quality of service provided can increase the image of a company in the eyes of consumers. What is more, Netflix is a company that is quite large and quite well known among young people today. As a large company, the quality of service provided by Netflix has not been playing around. The view of Netflix consumers on what Netflix has offered has been considered good. It causes the result between Netflix service quality and Netflix brand image to be significant. The results are also related to the profiling of respondents who have watched Netflix movie trailers or series. Srivastava et al. (2013) stated that customers who receive quality service during the service process would create an excellent corporate image.

The significant results on the relationship between service quality and behavioral intention in this study are also in line with previous studies such as Srivastava et al. (2013), Park (2020), and Khatib et al. (2019). Specifically, Srivastava et al. (2013) explained that the better the quality of service provided during the service process, the the higher the intention to repurchase. The same justification can also be applied to the context of this research. In addition, the average score is above 4.00 as in table 2 shows that consumers who have not subscribed to Netflix agree that the quality of Netflix service is good enough. Thus, it is very logical in theory the significance of the relationship between service quality and intention in subscribing to Netflix.

This research also supports previous research (Raji et al., 2019; Srivastava et al., 2013; Hamid et al., 2015; Neupane, 2015; and Salim, 2017) regarding the relationship between Netflix image, consumer satisfaction, and subscription intention. Matrix (2014) states that Netflix has a good image on the perceptions of generation Y and generation Z. Matrix's argument (2014) is relevant in this study considering that 206 respondents in this study were around <20 to 25 years old. This result also shows the positive image of Netflix in the eyes of the younger generation in Indonesia. Netflix needs to maintain its positive image among young people to attract more market share of young people to subscribe to Netflix in the future.

4. Conclusion

Overall, it can be concluded that all relationship are supported except for the relationship between service quality and customer satisfaction. Gender is an issue that affects the overall results of model testing. However, this study did not specifically examine the significance of gender influencing the overall model. For this reason, it is recommended for further research to consider gender as a moderating variable for the Netflix subscription model. Netflix can use the findings in this study as one of the bases for making policy for future marketing programs.

5. References

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, 179–211.
- Altangerel, U., & Munchausen, T. A. (2019). Relationships of brand image, customer satisfaction and brand loyalty: in case of telecommunication sector, *International Journal of Contemporary Research and Review*, 10(6), 21538
- Ekhlassi, A., Niknejhad Moghadam, M., & Adibi, A. M. (Eds.). (2018). *Building Brand Identity in the Age of Social Media: Emerging Research and Opportunities: Emerging Research and Opportunities*. IGI Global.
- Hair Jr, J. F., Page, M., & Brunsveld, N. (2019). *Essentials of business research methods*. Routledge.
- Hamid, A. A., Ibrahim, S. B., Seesy, A. S., & Hasaballah, H. (2015). Interaction effect of perceived service quality and brand image on customer satisfaction, *Asian Journal of Management Sciences*, 3(10), 1-8.
- Hassan, M., Hassan, S., Nawaz, M. S., & Aksel, I. (2013). Measuring customer satisfaction and loyalty through service fairness, service quality and price fairness perception: an empirical study of Pakistan Mobile telecommunication sector, *Science International*, 25(4), 971-980.
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior: Building marketing strategy*. Boston: McGraw-Hill Irwin.
- Hosseini, S. H. K., & Behboudi, L. (2017). Brand trust and image: effects on customer satisfaction, *International Journal of Health Care Quality Assurance*, 30(7), 580-590.
- Jenner, M. (2018). *Netflix Marketing: The Binge and Diversity*. In *Netflix and the Re-invention of Television* (pp. 161-182). Palgrave Macmillan, Cham.
- Khatib, S. M., Seong, I. C., Chin, W. S., & Tze, H. K. (2019). Factors of E-service Quality among Malaysian Millennial Streaming Service Users, *International Journal of Economics & Management*, 13(1), 63-77
- Kotler, P., & Armstrong, G. (2012). *Principle of Marketing (14 Edition)*. New Jersey: Pearson Education.
- Kurniawan, P., & Sidharta, I. (2016). SERVQUAL on brand image and relationship equity, *International Review of Management and Marketing*, 6(4), 866-871
- Lien, C. H., Cao, Y., & Zhou, X. (2017). Service quality, satisfaction, stickiness, and usage intentions: An exploratory evaluation in the context of WeChat services, *Computers in Human Behavior*, 68, 403-410.
- Martins, M. A. J., & Riyanto, S. (2020). The Effect of User Experience on Customer Satisfaction on Netflix Streaming Services in Indonesia, *International Journal of Innovative Science and Research Technology*, 5(7), 573-577
- Matrix, S. (2014). The Netflix effect: Teens, binge watching, and on-demand digital media trends, *Jeunesse: Young People, Texts, Cultures*, 6(1), 119-138.
- Naik, C. K., Gantasala, S. B., & Prabhakar, G. V. (2010). SERVQUAL, customer satisfaction and behavioural intentions in retailing, *European Journal of Social Sciences*, 17(2), 200- 213.
- Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail super market chain UK, *International Journal of Social Sciences and Management*, 2(1), 9-26.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality, *Journal of Retailing*, 64(1), 12–40.
- Park, M. (2020). *Factors Affecting Consumers' Intention to Use Online Music Service and Customer Satisfaction in South Korea*, Degree Project Information and Communication Technology, KTH Royal Institute of Technology school of Electrical Engineering And Computer Science
- Rahmi, D. Y., Rozalia, Y., Chan, D. N., Anira, Q., & Lita, R. P. (2017).

- Green brand image relation model, green awareness, green advertisement, and ecological knowledge as competitive advantage in improving green purchase intention and green purchase behavior on creative industry products, *Journal of Economics, Business, & Accountancy Ventura*, 20(2), 177-186.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention, *Journal of Research in Interactive Marketing*, 13(3), 302-330
- Roscoe, J. T. (1975). *Fundamental research statistics for the behavioral sciences* [by] John T. Roscoe.
- Salim, A. (2017). Pengaruh kualitas jasa dan citra merek terhadap kepuasan pelanggan indihome. *Jurnal Manajemen*, 6(2), 115-130
- Srivastava, K., & Sharma, N. K. (2013). Service quality, corporate brand image, and switching behavior: The mediating role of customer satisfaction and repurchase intention, *Services Marketing Quarterly*, 34(4), 274-291.
- Wenzel, P., Mahle, I., & Pätzmann, J. U. (2016). Streaming Services & Service Design: An Analysis of Netflix and Amazon Video Based on the Gap Model by Parasuraman, Berry & Zeithaml. *Markenbrand*, (5/2016), 20-31.
- Wu, H. C. (2013). An empirical study of the effects of service quality, perceived value, corporate image, and customer satisfaction on behavioral intentions in the Taiwan quick service restaurant industry, *Journal of Quality Assurance in Hospitality & Tourism*, 14(4), 364-390.
- Wulandari, D., Suhud, U., & Purwotedi, U. (2019). The Influence Factors of Continuance Intention to Use a Music Streaming Application, *International Journal on Advanced Science, Education, and Religion*, 2(2), 17-25.
- Xiao, Y., Ren, X., Zhang, P., & Ketlhoafetse, A. (2019). The effect of service quality on foreign participants' satisfaction and behavioral intention with the 2016 Shanghai International Marathon, *International Journal of Sports Marketing and Sponsorship*, 21(1), 91-105
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review, *Open Journal of Business and Management*, 3, 58-62.