

## The Influence of Social Media Activities on Brand Loyalty: The Mediating Role of Brand Equity with the S-O-R Model on Netflix Customers

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### ABSTRACT

In recent years, the internet has revolutionized global communication and entertainment, especially through social media and SVOD platforms such as Netflix. This study aims to analyze the influence of Entertainment, Interactivity, Trendiness, Customization, and EWOM on Brand Equity, as well as the role of Brand Equity in shaping Brand Loyalty among Netflix customers in East Java. This study uses a quantitative method with data processing carried out through Smart PLS@4. Data were collected from 188 respondents aged 18-58 years, who are Netflix users domiciled in East Java and follow the Netflix Instagram account. The results of the study show that Brand Equity has the most significant influence on Brand Loyalty (0.614), followed by Trendiness on Brand Equity (0.434), EWOM on Brand Equity (0.203), and Customization on Brand Equity (0.185). Meanwhile, Entertainment and Interactivity have almost no influence on Brand Equity, with values of 0.001 and 0.000, respectively. Theoretically, this research enriches the literature on brand equity and loyalty through entertainment, interactivity, and EWOM. Practically, these findings help Netflix develop a more personalized digital marketing strategy. Strategically, this research supports the optimization of big data and engagement campaigns to strengthen brand equity.

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## 1. INTRODUCTION

In the last decade, the internet has become increasingly popular among Indonesians due to the various advantages it offers compared to conventional media such as television, radio, and magazines. Internet penetration in Indonesia has reached 70% of the total population of 276.4 million [1], indicating a significant change in individual behavior. One of the main impacts of the increasing use of the internet is the popularity of social media platforms and Subscription Video on Demand (SVOD) services. Netflix is one of the largest SVOD platforms in the world, topping the list as the most popular entertainment app in 2023 with 169 million downloads, followed by YouTube Kids (131

million) and Amazon Prime Video (128 million) [2]. In Indonesia, the seven most popular SVOD platforms include Netflix, Prime Video, Disney+ Hotstar, HBO GO, iFlix (+WeTV), Viu, and Vidio. Netflix and Disney+ Hotstar are the leaders with market shares of 24% and 20% respectively in the fourth quarter of 2024. People in East Java have also started to switch from conventional television to digital streaming platforms. Based on a survey of 52 respondents in East Java (Research Data, 2025), the majority of streaming users are aged 27-42 years (73.1%), followed by 18-26 years (21.2%) and 43-58 years (5.8%). As many as 51.9% of respondents watch streaming services every day, and another 48.1% access them 9-15 times a month. Streaming services are considered to have many benefits, both as entertainment, education, and a source of information. As many as 98.1% of users consider this service superior to national television and cinemas. The main factors that make Netflix popular are its collection of films and series (61.5%), a good recommendation system (19.2%), and a price that is comparable to the benefits obtained (19.2%). However, Media Partners Asia (MPA) reported that the number of hours streamed on TikTok has increased by more than 70% in the past two years. In early 2023, streaming time on TikTok increased by 42%, indicating fierce competition between social media platforms and SVOD services (Katadata, 2024).

This study uses the Social Media Marketing Activities (SMMA) theory which consists of five main dimensions: Entertainment, Trendiness, Interactivity, Customisation, and Internet-based Word-of-Mouth (EWOM) [3]. The Customisation dimension plays an important role in providing a personalized experience for users, for example through preference-based content recommendations. Meanwhile, Internet-based Word-of-Mouth (EWOM) allows users to share experiences and opinions that can influence other people's decisions. In addition, this study also applies the Stimulus, Organism, Response (SOR) Theory to explain how interactions that occur on social media affect users' assessments and feelings towards a brand (Bagozzi, 1986 in Roy et al., 2020).

This study is based on the research of [3] which examined the influence of Entertainment, Trendiness, Interactivity, Customization, and EWOM on Brand Image and Brand Awareness, which ultimately formed the Willingness to Pay Premium Price on portable tech gadgets products. The results of their study showed that Trendiness, Customization, and EWOM have a large and positive contribution to Brand Awareness and Brand Image, while Interactivity does not show a significant impact. In addition, Brand Image and Brand Awareness separately mediate the relationship between SMMA components and Willingness to Pay Premium Price. The difference in results between previous studies makes this study even more interesting to conduct. The research gap found allows this study to explore aspects that have not been widely explored in the context of SVOD services. Many theories or concepts have developed in various fields of science, but there are still new phenomena that have not been fully explained by previous theories. By filling the research gap, this study contributes to updating or expanding existing theories to make them more relevant and applicable in understanding the behavior of streaming service users in the digital era.

## **2. METHOD**

This study uses a quantitative method. The population that is the focus of this study includes individuals who subscribe to Netflix and follow the Netflix Instagram account. The number of samples for this study was 120 respondents obtained through a non-probability sampling approach. Primary data was obtained through an online survey using a structured questionnaire (Self-administered) distributed via Google Form to Netflix Instagram account subscribers and followers. Data were analyzed using PLS-SEM. Secondary data came from academic literature, reports, books, and public documents that support the background and understanding of the research phenomenon. The data that has been collected is processed using PLS-SEM with a multivariate method, and the results of filling out the questionnaire will be summarized in a Google Form spreadsheet.

### **3. RESULTS AND DISCUSSION**

#### **3.1. Profile of The Research Object**

This study involved 188 respondents who provided data to be analyzed by the researcher. Data was collected through an online questionnaire distributed using Google Form. Respondents were Netflix users domiciled in East Java who also followed the Netflix Instagram account.

##### **3.1.1 Descriptive Analysis of Research Data**

Latent variables in this study were analyzed descriptively by utilizing average data (mean), standard deviation, and highest and lowest values. The average value provides an overview of the research data through measures showing the distribution of descriptive statistical analysis for data with interval and ratio scales. The highest and lowest values describe the largest and smallest values of each indicator [4].

###### **1. Entertainment**

The results of each indicator of the Entertainment variable, The minimum value for the seven indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the ENT5 indicator of 0.746, while the lowest is in the ENT3 indicator of 0.671, The range of differences in standard deviations is still within a safe range and does not differ much, indicating that respondents tend to agree with statements related to Entertainment. Of the six indicators, the indicator with the highest average is ENT3 with an average value of 4.170, The indicator with the lowest average is ENT5, with an average value of 3.915. From the results of these descriptive statistics, it provides an outline that overall the respondents in this study agree with the Entertainment variables on the Netflix Instagram Account, This shows that in general the respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer Brand Equity.

###### **2. Interactivity**

The results of each indicator of the Entertainment variable, The minimum value for the seven indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the INT5 indicator of 0.937, while the lowest is in the INT6 indicator of 0.837, The range of differences in standard deviations is still within a safe range and is not much different, indicating that respondents tend to agree with statements related to Interactivity. From the results of these descriptive statistics, it basically provides a general picture, respondents in this study agree with the Interactivity variable on the Netflix Instagram Account, This shows that in general respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer Brand Equity.

###### **3. Trendiness**

Of the six indicators, the indicator with the highest average is TRE1 "In my opinion, the viewing information on Netflix's IG is up to date," with an average value of 4.383, the indicator with the lowest average is TRE5 "In my opinion, the viewing recommendations on Netflix's IG are always trendy," with an average value of 4.112. From the results of these descriptive statistics, it defines a general picture, that respondents in this study agree with the Trendiness variable on the Netflix Instagram Account. This shows that in general respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer Brand Equity.

###### **4. Customization**

The results of each indicator of the Customization variable, The minimum value for the six indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the CUS1 indicator of 0.846, while the lowest is in the CUS6 indicator of 0.642, The range of differences in standard deviations is still within a safe range and is not much different,

indicating that respondents tend to agree with statements related to Customization. From the results of these descriptive statistics, it provides an illustration that participants in this study agree with the Customization variable on the Netflix Instagram Account, This shows that in general respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer Brand Equity.

#### 5. E-WoM

The results of each EWOM variable indicator, the minimum value for the six indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the EWOM6 indicator of 0.795, while the lowest is in the EWOM4 indicator of 0.729, The range of differences in standard deviations is still within a safe range and is not much different, indicating that respondents tend to agree with statements related to EWOM. Of the six indicators, the indicator with the highest average is EWOM4 "In my opinion, the display information from the admin on Netflix's IG is reliable," with an average value of 4.117, The indicator with the lowest average is EWOM3 "In my opinion, the display reviews from users on Netflix's IG are reliable," with an average value of 4.000. From the results of these descriptive statistics, it is described that basically, respondents in this study agree with the EWOM variables on the Netflix Instagram Account, This shows that in general respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and improve the brand consumer equity.

#### 6. Brand Equity

The results of each indicator of the BrandEquity variable, the minimum value for the six indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the BE3 indicator of 0.724, while the lowest is in the BE1 indicator of 0.653, The range of differences in standard deviations is still within a safe range and is not much different, indicating that respondents tend to agree with the statement related to BrandEquity. Of the six indicators, the indicator with the highest average is BE1 "Netflix is a leading subscription-based streaming service brand," with an average value of 4.564, The indicator with the lowest average is BE3 "Netflix is a subscription-based streaming service brand that is the standard in its industry," with an average value of 4.388. From the results of these descriptive statistics, it represents a picture that in general the respondents in this study agree with the Brand Equity variable in the Netflix Instagram Account, This shows that in general the respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer brand equity.

#### 7. Brand Loyalty

The results of each indicator of the Brand Loyalty variable The minimum value for the six indicators is one, while the maximum value for the six indicators is five, The highest standard deviation is in the BRL6 indicator of 0.976, while the lowest is in the BRL1 indicator of 0.724, The range of differences in standard deviations is still within a safe range and is not much different, indicating that respondents tend to agree with the statement related to Brand Loyalty. Of the six indicators, the indicator with the highest average is BRL1 "Netflix is a leading subscription-based streaming service brand," with an average value of 4.314, The indicator with the lowest average is BRL6 "Netflix is a subscription-based streaming service brand that is an example in its industry," with an average value of 3.707. From the results of these descriptive statistics, it is clear that respondents in this study agree with the Brand Loyalty variable on the Netflix Instagram account. This shows that in general respondents in the study have a positive perception of entertaining content on the Netflix Instagram account to strengthen relationships with customers and increase consumer brand equity.

### **3.2. Data Analysis of Research Result**

#### **3.2.1 Validity Test**

The results of the Convergent Validity test show that each indicator of the Entertainment, Interactivity, Trendiness, Customization, EWOM, Brand Equity, and Brand Loyalty variables has an outer loading value of  $\geq 0.70$ ; and the Average Variance Extracted (AVE) value  $\geq 0.50$ ; Thus, all indicators in this study are declared to meet the Convergent Validity criteria. Based on data analysis using PLS-SEM, the Outer Model display is obtained as follows:

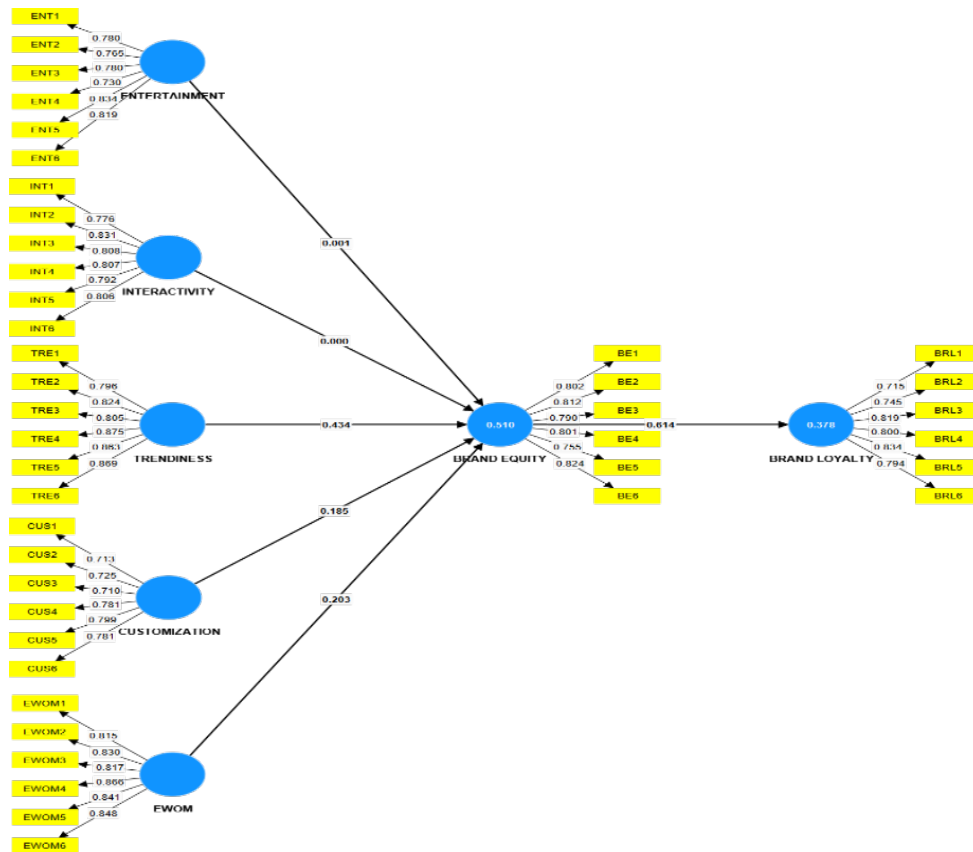


Figure 1. Outer Model

In the outer model analysis is the validity test by checking the discriminant validity in the model. This test is carried out to ensure that a construct or variable has indicators that can discriminate effectively in measuring the construct specifically. The method used is to assess the heterotrait-monotrait ratio (HTMT). The use of the HTMT ratio is considered to provide more accurate results in testing discriminant validity compared to the Fornell-Larcker value which was previously more commonly used. The HTMT ratio value below 1 is still considered acceptable, with good parameters being below 0.9 to measure the construct. states that the construct has valid indicators in discriminating the construct. This shows that the indicators in a variable can specifically The results of the Discriminant Validity test show that each indicator of the Entertainment, Interactivity, Trendiness, Customization, EWOM, Brand Equity, and Brand Loyalty variables has a Heterotrait-Monotrait Ratio (HTMT) value  $< 0.90$ . Therefore, it can be concluded that all indicators in this study have met the Discriminant Validity criteria.

Table 1. Heterotrait-Monotrait Ratio (HTMT) Values

Variabel	BE	BRL	CUS	ENT	EWOM	INT	TRE
BE							

Variabel	BE	BRL	CUS	ENT	EWOM	INT	TRE
BRL	0,684						
CUS	0,621	0,684					
ENT	0,529	0,546	0,627				
EWOM	0,646	0,601	0,619	0,578			
INT	0,458	0,546	0,689	0,700	0,554		
TRE	0,733	0,627	0,610	0,673	0,679	0,525	

Source: SmartPLS 4 Data Processing Results, (2024)

### 3.2.2 Reliability Test

This reliability value functions to measure the extent of the internal consistency of respondents' answers to each questionnaire item used as a construct indicator. The results of construct reliability data processing can ensure that the construct can be measured with high reliability on the existing indicators. This measurement model is evaluated through an outer model, reliability testing is carried out by checking the Cronbach's Alpha value, Composite reliability, and point of estimate ( $\rho_a$ ) according to the recommendations of [5]. as a reference, the Cronbach's Alpha value should be more than 0.7 which is considered the lower limit to indicate reliability. Meanwhile, the composite reliability value is expected to be in the range of 0.7 to 0.95. A composite reliability value of 0.95 is considered the upper limit (upper bound), When a composite reliability value is found to be greater than 0.95, there is a possibility of redundancy in the use of indicators to measure the same construct [6]. Information regarding the construct reliability value can be seen in Table 2 below:

Table 2. Reliability Test Values

Variabel	Cronbach's alpha	Composite reliability ( $\rho_a$ )	Composite reliability ( $\rho_c$ )
<i>Entertainment</i>	0,876	0,880	0,906
<i>Interactivity</i>	0,891	0,897	0,916
<i>Trendiness</i>	0,916	0,918	0,935
<i>Customization</i>	0,847	0,853	0,886
<i>Electronic word of mouth</i>	0,914	0,915	0,933
<i>Brand equity</i>	0,886	0,890	0,913
<i>Brand loyalty</i>	0,876	0,876	0,906

Source: SmartPLS 4 Data Processing Results, (2024)

Based on the data in table 2, it can be concluded that the Cronbach's Alpha value for all variables has exceeded the minimum limit of 0.7 according to the applicable provisions of [6] in [5]. In addition, all variables show a composite reliability value above 0.7, with the highest value reaching 0.918. No composite reliability value was found that exceeded 0.950 as the upper limit, so it can be concluded that there is no indicator redundancy that affects collinearity [5]. The  $\rho_a$  value as a point estimate was found to be greater than 0.7 and was between the Cronbach's Alpha value and composite reliability, so this value was considered ideal. The results of the reliability test showed that there was good internal consistency, which means that this measurement model is strong enough and these indicators can be relied on to reflect its construct.

### 3.2.3 Collinearity Test

Collinearity is a condition in which there is a strong relationship or correlation between two or more independent variables in a model. Models with a high level of collinearity tend to have large standard errors, which reduces the predictive or estimation ability of the model. Collinearity testing in PLS-SEM is carried out by examining the Inner Variance Inflation Factor (VIF) value, where the ideal or problem-free value is if the VIF value is less than 3. If the VIF value is between 3-5, this value is considered recommended or still tolerable. However, if the VIF value is more than 5, it indicates a high probability of collinearity problems in the model, which can affect the path coefficient value in the [5] research model. An overview of the Inner Variance Inflation Factor (VIF) value can be seen in the following table 3:

Table 3. Inner Variance Inflation Factor (VIF) Values

Variabel	VIF
<i>Entertainment</i> → <i>Brand Equity</i>	2,103
<i>Interactivity</i> → <i>Brand Equity</i>	1,912
<i>Trendiness</i> → <i>Brand Equity</i>	2,047
<i>Customization</i> → <i>Brand Equity</i>	2,013
<i>Electronic word of mouth</i> → <i>Brand Equity</i>	2,027
<i>Brand Equity</i> → <i>Brand Loyalty</i>	1,000

Source: SmartPLS Data Processing Results (2024)

In Table 3, the Variance Inflation Factor (VIF) value for the research model shows that the inner VIF value for all variables is below 3, as expected. The highest VIF value was recorded at 2.103 for the Entertainment variable. This shows that all variables in the research model have ideal inner VIF values. Based on the VIF data, it can be ascertained that there is no collinearity problem between the variables in this research model. This finding is important in assessing the quality of the model, because this model consists of five independent variables that should not have a strong correlation. This result indicates that this research model is acceptable, especially because no collinearity issues were found between the independent variables.

### 3.2.4 Hypothesis Testing

Path coefficient significance analysis in PLS-SEM is done using bootstrapping technique, which aims to determine the direction and significance of the relationship between exogenous latent variables and endogenous latent variables. Evaluation of the relationship is based on the t-statistic or p-value.

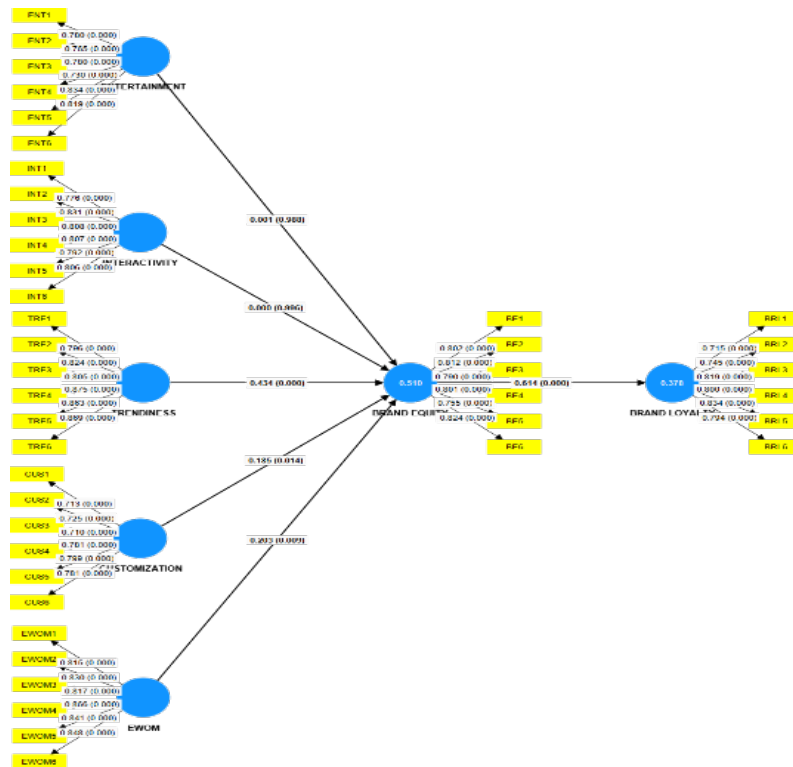


Figure 2. Outer Model  
 Source: SmartPLS 4 Data Processing Results, (2024)

The decision in PLS-SEM analysis for one-way hypothesis with a significance level of 5% is determined as follows: if the t-statistic value  $> 1.645$  or p-value  $< 0.05$ , then  $H_0$  is rejected and  $H_1$  is accepted. Conversely, if  $|t\text{-statistic}| \leq 1.645$  or p-value  $\geq 0.05$ , then  $H_0$  is accepted and  $H_1$  is rejected [7].

Table 4. Hypothesis Tests

INTER-TRANS RELATIONSHIP	Original sample (O)	T statistics ( O/STDEV )	P values	RESULTS
<b>ENTERTAINMENT -&gt; BRAND EQUITY</b>	0,001	0,015	0,988	Not Supported
<b>INTERACTIVITY -&gt; BRAND EQUITY</b>	0,000	0,005	0,996	Not Supported
<b>TRENDINESS -&gt; BRAND EQUITY</b>	0,434	5,284	0,000	Supported
<b>CUSTOMIZATION -&gt; BRAND EQUITY</b>	0,185	2,455	0,014	Supported
<b>EWOM -&gt; BRAND EQUITY</b>	0,203	2,612	0,009	Supported
<b>BRAND EQUITY -&gt; BRAND LOYALTY</b>	0,614	14,843	0,000	Supported

Source: PLS-SEM Processed Results (2024)

1. The Influence of Entertainment on Brand Equity

The first hypothesis ( $H_1$ ) states that Entertainment has an insignificant influence on Brand Equity. Based on the results of hypothesis testing between variables listed in Table 4, the relationship between Entertainment and Brand Equity shows a path coefficient value of 0.001, with a t-value of  $0.015 < 1.96$  and a p-value of  $0.988 (> 0.05)$ . These results indicate that  $H_1$  is rejected, which means that Entertainment does not have a significant effect on Brand Equity.



## 2. The Influence of Interactivity on Brand Equity

The second hypothesis (H2) is that Interactivity does not have a significant effect on Brand Equity. Based on Table 4, it is known that the relationship between Interactivity and Brand Equity has a path coefficient value of 0.000 with a t-value of  $0.005 < 1.96$  and a p-value of  $0.996 > 0.05$ . Based on these results, H2 is accepted, which means that Interactivity has a significant effect on brand equity. Therefore, the hypothesis H2, namely Interactivity, is considered unsupported.

## 3. The Effect of Trendiness on Brand Equity

The third hypothesis (H3), namely Trendiness has a significant effect on Brand Equity Based on Table 4, it is known that the relationship between Trendiness and Brand Equity has a path coefficient value of 0.434 with a t-value of  $5.284 > 1.96$  and a p-value of  $0.000 < 0.005$ . Based on these results, H3 is accepted because the data is supported, which means that Trendiness has a significant effect on

## 4. The Effect of Customization on Brand Equity

The fourth hypothesis (H4) is that Customization has a significant effect on Brand Equity. Based on Table 4, it is known that the relationship between Customization and Brand Equity has a path coefficient value of 0.185 with a t-value of  $2.455 > 1.96$  and a p-value of  $0.014 < 0.05$ . Based on these results, H4 is accepted, which means that customization has a significant effect on brand equity.

## 5. The Effect of EWOM on Brand Equity

The fifth hypothesis (H5) is that EWOM has a significant effect on brand equity. Based on Table 4, it is known that the relationship between EWOM and brand equity has a path coefficient value of 0.203 with a t-value of  $2.612 > 1.96$  and a p-value of  $0.009 (< 0.05)$ . Based on these results, H5 is accepted, which means that EWOM has a significant effect on brand equity.

## 6. The Effect of Brand Equity on Brand Loyalty

The sixth hypothesis (H6) is that Brand Equity has a significant effect on Brand Loyalty. Based on Table 4, it is known that the relationship between Brand Equity and Brand Loyalty has a path coefficient value of 0.614 with a t-value of  $14.483 > 1.96$  and a p-value of  $0.000 (< 0.05)$ . Based on these results, it is significant to Brand Loyalty.

### 3.3. Discussion

This section discusses the results of research on the influence of Entertainment (X1), Interactivity (X2), Trendiness (X3), Customization (X4), and EWOM (X5) on Brand Loyalty (Z), with Brand Equity (Y) as a mediating variable. Based on the demographic profile of respondents, Netflix users who follow Netflix's Instagram account in East Java are mostly female with a percentage of 62.3%, while men are 37.2%. In terms of age, the majority of Netflix users are aged 18-26 years, which is 86.17%, followed by the 27-42 age group at 13.29%, and the 43-58 age group which only reaches 0.53%. In addition, the majority of respondents are students with a percentage of 60.1%, followed by teachers/lecturers at 23.93%, and self-employed at 12.23%. The results of data processing in this research model show that the Brand Equity variable has a strong  $R^2$  value of 0.510 and a  $Q^2$  value of 0.473, which indicates good predictive ability. Meanwhile, the Brand Loyalty variable has an  $R^2$  value of 0.378 with a  $Q^2$  value of 0.367, which also reflects good predictive ability. The  $R^2$  and  $Q^2$  values obtained have met the requirements and can be used as a basis for further research on Brand Equity on Netflix customers in East Java. The high  $R^2$  value in this study indicates that the variability of the Brand Equity variable can be explained by Trendiness, Customization, and EWOM by 52%, while 48% is influenced by other factors outside the model. The  $R^2$  value on the endogenous variable of work performance is 0.378, which means that 37.8% of the variability of Brand Loyalty is explained by the Trendiness, Customization, EWOM and Brand Equity variables, while 62.2% is influenced by other variables not included in this study. The analysis of the research model using SmartPLS produces an empirical model as shown in the figure below. In line with previous studies, the variables trendiness, customization and EWOM have been shown to have a significant effect on

brand loyalty with brand equity as a mediating variable, as further explained in the following discussion.

### **3.3.1 The Relationship between Entertainment and Brand Equity**

These results indicate that H1 is rejected, which means that Entertainment does not have a significant effect on Brand Equity. because not only Netflix provides entertainment, all SVOD platforms (such as Disney +, Amazon Prime, Vidio and others) also offer the same Entertainment, so SVOD companies must provide exclusive and diverse types, This includes more diverse original content, from documentaries, fact-based series, to more niche content or focused on certain genres that are not solely intended for entertainment. The results of this study support the research of [8]. This can be explained, because of the complexity of the market and competition in SVOD, Entertainment is no longer the most important factor for users to be loyal to one SVOD platform brand. In descriptive statistics, the entertainment variable has a mean value of 3.94 where the average respondent agrees with the statement submitted. This can be caused because respondents already know that entertainment is an important thing for Netflix customers. Descriptive statistics on the entertainment variable have a mean value of 3.936 where the average respondent tends to answer agree with the statement on the variable. However, a value of 3.936 can be categorized as still low and tends to be neutral, therefore Netflix needs to pay more attention to brand equity on Netflix customers in East Java in order to grow entertainment by Netflix customers. These findings can provide implications for Netflix to be able to provide enjoyable content so that it can increase entertainment for Netflix customers in East Java and can increase brand equity. This is based on the indicator with the lowest average on the motivation variable at X1.5 "In my opinion, Netflix's IG Story content is exciting".

### **3.3.2 The relationship between Interactivity and Brand Equity**

Based on these results, H2 is accepted, On this platform, even though there are interactive features such as comments or live chat, many people are more interested in enjoying content without having to interact directly, Social media currently presents so much content that continues to flow with a large and diverse amount of information that makes the audience feel overwhelmed and prefers to filter information or avoid active interaction, This is the same as previous research [3] interactivity has no significant effect on brand equity, so interactivity is an unimportant factor in forming brand equity. which means that the work environment has a positive effect on job satisfaction. Therefore, the hypothesis H2, namely Interactivity, is considered unsupported; The results of this study support the study [3] which found the same thing that Interactivity has no effect on Brand Equity. In the descriptive statistical analysis, the Interactivity variable has a mean value of 3.94, which indicates that the average respondent agrees with the statement submitted. This can be caused by the respondents' understanding that interactivity is on Netflix customers. In the descriptive statistical analysis, the Interactivity variable has a mean value of 3.867, which indicates that the average respondent agrees with the statement submitted. This can be caused by the respondents' understanding that interactivity is an important aspect in carrying out work as an outsourced employee. Meanwhile, the Interactivity variable has a mean value of 3.867, which indicates the tendency of respondents to answer in agreement with the statement in the variable. However, the value of 3.867 is still relatively low and tends to be close to neutral. Therefore, Netflix needs to pay more attention to brand equity on customers in East Java in order to improve the interactivity aspect felt by users. This finding has implications for Netflix to present more interesting content to improve the interactivity experience and strengthen brand equity among customers in East Java. This is also based on the indicator via Netflix IG."

### **3.3.3 The relationship between Trendiness and Brand Equity**

Based on these results, H3 is accepted because the data is supported, which means that Trendiness has a significant effect on Brand Equity. Based on the results of the analysis, it is known that the trendiness variable has a large influence on brand equity, This is influenced by the very competitive SVOD market with many big players such as Netflix, Disney +, Amazon Prime video, Vidio and others competing to attract user attention, Trendiness is a way for platforms to stand out in the midst of this competition, So that trending or popular content has greater appeal, Users tend to want to watch something that people are talking about or that is the main focus on social media, When trending content gets a lot of attention, this often encourages more people to subscribe to SVOD so as not to miss out, In addition, users who have subscribed will be more likely to stay subscribed, So trendiness is an important factor in forming brand equity. [9] support the same thing, namely that Trendiness has a significant effect on Brand Equity. In the descriptive statistical analysis, the trendiness variable has a mean value of 3.867, which indicates that the average respondent agrees with the statement submitted. This may be due to the respondent's understanding that trendiness is an important aspect of Netflix customers. Meanwhile, the trendiness variable has a mean value of 4.122, which indicates the tendency of respondents to answer agree to the statement in the variable. However, the value of 4.122 is relatively high and tends to approach Strongly agree. Therefore, Netflix needs to pay more attention to brand equity in customers in East Java in order to increase the trendiness aspect felt by users. This finding has implications for Netflix to present more interesting content to improve the trendiness experience and strengthen brand equity among customers in East Java. This is also based on the indicator with the lowest average in the trendiness variable, namely item X3.5, which states, "In my opinion, the show recommendations on Netflix IG are always trendy."

### **3.3.4 The Influence of Customization on Brand Equity**

Based on these results, H4 is accepted, which means that customization has a significant effect on brand equity. This study is in line with previous research by [3]. With Customization, it not only suggests content that users like, but also helps them discover new content that they might not have encountered if they only relied on manual searches. By providing recommendations based on user behavior patterns, the platform can suggest recommendations for trending or new movies. If the platform can provide more accurate recommendations based on viewing history, users are more likely to spend more time on the platform, watch more, and engage more deeply with content (such as liking, sharing, or continuing to use the platform. commenting), This in turn makes users more likely to In the descriptive statistical analysis, the customization variable has a mean value of 3.867, which indicates that the average respondent agrees with the statement submitted. This is likely due to the respondents' understanding that customization is an important factor for Netflix customers. Meanwhile, the customization variable has a mean value of 4.122, which indicates the tendency of respondents to answer agree with the statement in the variable. This value is quite high and approaches the strongly agree category. Therefore, Netflix needs to pay more attention to brand equity among customers in East Java in order to improve the customization aspect felt by users. This finding has implications for Netflix to present more attractive content to improve the Customization experience and strengthen brand equity among customers in East Java. This is also based on the indicator with the lowest average in the customization variable, namely item X4.5, which reads, "In my opinion, the recommended shows on Netflix IG are according to my needs."

### **3.3.5 The Influence of EWOM on Brand Equity**

Based on these results, H5 is accepted, which means that EWOM has a significant effect on brand equity. The results of this study are in line with the research of [3]. the influence of EWOM on social media changes the way people interact with information, user-generated content such as

reviews, reviews, or recommendations are often considered more credible than commercial advertisements that are directed directly to users. issued by the company, Social media users are more likely to trust the opinions of friends or others who have real experiences than messages In the descriptive statistical analysis, the EWOM variable has a mean value of 4.074, which indicates that the average respondent agrees with the statement submitted. This is likely due to the respondent's awareness that EWOM is an important factor for Netflix customers. Meanwhile, the EWOM variable also has a mean value of 4.074, which indicates the tendency of respondents to answer agree with the statement in the variable. This value is relatively high and approaches the strongly agree category. Therefore, Netflix needs to pay more attention to brand equity among customers in East Java to improve the EWOM aspect felt by users. This finding has implications for Netflix to present more interesting content to improve the EWOM experience and strengthen brand equity among customers in East Java. This is also based on the indicator with the lowest average in the EWOM variable, namely in item X5.5, which reads, "In my opinion, the show reviews from users on Netflix IG are trustworthy."

### **3.3.6 The Influence of Brand Equity on Brand Loyalty**

Based on these results, H6 is accepted, which means that brand equity has a significant effect on brand loyalty. Thus, it can be concluded that the Brand Equity variable has a significant effect on Brand Loyalty. These results support the research [10]. High Brand Equity ensures that customers have a positive view of Netflix, both in terms of content quality, service uniqueness, and user experience. This plays a role in increasing customer retention rates, where they remain loyal even though there is a price increase or the emergence of other streaming services such as Disney+ and HBO Max. Customers who consider Netflix to have unique and relevant values tend to be less affected by price changes or pressure from competitors. In the descriptive statistical analysis, the brand equity variable has a mean value of 4.388, which indicates that the average respondent agrees with the statement submitted. This is likely due to the respondent's awareness that brand equity is an important factor for Netflix customers.

In addition, the brand equity variable also has a mean value of 4.388, which indicates the tendency of respondents to answer in agreement with the statement in the variable. This value is relatively high and approaches the strongly agree category. Therefore, Netflix needs to pay more attention to brand loyalty among customers in East Java in order to improve the brand equity aspect felt by users. This finding has implications for Netflix to present more interesting content to improve the brand equity experience and strengthen brand loyalty among customers in East Java. This is also based on the indicator with the lowest average in the brand equity variable, namely in item X6.5, which reads, "Netflix is the best subscription-based streaming service brand."

## **4. CONCLUSION**

This writing is compiled as an effort to test the influence between Brand Equity on Brand Loyalty: and the influence between Entertainment, interactivity, trendiness, customization, and EWOM. Through research that has been conducted on 188 male and female respondents aged 18-58 years and the results obtained that the brand equity variable has a significant effect on brand loyalty; the entertainment variable does not have a significant effect on brand equity, the interactivity variable does not have a significant effect on brand equity, the trendiness variable has a significant effect on brand equity, the customization variable has a significant positive effect on brand equity, the EWOM variable has a significant effect on brand equity.

The suggestions for this study are that Netflix can improve user experience and customer loyalty in East Java by optimizing the creativity of Instagram Story content through interactive elements such as polls, quizzes, and exclusive sneak peeks. Fast responses in Direct Message (DM)

need to be maintained with the help of customer service and Chatbot. Show recommendations must be continuously updated based on trend analysis and user preferences with big data algorithms. Personalization of recommendations needs to be strengthened through user behavior analysis to better suit customer interests. In addition, Netflix can encourage user-generated content (UGC) through interactive campaigns such as hashtag challenges and watch party reviews to increase engagement and strengthen brand equity and reputation as the best streaming service in the region.

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