

## **ABSTRACTS**

*Squid Game is a Netflix original series that is popular, the phenomenon of Squid Game games has increased since the release of the series on Netflix. The viral squid game phenomenon has an influence on businesses, agencies, and content creators. As a provider of video on demand streaming services, in increasing customer loyalty through exclusive impressions of original series that only exist on Netflix, especially Squid Game where some scenes of the show become iconic series, including red light green light and candy dalgona that is widely discussed in the community. This is underlying how Netflix customer loyalty can be affected by Squid Game's brand image.*

*This research was conducted to find out the influence of Squid Game brand image on Netflix customer loyalty in teenagers in Bandung. The method in this study is quantitative with a descriptive approach. Sampling using non-probability sampling method with accidental sampling technique as many as 100 respondents who then processed data using SPSS software version 23. To find out if squid game brand image has a significant influence on customer loyalty Netflix test hypothesis,  $H_0$  rejected and  $H_1$  received then the results of the calculation of the test  $t$  obtained by thitung (6,387)  $\geq$  ttabel (1,984) with a significant value of  $0.000 \leq 0.05$ . It can be interpreted that the influence of squid game brand image significantly on Netflix customer loyalty to teenagers in Bandung city.*

**Keywords:** *Brand Image, Customer Loyalty, Squid Game, Netflix*