

The Effect of Price, E-Service Quality, and Promotion on Netflix Customer Satisfaction in Jabodetabek

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Abstract

Netflix is a legal streaming service, a place to watch and enjoy movies and series from various countries with different genres. There are testimonials from customers who are dissatisfied with Netflix services, in terms of price, e-service quality, and promotions, so the purpose of this research is to find out, prove, and analyze the effect of price, e-service quality, and promotions on Netflix customer satisfaction in Jabodetabek. This research method is a quantitative research with the sampling technique used is purposive sampling. Data analysis techniques using descriptive statistical analysis and inferential statistical analysis. The source of this research is primary data by distributing questionnaires in the form of Google Forms online. The test equipment used for this research is SmartPLS 4.0 software. The respondents collected were 121 Netflix subscribers in Jabodetabek. The results of the study show that the three factors, price, e-service quality, and promotion, have a positive and significant impact on customer satisfaction. The path coefficient value proves that price has an effect of 0.271, e-service quality of 0.301, and promotion has an effect of 0.298. The dominant factor that influences it is e-service quality of 0.301. The Adjusted R Square test result of 53.5% shows that the contribution of the price, e-service quality, and promotion variables together can represent the customer satisfaction variable, while 46.5% is explained by other factors.

Keywords : price, e-service quality, promotion, customer satisfaction, netflix.

Pengaruh Harga, *E-Service Quality*, dan Promosi terhadap Kepuasan Pelanggan Netflix di Jabodetabek

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Abstrak

Netflix merupakan layanan *streaming* legal, tempat untuk menonton dan menikmati film serta serial dari berbagai negara dengan genre berbeda. Adanya testimoni pelanggan yang kurang puas dengan pelayanan Netflix, dari segi harga, *e-service quality*, dan promosi sehingga tujuan penelitian ini yaitu untuk mengetahui, membuktikan, dan menganalisis pengaruh harga, *e-service quality*, serta promosi terhadap kepuasan pelanggan Netflix di Jabodetabek. Metode penelitian ini merupakan penelitian kuantitatif dengan teknik pengambilan sampel yang digunakan yaitu *purposive sampling*. Teknik analisis data menggunakan analisis statistik deskriptif dan analisis statistik inferensial. Sumber penelitian ini yaitu data primer dengan menyebarkan kuesioner berupa *Google Form* melalui daring. Alat uji yang digunakan untuk penelitian ini yakni *software SmartPLS 4.0*. Responden yang terkumpul yakni 121 pelanggan Netflix di Jabodetabek. Hasil penelitian menunjukkan bahwa ketiga faktor yaitu harga, *e-service quality*, dan promosi memiliki pengaruh positif dan signifikan pada kepuasan pelanggan. Nilai koefisien jalur membuktikan bahwa harga berpengaruh sebesar 0,271, *e-service quality* sebesar 0,301, dan promosi berpengaruh 0,298. Faktor dominan yang mempengaruhi, yaitu *e-service quality* sebesar 0,301. Hasil Adjusted R Square sebesar 53,5% menunjukkan kontribusi dari variabel harga, *e-service quality*, dan promosi bersama-sama dapat merepresentasikan variabel kepuasan pelanggan, sedangkan 46,50% disebabkan oleh faktor lain di luar model penelitian ini.

Kata kunci : harga, *e-service quality*, promosi, kepuasan pelanggan, netflix.