

The Effect of E-Service Quality and Brand Image Toward Netflix Customer Loyalty through Customer Satisfaction

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ABSTRACT. This research aims to determine the effect of e-service quality and brand image on customer satisfaction and customer loyalty towards Netflix's user. This research uses quantitative method and the data collection use survey method with questionnaires as the instrument. The sample of this research is 200 respondents who live in DKI Jakarta and have used Netflix in the past 6 months. Data were analyzed using software SPSS version 25 and SEM (Structural Equation Model) from Lisrel 8.8 to process and analyze the research data. The result of hypothesis testing shows that e-service quality has significant effect on customer satisfaction, but not on customer loyalty. However, e-service quality has significant effect on customer loyalty through customer satisfaction. The result also found that brand image has significant effect on both customer satisfaction and customer loyalty. And customer satisfaction has the most influence on customer loyalty.

Keyword: e-service quality; brand image; customer satisfaction; customer loyalty; netflix

INTRODUCTION

The diverse use of internet nowadays causing changes in Indonesian digital media consumption pattern. Including their behaviour to consume television programs. According to Jakpat (2019), most Indonesian prefer watching tv programs through online platforms such as Youtube and Video-on-Demand over national tv. Video-on-demand user in Indonesia are reportedly increasing every year. Especially during the pandemic of Covid-19 where everyone can't go outside to watch some film or movie in the theatre. With video-on-demand, they can watch whatever film or tv series they like anytime without being fixated by time and place.

One of the most popular video-on-demand in Indonesia is Netflix. According to Populix (2020), Netflix is the app that most often used by video-on-demand user in Indonesia. But apparently, Netflix's monthly subscription fee is the highest among other competitors and yet they have to increase their subscription fee up to 10% because of the new tax regulations in Indonesia that applied to streaming service providers that originated from abroad. Survey by Jakpat (2020), found that there's only small number of the customers who are still willing to subscribe Netflix despite the fee increasing. It shows that Netflix's customer loyalty here in Indonesia is still low.

According to Silva & Goncalves (2016), loyal customers are less sensitive about price. And Kotler & Keller (2016) also explain that loyal customer will commit to continue repurchase a product or service in the future despite the potential for switching behaviour due to certain circumstances and marketing efforts of the competitors.

The low level of Netflix's customer loyalty in Indonesia might be happen due to the Netflix's services that couldn't reach their customer satisfaction. According to Kotler & Keller (2016), customer satisfaction is a "customer's feeling of pleasure or disappointment which resulted from comparing their expectations to the perceived performance of the products or services that they received". Based on the reviews that has been written by Netflix user in Indonesia from Google Play Store and Apps Store, many customers are complaining about Netflix's services. All of these problems can lead to a decrease in the level of customer satisfaction that will trigger the customer's desire to switch to competitors.

Electronic-based service providers will provide customers with easy access as well as the ease to obtain the information. Santos (2003) explain that e-service quality as an overall customer assessment and evaluation of the quality of electronic-based services in the virtual market. In the fierce competition like today, the company continues to compete in creating the best quality service to attract and retain its customers. Providing the best quality is the most important for the company who provide services like Netflix. According to Rizan et al. (2020), a company must provide the best quality services in order to be able create customer satisfaction and achieve customer loyalty. However, customers nowadays not only paying attention to the quality of services/products that the company offered., but they also seek the brand image of the services/products. Mann & Ghuman (2018) define brand image as a set of brand associations that are formed and embedded in the minds of customers. A positive brand image is able to predict customer satisfaction so that it can stimulate customer loyalty (Jasni et al., 2020). Netflix is often used as an example of the company with great brand image. This proved by their achievement as the one and only video-on-demand providers that has been successfully placed rank 41 as the Best Global Brand by Interbrand and rank 48 as Top 100 Most Powerful Brand of 2020 by Tenet Partners. Although

the brand image of Netflix is already great but the survey shows that the level of customer loyalty here in Indonesia is still low.

Research conducted by Jasni et al. (2020), Sari et al. (2020), and Wirapraja et al. (2021) prove that e-service quality has direct and indirect effect on both customer satisfaction and customer loyalty. Customer satisfaction can occur when customers get good service quality, and those satisfied customer will most likely to become loyal customers (Izogo & Ogba, 2015). However, research that conducted by Rizan et al. (2020) shows that e-service quality has insignificant direct effect on customer loyalty, but has significant indirect effect through customer satisfaction.

H1: E-Service quality has positive and significant effect on customer satisfaction

H3: E-Service quality has positive and significant effect on customer loyalty

H6: E-Service quality has positive and significant effect on customer loyalty through customer satisfaction

Other than providing the best quality, brand image is also able to become a tool for the company to win the fierce competition like today. According to research that has been done by Abbas et al. (2021), Avidha & Budiatmo (2020), and Ferdiawan et al. (2018), brand image has direct and indirect effect on both customer satisfaction and customer loyalty. Research by Jasni et al. (2020) also said that with great brand image will bring satisfaction to the customers, so it can stimulate customer loyalty. However, research by Morgan & Govender (2017) shows that brand image has significant effect on customer satisfaction but not customer loyalty. Yet, brand image has an indirect influence on customer loyalty through customer satisfaction.

With the explanation above, this research has seven hypothesis as follows:

H2: Brand image has positive and significant effect on customer satisfaction

H4: Brand image has positive and significant effect on customer loyalty

H7: Brand image has positive and significant effect on customer loyalty through customer satisfaction

A high level of customer satisfaction with a product or service can lead to long-term commitment and a strong emotional bond to the company. Satisfied customers will more likely to repurchase the product or use the same services in the future. Therefore, maintaining customer satisfaction is important to maintain the sustainability of the company. Many researchers also explain that customer satisfaction has positive and significant effect on customer loyalty (Pragunadi et al., 2018; Subaebasni et al., 2019; Wirapraja et al., 2021)

H5: Customer satisfaction has positive and significant effect

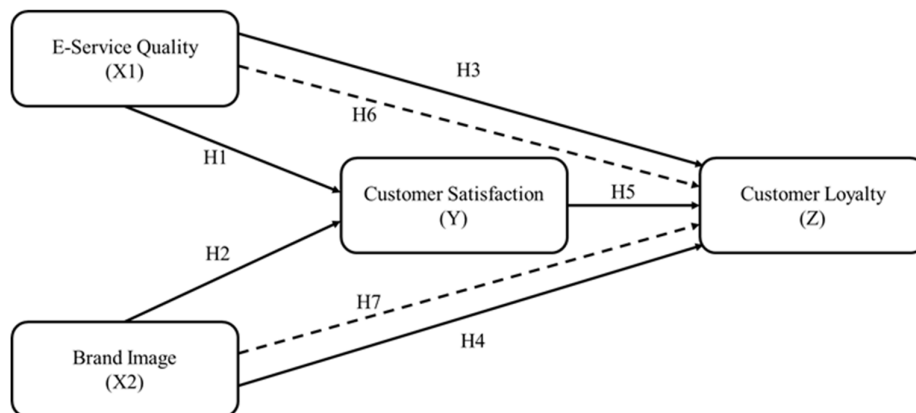


Figure 1. Research Model

METHODS

This research uses quantitative method with descriptive research design. By using quantitative methods, existing phenomena are not only described numerically, but can also help in showing the relationship between two or more variables (Stockemer, 2019). The data collection use survey method with questionnaires as the instrument with Likert Scale 5-point to measure the respondent opinions.

The population of this research are Netflix's user who live in DKI Jakarta. DKI Jakarta was chosen because 85% of the population are internet users and that is the highest number compared to other regions in Indonesia (Asosiasi Penyelenggara Jasa Internet Indonesia, 2020). The sampling technique that used in this research is non-probability sampling with purposive sampling technique. This purposive sampling technique is useful in the situation where the researchers want to find data and information from a particular group (Stockemer, 2019). The criteria that needed in the research are DKI Jakarta residents and have used Netflix in the past six months.

Before distributed to the actual respondents, the indicators on the questionnaires need to prove its validity and reliability. And for the validity and reliability test in this research tested using SPSS version 25. This research uses Structural Equation Model (SEM) as the analysis technique with the help of Lisrel 8.8 to process and analyze the data that has been collected. SEM was chosen because this analysis is considered to be more accurate to explain complex hypothesis and models, as well as able to explain both direct and indirect effect simultaneously. This analysis technique also requires a certain number of samples. According to Sekaran in Haryono (2017) to use SEM, the number of sample that required is at least five times of the number of the indicators. So, this research use 200 respondents as a sample to avoid error during the research process.

RESULT AND DISCUSSION

Based on Table 1, it can be revealed that respondents are dominated by female users as many as 163 people or 81.5%. Then most of the respondents are aged 17-22 years old (75%). This is in line with their work as college students (73%) who have an income of less than Rp500.000 per month (40.5%) and spend less than Rp50.000 to subscribe Netflix every month (44.5%). The majority of the respondents are from East Jakarta as many as 81 people (40.5%) and watched Netflix 6-10 times each month (32%).

Table 1. Respondent Demographics

Characteristics	Category	Frequency	Percentage
Gender	Female	173	81.5%
	Male	37	18.5%
Age	Less than 17 years old	3	1.5%
	17 - 22 years old	150	75%
	23 - 28 years old	39	19.5%
	29 - 35 years old	6	3%
	More than 35 years old	2	1%
Occupation	Student	7	3.5%
	College Student	146	73%
	Entrepreneur	8	4%
	Employee	29	14.5%
	Freelance	2	1%
	Government Employee	1	0.5%
	Housewife	1	0.5%
Monthly Income	Less than Rp500.000	81	40.5%
	Rp500.000 – Rp1.000.000	38	19%
	Rp1.000.001 – Rp2.500.000	25	12.5%
	Rp2.500.000 – Rp5.000.000	32	16%
	More than Rp5.000.000	24	12%
	Monthly Spending on Netflix	Less than Rp50.000	89
Rp50.000 – Rp100.000		62	31%
Rp100.001 – Rp150.000		26	13%
More than Rp150.000		23	11.5%
Domicile	Central Jakarta	18	9%
	West Jakarta	28	14%
	East Jakarta	81	40.5%
	South Jakarta	57	28.5%
	North Jakarta	13	6.5%
	Kepulauan Seribu	3	1.5%
Frequency Watching Netflix	1 – 5 times	44	22%
	6 – 10 times	64	32%
	11 – 20 times	50	25%
	More than 20 times	42	21%

Source: Processed by Researcher (2021)

Validity and Reliability Test

This research was piloted to the first 50 respondents before being distributed to the actual respondents to prove the validity and the reliability on the given questionnaires. Validity test is used to measure the accuracy of the indicators. The validity test in this research using Product Moment Pearson Correlation. The indicators are considered valid if the r-values are greater than the r-table. The r-table in this research is 0.279 with a significance of 5% and a sample size of 50. Furthermore, for reliability testing use Cronbach’s Alpha, where the indicator is considered reliable if the Cronbach’s Alpha values are greater than 0.6. Reliability test is used to measure the

consistency of the indicators so it can be known that the measure can be repeated under the same conditions across time.

Table 2. Validity Test Result

Variable	Indicator	r-table	r-value	Description
E-Service Quality (X1)	ESQ1	0.279	0.426	Valid
	ESQ2	0.279	0.591	Valid
	ESQ3	0.279	0.701	Valid
	ESQ4	0.279	0.676	Valid
	ESQ5	0.279	0.400	Valid
	ESQ6	0.279	0.670	Valid
	ESQ7	0.279	0.841	Valid
	ESQ8	0.279	0.702	Valid
	ESQ9	0.279	0.574	Valid
	ESQ10	0.279	0.537	Valid
	ESQ11	0.279	0.765	Valid
Brand Image (X2)	BI1	0.279	0.759	Valid
	BI2	0.279	0.647	Valid
	BI3	0.279	0.840	Valid
	BI4	0.279	0.660	Valid
	BI5	0.279	0.709	Valid
	BI6	0.279	0.614	Valid
Customer Satisfaction (Y)	CS1	0.279	0.967	Valid
	CS2	0.279	0.764	Valid
	CS3	0.279	0.803	Valid
	CS4	0.279	0.748	Valid
	CS5	0.279	0.830	Valid
	CS6	0.279	0.744	Valid
Customer Loyalty (Z)	CL1	0.279	0.533	Valid
	CL2	0.279	0.716	Valid
	CL3	0.279	0.842	Valid
	CL4	0.279	0.868	Valid
	CL5	0.279	0.690	Valid

Source: Processed by Researcher (2021)

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	N of Items	Description
ESQ	0.848	11	Reliable
BI	0.765	6	Reliable
CS	0.851	6	Reliable
CL	0.785	5	Reliable

Source: Processed by Researcher (2021)

Based on Table 2, it can be seen that all r-value for each indicator are above 0.279. So it can be conclude that each indicator are valid. Result on Table 3, shows that the Cronbach's Alpha value of each variable is greater than 0.6 so it can be conclude that every variable are reliable then it can be used for the further research.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is a statistical technique used to verify the factor of a set of observed variables. In conclusion, CFA was done to confirm or test the model that used in the research. CFA in this research was carried out using the first model construct testing for each variable. Based on Table 4. it can be seen that the model of each variables can be said to have a good fit because the result shows that each goodness of fit indices are fit the criteria and no indicator is wasted. In the full model also need modification indices based on the suggestion from the software Lisrel 8.8. And after the modification, it shows that 2 of the 6 goodness of fit indices are marginal fit. But according to Hair et al. in Haryono (2017), the model can still be accepted if 4 – 5 criteria of goodness of fit have been fulfilled, so this model can be accepted as fit model.

Table 4. Confirmatory Factor Analysis Result

GOF Indices	Cut off Value	Result	Description
E-Service Quality			
GFI	≥ 0.90	0.96	Fit
RMSR	< 0.05	0.023	Fit
RMSEA	≤ 0.08	0.04	Fit
AGFI	≥ 0.90	0.92	Fit
TLI/NNFI	≥ 0.90	1.00	Fit
CFI	≥ 0.90	1.00	Fit
Brand Image			
GFI	≥ 0.90	0.99	Fit
RMSR	< 0.05	0.007	Fit
RMSEA	≤ 0.08	0.0	Fit
AGFI	≥ 0.90	0.97	Fit
TLI/NNFI	≥ 0.90	1.00	Fit
CFI	≥ 0.90	1.00	Fit
Customer Satisfaction			
GFI	≥ 0.90	0.97	Fit
RMSR	< 0.05	0.01	Fit
RMSEA	≤ 0.08	0.064	Fit
AGFI	≥ 0.90	0.94	Fit
TLI/NNFI	≥ 0.90	0.99	Fit
CFI	≥ 0.90	1.00	Fit
Customer Loyalty			
GFI	≥ 0.90	1.00	Fit
RMSR	< 0.05	0.006	Fit
RMSEA	≤ 0.08	0.00	Fit
AGFI	≥ 0.90	0.98	Fit
TLI/NNFI	≥ 0.90	1.00	Fit
CFI	≥ 0.90	1.00	Fit
Full Model			
GFI	≥ 0.90	0.84	Marginal Fit
RMSR	< 0.05	0.028	Fit
RMSEA	≤ 0.08	0.057	Fit
AGFI	≥ 0.90	0.80	Marginal Fit
TLI/NNFI	≥ 0.90	0.99	Fit
CFI	≥ 0.90	0.99	Fit

Source: Processed by Researcher (2021)

Direct and Indirect Effect Test

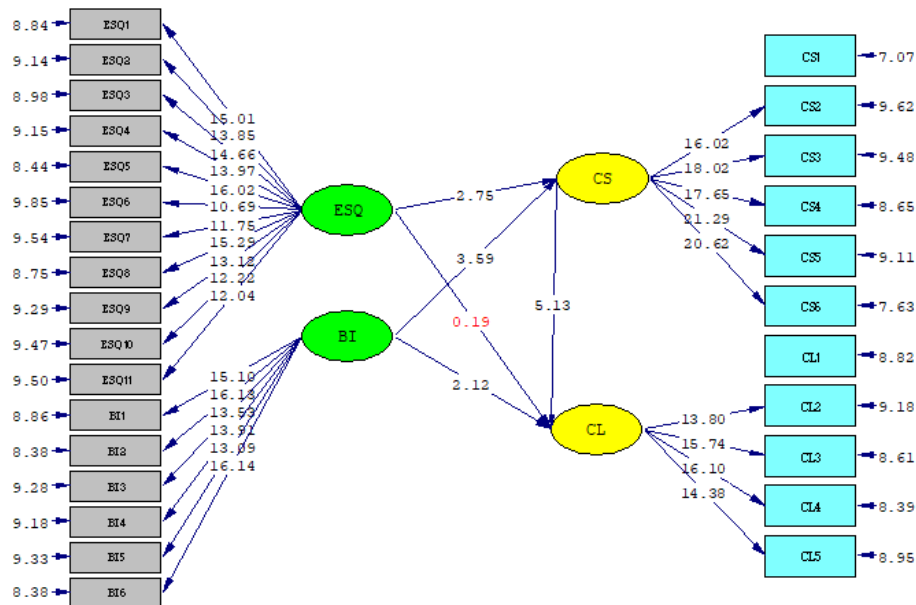
Direct and indirect effect testing are carried out to determine whether direct or indirect effects exist between the independent variables and the dependent variables tested in this study. Path analysis method is used to measure the direct and indirect effect of each variables. Based on Table 5, it can be seen that the direct effect of e-service quality on customer satisfaction is 0.41, the direct effect of brand image on customer satisfaction is 0.54, the direct effect of e-service quality on customer loyalty is 0.03, the direct effect of brand image on customer loyalty is 0.36, and the direct effect of customer satisfaction on customer loyalty is 0.60.

In addition to the direct effect, this study also shows that there is an indirect effect of e-service quality on customer loyalty through customer satisfaction of 0.25 and an indirect effect of brand image on customer loyalty through customer satisfaction of 0.32 (see Table 5).

Table 5. Direct and Indirect Effect Result

Dependent Variable	Independent Variable	Direct Effect	Indirect Effect
Customer Satisfaction	← E-Service Quality	0.41	-
Customer Satisfaction	← Brand Image	0.54	-
Customer Loyalty	← E-Service Quality	0.03	0.25
Customer Loyalty	← Brand Image	0.36	0.32
Customer Loyalty	← Customer Satisfaction	0.60	-

Source: Processed by Researcher (2021)



Chi-Square=547.29, df=333, P-value=0.00000, RMSEA=0.057

Source: Processed by Researcher (2021)

Figure 2. Structural Equation Model Result

Table 6. Hypothesis Test Result

Hyphotesis	Dependent Variable		Independent Variable	Standardized Total Effects	T-Value	Interpretation
H1	Customer Satisfaction	←	E-Service Quality	0.41	2.75	Positively Significant
H2	Customer Satisfaction	←	Brand Image	0.54	3.59	Positively Significant
H3	Customer Loyalty	←	E-Service Quality	0.03	0.19	Positive Insignificant
H4	Customer Loyalty	←	Brand Image	0.36	2.12	Positively Significant
H5	Customer Loyalty	←	Customer Loyalty	0.60	5.13	Positively Significant
H6	Customer Loyalty	Customer Satisfaction	E-Service Quality	0.25	2.33	Positively Significant
H7	Customer Loyalty	Customer Satisfaction	Brand Image	0.32	3.13	Positively Significant

Source: Processed by Researcher (2021)

Based on Figure 2 and Table 6, it shows that e-service quality variable on customer satisfaction has standardized total effects value of 0.41 with the t-value of 2.75 which is greater than 1.96, then it means e-service quality has positive and significant effect on customer satisfaction so the first hypothesis is **accepted**. The relationship between two variables is positively significant. These result are consistent with the research conducted by Ghani (2020), Rizan et al. (2020), and Wirapraja et al. (2021). They found that e-service quality has positive and significant effect on customer satisfaction.

Brand image variable on customer satisfaction has standardized total effects value of 0.54 with the t-value of 3.59 which is greater than 1.96 (see Table 6), then it means brand image has positive and significant effect on customer satisfaction so the second hypothesis is **accepted**. The relationship between two variables is positively significant. Similar results were found in previous researches by Ashraf & Niazi (2018), Avidha & Budiarmo (2020), and Jasni et al. (2020) which they said that brand image has a positive and significant effect on customer satisfaction.

E-service quality variable on customer loyalty has standardized total effects value of 0.03 with the t-value of 0.19 which is lower than 1.96 (see Table 6), then it means e-service quality has positive but insignificant effect on customer loyalty so the third hypothesis is **rejected**. The relationship between two variables is positive but insignificant. The result of this research are not in accordance with previous research conducted by Jasni et al. (2020) and Sari et al. (2020). However, the results of this study are supported by previous research by Sukendi et al. (2021) and Suryawardani & Wulandari (2020). They found that e-service quality has positive but insignificant effect on customer loyalty.

Brand image variable on customer loyalty has standardized total effects value of 0.36 with the t-value of 2.12 which is greater than 1.96 (see Table 5), then it means brand image has positive and significant effect on customer loyalty so the fourth hypothesis is **accepted**. The relationship

between two variables is positively significant. The results of this study are in accordance with previous research conducted by Subaebasni et al. (2019) which in this research shows that brand image has a positive and significant influence on customer loyalty. Several previous research support this result such as the research that conducted by Avidha & Budiarmo (2020), Morgan & Govender (2017), and Pragunadi et al. (2018).

Customer satisfaction variable on customer loyalty has standardized total effects value of 0.60 with the t-value of 5.13 which is greater than 1.96 (see Table 5), then it means customer satisfaction has positive and significant effect on customer loyalty so the fifth hypothesis is **accepted**. The relationship between two variables is positively significant. Similar results were found in previous researches by Jasni et al. (2020), Subaebasni et al. (2019), and Wirapraja et al. (2021) where they show that customer satisfaction has a positive and significant influence on customer loyalty.

E-Service quality variable on customer loyalty through customer satisfaction has standardized total effects value of 0.25 with the t-value of 2.33 which is greater than 1.96 (see Table 5), then it means e-service quality has positive and significant effect on customer loyalty through customer satisfaction so the sixth hypothesis is **accepted**. Similar results were found in a previous study conducted by Rizan et al. (2020) and Sari et al. (2020) where the result of the research is that e-service quality has a positive and significant effect on customer loyalty through customer satisfaction as an intervening variable.

Brand image variable on customer loyalty through customer satisfaction has standardized total effects value of 0.32 with the t-value of 3.13 which is greater than 1.96 (see Table 5), then it means brand image has positive and significant effect on customer loyalty through customer satisfaction so the seventh hypothesis is **accepted**. Similar results were found in a previous study conducted by Abbas et al. (2021), Ferdiawan et al. (2018), and Morgan & Govender (2017). They said brand image has a positive and significant effect on customer loyalty through customer satisfaction as an intervening variable

CONCLUSION

Based on the analysis result that has been explained above, the first hypothesis that stated e-service quality has positive and significant effect on customer satisfaction is accepted. It proves that when Netflix e-service quality is able to meet customer's expectations, then it will create customer satisfaction on Netflix's user in DKI Jakarta. The second hypothesis that stated brand image has positive and significant effect on customer satisfaction is accepted. It proves that when Netflix brand image is able to meet customer's expectations, then it will create customer satisfaction on Netflix's user in DKI Jakarta.

The third hypothesis that stated e-service quality has positive and significant effect on customer loyalty is rejected. It proves that Netflix e-service quality in this research is not able to prove its significant effect on customer loyalty towards Netflix's user in DKI Jakarta. The fourth hypothesis that stated brand image has positive and significant effect on customer loyalty is accepted. It proves that when Netflix brand image is able to meet customer's expectations, then it will create customer loyalty on Netflix's user in DKI Jakarta.

The fifth hypothesis that stated customer satisfaction has positive and significant effect on customer loyalty is accepted. It proves that if Netflix's user in DKI Jakarta is satisfied with Netflix performance then it will lead to customer loyalty.

The sixth hypothesis that stated e-service quality has positive and significant effect on customer loyalty through customer satisfaction is accepted. It proves that customer satisfaction is able to

mediate the effect of e-service quality on customer loyalty towards Netflix's user in DKI Jakarta. Lastly, the seventh hypothesis that stated brand image has positive and significant effect on customer loyalty through customer satisfaction is accepted. It proves that customer satisfaction is able to mediate the effect of brand image on customer loyalty towards Netflix's user in DKI Jakarta.

There are some implication for Netflix's management. The ease for the customers to use Netflix needs to be maintained and improved. Netflix must retain the logo so that customers can still easily recognize and remember the brand of Netflix. The satisfaction of the customers must be maintained and improved, so that the level of satisfaction that felt by customers can be continue for a long time. And lastly, Netflix needs to be able to keep their current customers and increase their loyalty by providing them with the best performance, so they won't hesitate to use it again in the future.

However, this research has limitations, such as the limited number of journal that discuss about customer loyalty in video-on-demand providers, as well as the sample of this research are limited to Netflix's user who live in DKI Jakarta. So, the further research can take a wider scope, a larger number of the respondents, and different characteristic of the respondents so it will get a different responses and results. And to prove the truth of the significant effect of e-service quality on customer loyalty, further research also can be done using different e-service quality dimensions.

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