

ABSTRACT

The internet has become a part of life for most of the world's population. From looking for information, working, shopping and social media to greet friends, relatives and family. Indonesia is one of the countries with the largest population of internet users in the world. The growth of internet use in Indonesia is very rapid, namely 73.3% of the population who already use the internet.

With the rapid growth of internet use and also with the wider reach of internet access, it changes people's behavior. Not only daily activities but also on one's preference in enjoying content. Everything is now completely on demand, which implies flexibility and adjustment of needs based on certain criteria, as well as content services. One that is gaining popularity today is video on demand (VoD).

This study aims to determine the effect of service quality and price on customer satisfaction on the netflix application. The method used in this research is quantitative, this type of research is a descriptive type of research with a causal relationship.

Based on the test results using IBM SPSS version 26 software, simultaneously independent variables divided into service quality and price have a significant effect on customer satisfaction on the Netflix application. Based on the partial test results, the results showed that the service quality variable had a significant positive effect on customer satisfaction. And the price variable has a significant positive effect on customer satisfaction.

Based on the results of the study, it shows that the respondents' responses to service quality are in the good category, the price variable is in the good category and customer satisfaction is in the good category. Service quality and price have a significant effect either partially or simultaneously on customer satisfaction on the Netflix application, which is 76,9%

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