ANALYSIS OF FACTORS INFLUENCING NETFLIX APPLICATION CUSTOMER LOYALTY IN GENERATION Z

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Abstract

This study analyzes the role of price, brand image, and E-service quality factors in shaping Generation Z customer loyalty towards Netflix services. Using a quantitative method with a sample of 96 respondents from Generation Z (aged 18-27 years), data were collected through an online questionnaire and analyzed with SMART PLS 3.0. The results showed that price has a significant effect on customer loyalty, while brand image and E-service quality do not have a significant effect. These findings confirm that the right pricing strategy can increase customer loyalty, and factors such as content diversity and ease of use of the platform are more dominant in retaining Generation Z customers.

Keywords: *generation Z, customer loyalty, price, brand image*, **E-service quality.**

INTRODUCTION

The digitalization era is developing rapidly in Indonesia, where the internet is the main backbone that provides easy access to information, services, and digital platforms. A survey by the Indonesian Internet Service Providers Association (APJII) noted that the number of internet users in 2024 reached 221.563 million people, or around 79.5% of Indonesia's total population of 278.696 million people. One of the main factors influencing this figure is Generation Z, which is known as a group that is tech-savvy and easily adapts to technological changes. Generation Z uses the internet to access various entertainment facilities, such as films, music and games. They have unique characters that influence their behavior in shopping, interacting with brands, and making purchasing decisions.

According to Kusumawati & Satmoko, (2023) The phenomenon of technological progress in today's era is one of which is indicated by the openness of internet access that can be accessed by various ages, especially for generation Z who are teenagers and early adults. Netflix users come from various age groups, considering that this application is developing in the digital era where its users can be said to be digital natives. Quoted from the journal Rahmawati et al., (2020) regarding digital natives, namely: "The digital native generation is the generation born after 1980. They grew up in an era that allows learning resources to be abundant. Where the technological landscape is filled with digital computers and unlimited Internet access, video games, smartphones, digital music players, video recorders, cell phones, interactive televisions, personal digital assistants, and other digital devices. " In addition, more specifically, written by Sediyaningsih, (2024), Netflix as one of the leading digital streaming platforms in Indonesia, has experienced significant growth since its presence in the local market. Based on data released by various market reports and user trend observations, most Netflix subscribers in Indonesia are in the 18–34 age range, which includes millennials and Generation Z. This group is an active internet user and digital consumer, making it Netflix's main target to expand its market share.
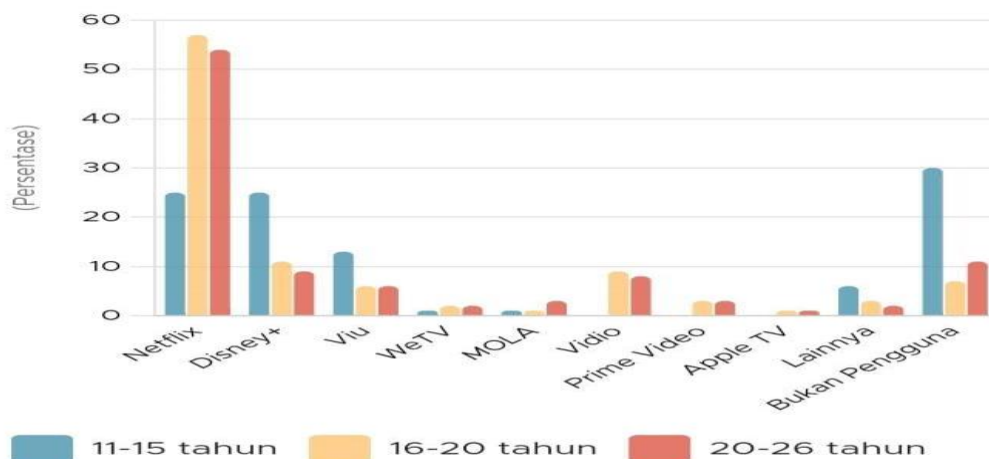
Source: Indonesia Millennial & Gen Z Report 2024
Figure 1. The steaming platform of choice for Indonesian Gen Z

Figure 1 shows that Netflix, which initially focused on DVD rental services by mail, has successfully transformed into one of the leading streaming platforms with more than 230 million subscribers worldwide as of January 2025. The service offers access to a variety of entertainment content, including movies, TV series, documentaries, and original content, which appeals to various market segments, including Generation Z. Generation Z, as a digital native generation, has a strong attachment to Netflix due to its easy access and diversity of content. However, in recent years, Netflix has faced challenges in retaining subscribers, especially in this segment, with a significant decline in subscription interest.

According to a Gizmologi report in 2024, Netflix's subscriber base continues to decline, with 25% of existing subscribers stating they want to unsubscribe. A survey by Review.org in the US showed that out of 1,000 respondents, many felt that there were no more interesting shows on Netflix. Although 78% of respondents were Netflix subscribers, only 70% actively used it. In contrast, Disney+ had 42% of subscribers, but only 6% used it. Netflix lost 1.2 million subscribers in the first two quarters of this year, with the largest decline occurring in the second quarter. This decline may have been due to a significant increase in subscription fees since January 2022, making Netflix the most expensive streaming service in the US.

There are several factors that can influence customer loyalty to Netflix from the perspective of Generation Z, namely: price*,*brand image*,*And*E-service quality*. A survey conducted by Populix in 2022 revealed several key reasons why Netflix platform users decide to subscribe. The results showed that 77% of users chose Netflix because of the variety of content offered, while 68% mentioned the importance of film and content updates. In addition, 63% of users value the ease of access and use of the Netflix application, and 47% feel that affordable subscription fees are a deciding factor. This study confirms that consumer preferences for*price, brand image, E-service quality*greatly influences their decision to subscribe to SVOD apps like Netflix.

According to Rahmadani et al (2019) it is stated that customer loyalty is a customer's commitment to a brand, store, or supplier, based on a very positive attitude and reflected in consistent repeat purchases. Meanwhile, according to Insani and Madia (2020) it is stated that customer loyalty is a clear aspect that comes from consumers to re-subscribe or repurchase similar products/services that they use regularly in the future, although the effects of situations and marketing campaigns will contribute to moving behavior. This study aims to analyze the role of factors such as*price*,*brand image, and*E-service quality*in shaping Generation Z customer loyalty towards Netflix services. It is expected to provide strategic insights for Netflix and similar platforms to maintain and increase customer engagement, especially among Generation Z.

In previous research conducted by*Gitania A.Rorong (2020) entitled "The Influence of Service Quality and Price on Customer Loyalty Through Customer Satisfaction at the Astra Honda Authorized Service Station Sarana Motor Workshop in Tangerang". Where the results of this study state that the variables of price and service quality have a positive and significant effect on Customer Loyalty. Based on the research results, it is concluded that brand image has a positive and significant effect on customer loyalty. The results of this study are in line with Rukhviyanti (2021) who stated that brand image has a positive and significant effect on brand loyalty. However, it is different from the results of Firanazulah's research (2021) which stated that brand image partially does not have a significant

effect on consumer loyalty. Furthermore,research conducted by Pertiwi et al (2022) stated that e-service quality has a positive effect on customer loyalty. E-service quality indicators include: tangible (physical evidence), reliability, responsiveness, assurance, and empathy. Customer loyalty indicators include: making regular purchases, buying across product lines, recommending to others, showing immunity from competing products Based on the phenomena and research gaps above, researchers see an opportunity to conduct deeper research on the analysis of factors that influence customer loyalty to the Netflix application among generation z.

LITERATURE REVIEW

According to Kotler and Keller in the Sambodo Rio Sasongko journal (2021), loyalty is a deeply held commitment to repurchase or support a preferred product or service in the future even though the influence of situations and marketing efforts have the potential to cause customers to switch. Customer loyalty is the tendency of customers to buy a product or use a service provided by a company with a high level of consistency. According to Tjiptono in Muhtarom, Syairozi, and Wardani (2022), there are indicators of customer loyalty, namely:
1. Repurchase
2. Habits of consuming brands
3. The belief that a particular brand is the best brand,
4. Consistent

Price*(price)*

Price is the most important thing that consumers often consider before buying a product. Price in the research journal (Hapzi Ali et al., 2017) is one of the critical success factors of a company because price determines how much profit the company will get from selling its products in the form of goods or services. According to (Hadita, 2019) Price is the only element of the marketing mix that generates revenue, other elements incur costs. According to (Anggita & Ali, 2017) added that a low price does not guarantee that the product will be sold but a price that is too expensive will cause consumers to feel cheated if it does not match the perceived value available.

According to Kotler and Amstrong (2018), there are four indicators that characterize prices, namely:
1. Price affordability The pricing carried out by the company is in accordance with the purchasing power of consumers. Consumers can reach the prices set by the company.
2. Price conformity with quality The pricing carried out by the company is adjusted to the quality of the product that consumers can obtain.
3. Prices match benefits Prices set by the company according to the benefits that consumers can obtain from the products they consume.
4. Price competitiveness The prices offered by the company are different and competitive with those offered by other companies for the same type of product.

Brand Image

Customers' view of a brand as a reflection of the image they have of it is known as brand image. Brand image is the association people have when they think of a particular brand. The image can simply appear in the form of certain thoughts and images associated with a brand (Kotler, 2017). According to Aaker & Biel (in Keller & Swaminathan, 2020) the indicators that can be used to measure and assess brand image are as follows:
1. Corporate image
2. User image
3. Product image

E-Service quality

According to Cahyani & Prihananto (2024) entitled The Influence of E-Service Quality, Brand Image, Price Competitiveness, Product Quality, and Subscription Plan on Repurchase Intention, e-service quality (ESQ) is defined as the quality of digital services provided by cellular operators in meeting customer expectations for their subscription services. Here are 5 main indicators of e-service quality used as follows:
1. Website Functionality. Ease of navigation within a service application or website.
2. Responsiveness (Responsiveness). The speed of the service provider in responding to customer questions or complaints.
3. Reliability (Reliability). Consistency of service in fulfilling promised promises.
4. Privacy Assurance. Protection of customer data in the transaction process and use of services.

5. Subscription Plan (Flexible Subscription Package). Availability of various package options to suit customer needs.

METHOD

This study uses quantitative methods to analyzeFactors that influence Netflix app customer loyalty among generation z. Quantitative method is a research based on facts or conditions that actually occur by translating data obtained from field surveys into numbers to analyze data with statistical calculation techniques and software such as creating graphics or data tables (Ali, 2022). The research population is Netflix users from generation Z, namely individuals aged 18 to 27 years who are active users of digital subscription services. The sampling technique uses the Cochrane Technique, in this study, the population size is unknown in Netflix digital products, in determining the sample size as follows.

$$= \frac{z^2 pq}{e^2}$$

Information:
n= Number of samples required
z= Price in the normal curve for a 5% deviation with a value of 1.96
p= Big chance 50% = 0.5
q= 50% chance of being wrong = 0.5
e= Sampling error rate, usually using an error of 1%, 5% or 10%

$$n = \frac{(1{,}96)^2 \, (0{,}5)(0{,}5)}{(0{,}10)^2}$$

$$= 96{,}04 \text{ atau dibulatkan menjadi } 96$$

Based on the results of the calculation, with an unknown population on Netflix, so it was obtained as many as 96.04 or rounded up to 96 respondents. This study uses Accidental Sampling, namely determining samples based on coincidence, namely anyone who accidentally meets the researcher can be used as a sample, and is suitable as a data source (Setiawan et al. 2021, Manik et al, 2023)

This study uses two main sources in data collection, namely primary data and secondary data, which aim to obtain more comprehensive information on the factors that influence Netflix application customer loyalty in generation z. Primary data was obtained through an online questionnaire distributed using Google Forms. Meanwhile, secondary data in this study were obtained from the results of articles, literature studies, books, and journals. After the data was collected, the researcher entered the data into the SMART PLS software and conducted a descriptive analysis. According to Ghozali in the Didik Gunawan journal, (2021) PLS (Partial Least Square) is a powerful analysis method and is often referred to as soft modeling because there is no regression assumption in it. As an analysis testing tool, PLS has two evaluation models, namely the measurement model (outer model) to test validity and reliability, and the structural model (inner model) for hypothesis testing using the prediction model. Then, the measurement model is tested for validity and reliability, followed by a structural model analysis to evaluate the relationship between variables. The results of the analysis provide path coefficients, R-squared values, and significance information used to test the hypothesis.

RESULTS AND DISCUSSION

The measurement model (outer model) is confirmatory factor analysis (CFA) by testing the validity and reliability of latent constructs. The following are the results of the evaluation of the outer model in this study.
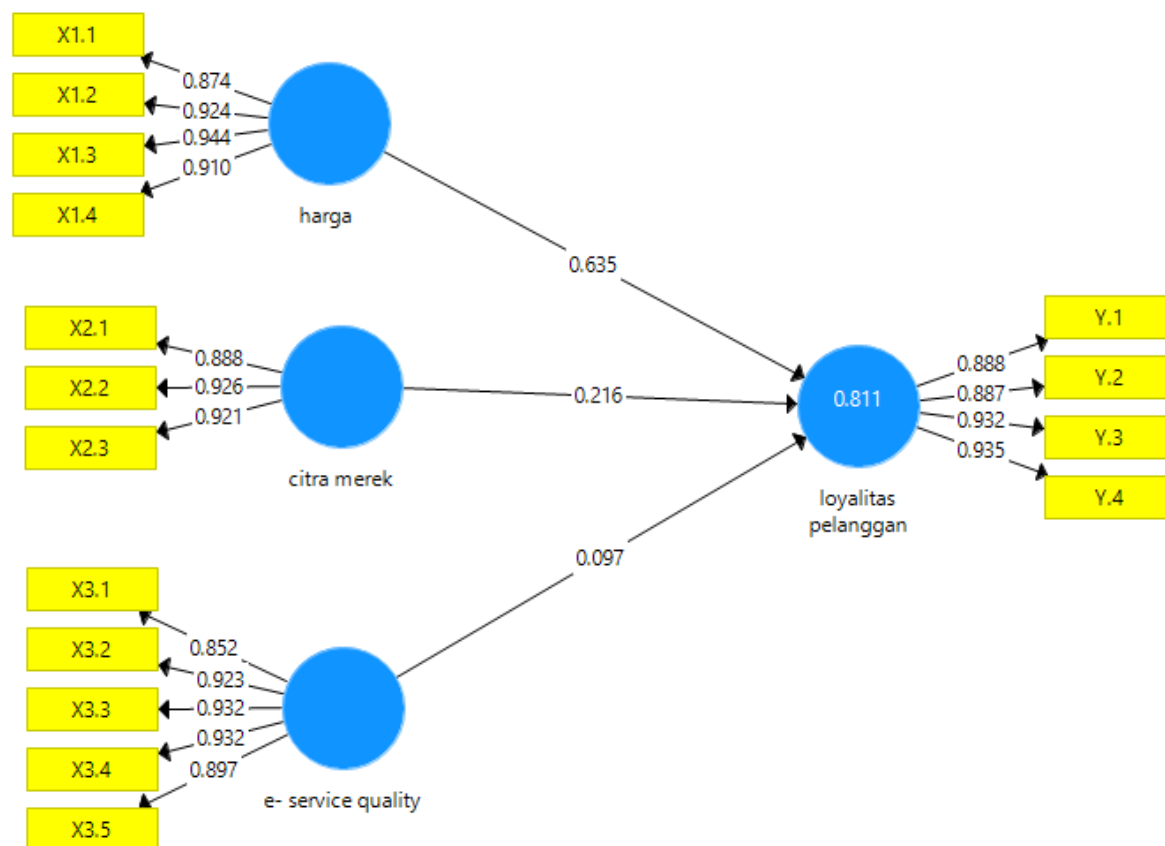

Figure 1 structural model (outer model)

1. Validity test

This study uses the help of Smart PLS 3.0 software to test the validity and reliability of the research instrument. To test the validity of data, convergent validity can be used to see the loading factor value and discriminant validity by looking at the cross loading value.

a. *Convergent validity*

*Convergent validity*from the measurement model to the reflective modelThe indicator is assessed based on the correlation between the item scorer/component score and the construct score calculated using PLS. The reflective measure is said to be high if it correlates more than 0.70 with the construct to be measured. However, for early stage research with the development of a measurement scale, a loading value of 0.5 to 0.60 is considered sufficient (Chin 1998 in Ghozali and Latan, 2012). In this study, a loading factor of 0.7 was used with the algorithm calculation on Smart PLS 3.0, the following results of the convergent validity measurement model test using the loading factor can be seen in Table 1.

Table 1. Results of instrument validity testing using loading factors

	Price	Brand image	e-service quality	customer loyalty
X1.1	0.874			
X1.2	0.924			
X1.3	0.944			
X1.4	0.910			
X2.1		0.888		
X2.2		0.926		
X2.3		0.921		
X3.1			0.852	
X3.2			0.923	
X3.3			0.932	
X3.4			0.932	
X3.5			0.897	
Y.1				0.888
Y.2				0.887
Y.3				0.932
Y.4				0.935

Based on Table 1, it can be seen that all loading factor values have passed the limit of 0.6 so that it can be concluded that each indicator in this study is valid. Therefore, these indicators can be used to measure research variables.

b.*Discriminant validity*

*Discriminant validity*comparing the Average Variance Extracted (AVEr) value of each construct with the correlation between other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, then it is said to have a good discriminant validity value. The following are the results of testing the discriminant validity measurement model using cross loading which can be seen in Table 2:

Table 2. Results of Instrument Validity Test Using Cross Loading

	Price	**Brand image**	**e-service quality**	**customer loyalty**
X1.1	0.874	0.661	0.699	0.751
X1.2	0.924	0.725	0.774	0.793
X1.3	0.944	0.704	0.812	0.831
X1.4	0.910	0.775	0.753	0.855
X2.1	0.662	0.888	0.622	0.695
X2.2	0.771	0.926	0.771	0.754
X2.3	0.713	0.921	0.796	0.719

X3.1	0.700	0.738	0.852	0.670
X3.2	0.802	0.763	0.923	0.758
X3.3	0.728	0.693	0.932	0.697
X3.4	0.780	0.771	0.932	0.793
X3.5	0.764	0.672	0.897	0.698
Y.1	0.826	0.716	0.738	0.888
Y.2	0.759	0.715	0.720	0.887
Y.3	0.792	0.715	0.707	0.932
Y.4	0.846	0.741	0.746	0.935

Based on Table 2, it can be seen that all cross loading values of each targeted indicator have a higher correlation with each variable compared to other variables. It can be concluded that the indicators above are valid as a whole.

2. Reliability test
An instrument can be said to be reliable by looking at the value of Average Variance Extracted more than 0.5, Cronbach Alpha more than 0.6 and Composite Reliability more than 0.7. The following are the results of reliability calculations through Average Variance Extracted (AVEr), Cronbach Alpha and Composite Reliability can be seen in the following table:

Table 3. Calculation of AVE, Cronbach Alpha, and Composite Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Price	0.933	0.936	0.953	0.834
Brand image	0.899	0.901	0.937	0.832
e-service quality	0.946	0.950	0.959	0.824
customer loyalty	0.931	0.932	0.951	0.830

Based on Table 3, it can be seen that the Cronbach Alpha value of the Brand Image variable is 0.899, the E-Service quality variable is 0.946, the price variable is 0.933 and the customer loyalty variable is 0.931. From the calculation results above, it can be seen that all indicators are reliable in measuring their latent variables.

Structural model evaluation (inner model)
Evaluation of the inner model can be seen from several indicators including the coefficient of determination (R2), Predictive Relevance (Q2) and Goodness of Fit Index (GoF) (Hussein, 2015). The results of the structural model displayed by Smart PLS 3.0 in this study are as follows:
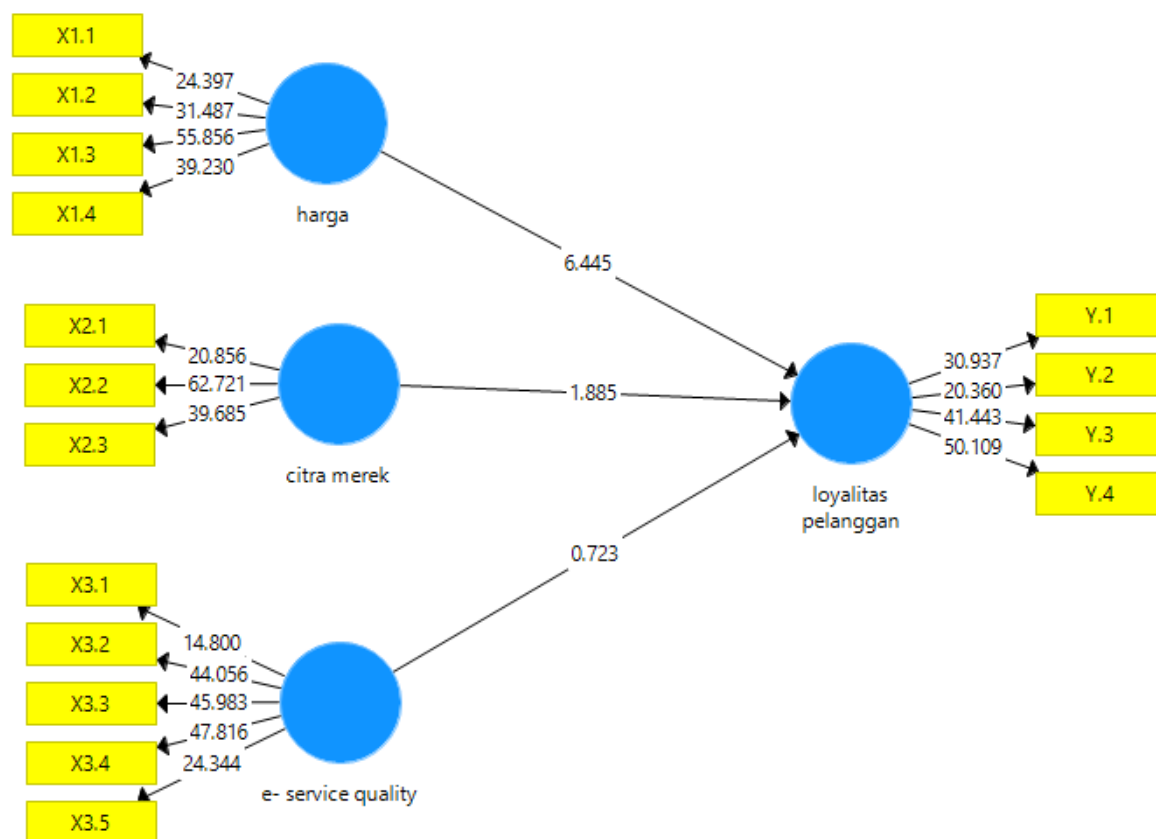
Figure 2. Structural model (inner model)

R2(R-Square) Result

In assessing the model with PLS, it begins by looking at the Adjusted R-square for each dependent latent variable. The results of the r2 calculation in this study are as follows:

Table 4. Correlation value (r2)

Variable	R Square	R Square Adjusted
customer loyalty	0.811	0.805

Based on the calculation results using bootstapping in Table 4, it is known that the r2 value of the customer loyalty variable is 0.805, which means that customer loyalty is influenced by price, brand image, and e-service quality by 80.5% or in other words, the contribution of price, brand image, and e-service quality is 80.5% while the remaining 19.5% is the contribution of other variables not discussed in this study such as satisfaction, trust, convenience and others.

Hypothesis testing

Based on the results of the outer model conducted, all hypotheses tested have met the requirements, so they can be used as analysis models in this study. Hypothesis testing in this study uses alpha 5% which means if the t-statistic value ≥ 1.960 or the probability value $\leq$ level of significance ($\alpha = 5\%$). The limit of 0.05 means that the magnitude of the chance of deviation is only 5% and the remaining 95% is indicated to accept the hypothesis.

Hypothesis testing in this study is divided into only one part, namely direct effect testing. Direct effect

testing will use bootstrapping on Smart PLS 3.0 software.

1. Direct influence testing

Direct influence testing is used to explain hypotheses 1, 2, and 3 through path coefficients. The path coefficient value can be seen through the t-statistic value which must be above the t-table, which is 1.96, which means that there is an influence of exogenous variables on endogenous variables in each hypothesis that has been determined. The t-statistic value ≥ 1.960 or the probability value ≤ level of significance (α = 5%), has the conclusion that the hypothesis is accepted, namely there is a significant influence between the variables tested. Table 5 shows the results of direct hypothesis testing with bootstrapping on Smart PLS 3.0 software. Below is an explanation of each hypothesis in this study.

Table 5 Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
price -> customer loyalty	0.635	0.633	0.099	6.445	0.000
brand image -> customer loyalty	0.216	0.206	0.114	1,885	0.060
e-service quality -> customer loyalty	0.097	0.108	0.135	0.723	0.470

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between price and customer loyalty is6.445with sig. of 0.000. The test results show that the t-statistic ≥ 1.96 and the sig. value ≤ level of significance (α = 5%). This shows that price has an effect on customer loyalty, thus hypothesis 1 is accepted.

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between brand image and customer loyalty is1,885with sig. of0.060. The test results show that t-statistic ≤ 1.96 and sig value > level of significance (α = 5%). This shows that Brand Image does not affect customer loyalty. Thus, hypothesis 2 is rejected.

Based on the test results in Table 5, it can be seen that the t-statistic value of the relationship between E-Service quality and customer loyalty is0.723with sig. of0.470. The test results show that t-statistic ≤ 1.96 and sig. value > level of significance (α = 5%). This shows that E-Service quality does not affect customer loyalty. Thus, hypothesis 3 is rejected.

Discussion
1. Price affects Netflix customer loyalty.

Price is one of the important elements in the marketing mix that directly affects customer perception of the value of a product or service. On streaming services like Netflix, prices that are considered fair and in accordance with perceived value greatly affect customer loyalty.(Ayunda & Kusuma, 2023) reinforces this by showing that competitive pricing on Netflix has a positive effect on customer loyalty, both directly and through customer satisfaction as a mediating variable. This shows that the right pricing strategy not only attracts new customers but also retains old customers. When customers have a positive perception of Netflix's prices, seeing them as fair, transparent, and commensurate with the quality of service, they tend to be more loyal and continue to renew their subscriptions. Competitive pricing also creates long-term, profitable relationships, especially in the competitive digital entertainment industry. Therefore, an effective pricing strategy can be a determining factor in building customer loyalty to Netflix.

2. Brand image has no effect on Netflix Customer Loyalty.

While brand image is often considered an important factor in building customer loyalty, it does not always have a significant impact in the context of digital services such as Netflix. In Netflix's case, customer loyalty is often more influenced by the direct user experience and content quality than by the brand image itself. However, in practice, several studies have shown that the influence of brand image on loyalty is not always significant, especially in highly competitive and experience-based industries such as streaming services. This is confirmed in a study by Purwanto (2024) which states that although influencers or brands can increase brand awareness and attract initial attention, customer trust and loyalty are more shaped by

actual experiences. In the context of Netflix, customers tend to be more critical and judge based on service consistency, content quality, platform stability, and user experience, rather than solely on reputation or brand. Therefore, although brand image can increase initial visibility and appeal, its influence on long-term loyalty may be minimal if not supported by real experiences that meet customer expectations. Loyalty to Netflix is more strongly formed through direct interaction, ease of use, and continuity of perceived value.

3. E-Service Quality has no effect on Netflix Customer Loyalty.

E-service quality is not always the main factor in building Netflix customer loyalty. E-service quality does not always have a significant effect on Netflix customer loyalty. Consumers today prioritize other factors, such as content diversity, subscription prices, and convenience in using the platform, compared to the quality of the digital service itself. Although e-service quality can improve user convenience and experience, the decision to continue subscribing to Netflix is often influenced by other, more personal factors, such as the type of content available and ease of access to various devices. This is in line with research conducted by several experts in Indonesia. For example, research by Setiawan and Putra (2021) shows that although digital service quality can improve user experience, Netflix customer loyalty is more influenced by other factors such as the diversity of content offered and competitive subscription prices. Similar research by Hidayat et al. (2022) also emphasizes that customer loyalty is more determined by the platform's ability to provide relevant and interesting content, as well as ease of access to watch on various devices, not just the technical quality of the digital services provided.

CONCLUSION

This study aims to analyze the factors that influence customer loyalty of the Netflix application in Generation Z. The results of the study indicate that price has a significant effect on customer loyalty, while brand image and E-service quality do not have a significant effect. This indicates that a competitive pricing strategy that is in accordance with the value perceived by customers is the main key to increasing Generation Z customer loyalty to Netflix. Meanwhile, other factors such as content diversity and convenience of using the platform seem to play a greater role in building loyalty than brand image or digital service quality.

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