

ABSTRACT

The development of networks and mobile devices has driven drastic changes in the media industry, especially in television consumption patterns. Subscription-based video services such as Netflix allow their customers to watch videos on demand on computers and mobile devices. Netflix has become one of the world's largest streaming platforms, changing the global entertainment landscape with its innovative business model and diverse content. Through an inclusive approach to visual content distribution, Netflix has embraced the concept of “binge-watching” and personalization of the viewer experience, leading to a dramatic shift in consumer behavior and content preferences. As one of the largest online streaming applications in the world, this research aims to test the influence of Perceived Usefulness, Service Quality, and Customer Engagement on Repurchase Intention with Customer Experience as mediation (study on Netflix users).

The research framework model concepts developed include Perceived Usefulness, Customer Experience, Service Quality, Customer Engagement, and Repurchase Intention sourced from theory and research that has been conducted previously. Data collection carried out by administering a questionnaire consisting of questions online succeeded in getting 250 respondents. The criteria for research respondents are Netflix users who have subscribed to Netflix at least once. The results of the questionnaire data collection that were obtained were analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) 24 program.

The findings in this research succeeded in proving that Perceived Usefulness has a positive and significant effect on Customer Experience. Service Quality has a positive and significant effect on Customer Engagement and Customer Engagement has a positive and significant effect on Repurchase Intention. However, there was an insignificant rejection of the hypothesis between Service Quality and Customer Experience, Customer Experience with Customer Engagement, and Customer Experience with Repurchase Intention.

Keywords: *Perceived Usefulness, Customer Experience, Service Quality, Customer Engagement, Repurchase Intention.*