

ABSTRACT

Indonesia is one of the countries with the largest number of internet users in the world, totaling 212 million people. The development of the internet has significantly influenced consumer behavior and various industrial sectors, including the rapidly growing film industry. This presents a strategic opportunity for businesses, with Netflix emerging as one of the most well-known streaming service brands among consumers.

This study employs a quantitative method with a descriptive research approach. The sample was selected using purposive sampling, involving 385 Netflix users. Data were collected through a questionnaire and analyzed using Structural Equation Modeling - Partial Least Squares (SEM-PLS) with the SmartPLS software.

The results show that brand image has a positive and significant effect on customer loyalty. Additionally, brand image positively and significantly affects customer satisfaction, and customer satisfaction has a positive and significant effect on customer loyalty. The findings also indicate that customer satisfaction mediates the relationship between brand image and customer loyalty.

Keywords: Brand Image, Customer Satisfaction, Customer Loyalty,