

ABSTRACT

Rapid growth in internet use, wide internet access, and changing consumer behavior, including the popularity of on-demand content, has made it possible for content to be consumed on demand (VoD), which means that flexibility and adjustments to needs are based on specific criteria set by the community. However, streaming content online is not always easy to use and if an error occurs, it could have a fatal impact on user data security. Additionally, the quality of the video stream can vary due to buffering, causing users to consider whether the cost is worth it. One of the most popular on-demand services today is Netflix.

This research aims to identify whether or not the factors being studied have an impact on Netflix customer satisfaction in Indonesia. The factors being studied in this research include information security, ease of use, trust, service quality and price. This research used a quantitative method with Structural Equation Model (SEM) smartPLS and distributed a survey to 250 Netflix app users as respondents. The results show that the variable of information security (X1) has a negative and insignificant impact on Netflix customer satisfaction, while the variables of ease of use (X2), trust (X3), service quality (X4), and Price (X5) have a positive partial impact on Netflix customer satisfaction.

Based on research results, to increase customer satisfaction with the Netflix application, Netflix must be consistent with monthly payments and improve the quality of content and guarantee clear data and information on the Netflix application.

Keywords: *Customer Satisfaction, Ease of Use, E-Service Quality, Information Security, Price, Trust.*