

ABSTRACT

The streaming service industry is becoming increasingly competitive with many major companies such as Netflix, Disney+, Amazon Prime Video, Hulu, and others. Netflix, as one of the largest VoD providers, has adapted the popular series One Piece into a live-action format. This series has received a significantly positive response, as evidenced by the popularity records it has achieved in various countries. This research employs the concept of Brand Image, which includes factors forming Brand Image, such as Strength of Brand Association, Favorable of Brand Association, and Uniqueness of Brand Association. This study uses a quantitative approach with a survey method conducted among Netflix customers to measure how the brand image of the One Piece Live Action series affects their loyalty to Netflix services. The researcher used SPSS 16.0 software to assist in the data processing. The results of the study show that a strong and positive brand image of the One Piece Live Action series has a significant impact on Netflix customer loyalty. These findings highlight the importance of maintaining a strong Brand Image through high-quality original content. Netflix can increase customer loyalty by continuously presenting high-quality adaptation series that strengthen the emotional relationship between customers and the service. This effort not only increases customer interest but also encourages them to remain loyal and continue subscribing to Netflix.

Keywords : *Brand Image, Customer Loyalty, Netflix, One Piece Live Action*