

ABSTRAK

Meningkatnya pengguna internet secara tidak langsung mendorong dengan cepat perkembangan dunia bisnis secara online salah satunya pada media hiburan seperti streaming film yaitu netflix yang menerapkan sistem video on demand yang banyak digunakan lebih dari 190 negara. Penelitian melakukan analisis kepuasan dan loyalitas pelanggan terhadap teknologi yang diberikan netflix kepada pelanggan seperti sistem video on demand, interface/tampilan aplikasi, sistem audio, user experience/pengalaman pengguna menjalankan aplikasi netflix, pemilihan bahasa, dan fitur-fitur aplikasi netflix untuk mengetahui kepuasan dan loyalitas pelanggan netflix menggunakan metode *Customer Satisfaction Index (CSI)* dengan indikator yang digunakan dalam mengukur kualitas layanan yaitu *Tangibility, Reliability, Responsiveness, Assurance, Empathy*.

Berdasarkan perhitungan sampel penelitian dengan rumus slovin $e = 5\%$ diperoleh hasil sebanyak 400 responden dengan ketentuan syarat responden yaitu minimal 1 kali berlangganan dalam 2 tahun terakhir (2020) dan minimal usia pengguna 18 tahun. Uji validitas yaitu $r_{hitung} > r_{tabel}$ dan nilai signifikansi $< 0,05$ sehingga setiap item pertanyaan dinyatakan valid. Uji reliabilitas melihat nilai Cronbach Alpha $> 0,60$ maka dinyatakan reliabel dan hasil uji reliabilitas nilai Cronbach Alpha 0,924 artinya setiap instrument pertanyaan dikatakan reliabel. Hasil analisis deskriptif setiap per indikator yang memiliki nilai terendah yaitu indikator *reliability* 3,95 dan yang memiliki nilai tertinggi indikator *tangibility* dan *empathy* 4,32.

Hasil uji hipotesis penelitian menyatakan H_1, H_2, H_3, H_4, H_5 dinyatakan diterima, artinya terdapat pengaruh yang signifikansi variabel independen (*tangibility, reliability, responsiveness, assurance, empathy*) terhadap variabel dependen (*customer satisfaction*) faktor yang paling mempengaruhi kepuasan pelanggan adalah indikator *empathy* 0,426 atau 42,6% berdasarkan hasil persamaan regresi linier berganda. Perhitungan *Customer Satisfaction Index (CSI)* sebesar 84,83% dengan kriteria penilaian yaitu "Sangat Puas". Hasil penelitian menyatakan bahwa pelanggan aplikasi netflix dikatakan puas terhadap sistem teknologi netflix seperti sistem video on demand, interface/tampilan aplikasi dan sistem audio dan pelayanan netflix seperti jaminan data diri dan privasi pelanggan berdasarkan hasil hipotesis H_1, H_2, H_3, H_4, H_5 yang dinyatakan diterima dan perhitungan *Customer Satisfaction Index (CSI)* sebesar 84,83% artinya sangat puas.

Kata Kunci: Kepuasan Pelanggan, Teknologi Informasi, Sistem Informasi, *Service Quality, Customer Satisfaction Index (CSI)*.

ABSTRACT

The increase in internet users indirectly encourages the rapid development of the online business world, one of which is entertainment media such as streaming movies, namely Netflix, which implements a video on demand system that is widely used in more than 190 countries. The study conducted an analysis of customer satisfaction and loyalty to the technology provided by Netflix to customers such as video on demand systems, interface/application display, audio system, user experience/user experience running the Netflix application, language selection, and features of the Netflix application to determine satisfaction and netflix customer loyalty using the Customer Satisfaction Index (CSI) method with indicators used to measure service quality, namely Tangibility, Reliability, Responsiveness, Assurance, Empathy.

Based on the calculation of the research sample with the formula slovin $e = 5\%$, the results obtained are 400 respondents with the terms of the respondent's requirements, namely at least 1 subscription in the last 2 years (2020) and the minimum age of the user is 18 years. The validity test is $r_{\text{arithmetic}} > r_{\text{table}}$ and significance value < 0.05 so that each question item is declared valid. The reliability test saw the Cronbach Alpha value > 0.60 then it was declared reliable and the Cronbach Alpha value reliability test result was 0.924, meaning that each question instrument was said to be reliable. The results of the descriptive analysis of each indicator that has the lowest value is the reliability indicator 3.95 and the one with the highest value is the tangibility and empathy indicator 4.32.

The results of the research hypothesis test stated that H1, H2, H3, H4, H5 were accepted, meaning that there was a significant influence of the independent variables (tangibility, reliability, responsiveness, assurance, empathy) on the dependent variable (customer satisfaction). empathy 0.426 or 42.6% based on the results of multiple linear regression equations. The calculation of the Customer Satisfaction Index (CSI) is 84.83% with the assessment criteria "Very Satisfied". The results of the study state that netflix application customers are said to be satisfied with netflix technology systems such as video on demand systems, application interfaces/displays and audio systems and netflix services such as guaranteeing personal data and customer privacy based on the results of the hypothesis H1, H2, H3, H4, H5 stated accepted and the calculation of the Customer Satisfaction Index (CSI) of 84.83% means very satisfied.

Keywords: Customer Satisfaction, Information Technology, Information Systems, Service Quality, Customer Satisfaction Index (CSI).