

ABSTRACT

The consumption of Subscription Video on Demand (SVoD) services in Indonesia has grown rapidly, with Netflix emerging as the most popular SVoD platform, demonstrating the highest level of user preference. Although Netflix is currently the leading streaming service in Indonesia, some users continue to express concerns regarding various aspects of its service quality (e-service quality), which in turn affect users' trust (e-trust) and satisfaction (e-satisfaction). While several previous studies have examined the influence of e-service quality on e-satisfaction, there remains a limited body of research that explores the mediating role of e-trust in depth—particularly in the context of digital streaming services such as Netflix, and especially in the city of Bandung. This study aims to analyze the role of e-trust as a mediating variable in the relationship between e-service quality and e-satisfaction among Netflix users in Bandung.

A quantitative approach was employed, with a questionnaire distributed via Google Forms to 395 respondents. The data were analyzed using the Structural Equation Modeling-Partial Least Squares (SEM-PLS) technique. The results reveal that e-service quality has a positive and significant effect on e-satisfaction. Additionally, e-service quality also positively and significantly influences e-trust. Moreover, e-trust positively and significantly affects e-satisfaction, and serves as a positive and significant mediating variable in the relationship between e-service quality and e-satisfaction. Based on the findings, it is recommended that Netflix maintain and enhance its e-service quality by optimizing application design and navigation to facilitate content selection. Furthermore, Netflix should improve its communication and personalization features to boost user satisfaction. To strengthen e-trust, Netflix can implement transparent policies, simplify account management, and respond more effectively to user complaints. For future research, it is recommended to broaden the geographical scope of the study and consider other relevant variables that may offer greater insight into this topic.

Keywords: E-Service Quality, E-Trust, E-Satisfaction