THE PERSONALIZATION EFFECT: HOW CONTENT CUSTOMIZATION SHAPES CUSTOMER SATISFACTION AND BRAND LOYALTY AMONG NETFLIX SUBSCRIBERS IN JABODETABEK

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Abstract

This study aims to analyze the influence of content personalization on consumer satisfaction and brand loyalty of Netflix users in Jabodetabek and to examine the mediating role of consumer satisfaction. A quantitative method with purposive sampling was used on 100 active Netflix users. Data was collected through a Google Forms questionnaire with a Likert scale and analyzed using PLS-SEM with SmartPLS 3.29. The research findings support the first hypothesis, which states that content personalization influences consumer satisfaction. The second hypothesis indicates that content personalization affects brand loyalty. The third hypothesis proves that consumer satisfaction influences brand loyalty. Additionally, the fourth hypothesis confirms that consumer satisfaction mediates the relationship between content personalization and brand loyalty. This result confirms that content personalization, via Netflix's recommendation algorithm, plays a significant role in increasing consumer satisfaction and loyalty in the Indonesian market.

Keywords: Content Personalization, Customer Satisfaction, Brand Loyalty

INTRODUCTION

Digital transformation has fundamentally changed the way people consume and interact with entertainment. The video streaming industry in particular has experienced rapid growth. A study by Kapliar (2025), states that the entertainment business has undergone a major transformation in the last ten years, driven by the emergence of streaming services. Netflix, the streaming giant that started it all, first appeared in Indonesia in 2016. Since then, Netflix has experienced massive expansion in an increasingly competitive sector.

Table 1.
Internet Penetration Rate in Indonesia for the Period 2018-2024

Year	Internet Penetration Rate in Indonesia
2018	64,80%
2020	73,70%
2022	77.01%
2023	78,19%
2024	79,50%

Source: Survei Penetrasi Internet Indonesia (APJII ,2024)

Table 1 shows that the internet penetration rate in Indonesia has continued to grow from 2018 to 2024, according to the Indonesian Internet Penetration Survey (APJII, 2024). This growth is related to Indonesia's status as a developing country, which presents a significant market opportunity for digital streaming services. The Indonesian Internet Service Providers Association (APJII), stated that in 2024, 79.5% of Indonesia's population will use the internet. This implies that out of the total population of 278,696,200 in 2023, 221,563,479 will have internet connectivity. The improvement of digital infrastructure in Indonesia has laid a strong foundation for the growth of subscription video-on-demand (SVOD) services.

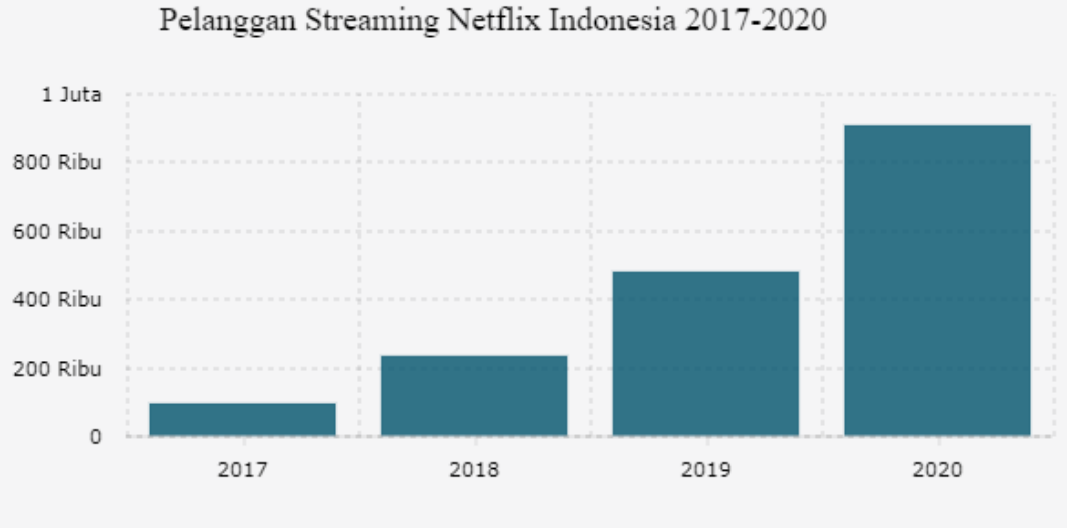

Figure 1.
Netflix Indonesia Subscribers 2017-2020
Source: databoks.katadata.co.id (2019)

In line with the increasing internet penetration, the data in Figure 1 shows that Netflix streaming subscribers in Indonesia are projected to grow by 907,000 in 2020, an 88.35% increase from 482,000 in 2019. This finding is supported by academic research showing that the millennial segment is Netflix's primary target in Indonesia and that factors such as willingness to subscribe, exclusivity, motivation, and content positively influence customer engagement among Netflix's millennial customers (Auditya & Hidayat, 2021).

However, Netflix's reach in Indonesia is still quite low, especially compared to more developed countries. Ribeiro et al. (2024), in their study, found that subscription service businesses face significant challenges in retaining customers. In this case, it's largely due to how easy it is for users to switch to other streaming service providers, driven by cost factors in changing services. Li's (2024), research indicates that Netflix faces significant user churn rates, particularly in Asia. This is despite the company's efforts to diversify its content and develop new formats to retain users. In Indonesia, the study by Winarko and Susilo (2024), observed that people who use video-on-demand services exhibit changing consumption patterns, frequently switching between different platforms. This means that even if customers are satisfied with a service, they do not always remain loyal for long. The high customer churn rate in digital streaming is primarily due to the low cost of switching platforms, competitive pricing strategies from various services, and consumers' desire for diverse content and new entertainment experiences across different platforms. Furthermore, research indicates that if personalization and hedonic motivation factors are positively correlated with the cognitive and emotional components of the consumer experience, they can increase customer loyalty (Casaca & Miguel, 2024).

Nevertheless, the study of personalization aspects within the context of streaming platforms still presents research gaps. The research gap identified in the study by Evens et al. (2024), indicates that discussions about video streaming services have been dominated by user-oriented gratification, while attention to platform-oriented gratification, particularly concerning technological capabilities such as algorithmic personalization, interface navigation, and recommendation mechanisms, remains very limited. This study emphasizes that understanding how technological features shape user experience has not been effectively integrated into the Uses and Gratifications Framework. Therefore, research is needed that can provide a more measurable and contextual approach to the role of technological capabilities in user behavior.

This gap is reinforced by supporting literature in research, such as the study by Zhang et al. (2024), which emphasizes that research on the determinants of user satisfaction and behavior in developing countries is still limited and requires empirical verification, as well as local studies like Martins and Riyanto (2020) and Fendy and Fernando (2023), did not deeply examine the contribution of algorithmic personalization as part of the platform technology characteristics. Based on this literature gap, this study explicitly aims to fill the underexplored space by analyzing the influence of content personalization on user satisfaction and loyalty as a concrete manifestation of platform-oriented gratification. This research not only enhances understanding of the role of technological capabilities in user experience but also provides relevant empirical evidence for the Indonesian market context, which is underrepresented in the global literature.

Practically, this research will contribute to the digital marketing management literature by integrating personalization theory, consumer satisfaction, and brand loyalty

within the context of a developing country. The findings of this research are expected to inspire Netflix and other streaming platforms to improve their personalization algorithms for the Indonesian market, considering service adaptation is an effective strategy for retaining customers. Further findings suggest that personalized services can mediate the specific effects of corporate communication and image on customer loyalty (Singh & Singh, 2024).

REVIEW OF LITERATURE

Content Personalization

Content personalization has emerged as a crucial approach in the digital streaming sector. According to Balli (2024), personalization is a company's capacity to assess its customer base as distinct entities and provide customized interactions and transactions based on this assessment. Advances in information and communication technology provide new opportunities for client data collection and analysis, as well as the implementation of personalized marketing initiatives. In the context of streaming services, algorithmic personalization shows a positive impact on various aspects of the customer experience. The study by Obiegbu & Larsen (2025), shows that algorithmic personalization improves perceived service quality, customer satisfaction, customer trust, and ultimately brand loyalty toward service providers. Nevertheless, there are still limited hypotheses explaining customer perceptions, interactions, and experiences regarding brand loyalty in the context of AI. Client happiness is a crucial element in maintaining client loyalty in a competitive digital era. The findings of Casaca & Miguel (2024), indicate that marketing personalization can increase sales by 10% or more, with 80% of consumers being more likely to purchase from brands that provide unique and relevant experiences.

This illustrates the significant impact of adaptation on consumer purchasing behavior and satisfaction. Furthermore, Tong et al. (2024), demonstrated that customer loyalty on streaming platforms is built through superior user experiences, with content personalization being one of the main pillars. What distinguishes successful streaming platforms from those that fail is their ability to integrate various dimensions such as content quality, an intuitive interface, and, of course, intelligent personalization. Consumers are no longer satisfied with just a large catalog of content; they expect platforms to "understand" what they want even before they realize it themselves. In its implementation, personalization systems on platforms like Netflix utilize advanced algorithmic technology. Khandelwal et al. (2023), explain that Netflix's recommendation system is powered by collaborative filtering algorithms that analyze user data, such as viewing history and ratings, to suggest content that is most likely to appeal to the user. Machine learning algorithms continuously improve this system by learning from user behavior and preferences.

The effectiveness of Netflix's recommendation system is proven by data showing that algorithmic recommendations contribute to 80% of user streaming activity, while the remaining 20% comes from manual searches (Gomez-Uribe & Hunt, 2015). Recent developments in content personalization indicate a more sophisticated evolution. Recent research by Arshad et al. (2025), shows that algorithmic personalization creates a strong positive correlation between personalized recommendations and user engagement, measured by session duration. Modern personalization systems not only analyze historical viewing patterns but also integrate demographic data and real-time preferences to create a truly adaptive experience.

Customer Satisfaction

Customer satisfaction is a fundamental construct that links service quality with long-term consumer behavior. In the context of Netflix in Indonesia, Martins & Riyanto (2020), indicate that the quality of consumer experience with Netflix in Indonesia influences customer satisfaction, although with a relatively small impact on customer loyalty levels. These findings are supported by Johannes et al. (2024), who found that Netflix users in Indonesia and customer satisfaction are positively and significantly influenced by price fairness, content variety, and user experience. This, in turn, leads to customer loyalty. For a long time, marketing theory and practice have revolved around the concept of brand loyalty. Consumer satisfaction on digital platforms is a complex and multidimensional construct. Yum & Kim's (2024), research indicates that perceived value across three dimensions (utilitarian, hedonic, and social) plays a significant role in influencing customer satisfaction, with utilitarian and hedonic value directly increasing customer satisfaction on entertainment platforms.

In the context of streaming services, utilitarian value relates to the efficiency and functionality of the platform, while hedonic value concerns the pleasure and emotional experience gained by users. The role of mediation in customer satisfaction is also an important aspect of the digital streaming platform ecosystem. Anisa & Tjhin (2022), found that in the context of digital streaming platforms, customer satisfaction plays a significant mediating role between service quality and customer loyalty, with substantial marketing influence on satisfaction levels. The study by Tong et al. (2024), explains that in the context of digital platforms, consumer satisfaction is influenced by the alignment between expectations and the actual performance of the service, where perceived interactivity, perceived quality, and perceived value directly affect confirmation and customer satisfaction. This expectation confirmation then impacts satisfaction, which ultimately influences repurchase intention.

Brand Loyalty

Brand loyalty in the digital age has undergone a transformation in meaning and measurement. Sudheer et al. (2024), highlight the importance of the subjective and emotional aspects of brand loyalty in the modern era. When someone develops strong feelings for a particular brand, the result is known as brand attachment. In the specific context of Netflix users in Indonesia, several studies have identified the antecedents of customer loyalty. Johannes et al. (2024), found that Netflix users in Indonesia and customer satisfaction are positively and significantly influenced by price fairness, content variety, and user experience, which in turn leads to customer loyalty. This finding aligns with Smith (2020), who stated that consumers are more likely to be loyal to a brand if they are satisfied with the service they receive.

The mechanism of loyalty formation on streaming platforms involves various interconnected factors. Fendy & Fernando (2023), found that trust and satisfaction mediate the relationship between service quality and Netflix's customer reputation and loyalty in Indonesia. This finding underscores that loyalty is not formed directly from service quality alone, but rather through a psychological process involving satisfaction evaluation and trust building.

Brand loyalty in the context of digital streaming platforms has undergone a significant evolution from the traditional concept. Macnico et al. (2024), investigated the impact of

brand experience, brand trust, brand image, and brand awareness on brand loyalty among Generation Z customers in the SVOD industry. The results showed that brand experience had a significant positive impact on brand image, brand trust, and brand loyalty. Brand awareness positively impacted brand image and brand trust;however, it did not have a significant effect on brand loyalty. These findings emphasize the important role of brand experience and brand image in building brand loyalty among Generation Z customers.

Hypothesis

Content personalization is a platform's ability to customize user experiences based on individual preferences. In the context of streaming services, personalization encompasses relevant content recommendations, the quality of adaptive algorithms, and alignment with user preferences. Research by Balli (2024), indicates that algorithmic personalization significantly improves perceived service quality and customer satisfaction. This finding is supported by Casaca & Miguel (2024), who revealed that 80% of consumers are more likely to feel satisfied when they receive unique and relevant experiences tailored to their needs. In the streaming industry, content personalization plays a crucial role in creating a satisfying experience. Obiegbu & Larsen (2025), In their research on marketing theory and practice, they found that algorithmic personalization improves perceived service quality and directly contributes to increased customer satisfaction. This happens because personalized content reduces search time, increases relevance, and provides added value to users.

H1: Content personalization has a positive effect on Netflix consumer satisfaction in Jabodetabek.

Content personalization not only impacts immediate satisfaction but also has long-term implications for brand loyalty. Obiegbu & Larsen (2025), explicitly state that algorithmic personalization increases customer trust and ultimately brand loyalty toward service providers. This mechanism works by creating a consistent and personalized experience that makes customers feel valued and understood by the platform. Singh & Singh (2024), strengthen this argument with their finding that personalized service can offset certain impacts of corporate communication and image on customer loyalty. This means that personalization has tremendous power in building loyalty. In the context of Netflix, an algorithm capable of predicting user preferences and providing accurate recommendations will create a strong switching barrier, making users reluctant to switch to other platforms.

H2: Content personalization has a positive impact on Netflix brand loyalty in Jabodetabek.

The relationship between consumer satisfaction and brand loyalty has been a central topic in marketing literature. Smith (2020), explicitly states that consumers are more likely to be loyal to a brand if they are satisfied with the service they receive. Satisfaction creates a positive association with the brand and reduces the motivation to seek other alternatives. In the specific context of Netflix users in Indonesia, Johannes et al. (2024), found that customer satisfaction, influenced by price fairness, content variety, and user experience, positively and significantly leads to customer loyalty. Fendy & Fernando (2023), add an important dimension by finding that satisfaction mediates the relationship between service quality and Netflix customer loyalty in Indonesia.

H3: Consumer satisfaction positively influences Netflix brand loyalty in Jabodetabek.

To understand the more complex mechanisms of how content personalization affects brand loyalty, this study integrates consumer satisfaction theory as a mediating variable.

Empirical evidence for this mediating effect can be found in the study by Martins & Riyanto (2020), which shows that the quality of the consumer experience (including personalization) influences customer satisfaction, which in turn impacts loyalty levels. Although they found a relatively small impact, the study confirmed the proposed mediation path. Fendy & Fernando (2023), provided stronger confirmation by finding that satisfaction and trust mediate the relationship between service quality and Netflix customer loyalty in Indonesia. Singh & Singh (2024), in their recent study on the role of AI in enhancing customer loyalty, found that customer satisfaction plays a significant mediating role between AI-supported service efficiency (including personalization) and customer loyalty. They assert that without satisfaction as a psychological mechanism, the impact of personalization on loyalty will be significantly reduced.

H4: Consumer satisfaction mediates the relationship between content personalization and Netflix brand loyalty in Indonesia.

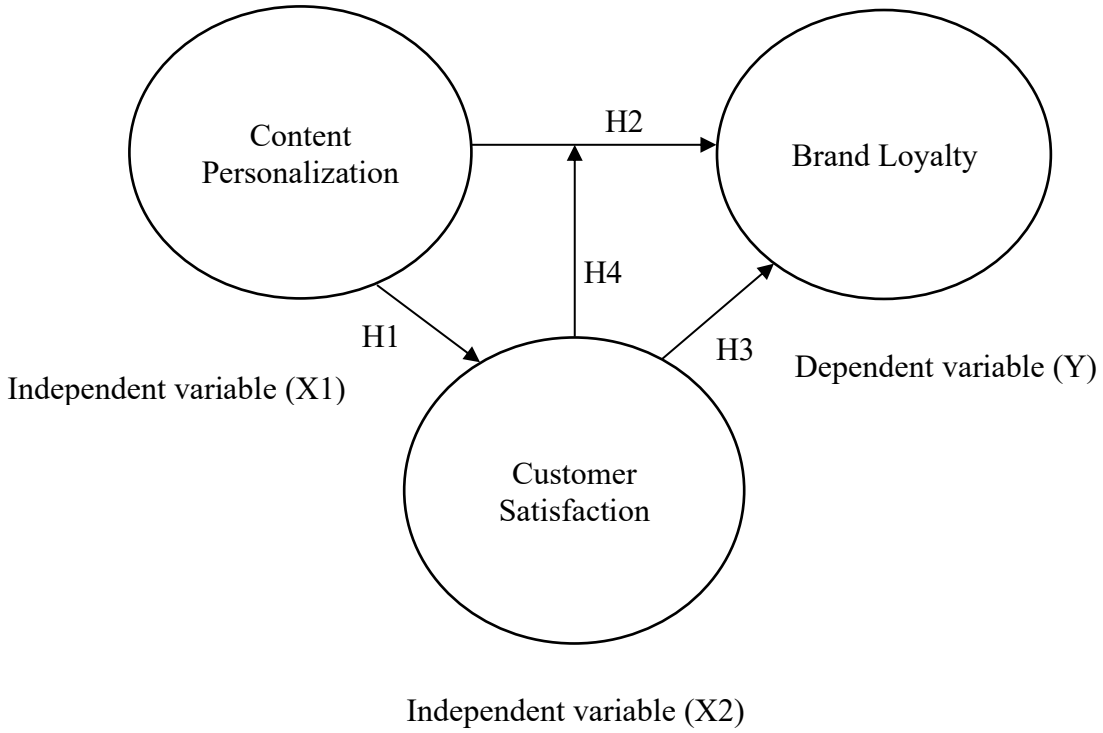

Figure 2.
Research Hypothesis
Source: Balli (2024); Martins & Riyanto (2020); Sudheer et al. (2024)

RESEARCH METHOD

This study employs a quantitative method with a sampling technique using purposive sampling. This location was chosen based on the highest concentration of streaming users in Jabodetabek with the most developed digital infrastructure, as well as diverse demographic characteristics representative of Indonesian digital consumer behavior. The study population

consists of all active Netflix users in Jabodetabek, based on the following criteria: active subscribers for at least three months, at least 18 years old, residing in Jabodetabek, and using the service at least twice in the last month. This criterion guarantees that respondents possess sufficient experience with Netflix's personalization features. The sample size aligns with Hair et al. (2022), who recommend a minimum sample size of 5–10 times the number of indicators, with content personalization and consumer satisfaction having the most indicators at six each. However, the target for data collection is set at 100 respondents to anticipate incomplete or invalid data. Data was collected through a Google Forms-based questionnaire distributed online via social media, discussion forums, messaging applications, and the researcher's personal network, using a Likert scale with the response criteria of strongly disagree, disagree, agree, and strongly agree. The data analysis technique used was Partial Least Squares (PLS) with SmartPLS 3.29 software. Respondents' personal data is kept confidential and used only for academic purposes without collecting sensitive information.

Table 2.
Operationalization of Concepts

Variable	Indicator	Reference
Content Personalization	**CP1** = I like Netflix's content being tailored to my taste based on my viewing history **CP2** = I feel that Netflix understands what I like to watch and recommends the right content. **CP3**: I appreciate Netflix's personalized content recommendations based on information that has been collected automatically and anonymously, which does not personally identify me. **CP4** = I like that Netflix recommends content based on my preferences (such as movie ratings and favorite genres). **CP5** = I agree that Netflix uses my information (such as user profiles and viewing history) to provide relevant content recommendations. **CP6** = I appreciate Netflix's personalizedcontent recommendations based on the device I use (mobile, Smart TV, laptop, etc.) and my viewing time	(Balli, 2024)
Customer Satisfaction	**CS1** = Overall, I am satisfied with my experience using Netflix. **CS2** = I find the application's interface and features on Netflix easy to understand and use. **CS3** = I can easily find and watch content I like on Netflix. **CS4** = I feel that Netflix provides stable and reliable streaming services at all times.	(Martins & Riyanto, 2020)

	CS5 = Watching on Netflix keeps me entertained and makes me want to continue using this service. **CS6** = Netflix provides good and intriguing content, which is why I continue to subscribe.	
Brand Loyalty	**BL1** = I am confident that Netflix will continue to provide the best service and protect my personaldata. **BL2** = Netflix meets my expectations as a leading streaming entertainment platform. **BL3** = Netflix is already part of my daily entertainment routine. **BL4** = I will continue to renew my Netflix subscription even tho other streaming platforms are available.	(Sudheer et al., 2024)

Source: Balli (2024); Martins & Riyanto (2020); Sudheer et al. (2024)

RESULTS AND DISCUSSION

Respondent Demographics The research data were obtained by distributing questionnaires to 100 respondents who are residents of Jabodetabek and active Netflix users. The characteristics of the respondents are classified by gender, age, domicile, education level, and monthly expenditure. Table 3 presents the demographic data of the respondents.

Table 3.
Respondent Demographics

Respondent Criteria	Number of respondents	Precentage
By gender		
Female	50	50%
Male	50	50%
Based on age		
18 - 25 years old	27	27%
26 - 35 years old	41	41%
36 - 45 years old	31	31%
> 55 years old	1	1%
Based on domicile		
Jakarta	15	15%
Bogor	25	25%
Depok	28	28%
Tanggerang	18	18%
Bekasi	14	14%
Based on education		

High School/Equivalent	24	24%
Diploma (D1/D2/D3)	21	21%
Bachelor's Degree (S1)	52	52%
Postgraduate (S2/S3)	3	3%
Based on monthly expenses		
< Rp.3.000.000	13	13%
Rp.3.000.000 - Rp.5.000.000	42	42%
Rp.5.000.001- Rp.7.000.000	32	32%
Rp. 7.000.001 Rp.10.000.000	9	9%
> Rp. 10.000.000	4	4%

Source: Data processed (2026)

Validity Test Results

Convergent validity indicates that indicators measuring the same construct are indeed closely related. Convergent validity is based on the correlation between responses from different variables in measuring the same construct (Lim, 2024). The results of data processing related to the validity test are presented as follows.

Table 4.
Validity Test

Variable	Indicator	Factor Loading
Content Personalization	CP1	0.855
	CP2	0.790
	CP3	0.825
	CP5	0.755
	CP6	0.825
Customer Satisfaction	CS1	0.836
	CS2	0.844
	CS3	0.725
	CS4	0.719
	CS5	0.779
	CS6	0.792
Brand Loyalty	BL1	0.863
	BL2	0.843
	BL3	0.730
	BL4	0.860

Source: Data processed (2026)

The outer loading value is a measure of how strongly an indicator represents the latent variable in the PLS-SEM model. The higher the value, the better the indicator reflects the construct (Subhaktiyasa, 2024). Hair et al. (2022), state that indicators with a loading ≥ 0.70 are considered ideal because they can explain at least 50% of the indicator's variance. Indicators with a value < 0.7 are excluded from the validity test, namely CP4. Based on the calculation results of outer loadings, the indicator with the highest value in the variable is

brand loyalty at 0.863, while the indicator with the lowest value is content personalization at 0.690.

Reliability Test and AVE Results

Average Variance Extracted (AVE) is a measure that indicates how much of the variance in the indicators can be explained by the latent construct (Haji-Othman & Yusuff, 2022). The following is the reliability test data presented using SmartPLS 3.29 with the PLS-Algorithm procedure, showing the results for Cronbach's Alpha, Composite Reliability, and AVE values.

Table 5.
Reliability and AVE Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Customer Satisfaction	0.873	0.874	0.905	0.615
Brand Loyalty	0.843	0.847	0.895	0.682
Content Personalization	0.869	0.874	0.905	0.657

Source: Data processed (2026)

Based on calculations, all constructs show Composite Reliability (CR) ≥ 0.70 and Average Variance Extracted (AVE) ≥ 0.50. This result indicates that the indicators for each construct have good internal consistency and that convergent validity is met, in accordance with best practice recommendations (Cheung et al., 2024).

Results of the Heterotrait-Monotrait Ratio (HTMT) Test

This study used an HTMT threshold of < 0.90 as a criterion for discriminant validity, following the recommendation (Hair et al., 2022). If the HTMT value between the two constructs exceeds 0.90, there is an indication of discriminant validity issues that need to be addressed through indicator elimination or relocation.

Table 6.
Heterotrait-Monotrait Ratio (HTMT) Test

	Customer Satisfaction	Brand Loyalty	Content Personalization
Customer Satisfaction			
Brand loyalty	0.866		
Content Personalization	0.874	0.898	

Source: Data processed (2026)

Based on the discriminant validity testing in Table 6 above using the Heterotrait–Monotrait Ratio (HTMT), the HTMT values between the constructs of Customer Satisfaction, Brand Loyalty, and Content Personalization in the previous initial model still exceeded the recommended limit (< 0.90), namely 1.022, 1.018, and 1.000, respectively, which indicates a high correlation between the constructs. Therefore, indicator elimination was carried out based on theoretical considerations. As a result, each variable is measured by three indicators that are maintained for each variable, such as Content Personalization (CP1, CP2, CP6), Customer Satisfaction (CS1, CS2, CS5), Brand Loyalty (BL1, BL2, BL4), and the HTMT value shows improvement, so discriminant validity is declared fulfilled because the value is (< 0.90). Evaluation of the final measurement model (outer model)

Table 7.
Test Final Model

Variabel	Indicator	Outer Loading	CR	AVE	HTMT
Content Personalization	CP1	0,896	0,899	0,714	< 0,90
	CP2	0,826			
	CP6	0,873			
Customer Satisfaction	CS1	0,894	0,875	0,915	< 0,90
	CS2	0,887			
	CS5	0,872			
Brand Loyalty	BL1	0,887	0,861	0,911	< 0,90
	BL2	0,864			
	BL4	0,886			

Source: Data processed (2026)

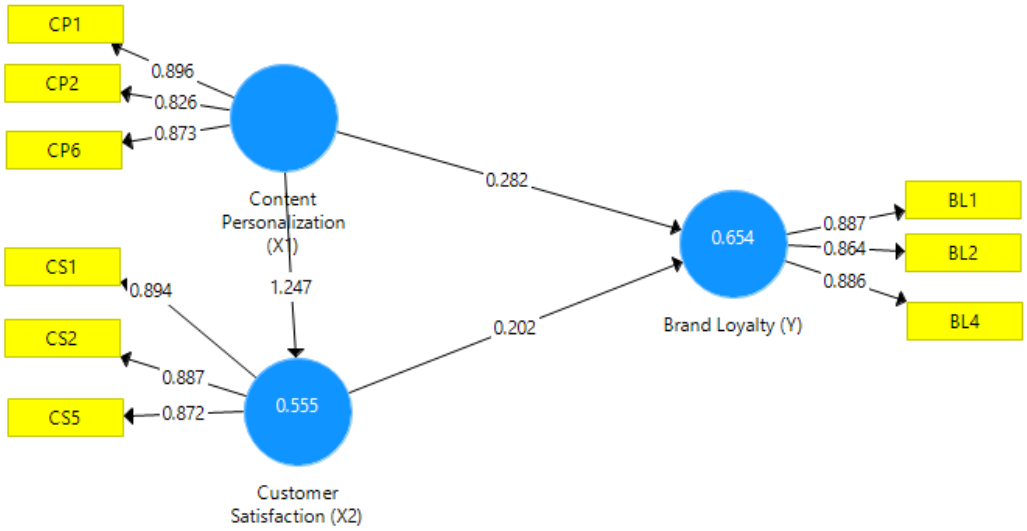

Figure 3.
Data Processing Results with SmartPLS
Source: Data processed (2026)

Structural Model Evaluation and Hypothesis Testing

Table 8.
Collinearity Statistics Test (VIF)

	Customer Satisfaction	Brand Loyalty	Content Personalization
Customer Satisfaction		2.247	
Brand Loyalty			
Content Personalization	1.000	2.247	

Source: Data processed (2026)

Based on the results of the multicollinearity test on the structural model using the Variance Inflation Factor (VIF), the VIF values for all relationships between variables were found to be in the range of 1.000 to 2.247. Referring to the criteria recommended by Hair et al. (2022), VIF values below 5.0 (or more strictly < 3.3) indicate that the structural model is free from multicollinearity issues. Thus, it can be concluded that the relationships between latent variables in this study are not excessively correlated, and the structural model is suitable for hypothesis testing.

Next, a hypothesis test was conducted, and based on the results of the hypothesis test in Table 9 below, it shows that all hypotheses, H1, H2, H3, and H4, are supported.

Table 9.
Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values	f^2	R^2	Hypothesis Results
Content Personalization -> Customer Satisfaction	0.745	0.745	0.053	14.082	0.000	1.247	0.555	Supported
Content Personalization -> Brand Loyalty	0.468	0.468	0.091	5.143	0.000	0.282	0.654	Supported
Customer Satisfaction -> Brand Loyalty	0.397	0.395	0.093	4.251	0.000	0.202		Supported
Content Personalization -> Customer Satisfaction -> Brand Loyalty	0.296	0.300	0.075	3.932	0.000			Supported

Source: Data processed (2026)

Based on the hypothesis testing results in Table 9 above, it shows that content personalization has a positive and significant effect on consumer satisfaction with a path coefficient value of ($\beta = 0.745$; $p = 0.000$). This figure indicates that the better the content personalization provided, the higher the level of consumer satisfaction will be; thus, the hypothesis is supported. Next, content personalization has a positive and significant effect on brand loyalty with a value of ($\beta = 0.468$; $p = 0.000$). This result indicates that content personalization is directly capable of increasing brand loyalty; thus, the hypothesis is accepted. The test results also show that customer satisfaction has a positive and significant effect on brand loyalty, with a value of ($\beta = 0.397$; $p = 0.000$). Thus, the higher the customer satisfaction, the higher the loyalty toward the brand. The hypothesis is said to be supported.

Additionally, testing for the indirect effect of complementary partial mediation showed that content personalization positively and significantly influenced brand loyalty through customer satisfaction, with a value of ($\beta = 0.296$; $p = 0.000$). This finding confirms that consumer satisfaction acts as an intervening variable in the relationship between content personalization and brand loyalty. The table above also shows that all research hypotheses

are accepted with positive and significant path coefficients. The f^2 value indicates a moderate to large effect, with the greatest impact coming from content personalization on consumer satisfaction. Meanwhile, the R^2 value suggests that the model has a strong ability to explain the endogenous variables.

CONCLUSION

This study successfully analyzed the influence of content personalization on consumer satisfaction and brand loyalty among Netflix users in Jabodetabek and identified the mediating role of consumer satisfaction in this relationship. Based on data analysis from 100 active Netflix users using the PLS-SEM method, this study yields several important conclusions. First, content personalization has been shown to have a positive and significant impact on consumer satisfaction with a large effect ($\beta = 0.745$; $p = 0.000$; $f^2 = 1.247$). This finding confirms that Netflix's machine learning algorithm-based recommendation system is able to meet user expectations by presenting content that is relevant and tailored to their individual preferences. Content personalization creates a customized experience for each user, which in turn increases their satisfaction with Netflix services. Second, content personalization also has a positive and significant impact on brand loyalty with a moderate to large effect ($\beta = 0.468$; $p = 0.000$; $f^2 = 0.282$). These results indicate that content personalization not only improves short-term satisfaction but also builds the emotional attachment and long-term loyalty of users to the Netflix brand. Personalized content makes users feel understood and valued by the platform, making them more likely to continue using Netflix services rather than switching to other streaming platforms.

Third, consumer satisfaction was proven to have a positive and significant effect on brand loyalty with a moderate effect ($\beta = 0.397$; $p = 0.000$; $f^2 = 0.202$). This finding confirms that consumer satisfaction is an important predictor of brand loyalty in the context of streaming platforms. When users are satisfied with the content quality, platform ease of use, and overall streaming experience, they are more likely to maintain their subscriptions and recommend the service to others.

Fourth, consumer satisfaction was proven to play a role as a complementary partial mediator in the relationship between content personalization and brand loyalty ($\beta = 0.296$; $p = 0.000$). This finding indicates that content personalization influences brand loyalty through two paths: a direct path and an indirect path through consumer satisfaction. In other words, content personalization not only directly increases loyalty but also does so by first increasing consumer satisfaction. Overall, this study confirms that content personalization through Netflix's recommendation algorithm is key to determining consumer satisfaction and brand loyalty among users in Jabodetabek. This research model is excellent at predicting outcomes, with an R^2 value of 0.555 for consumer satisfaction and 0.654 for brand loyalty, meaning it can explain a large part of the changes in these areas. This finding makes a significant contribution to the digital marketing literature and offers useful tips for Netflix and other streaming platforms in optimizing their personalization strategies for the Indonesian market.

Future Research

Future research can explore several development directions based on the identified limitations. Further research could expand the geographical scope by including respondents from various regions in Indonesia or even conducting cross-country comparative studies to

understand how cultural and social contexts influence the relationship between content personalization, satisfaction, and brand loyalty. This would improve the generalizability of the research findings. And for future research, it could explore other moderator or mediator variables that might influence the relationship between content personalization, consumer satisfaction, and brand loyalty. Variables such as switching cost, variety-seeking behavior, competitive intensity, or perceived value could provide a deeper understanding of the conditions under which content personalization is most effective in increasing satisfaction and loyalty.

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