THE ROLE OF CUSTOMER SATISFACTION MEDIATES INFLUENCE PRICE FAIRNESS AND CUSTOMER EXPERIENCE ON NETFLIX CUSTOMER LOYALTY: A STUDY IN BADUNG REGENCY AND DENPASAR CITY

Ratih Putu Asri Raning*, **Widagda K. I G. Ngurah Jaya Agung**
Faculty of Economics and Business, University of Udayana, Bali, Indonesia
*E-mail: raningratih@gmail.com

ABSTRACT

The aim of this research is to analyze and explain the role of customer satisfaction in mediating the influence of pricing fairness and customer experience on Netflix customer loyalty. Purposive sampling is a non-probability sampling method used to determine the sample. As Netflix users, 129 people took part in the study. The SEM-PLS technique was utilized to examine the data. The results of this study indicate that price fairness has a positive and significant effect on customer loyalty, customer experience has a positive and significant effect on customer loyalty, Price fairness has a positive and significant effect on customer satisfaction, customer experience has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, and customer satisfaction is able to partially mediate the effect of price fairness and customer experience on customer loyalty. The theoretical implications that can be given from the findings of this study are that they can provide an empirical contribution related to *Theory of Planned Behavior,* where attitudes toward behavior are reflected in the price fairness variable; the perception of behavioral control is reflected in the variables of customer experience and customer satisfaction, capable of creating loyal behavior towards customers. The practical implications that can be given from the research results show that Netflix's offer of subscription price options that can meet customer needs can increase Netflix customer loyalty, the availability of a wide selection of films that can be entertaining on the Netflix streaming platform can increase Netflix customer loyalty, and the feeling of customer satisfaction that customers receive overall of the Netflix service is able to increase Netflix customer loyalty. In the end, the Netflix company needs to consider the variables of price fairness, customer experience, and customer satisfaction because they can have a positive and significant influence on maintaining and increasing customer loyalty amidst the rapid business competition in the streaming platform industry.

KEY WORDS

Price fairness, customer experience, customer satisfaction, customer loyalty, Netflix.

Rapid technological developments have led to changes towards digitization in various areas of life, one of which is the film industry. The presence of internet devices provides space for the growth of preference for watching movies digitally, which is called the Over the Top (OTT) or *streaming platform* (Parameswari, 2022). The *platform* is a place for distributing films directly to customers via the internet. Apart from technological developments, the existence of the Covid-19 pandemic has made customers have technology-based behavior where access to films is through *platforms Streaming* is an alternative to watching films conventionally in theaters (Parameswari, 2022).

Netflix is one such streaming platform that offers a subscription-based service that allows subscribers to watch movies on internet-connected devices (Netflix, 2023). Customers who want to enjoy entertainment using Netflix need access to the internet. Internet access is available, especially in big cities throughout Indonesia's provinces, one of which is Bali Province. Based on data from the Central Bureau of Statistics for the Province of Bali, the number of people accessing the internet in 2021 is presented in Table 1.

Table 1 shows that the highest percentage of people accessing the internet in Bali in 2021 are people who live in Denpasar City at 86.73 percent. Then followed by people who

live in Badung Regency at 77.84 percent. People who live in Gianyar, Tabanan, Jembrana, Bangli, Buleleng, Klungkung, and Karangasem districts have a percentage of accessing the internet below 70 percent each.

Table 1 People Accessing the Internet in Bali in 2020

No.	Regency/City	Amount (%)	No.	Regency/City	Amount (%)
1	Denpasar	86,73	6	Bangli	56,26
2	Badung	77,84	7	Buleleng	56.01
3	Gianyar	65,74	8	Klungkung	54,24
4	Tabanan	63,90	9	Karangasem	47.75
5	Jembrana	61,84			

Source: bali.bps.go.id (2021).

Netflix is a service with dominant fans around the world (Shaw, 2021). Competition for *streaming shares* at the world level occurs between several *platforms* such as Netflix, Youtube, Hulu, Amazon Prime, Disney+, and others (Finances Online, 2023). In the fourth quarter of 2020, Netflix gained a market share of 34 percent beating Youtube's market share by 20 percent, Hulu by 11 percent, Amazon Prime by 8 (eight) percent, Disney+ by 4 (four) percent, and other streaming platforms with *market* share by 23 percent. However, there was a decrease of 6 (six) percent from the fourth quarter of 2019 which was previously 40 percent (Finances Online, 2023). In the second quarter of 2022, Netflix reported a loss of 970,000 subscribers globally, which was the largest quarterly loss in the company's history (Pramudita, 2022).

Table 2 – Number of Netflix subscribers in Indonesia

No.	Year	Number of Customers (person)
1	2017	94,979
2	2018	237,361
3	2019	481,453
4	2020	906,797
5	2021	850,000

Source: katadata.co.id (2021) and Brzeski (2021).

In Indonesia, Netflix also customer experienced a decline in the number of subscribers. Table 2 shows that the number of Netflix subscribers in 2020 is 906,797 subscribers, while in 2021 Netflix has only 850,000 subscribers. This shows that Netflix has customer experienced a decrease in the number of subscribers by 6 (six) percent from 2020.

Table 3 – Number of *Streaming Platform* Subscribers in Indonesia in 2021

No.	*Streaming Platforms*	Number of Customers (person)	Market share (%)
1	Disney+ Hotstar	2,500,000	42
2	viu	1,500,000	25
3	Video	1,100,000	18
4	Netflix	850,000	14
	Total	5,950,000	100

Source: Brzeski (2021).

In addition, Netflix's market share in Indonesia is relatively low. Table 3 shows that Netflix ranks last for *Subscription Video on Demand* (SVOD) users according to a report from an independent research service provider in Asia Pacific, *Media Partners Asia* (MPA), as of January 2021 (Brzeski, 2021). Netflix is in fourth place with a market share of 14 percent, below Disney+ Hotstar with 42 percent, Viu with 25 percent and Vidio with 18 percent. The number of subscribers that fell and the achievement of low market share indicated suspicions that customers did not renew their subscriptions on the Netflix *streaming platform,* which ultimately had an impact on customer loyalty.

Loyalty is a person's commitment to always subscribe to a product or service they like (Kotler *and* Keller, 2016: 791). Committed customers have an emotional attachment to the company's products or services (Mothersbaugh *and* Hawkins, 2016:638). The level of customer loyalty is important because it is much cheaper to retain customers than to acquire new customers (Schiffman *and* Wisenblit, 2015:421; Sudana and Setiawan, 2021). Customer loyalty is not a new variable but it is interesting to study in the business competition situation that Netflix is facing.

Netflix has officially increased its monthly subscription rates since August 2020 due to the implementation of a digital tax. Users of the Netflix *streaming platform* can choose the package they need when subscribing at different rates. The package selected determines the quality of the video and the number of screens that can be used for viewing simultaneously. Netflix offers a Cellular Package for Rp. 54,000 per month; The Basic Package costs Rp. 65,000 per month; Standard Package at a price of Rp. 120,000 per month; as well as the Premium Package at a price of Rp. 186,000 per month (Netflix, 2023). Other *streaming platforms* offer premium subscription packages at lower rates, such as Disney+ Hotstar which costs Rp. 39,000 per month (Disney+ Hotstar, 2023), Viu costs Rp. 33,000 per month (Viu, 2023), as well as Vidio at Rp. 39,000 per month (Vidio, 2023). Thus, Netflix tends to have premium package subscription rates that are more expensive than other *streaming platforms.*

A survey by an online survey application in Indonesia, namely JakPat (Jajak Opinion), stated that 60.49 percent of Indonesians did not agree with the increase in subscription rates, which ultimately led to an intention to stop subscribing (Jakpat, 2020). This indicates that the Indonesian people consider the price in accordance with the benefits obtained when deciding to continue subscribing to Netflix, or in other words they see the fairness of the price. Price fairness is a customer evaluation of whether a product's price is appropriate or not, as determined by the price difference between it and its competitors (Dhisasmito and Kumar, 2020). When customers perceive the price of a company's product or service to be reasonable, they tend to consider establishing a relationship with the company and become loyal (Dhasan *and* Aryupong, 2019).

Furthermore, according to a study conducted by Walker, a management consulting firm in the United States, by the end of 2020, customer experience will have surpassed price and product as the primary brand differentiator (Stattin, 2023). In Indonesia, a customer satisfaction research consultant, namely Carre, since 2021 has also expanded the scope of its research to customer experience due to the development that companies that only focus on service excellence are lagging behind companies that place customer experience as their main goal (Wahid, 2022). This means that customer experience is considered as an important factor for business. Customer experience is the customer's perception of how a company treats them which can influence behavior, memories, and feelings towards the company's products or services in encouraging loyalty (Stattin, 2023).

Numerous studies have been conducted to investigate the impact of price fairness and customer experience on customer loyalty. Previous research has found that price fairness has a favorable and significant effect on customer loyalty (Simanjuntak and Ardani, 2018; Dhasan and Aryupong, 2019; Kristiana and Mandala, 2019, and Achmad et al., 2021). Yet, research findings indicate that price fairness has a beneficial but not statistically significant effect on customer loyalty (Kusuma and Sukaatmadja, 2018 and Yaqub et al., 2019). Previous research has found that customer experience has a favorable and significant effect on customer loyalty (Khan and Rahman, 2016; Srivastava and Kaul, 2016; Brun et al., 2017; Dewi and Nugroho, 2020; Kamath et al., 2020; and Setiawan, *et al.,* 2021). In quite a while, research results show that customer experience influences customer loyalty by only 46.7 percent, implying that overall customer experience has a good but not significant effect on consumer loyalty (Lady and Selvia, 2021). Customer experience has a favorable but not substantial effect on customer loyalty, according to research by Lyna and Prasetyo (2021) and Susiana et al. (2021).

The inconsistency of past research findings on the effect of pricing fairness and customer experience on customer loyalty has led to the idea that additional factors, such as

the presence of a mediating variable, influence this relationship. The mediating variable is a variable that acts as an intermediary or mediator between the independent factors and the dependent variable, preventing the independent variables from directly affecting the dependent variable (Utama, 2016: 160). Keeping existing consumers necessitates their contentment with the purchase and use of a product or service, hence customer satisfaction is marketers' primary focus (Mothersbaugh and Hawkins, 2016: 22). Customers' perceptions of product or service performance in respect to their expectations are referred to as customer satisfaction (Schiffman and Wisenblit, 2015:41).

Customer satisfaction is used as a mediator in research with various variables such as research by Konuk (2019); Sari *et al.* (2020); Sarapung and Ponirin (2020); and Jovianggi and Soelasih (2020). The results of previous research also state that customer satisfaction plays a role in mediating the effect of price fairness and customer experience on customer loyalty (Kristiana and Mandala, 2019; Yaqub et al., 2019; *Dhisasmito* and *Kumar,* 2020; Kamath *et al.*, 2020; and Setiawan *et al.,* 2021).

Customer satisfaction can be positively and significantly influenced by price fairness and customer experience (Idris, 2017; Safitri, 2017; Krisnanda and Rastini, 2018; Moorthy *et al.,* 2018; Yolandari and Kusumadewi, 2018; Konuk, 2019; Kristiana and Mandala, 2019 ; Theresia and Wardana, 2019; Yaqub *et al.,* 2019; Dewi and Nugroho, 2020; Dhisasmito *and* Kumar, 2020; Putra and Seminary, 2020; Setiawan *et al.,* 2020; Achmad *et al.,* 2021; and Setiawan *et al.,* 2021). Furthermore, customer satisfaction can affect customer loyalty. The results of previous studies stated that customer satisfaction has a positive and significant effect on customer loyalty (Moorthy *et al.*, 2018; Kristina and Mandala, 2019; Omoregie *et al.*, 2019; Yaqub *et al.*, 2019; Dewi and Nugroho, 2020; Hayani, 2020 ; and Setiawan *et al.,* 2021). Thus, in this study the variable that is suspected to be mediating is customer satisfaction.

Based on the issues and study findings, the gap is a gap to demonstrate the influence of pricing fairness and customer experience on customer loyalty by mediating consumer satisfaction on Netflix customers in Denpasar and Badung. Based on this context, the hypothesis is as follows:

- H_1: Price fairness has a positive and significant effect on customer loyalty;
- H_2: Customer experience has a positive and significant effect on customer loyalty;
- H_3: Price fairness has a positive and significant effect on customer satisfaction;
- H_4: Customer experience has a positive and significant effect on customer satisfaction;
- H_5: Customer satisfaction has a positive and significant effect on customer loyalty;
- H_6: Customer satisfaction mediates the effect of price reasonableness on customer loyalty;
- H_7: Customer satisfaction mediates the effect of customer experience on customer loyalty.
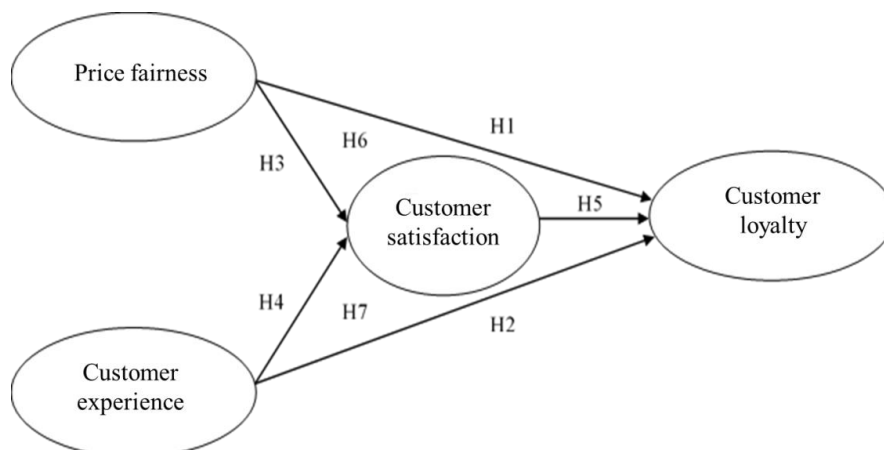

Figure 1 – Conceptual Framework

METHODS OF RESEARCH

This study's research design is a type of associative and causal investigation using quantitative methods. The research was conducted in Badung Regency and Denpasar City because Netflix subscribers need access to the internet when they want to enjoy entertainment on streaming platforms and these two areas have the highest number of internet access in Bali in 2021 which is above 70 percent (bali.bps.go.id), 2021). Quantitative data in the form of community data accessing the internet in Bali in 2021, market share of streaming platforms in the world in 2020, prices for streaming platform services in Indonesia in 2023, number of Netflix subscribers in Indonesia, and number of streaming platform subscribers in Indonesia in 2021. Qualitative data in the form Respondents' opinions on statements in the questionnaire regarding the general description of customer behavior as seen from the variables of price fairness, customer experience, customer satisfaction, and customer loyalty.

The research population consists of all Netflix members over the age of 18 who live in Badung Regency and Denpasar City. The amount is either unknown. In this study, non-probability sampling utilizing a purposive sampling strategy of 170 respondents was employed to determine the sample. Data was collected through a questionnaire distributed to Netflix customers in Badung Regency and Denpasar City. Primary data collection was carried out using a survey method using a questionnaire. Questionnaires were distributed online using the Google form via social networking sites. The use of the Google form makes it possible to reach a large number of respondents in a short time (Brun et al., 2017). Questionnaires were distributed to 170 prospective respondents. The Likert scale is used in this study. Prior to moving on to the next step of study, validity and reliability tests were performed to confirm that the questionnaire yielded valid and reliable data. The SmartPLS 3.0 application is used in this investigation.

RESULTS AND DISCUSSION

Questionnaires were distributed to 170 prospective respondents which is the maximum sample size range in this study. The total questionnaire was distributed in August 2022, online *using* the *Google form* via social media Line, WhatsApp, and Instagram. The number of respondents who became the target sample size was 100 respondents, while the sample size obtained was 129 respondents. A total of 41 people who filled in did not meet predetermined respondent criteria.

Table 4 – Characteristics of Respondents

No.	Variable	Classification	Amount (Person)	Percentage (%)
1	Age (Years)	18-22	11	8.53
		23-27	106	82,17
		28-32	5	3.88
		33-37	5	3.88
		≥ 38	2	1.55
	Total		129	100
2	Gender	Woman	95	73,64
		Man	34	26,36
	Total		129	100
3	Education	SMA/SMK	7	5,43
		Diploma	5	3.88
		Bachelor	112	86,82
		Postgraduate	5	3.88
	Total		129	100
4	Job	Student / Student	24	18.60
		Private employees	70	54,26
		Government employees	5	3.88
		Self-employed	23	17,83
		Other	7	5,43
	Total		129	100

Source: Processed data (2022).

The characteristics of the respondents observed in this study were age, gender, last education, and occupation. Respondents are Netflix subscribers who are at least 18 years old, domiciled in Badung Regency or Denpasar City, who have made transactions to subscribe to the Netflix *streaming platform* for the last 3 (three) months and know the price of subscribing to other services besides Netflix for at least 1 (one) *streaming platform.* Respondent characteristic data is presented in Table 4.

According to Table 4, the respondents in this study were dominated by the age group between 23 and 27 years old, with a proportion of 82.17 percent. Based on gender, the respondents were dominated by women at 73.64 percent. The characteristics of respondents based on their last education were dominated by respondents with a Bachelor's degree of 86.82 percent. The characteristics of respondents based on work were dominated by private employees at 54.26 percent. Thus, the focus of the Netflix *streaming platform service can then be directed more towards female customers aged 23-27 years with the last Bachelor's education who have jobs as private employees.*

Evaluate the measurement model or *outer model*
Convergent validity

The link between the indicator score and the construct score demonstrates convergent validity with reflective indicators. A valid indicator has a correlation value or factor loading more than 0.70. Nonetheless, in the early phases of constructing a measurement scale, a factor loading value of 0.50 to 0.60 is still appropriate. The indicator is said to be valid in the study if the factor loading value is more than 0.50.

Table 5 – Convergent Validity Test Results

	Price fairness	Customer experience	Customer satisfaction	Customer loyalty
$X_{1.1}$	0.875			
$X_{1.2}$	0.891			
$X_{1.3}$	0.893			
$X_{1.4}$	0.781			
$X_{2.1}$		0.812		
$X_{2.2}$		0.777		
$X_{2.3}$		0.736		
$X_{2.4}$		0.775		
$X_{2.5}$		0.698		
$Y_{1.1}$			0.883	
$Y_{1.2}$			0.813	
$Y_{1.3}$			0.924	
$Y_{1.4}$			0.909	
$Y_{2.1}$				0.842
$Y_{2.2}$				0.873
$Y_{2.3}$				0.868
$Y_{2.4}$				0.792

Source: Primary data processed (2022).

The convergent validity test as presented in Table 5 show that all factor loading values are greater than 0.50 so that they meet convergent validity.

Discriminant validity

Using reflective indicators, the cross loading between the indicators and their constructs establishes discriminant validity. The indicator is deemed valid if the correlation between the construct and the indicator is stronger than the correlation between the indicator and the other constructs. As indicated in Table 6, the discriminant validity test with cross loading reveals that the correlation of each construct with its indicators is stronger than the correlation of indicators with other constructs, indicating that discriminant validity is met.

That is also evident from the AVE number in Table 7. If the AVE of each construct is greater than 0.50, the model is considered good.

The discriminant validity test with AVE, as shown in Table 7, demonstrates that the AVE value of each construct is more than 0.50, indicating that it meets discriminant validity or that the research model is good.

Table 6 – Discriminant Validity Test Results with Cross Loading

	Price fairness	Customer experience	Customer satisfaction	Customer loyalty
$X_{1.1}$	0.875	0.581	0.667	0.641
$X_{1.2}$	0.891	0.577	0.706	0.689
$X_{1.3}$	0.893	0.650	0.752	0.692
$X_{1.4}$	0.781	0.468	0.473	0.604
$X_{2.1}$	0.427	0.812	0.603	0.547
$X_{2.2}$	0.481	0.777	0.655	0.518
$X_{2.3}$	0.498	0.736	0.530	0.485
$X_{2.4}$	0.643	0.775	0.685	0.699
$X_{2.5}$	0.456	0.698	0.565	0.609
$Y_{1.1}$	0.643	0.714	0.883	0.673
$Y_{1.2}$	0.723	0.674	0.813	0.742
$Y_{1.3}$	0.649	0.710	0.924	0.695
$Y_{1.4}$	0.678	0.742	0.909	0.678
$Y_{2.1}$	0.614	0.578	0.681	0.842
$Y_{2.2}$	0.710	0.723	0.734	0.873
$Y_{2.3}$	0.660	0.701	0.652	0.868
$Y_{2.4}$	0.583	0.549	0.597	0.792

Source: Primary data processed (2022).

Table 7 – Discriminant Validity Test Results with AVE

	Average Variance Extracted (AVE)
Price fairness (X_1)	0.742
Customer experience (X_2)	0.579
Customer satisfaction (Y_1)	0.780
Customer Loyalty (Y_2)	0.713

Source: Primary data processed (2022).

Composite reliability and Cronbach's alpha

Construct reliability test was performed, which was determined using composite reliability and Cronbach's alpha from construct indicators. If the composite reliability and Cronbach's alpha values are greater than 0.70, the construct is said to be reliable.

Table 8 – Composite Reliability and Cronbach's Alpha Test Results

	Composite Reliability	*Cronbach's Alpha*
Price fairness (X_1)	0.920	0.883
Customer experience (X_2)	0.873	0.818
Customer satisfaction (Y_1)	0.934	0.905
Customer Loyalty (Y_2)	0.909	0.866

Source: Primary data processed (2022).

The reliability test results as presented in Table 8 show that the value of *composite reliability* and *Cronbach's alpha* for each construct is greater than 0.70 so that the research construct is declared to have good reliability.

Evaluation of the structural model or *inner model*

The structural model is tested by examining the R-square value, which is the Goodness of Fit Model Test. The model is evaluated by calculating the R-square for each endogenous latent construct, of which there were two in this study: customer satisfaction and customer loyalty.

Table 9 – R-Square Test Results

	R Square
Customer satisfaction (Y $_1$)	0.742
Customer Loyalty (Y $_2$)	0.718

Source: Primary data processed (2022).

The R-square test, as shown in Table 9, shows that customer satisfaction has a value of 0.742, with 74.2 percent of the variability explained by pricing fairness and customer experience, and the remaining 25.8 percent explained by other variables in outside models. Consumer loyalty has a value of 0.718, with 71.8 percent of the variability explained by price fairness, customer experience, and customer satisfaction, and the remaining 28.2 percent explained by variables outside the model.

Hypothesis test
The goal of hypothesis testing is to assess if the model's proposed research hypothesis is accepted or rejected. The bootstrapping approach was used to test hypotheses between latent constructs using the t-test statistic. The parameter coefficient values and t-statistical significance values can be used to explain hypothesis testing.

The alpha level of 5 (five) percent was selected in this investigation as the significance level. If the Sig probability value (P-value) is less than or equal to 0.05, the hypothesis is accepted, indicating that it has a significant effect; otherwise, the hypothesis is rejected, indicating that it has no significant effect. Also, t-table results are used in hypothesis testing. If the t-statistic value is greater than or equal to the t-table, the hypothesis is accepted; if it is less than the t-table, the hypothesis is rejected.
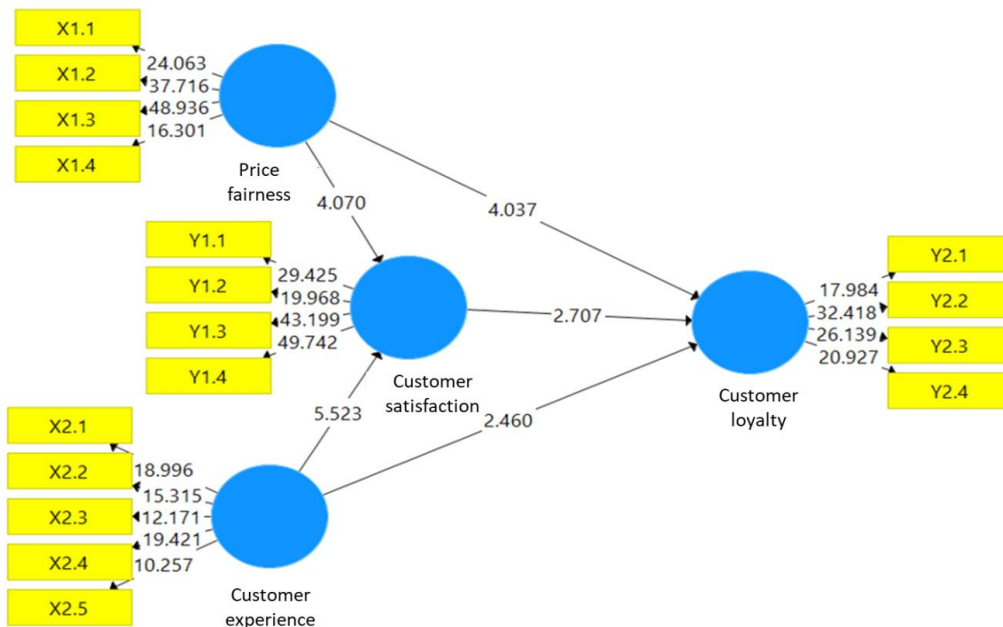

Figure 2 – The PLS Bootstrapping Model (Source: Primary data processed, 2022)

Bootstrapping test in this study can be seen in Figure 2. It shows that price fairness has a direct effect on customer loyalty with a statistical value of 4.037. Customer experience has a direct effect on customer loyalty with a statistical value of 2.460. Price fairness has a direct effect on customer satisfaction with a statistical value of 4.070. Customer experience has a direct effect on customer satisfaction with a statistical value of 5.523. Customer satisfaction has a direct effect on customer loyalty with a statistical value of 2.707.

Testing the direct effect between variables can also be seen from Table 10 as follows.

Table 10 – Results of the Direct Effect Test

hypothesis	Parameter Coefficient	t-Statistics	P-Values	Information
Price fairness →Customer Loyalty	0.345	4,037	0.000	Accepted
Customer Loyalty Customer experience→	0.303	2,460	0.014	Accepted
Price fairness →Customer satisfaction	0.410	4,070	0.000	Accepted
Customer satisfaction Customer experience→	0.532	5,523	0.000	Accepted
Customer Loyalty Customer satisfaction→	0.283	2,707	0.007	Accepted

Source: Primary data processed (2022).

Based on Table 10, price fairness has a parameter coefficient value of 0.345 meaning that price fairness has a positive direction towards customer loyalty, if the price offered by Netflix is reasonable, then customer loyalty increases. The t-statistic value of 4.037 is more than the t-table of 1.960 (4.037 > 1.960) and the significance value of 0.000 is less than 0.05 (0.000 <0.05) so that price fairness has a positive and significant effect on customer loyalty. Customer experience has a parameter coefficient value of 0.303 meaning that customer experience has a positive direction towards customer loyalty, if the customer experience gained from Netflix is impressive, then customer loyalty increases. The t-statistic value of 2.460 is more than the t-table of 1.960 (2.460 > 1.960) and the significance value of 0.014 is less than 0.05 (0.014 <0.05) so customer experience has a positive and significant effect on customer loyalty. Price fairness has a parameter coefficient value of 0.410, meaning that price fairness has a positive direction towards customer satisfaction. If the price offered by Netflix is reasonable, then customer satisfaction increases. The t-statistic value of 4.070 is more than the t-table of 1.960 (4.070 > 1.960) and the significance value of 0.000 is less than 0.05 (0.000 <0.05) so that price fairness has a positive and significant effect on customer satisfaction. Consumer experience has a parameter coefficient value of 0.532, indicating that it has a positive trend towards customer satisfaction; if the customer experience obtained through Netflix is excellent, customer satisfaction rises. The t-statistic value of 5.523 is greater than 1.960 (5.523 > 1.960), and the significance value of 0.000 is less than 0.05 (0.000 0.05), indicating that customer experience has a positive and significant effect on customer satisfaction. Customer satisfaction has a parameter coefficient value of 0.283, indicating that it has a positive relationship with customer loyalty; if people believe Netflix is satisfying, customer loyalty grows. The t-statistic value of 2.707 is more than the t-table of 1.960 (2.707 > 1.960) and the significance value of 0.007 is less than 0.05 (0.007 <0.05) so that customer satisfaction has a positive and significant effect on customer loyalty.

Mediation role testing

Mediation testing using the *Variance Accounted For* (VAF) method is intended to see how big the role of mediation is in the structural model. The role of mediation can be described through criteria such as a VAF value of > 80 percent indicating a full mediation *role* ; VAF values are between 20 percent – 80 percent indicating a partial mediation *role* ; and a VAF value of <20 percent indicates that there is no mediation role *(unmediated).*

Table 11 – Calculation of Variance Accounted For (VAF)

Direct Influence		Parameter Coefficient
1	Price fairness →Customer Loyalty	0.345
2	Customer Loyalty Customer experience→	0.303
Indirect Influence		
1	Price fairness →Customer satisfaction →Customer Loyalty	0.116
2	Customer Loyalty Customer satisfaction →Customer experience→	0.151
Total Impact		
1	Price Fairness, Customer satisfaction and Customer Loyalty (0.345 + 0.116)	0.461
2	Customer experience, Customer satisfaction and Loyalty (0.303 + 0.151)	0.454
VAF value		
1	VAF = Price fairness (0.116 / 0.461)	0.252
2	VAF = Customer experience (0.151 / 0.454)	0.333

Source: Primary data processed (2022).

Based on Table 11, the role of customer satisfaction in mediating the effect of price reasonableness on customer loyalty has a VAF value of 0.252, meaning that the mediating role is 25 percent. The mediation value is in the range of 20 percent to 80 percent, so customer satisfaction indicates a partial mediating role. Thus in the customer satisfaction study partially mediates the effect of price fairness on customer loyalty. In addition, the role of customer satisfaction in mediating the effect of customer experience on customer loyalty has a VAF value of 0.333, meaning that the mediating role is 33 percent. Thus in the research customer satisfaction partially mediates the effect of customer experience on customer loyalty.

DISCUSSION OF RESULTS

Effect of price fairness on customer loyalty

The test results in Table 10 show that H_1 is accepted, in other words, price fairness has a positive and significant effect on customer loyalty. This means that the more reasonable the price, the more customer loyalty increases, conversely the less reasonable the price, the lower customer loyalty. Price fairness has a positive and significant effect on customer loyalty, indicating that if the subscription price offered by Netflix has options that can meet customer needs; in accordance with the benefits received by the customer; according to the price reference known to the customer; as well as overall better (competitive) compared to other service providers, this further increases the loyalty of Netflix subscribers.

The results of this study support the results of previous research which stated that the more reasonable the rates set, the customer loyalty of Uber Taxi transportation services will increase (Simanjuntak and Ardani, 2018). In addition, research by Dhasan *and* Aryupong (2019) proves similar results because when the price paid is reasonable and the pricing policy is considered fair, ethical and acceptable, it will generate car customer loyalty in Bangkok. Research by Kristiana and Mandala (2019) also shows that when UD. Anugrah Sentosa feels that he pays a fair price, it is reasonable for similar product prices to be set differently by other companies, the company's pricing policy is reasonable, and customers are always informed before any price changes, so this can increase customer loyalty. Research by Achmad *et al.* (2021) stated that Grab Bike customers in Samarinda City tend to be loyal if the price offered matches customer perceptions or expectations.

Effect of customer experience on customer loyalty

The test results in Table 10 show that H_2 is accepted, in other words customer experience has a positive and significant effect on customer loyalty. This means that the more impressive the customer experience, the more customer loyalty increases, conversely the less impressive the customer experience, the lower customer loyalty. Customer experience has a positive and significant effect on customer loyalty, indicating that if the Netflix homepage is attractive; customers are entertained with a selection of films available on Netflix; customers seeking information about Netflix services; watching movies on Netflix according to the customer's lifestyle; as well as customers discussing Netflix services with other people, this will further increase Netflix customer loyalty.

The results of this study support the results of previous research by Khan *and* Rahman (2016); Srivastava *and* Kaul (2016); and Brun *et al.* (2017) which states that customer experience has a positive and significant effect on customer loyalty. Research by Dewi and Nugroho (2020) proves that it is each student's customer experience of the services provided by all elements of the Indonesian Français Institute in Surabaya that makes them loyal to continue at the next level, when they get their needs met, they become loyal. Another study by Kamath *et al.* (2020) stated that a company that understands customer needs so as to be able to provide an extraordinary customer experience, can create customer loyalty in the retail banking industry. Setiawan *et al.* (2021) also stated that the impact of customer experience on customer loyalty is positive and important, where it is the pleasure of using the airline that most influences customer loyalty.

Effect of price fairness on customer satisfaction

The test results in Table 10 show that H_3 is accepted, in other words, Price fairness has a significant positive impact on consumer satisfaction. This suggests that the higher the price, the higher the consumer contentment, and the lower the price, the lower the customer satisfaction. Price fairness has a positive and significant effect on customer satisfaction, indicating that if the subscription price offered by Netflix is in accordance with the benefits received by the customer; in accordance with the price reference known to the customer; and overall better (competitive) compared to other service providers, this increases Netflix customer satisfaction.

The results of this study support the results of previous studies which state that price fairness has a positive and significant effect on customer satisfaction (Krisnanda and Rastini, 2018; Moorthy et al., 2018; *Konuk,* 2019; Kristiana and Mandala, 2019; and Yaqub *et al.,* 2019). Other research reveals that when coffee shop owners offer high-quality products at reasonable and competitive prices, shop customer satisfaction can be achieved (Dhisasmito *and* Kumar, 2020). According to Putra and Seminary (2020) if the price offered is in accordance with the quality of service, in accordance with the capabilities of the customer, and competitive with other competitors, then customer satisfaction at *The Old Champ Café* will increase. Research by Setiawan *et al.* (2020) stated that controlling agent prices so that customers feel the prices offered are affordable by all parties can provide customer satisfaction for the aviation industry in Indonesia. Likewise with the research of Achmad *et al.* (2021) which states that if the company offers a price that is in accordance with the benefits and quality received by Grab Bike customers in Samarinda City, then the customer will be satisfied and be able to accept that price.

Effect of customer experience on customer satisfaction

The test results in Table 10 show that H_4 is accepted, in other words customer experience has a positive and significant effect on customer satisfaction. This means that the more impressive the customer experience, the higher the customer satisfaction, conversely the less impressive the customer experience, the lower the customer satisfaction. Customer experience has a positive and significant effect on customer satisfaction, indicating that if the Netflix homepage is attractive; customers are entertained with a selection of films available on Netflix; customers seeking information about Netflix services; watching movies on Netflix according to the customer's lifestyle; as well as customers discussing Netflix services with other people, this will further increase Netflix customer satisfaction.

The results of this study support the results of previous research by Idris (2017); Safitri (2017); and Yolandari and Kusumadewi (2018) who state that customer experience has a positive and significant effect on customer satisfaction. Other research also states that the better the online shopping customer experience that Traveloka customers get, the customer satisfaction will increase (Theresia and Wardana, 2019). Research by Dewi and Nugroho (2020) proves that customer satisfaction at the Institut Français Indonesia in Surabaya is shaped by customer experience. If there is a change in place, atmosphere, and facilities, it will provide a different customer experience that can have an impact on customer satisfaction. Setiawan *et al.* (2021) also stated that customer experience has a positive and significant influence on customer satisfaction, where customers feel happy using Citilink Indonesia which has the greatest impact on customer satisfaction.

Effect of customer satisfaction on customer loyalty

The test results in Table 10 show that H_5 is accepted, in other words customer satisfaction has a positive and significant effect on customer loyalty. This means that the more satisfied the customer, the greater the customer loyalty, conversely the less satisfied the customer, the lower the customer loyalty. Customer satisfaction has a positive and significant effect on customer loyalty, indicating that if customers are happy with the services provided by Netflix; the customer's decision to subscribe to Netflix is considered a wise decision; the services provided by Netflix meet customer expectations; and overall customers

are satisfied with the services provided by Netflix, this will further increase Netflix customer loyalty.

The results of this study support the results of previous studies which state that customer satisfaction has a positive and significant effect on customer loyalty (Moorthy *et al.,* 2018; Kristiana and Mandala, 2019; Omoregie *et al.,* 2019 and Yaqub *et al.,* 2019). Another study by Dewi and Nugroho (2020) states that customer loyalty at the Institut Français Indonesia in Surabaya can be achieved through customer satisfaction by providing pre- and post-purchase services to old students, adding facilities for course payment, and paying attention to complaints about student discustomer satisfaction. Research by Hayani (2020) also shows the same thing that customer satisfaction dominantly influences customer loyalty at Sobat Lahat Printing. If the company is able to provide high customer value, it will generate customer loyalty. According to the research results of Setiawan *et al.* (2021) Citilink Indonesia Airline customer loyalty is influenced by customer satisfaction when using the airline.

The role of customer satisfaction mediates the effect of price reasonableness on customer loyalty

The test results in Table 11 show that H_6 is accepted, in other words customer satisfaction is able to mediate the effect of price reasonableness on customer loyalty. Customer satisfaction acts as a partial mediation because price fairness has a direct and significant effect on customer loyalty, after being mediated by customer satisfaction it also produces a significant effect. This means that price fairness is able to create customer loyalty, with perceived customer satisfaction helping to increase customer loyalty to a higher level. Customers can have loyal behavior towards Netflix because they consider the subscription price offered by Netflix to be reasonable, and the customer satisfaction that customers feel will certainly increase customer loyalty to Netflix.

The results of this study support the results of previous research by Kristiana and Mandala (2019) which stated that customer satisfaction plays a role in partially mediating the effect of price reasonableness on customer loyalty. In addition, the research results are consistent with research by Konuk (2019) which states that customer satisfaction acts as a partial mediation between price fairness and the dependent variable in the research model. The results of another study by Setiawan *et al.* (2021) also stated a similar thing where customer satisfaction is able to partially mediate the effect of the dependent variable on customer loyalty.

The role of customer satisfaction mediates the effect of customer experience on customer loyalty

The test results in Table 11 show that H_7 is accepted, in other words customer satisfaction is able to mediate the effect of customer experience on customer loyalty. Customer satisfaction acts as a partial mediation because customer experience has a direct and significant effect on customer loyalty, after being mediated by customer satisfaction it also produces a significant effect. This means that customer experience is able to create customer loyalty, with the perceived customer satisfaction can help increase customer loyalty to be higher. Customers can have loyal behavior towards Netflix because they get a memorable customer experience when subscribing to Netflix, and with the customer satisfaction felt by customers, of course, it will increase customer loyalty to Netflix.

The findings of this study back up prior research findings that customer satisfaction functions as a partial mediator of the relationship between the independent and dependent variables in the research model (Konuk, 2019). Furthermore, the findings of this study are consistent with those of Kamath et al. (2020), who found that the indirect effect of customer experience on loyalty via customer satisfaction is significant, and the direct effect on loyalty is also significant, implying that customer satisfaction acts as a partial mediator. Another study, Setiawan et al. (2021), found that the direct influence of customer experience on customer loyalty is significant, as is the indirect effect through customer satisfaction.

RESEARCH IMPLICATIONS

Theoretical implications. The results of this research can strengthen previous research which shows that there is a positive and significant influence between the variables of price fairness and customer experience on customer satisfaction; price fairness, customer experience, customer satisfaction with customer loyalty; and customer satisfaction acts as a partial mediation of the effect of price fairness and customer experience on customer loyalty. The research results can provide an empirical contribution related to the Theory of Planned Behavior, where attitudes towards behavior are reflected in the price fairness variable; the perception of behavioral control is reflected in the variables of customer experience and customer satisfaction, capable of creating loyal behavior towards customers.

Practical implications. The practical implications relate to contributions to the corporate side of Netflix. The research results are expected to be used as material for consideration regarding the factors that influence customer loyalty. Respondents' assessment of price reasonableness with the highest average rating indicates that Netflix offers a choice of subscription prices that can meet customer needs. These results indicate that Netflix's offer of subscription price options that can meet customer needs can increase Netflix customer loyalty. Respondents' assessment of customer experience with the highest average value indicates that customers are entertained by the choice of films available on the Netflix streaming platform. These results state that the availability of a variety of choices of films that can be entertaining on the Netflix streaming platform can increase Netflix customer loyalty. Respondents' assessment of customer satisfaction with the highest average value indicates that overall customers are satisfied with the streaming platform services provided by Netflix. These results indicate that the customer satisfaction that customers receive as a whole from the Netflix service can increase Netflix customer loyalty. In the end, the Netflix company needs to consider the variables of price fairness, customer experience, and customer satisfaction because they can have a positive and significant influence on maintaining and increasing customer loyalty amidst the rapid business competition on the streaming industry platform.

CONCLUSION

Price fairness has a positive and significant effect on customer loyalty. This means that the more reasonable the subscription price offered, the greater the loyalty of Netflix subscribers in Badung Regency and Denpasar City.

Customer experience has a positive and significant effect on customer loyalty. This means that the more impressive the customer experience is, the more loyal Netflix subscribers will be in Badung Regency and Denpasar City.

Price fairness has a positive and significant effect on customer satisfaction. This means that the more reasonable the subscription price offered, the greater the customer satisfaction of Netflix subscribers in Badung Regency and Denpasar City.

Customer experience has a positive and significant effect on customer satisfaction. This means that the more impressive the customer experience is, the greater the customer satisfaction of Netflix subscribers in Badung Regency and Denpasar City.

Customer satisfaction has a positive and significant effect on customer loyalty. This means that the more satisfied they are, the more loyal Netflix subscribers will be in Badung Regency and Denpasar City.

Customer satisfaction is able to partially mediate the effect of price fairness on customer loyalty. This means that loyalty can be increased through price reasonableness, besides that it will increase when it is mediated by Netflix customer satisfaction in Badung Regency and Denpasar City.

Customer satisfaction is able to partially mediate the effect of customer experience on customer loyalty. This means that loyalty can be increased through customer experience, besides that it increases when it is mediated by Netflix customer satisfaction in Badung Regency and Denpasar City.

SUGGESTIONS

In the price fairness variable, the lowest average value of respondents' answers is found in the indicator "overall Netflix provides a better subscription price compared to other service providers". Netflix management can carry out a price adjustment strategy through quantity discounts, such as providing a choice of subscription price packages for 3 (three) months or *quarterly subscriptions* and 1 (one) year or *annual subscription which is different from monthly subscription* price packages. With the option of cheaper price packages if you buy in larger quantities, it is hoped that Netflix subscription prices will be better (competitive) compared to other service providers.

On the customer experience variable, the lowest average value of respondents' answers is found in the indicator "watching movies on the Netflix *streaming platform* suits my lifestyle". *Streaming* services have become a necessity and lifestyle for subscribers after the pandemic (Femina, 2020). Netflix's management can support this by adding a selection of films that are in line with post-pandemic lifestyle *trends,* such as films that address health issues. With movies that meet customer interests, it is hoped that watching movies on Netflix can suit the customer's lifestyle.

In the customer satisfaction variable, the lowest average value of the respondent's answer is found in the indicator "my decision to subscribe to the Netflix *streaming platform* is a wise decision". Netflix management can improve the quality of *the platform* by fixing design flaws in the application such as fixing *log-in problems,* out of sync *subtitles, an error occurs* when playing a movie, and other complaints. By following up on complaints from customers, it is hoped that customers will feel that subscribing to Netflix is a wise decision.

On the customer loyalty variable, the lowest average value of respondents' answers is found in the indicator "I still subscribe to the Netflix *streaming platform* even though the price of the service has increased". Netflix management can improve service quality, such as consistently producing Netflix original series. By paying more attention to the content available, it is hoped that customers will continue to subscribe to Netflix even though there is an increase in service prices.

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