

ABSTRACT

Streaming video content services is undeniably the trend to watch movies or TV series that are preferred in the present. Old and young can hang out all day watching the screen just to play their favorite videos. Currently in Indonesia, there are several companies providing video straming content entertainment services that are free or based on video on demand. Some video streaming service companies operating in Indonesia are: Viu (Hong Kong), Iflix (Malaysia), Catchplay (Taiwan), Genflix (Indonesia), Hooq (Singapore), Amazon Prime Video (USA), Netflix (USA).

Iflix, as one of the video streaming service operators in Indonesia, is currently receiving a lot of complaints from visitors. Complaints of Iflix visitors have been submitted through the official Iflix social media. With so many complaints this shows that the services provided by Iflix have not satisfied its visitors. On the other hand, if viewed from the video streaming service market visitors in Indonesia is very potential and has a very large growth. The tight competition in the video streaming service market in Indonesia, making iflix need to know the experience of visitors from the point of view of their level of satisfaction. This study aims to analyze the satisfaction of Iflix website visitors based on the quality of services provided through the Iflix website streaming, with the title "Analysis of Iflix Website Visitor Satisfaction with the Customer Satisfaction Index Method and Importance Performance Analysis".

The analytical method used in this study is the Customer Satisfaction Index (CSI) and Importance-Performance Analysis (IPA) methods. The results of the study by taking respondents as many as 400 visitors Iflix obtained the value of the Customer Satisfaction Index (CSI) with a percentage of 72.04%, where the percentage shows that the level of visitor satisfaction is in the category "Cause For Concern". This means that the service attributes provided by Iflix as a whole have not been satisfactory and these attributes must be a concern for Iflix to be improved, maintained and reduced in order to increase the satisfaction of Iflix visitors. Based on the results of the Importance-Performance Analysis (IPA) analysis, the attributes that need to be improved are 5 attributes in quadrant I, as many as 7 attributes in quadrant II are attributes that need to be maintained quality and as many as 6 attributes in quadrant IV are attributes that need to be reduced or even eliminated .

Keywords: *Web Quality, Customer Satisfaction Index, Performance-Interest Analysis, Iflix*