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## THE INFLUENCE OF SERVICE QUALITY, EASE OF APPLICATION USE, AND PRICE PERCEPTION ON USER SATISFACTION OF NETFLIX APPLICATION

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### Abstract:

This study aims to analyze the influence of Service Quality, Ease of Use of Applications, and Perceived Price on Satisfaction of Netflix Application Users. The research data used primary data through questionnaires on 100 respondents from FEB National University students Batch 2019. The data analysis technique used inferential analysis with multiple linear regression and used the help of the Statistical Product and Service Solution (SPSS) version 23 program. The results of multiple linear analysis shows that the variable Service Quality has a positive and significant effect on user satisfaction, Ease of Use Application has a positive and significant effect on user satisfaction, and Price Perception has a positive and significant effect on user satisfaction. The results of this study are expected to increase the attention of digital media streaming service providers, especially Netflix companies, regarding Service Quality, Application Ease of Use, and Price Perceptions which can increase sales.

**Keywords:** Quality of Service, Ease of Use of Applications, Perceived Price, User Satisfaction

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### INTRODUCTION

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The era of globalization, economic growth and technical innovation is increasingly rapid in Indonesia, as can be seen from the increasing number of internet users. The internet can provide convenience for its users, allowing them to utilize the internet more easily. The news also highlights the extraordinary expansion of the internet in Indonesia. Internet users in Indonesia increased in 2018, according to the findings of a study conducted in 2018 (Pratomo, 2019).

The increasing number of internet users in an area cannot be separated from the high level of internet use in that area. The surge in internet users shows that the internet has become an inseparable part of people's daily lives (Hakim, 2017). The internet allows activities that previously could only be done outdoors to be done at home with the help of a smartphone or cell phone.

Currently, the digital business that is developing and is in great demand by internet users is entertainment content in the form of films or videos that can be viewed online (Agustina, 2019). This business is known as Video on-Demand (VoD), and is described as video material that is viewed via online media and paid for based on the title chosen (dailysocial.id, 2017). The world of entertainment is growing rapidly in various parts of the world, including Indonesia. The progress of the entertainment industry cannot be separated from the support of internet media and technology. The world of entertainment is developing along with advances in the internet and technology.

Today's technological advances make it easier for customers to know what is happening in the world of entertainment and what will be shown in other countries. Paid Video on Demand streaming services are increasingly popular among Indonesian people and will continue to grow along with the development of technology and the internet. Due to the increasing public desire for paid video on demand streaming services, many companies entering this market are trying to compete to become the most popular video streaming service in Indonesia, so each company aims to provide variety (Eka, 2020). Indonesia has offered various paid Video on Demand streaming service applications that can be accessed by the general public.

**Table 1. Video Streaming Services in Indonesia**

No	Video-on-Demand Service Name	Market Share
1	Disney+ Hotstar	22%
2	Netflix	21%
3	Iflix	11%
4	Video	9%
5	Viu	9%
6	PrimeVideo	8%
7	Catchplay	5%
8	Other	15%

Source : JustWatch (2020)

Based on table 1, in the fourth quarter of 2020, Disney+, Netflix, and Iflix will have the most users, or have the largest market share. Disney+ has 22% of the number of video streaming service users in Indonesia, followed by Netflix (21%), iflix (11%), and the rest are video and viu platforms (9%), prime video (8%), catchplay (5%), and the remainder watched films on other services (15%).

Even though Netflix was in second place in the fourth quarter of 2020, it turns out that in the second quarter of 2020, Netflix was in first place with 32% of the number of video streaming service users in Indonesia, but competition is becoming increasingly fierce. following the entry of Disney+. However, the number of Netflix subscribers continues to increase from year to year (JustWatch, 2020).

Netflix launched its streaming service in 2007 and has since expanded internationally to many countries, including Indonesia, where it began operating on January 6 2016. (Panji, 2016). Netflix recognizes that Indonesia has a fairly large market for streaming Video on Demand and guarantees the security of content access (Fitri, 2020).

Netflix Indonesia was first restricted by the Telkom Group because it did not comply with Indonesian law and contained high levels of sexual content (Datik.com, 2020). Despite the restrictions, Netflix Indonesia continues to operate through collaboration with a number of local providers such as XL Axiata, Bolt, Hutchison 3 Indonesia, and Smartfren, as well as creating many features such as launching an interface and subtitles in Indonesian (Kartika, EY, & Tanjung, 2020).

Even though it has been restricted, it is clear that the public is enthusiastic about using Netflix Indonesia. In the end, the Indonesian Ministry of Education and Culture began collaborating with Netflix in early 2020 in the context of expanding Indonesian films (Syafina, 2020). Netflix Indonesia continues to develop its strategy by introducing new services tailored to the Indonesian market, so that in July 2020, Telkom Group has unblocked Netflix Indonesia and it will be available on all Telkom Group networks (Clinton, 2020).

Along with technological developments and continuous adaptation to social culture, especially Indonesia, Netflix is trying to introduce several features and improve service quality to please and make it easier for consumers to stream more easily. Netflix Indonesia is also developing a number of new features, such as the audio only function, which only plays the sound of the video

being watched, similar to podcast content (Evandio, 2020). Apart from features, Netflix Originals are also available, namely high quality films and television shows that are only available on Netflix (Franedya, 2020).

Netflix Indonesia is also trying to build relationships and service quality to gain the trust of the Indonesian people so that they will be more selective in choosing and determining which services to use from the available possibilities along with the increasing number of business people active in the digital realm. Consumers will definitely choose services that can provide pleasure. In the form of their hopes and desires, one of the factors that consumers consider in choosing the services they use is the quality of the company's service.

The quality of internet services has a beneficial influence on customer satisfaction (Chesanti, PC, & Setyorini, 2018). Satisfaction is a person's feeling of happiness or disappointment that occurs as a result of comparing the perceived performance (or results) of a product with their expectations (Kotler, P., & Keller, 2009). According to Irawan (2002), service quality and price perceptions influence customer satisfaction. Customer happiness is determined by five criteria: product quality, service quality, price, emotional aspects, and convenience.

Service quality, ease of application use, and price perception are key variables for the existence, continuity, and growth of business among online application users. Service quality is a factor that influences success, namely the company's ability to provide excellent service to consumers and as a company strategy to defend itself and achieve success in facing competition (Lupiyoadi, 2013). Service quality has a large and positive influence on customer satisfaction (Aryani, D and Rosinta, 2010).

Perceived Ease of Use is the extent to which someone believes a particular technological system will be free from business (Jogiyanto., 2019). Purchase intention will increase if consumers find it easier to make transactions (Agustin & Hasyim, 2019). In the case of online purchases, ease of use of the tool used for the transaction, in this case the application provided by the online service provider, is very important. The ease of using the application provided by Netflix is very diverse, starting from the ease of opening the Netflix application or website, creating a profile, selecting TV shows and films, managing accounts, streaming on multiple devices, and being able to watch on the go.

Price perception relates to how well buyers understand and interpret price information (Paul and Olson, 2000). Price perception is "the process by which consumers interpret price and attribute value to a good or service process" which shows the process by which customers evaluate the price value and associate it with the desired goods or services (Malik and Yaqoob, 2012: 487),

Price is the most important element that influences consumer satisfaction; if prices vary, customers may switch to another service provider (Ali Qalati et al., 2019). Price perceptions have a favorable and substantial influence on satisfaction (Juniantara and Sukawati, 2018).

Based on the background that has been described, the research objectives are; (1) To analyze and describe the influence of service quality on Netflix application user satisfaction, (2) To analyze and describe the influence of ease of use of the application on Netflix application user satisfaction, and (3) To analyze and describe the influence of price perceptions on Netflix application user satisfaction.

## RESEARCH METHODS

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This research uses primary data obtained directly from respondents through questionnaires. The type of data used is quantitative descriptive, which can be calculated separately to analyze the relationship between variables.

The population used is all Netflix application users at the National University, Faculty of Economics and Business, Department of Management, class of 2019. This research sample uses the Probability Sampling method with the Simple Random Sampling technique. The number of samples required in this research is 100 respondents.

The data collection technique used is a survey via questionnaires distributed electronically via Google Form. The measurement tool used is a Likert scale, which shows the respondent's level of agreement or disagreement with the statement given.

Hypothesis testing in this research uses parametric statistics because the data to be tested is in the form of ratios. Several tests used include normality test, multicollinearity test, heteroscedasticity test, t test (partial test), and F test (simultaneous test) to test the research hypothesis.

In this research, the data analysis method used is quantitative descriptive, which makes it possible to analyze the relationship between variables. Apart from that, this research also uses hypothesis testing to test the relationship between variables.

## RESULTS AND DISCUSSION

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### Instrument Test

#### **Validity test**

The validity and reliability tests that will be carried out through this research use a sample of 100 respondents. The validity test is used to test the questionnaire items submitted for the research instrument to find out whether it is suitable for use or vice versa. The calculation used is by comparing  $r_{count}$  with  $r_{table}$ . If  $r_{count}$  has a value greater than  $r_{table}$  then the entire statement is considered valid so it can be used in this research. The higher the validity of a measurement tool, the more relevance the results will show.

#### **Service Quality (X1)**

Below are the results of validity test calculations using five statements of the independent variable service quality using the SPSS 23 program as a tool in calculating the sample size of 100 respondents. Based on the results of all the questionnaires submitted, the Corrected Item Total Correlation value is greater than the  $r_{table}$  value in the N-100th sample, namely 0.196, which means that the overall  $r_{count}$  (positive)  $>$   $r_{table}$ . From the output of the validity test, it was found that the largest coefficient value of the service quality instrument (X1) was found in the second statement, namely 0.503, while the smallest value was found in the first statement with a value of 0.356. From the overall output results of the validity test proposed using the SPSS 23 program as a calculation tool for the Service Quality variable (X1) it is declared valid so that all statements from the independent variable service quality can be used for the next stage.

#### **Ease of Use of Application (X2)**

Below are the results of the validity test calculation using five statements of the independent variable ease of use using the SPSS 23 program as a tool in calculating the sample size of 100 respondents. Based on the results of all the questionnaires submitted, the Corrected Item Total Correlation value is greater than the  $r_{table}$  value in the N-100th sample, namely 0.196, which means that the overall  $r_{count}$  (positive)  $>$   $r_{table}$ . From the output of the validity test, it was found

that the largest coefficient value for the Ease of Use (X2) instrument was found in the fourth statement, namely 0.413, while the smallest value was found in the first statement with a value of 0.334. From the overall output results of the proposed validity test using the SPSS 23 program as a calculation tool for the ease of use variable (X2) it is declared valid so that all statements from the independent variable ease of use can be used for the next stage.

**Price Perception (X3)**

Below are the results of validity test calculations using five statements of the independent variable price perception using the SPSS 23 program as a tool in calculating the sample size of 100 respondents. Based on the results of all the questionnaires submitted, the Corrected Item Total Correlation value is greater than the rtable value in the N-100th sample, namely 0.196, which means that the overall rcount (positive) > rtable. From the output of the validity test, it was found that the largest coefficient value of the Price Perception instrument (X3) was found in the third statement, namely 0.484, while the smallest value was found in the first statement with a value of 0.402. From the overall output results of the proposed validity test using the SPSS 23 program as a calculation tool for the Price Perception variable (X3) it is declared valid so that all statements from the independent variable price perception can be used for the next stage.

**User Satisfaction (Y)**

Below are the results of validity test calculations using four statements of the dependent variable user satisfaction using the SPSS 23 program as a tool in calculating the sample size of 100 respondents. Based on the results of all the questionnaires submitted, the Corrected Item Total Correlation value is greater than the rtable value in the N-100th sample, namely 0.196, which means that the overall rcount (positive) > rtable. From the output of the validity test, the largest coefficient value for the user satisfaction instrument was obtained (Y) is found in the second statement, namely 0.521, while the smallest value is found in the third statement with a value of 0.214. From the overall output results of the proposed validity test using the SPSS 23 program as a calculation tool for the User Satisfaction variable (Y) it is declared valid so that all statements from the dependent variable user satisfaction can be used for the next stage.

**Reliability Test**

Reliability test is a test used to determine the consistency of the meter, whether the meter can be relied on for further use or vice versa. Reliability testing uses Cronbach's alpha factor to see which device is used. The tool is said to be reliable if the reliability coefficient or Cronbach coefficient exceeds the predetermined limit, namely 0.6. The results of the reliability test are shown in table 2.

**Table 2. Reliability Test Results**

No	Variable	Reliability	Alpha	Information
1	Service Quality (X1)	0.685	0.6	Reliable
2	User Ease (X2)	0.613	0.6	Reliable
3	Price Perception (X3)	0.688	0.6	Reliable
4	Satisfaction of Use (Y)	0.600	0.6	Reliable

Source: SPSS 23 Primary Data, processed 2022

Through the results of data processing carried out using the SPSS 23 program as a calculation tool, based on Table 2 above it can be seen that the totality of the questionnaire items for each variable is service quality (X1), ease of use (X2), price perception (X3), and User satisfaction

(Y) in this study is reliable as shown by the Cronbach's Alpha value of all variables having a good value, namely above 0.6. So it can be considered that all the values of this research variable are said to be good and acceptable.

**Classic assumption test**

**Normality test**

The data normality test in this study used the Kolmogorov-Smirnov one sample test. The normality test aims to test whether the regression model has a normal distribution of both the dependent variable and the independent variable. Data with a normal distribution if the level of significance value is  $> \alpha = 0.05$  and if the opposite is  $< \alpha = 0.05$  then the data is considered not normal. The following is Table 3 which is the result of the normality test in this study.

**Table 3. Normality Test Output**  
One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residuals
N			100
Normal Parameters <sup>a, b</sup>	Mean		,0000000
	Std. Deviation		,89100332
Most Extreme Differences	Absolute		,119
	Positive		,094
	Negative		-,119
Statistical Tests			,119
Asymp. Sig. (2-tailed)			,001 <sup>c</sup>
Monte Carlo Sig. (2-tailed)	Sig.		,110 <sup>d</sup>
	95% Confidence Interval	Lower Bound	,049
		Upper Bound	,171

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Based on 100 sampled tables with starting seed 926214481.

Source: SPSS 23 output, processed 2022

Based on Table 3 above, it can be seen that the Asymp Sig. (2-tailed) is 0.001. This means that the regression model in this study of the dependent variable and independent variable has an abnormal sample distribution based on the significance value  $> \alpha = 0.05$ . So to get residual values that are normally distributed, researchers use Monte Carlo Sig. (2-tailed) to get residual values that are normally distributed. So it can be seen in table 4.15 that it produces residual values with Monte Carlo Sig. (2-tailed) for Unstandardized Residual = 0.110 is greater than  $> 0.05$ , so the resulting residual value is normally distributed. It can be assumed that the distribution of Netflix application user satisfaction results derived from service quality, ease of use and price perception is normally distributed at a significance level of  $\alpha = 0.05$ .

**Multicollinearity Test**

The multicollinearity test is used to check deviations from existing multicollinearity assumptions. If the tolerance value is  $> 0.1$  or VIF & It, then there is a linear relationship or variance factor (VIF) value  $< 10$ , then accepting it is said that there is no multicollinearity in the model being studied. Table 4.16 below is the output result of the multicollinearity test, namely:

**Table 4. Multicollinearity Test Output Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	11,589	1,997		5,804	,000		
Quality	,120	,052	,219	2,288	,024	,995	1,005
Convenience	,088	,043	,198	2,066	,042	,988	1,012
Use	,129	,052	,238	2,483	,015	,984	1,016
Price Perception							

a. Dependent Variable: User Satisfaction

Source: SPSS 23 output, processed 2022

Based on Table 4 above, it can be seen that the Variance Inflation Factor (VIF) for each independent variable has the following values:

- The VIF value for the Service Quality variable (X1) is  $1.005 < 10$  and the tolerance value is  $0.995 > 0.10$ .
- The VIF value for the Ease of Use variable (X2) is  $1.012 < 10$  and the tolerance value is  $0.988 > 0.10$ .
- The VIF value for the Price Perception variable (X3) is  $1.016 < 10$  and the tolerance value is  $0.984 > 0.10$ .

Therefore, it can be concluded that multicollinearity does not occur in the regression equation model and can be used in this research.

#### **Heteroscedasticity Test**

The heteroscedasticity test aims to test whether a regression model appears when the residual variance of one observation is not the same for other observations. This is called homodispersity or heteroscedasticity. A good regression test is without homoscedasticity. In this study the author used a non-uniform variance test using the Glejser test. In Table 5 below are the results of the heteroscedasticity test in this study, namely as follows:

**Table 5. Heteroscedasticity Test Output (Glejser)**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	3,100	,963		3,219	,002
Service Quality	-,037	,025	-,145	-1,468	,145
Convenience	-,037	,021	-,179	-1,799	,075
Use	-,031	,025	-,123	-1,239	,218
Price Perception					

a. Dependent Variable: ABS\_RES1

Source: SPSS 23 output, processed 2022

In Table 5 above, it can be seen that the results of each independent variable, namely Service Quality (X1), Ease of Use (X2), and Price Perception (X3), using the Glajser model, obtained significance.

> 0.05, which means that the data in this study does not have heteroscedasticity problems so this research can be continued.

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is a form of analysis that discusses the extent of the impact of the independent variable on the dependent variable. The independent variables in this research are Service Quality (X1), Ease of Use (X2), and Price Perception (X3), while the dependent variable is User Satisfaction (Y). The calculation of regression coefficients in this research uses the help of the SPSS 23 program. Table 6 below is the output result of multiple linear regression, namely as follows:

**Table 6. Multiple Linear Regression Test Output  
Multiple Linear Regression Test Output  
Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	11,589	1,997		5,804	,000
	Service Quality	,120	,052	,219	2,288	,024
	Convenience Use	,088	,043	,198	2,066	,042
	Price Perception	,129	,052	,238	2,483	,015

a. Dependent Variable: User Satisfaction

Source: SPSS 23 output, processed 2022

Based on Table 6 above, it can be seen that the multiple linear regression equation in the Standardized Coefficient column is as follows:

Information :

- Y = User Satisfaction (KP)
- b<sub>1,2,3</sub> = Regression Coefficient
- X<sub>1</sub> = Service Quality (KL)
- X<sub>2</sub> = Ease of Use (KPN)
- X<sub>3</sub> = Price Perception (PH)

So the equation is as follows:

<b>KP = 0.219KL + 0.198KPN + 0.238PH</b>
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The interpretation of the results of this equation is as follows:

- 1) The service quality regression coefficient (X1) has a contribution of 0.219 to the user satisfaction variable. If the service quality variable increases by one unit, the user satisfaction variable will also increase by 21.9%.
- 2) The ease of use regression coefficient (X2) has a contribution of 0.198 to the user satisfaction variable. If the ease of use variable increases by one unit, the user satisfaction variable will also increase by 19.8%.
- 3) The price perception regression coefficient (X3) has a contribution of 0.283 to the user satisfaction variable. If the price perception variable increases one unit, the user satisfaction variable will also increase by 28.3%.



In this research it can be seen that the Standardized Coefficient Beta which has the greatest value is the price perception variable (X3), which means that price perception indicators need to be maintained and if necessary improved to make them better so as to increase user satisfaction of the Netflix application. Meanwhile, the ease of use variable (X2) has the lowest Standardized Coefficient Beta value, so it needs to be paid attention to and improved again in order to increase user satisfaction of the Netflix application.

**Model Feasibility Test**

**F test**

The F test or ANOVA test is used to test the significance of the independent variables, namely service quality, ease of use, and price perception and their impact on the dependent variable, namely Netflix application user satisfaction. The test results using a significance level of 0.05 are as follows:

**Table 7. F Test Output**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	11,595	3	3,865	4,721	,004
	Residual	78,595	96	,819		b
	Total	90,190	99			

a. Dependent Variable: User Satisfaction

b. Predictors: (Constant), Price Perception, Service Quality, Ease of Use

Source: SPSS 23 output, processed 2022

Based on Table 7 above, it can be seen that the Fcount value is 4.721 with a sig value of 0.004. Based on the results of calculations assisted by the SPSS 23 program, the value Sig = (0.004) is obtained which is smaller than the alpha or error limit level obtained, namely 5% ( $\alpha = 0.05$ ). The sig value in the Anova table means that the model is said to be significant because it is below the specified alpha value limit of  $0.004 < 0.05$ .

Based on this, it can be concluded that in this study the model is said to be significant and suitable for use in this research based on the sig value obtained, that all independent variables can explain any changes in the value of the dependent variable because they have a significant influence.

**Coefficient of Determination (R2)**

Analysis of the coefficient of determination (R2) is used to determine how much the independent variable developed in this research is able to explain the dependent variable. The results of the coefficient of determination (R2) can be seen in Table 8 as follows:

**Table 8. Output Coefficient of Determination (R2)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,359	,129	,101	,905

a. Predictors: (Constant), Price Perception, Service Quality, Ease of Use

b. Dependent Variable: User Satisfaction

Source: SPSS 23 output, processed 2022

The coefficient of determination measures the extent to which the model can explain the variability of the dependent variable. When the coefficient of determination R<sup>2</sup> is 0%, the independent variable cannot explain the dependent variable at all, and when the coefficient of determination R<sup>2</sup> is close to 100%, then the independent variable can explain the dependent variable.

Based on table 8 above, the results can be seen which show that user satisfaction has an R Square of 12.9%, meaning that Service Quality, Ease of Use, and Price Perception can explain User Satisfaction of 12.9%. And the remaining 87.1% is explained by other factors or variables that are not the focus of this research.

**Hypothesis Test (t Test)**

This test is used to determine the significance of the influence of the independent variable on the dependent variable, both partially and individually. The effect can be estimated at significant values and determined arithmetically. Table 9 below is the output result of hypothesis testing with the variables service quality, ease of use, and price perception on user satisfaction.

**Table 9. Hypothesis Test Output (t Test)**

		<b>Coefficients<sup>a</sup></b>				
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	11,589	1,997		5,804	,000
	Service Quality	,120	,052	,219	2,288	,024
	Convenience Use	,088	,043	,198	2,066	,042
	Price Perception	,129	,052	,238	2,483	,015

a. Dependent Variable: User Satisfaction

Source: SPSS 23 output, processed 2022

Based on Table 9 above, it can be seen that the explanation of the hypothesis in this research is as follows:

- 1) The Effect of Service Quality on User Satisfaction  
Based on Table 9, it can be seen that the influence of the service quality variable on user satisfaction as seen from the t-count value is 2.288 and the significant value is 0.024 ( $0.024 < \alpha = 0.05$ ), so H1 is accepted and H0 is rejected, so we can conclude that service quality has an effect. positive and significant on Netflix application user satisfaction.
- 2) The Effect of Ease of Use on User Satisfaction  
Based on Table 9, it can be seen that the effect of the ease of use variable on user satisfaction is seen from the t-count value of 2.066 and a significant value of 0.042 ( $0.042 < \alpha = 0.05$ ), so H1 is accepted and H0 is rejected, so we can conclude that ease of use has an effect. positive and significant on Netflix application user satisfaction.
- 3) The Influence of Price Perceptions on User Satisfaction  
Based on Table 9, it can be seen that the influence of the price perception variable on user satisfaction is seen from the t-count value of 2.483 and a significant value of 0.015 ( $0.015 < \alpha = 0.05$ ), so H1 is accepted and H0 is rejected, so we can conclude that perception Price has a positive and significant effect on Netflix application user satisfaction.

## Discussion

### ***Service Quality has a Positive and Significant Influence on User Satisfaction***

Based on the results of the research conducted, it was found that service quality had a positive and significant effect on user satisfaction of the Netflix application among National University FEB students.

The positive and significant influence indicates that the service quality variable has a significant influence on the user satisfaction variable so that it can influence the increase in user satisfaction of the Netflix application among National University FEB students.

Based on this, this research is in line with research conducted by Hilaliyah et al. (2017), Utami and Jatra (2015) and Ahmad and Muhammad. (2020) which states that service quality has a positive and significant effect on user satisfaction.

### ***Ease of Use Has a Positive and Significant Influence on User Satisfaction***

Based on the results of research conducted by the author, it was found that ease of use had a positive and significant effect on user satisfaction of the Netflix application among National University FEB students.

This positive and significant influence indicates that increasing ease of use can influence the increase in user satisfaction of the Netflix application among National University FEB students.

This research is in line with research conducted by Chung Tu et al. (2012), and Wen et al. (2011) which states that ease of use has a positive and significant influence on user satisfaction. This means that paying attention to ease of use is very important in increasing user satisfaction of the Netflix application among consumers, especially FEB National University students.

### ***Price Perceptions Have a Positive and Significant Influence on User Satisfaction***

Based on the results of the research conducted, it was found that price perception had a positive and significant effect on user satisfaction of the Netflix application among National University FEB students.

The positive and significant influence indicates that the price perception variable has a significant influence on user satisfaction so that it can influence the increase in user satisfaction of the Netflix application among National University FEB students.

This research is in line with research conducted by Slamet. (2021), Hermawan et al. (2017), and Mirati et al. (2016), which states that price perceptions have a positive and significant influence on user satisfaction.

## CONCLUSION

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Through the results of analysis of research data on the influence of service quality, ease of use of the application, and price perceptions on Netflix application user satisfaction, conclusions can be drawn; (1) based on the results of the research, it shows that the independent variable service quality (X1) has a positive and significant effect on user satisfaction of the Netflix application among National University FEB students. If Service Quality increases, User Satisfaction increases. If Service Quality decreases then User Satisfaction decreases further, (2) based on the results of the research, it shows that the independent variable Ease of Application Use (X2) has a positive and significant effect on user satisfaction of the Netflix application among National University FEB students. If the Ease of Use of the Application increases then User Satisfaction increases. If the Ease of Using the Application decreases, User Satisfaction decreases, and (3) based on the results of the research, it shows that the independent variable Price Perception (X3) has a positive and significant effect on user satisfaction of the Netflix application among National University FEB students. If Price

Perception increases then User Satisfaction increases. If price perception decreases, user satisfaction will decrease.

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