

# Examining social media marketing and content richness impacts on Netflix consumer satisfaction and loyalty

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## Abstract

In a highly competitive streaming market, consumer loyalty is no longer secured by brand strength alone but requires continuous innovation and strategic differentiation. This study examines the influence of social media marketing and content richness on consumer satisfaction and loyalty among Netflix users in Indonesia. A total of 250 active Netflix subscribers participated in an online survey, and the data were analyzed using Partial Least Squares Structural Equation Modeling. The findings show that social media marketing significantly enhances consumer satisfaction but does not directly influence consumer loyalty, indicating that its impact operates indirectly through satisfaction. In contrast, content richness exerts both direct and indirect effects on satisfaction and loyalty, establishing it as the most influential factor in sustaining user commitment. Furthermore, consumer satisfaction fully mediates the relationship between social media marketing and loyalty, and partially mediates the relationship between content richness and loyalty. These results highlight satisfaction as the core mechanism linking marketing engagement and content experience to loyalty, emphasizing the importance of enhancing user experience and content quality to foster long-term retention.

**Keywords:** *social media marketing, content richness, satisfaction, loyalty, Netflix.*

## Introduction

The rise of digital streaming platforms has profoundly transformed the entertainment industry, reshaping how content is produced, distributed, and consumed (Iliescu & Ioanid, 2024; Ryu et al., 2024). Traditional cable television and cinema are increasingly being supplanted by platforms that offer on-demand access to diverse media content, allowing consumers to tailor their entertainment experiences (Khan, 2023). Among these platforms, Netflix has emerged as a global pioneer, revolutionizing the entertainment market with its subscription-based model and data-driven content strategies. By providing seamless access to movies, TV shows, and original productions, the platform has redefined user-centered entertainment services, solidifying its dominance in the global streaming industry (Widia et al., 2021; Yuan, 2023). This shift reflects the growing demand for platforms that accommodate contemporary viewing habits and personalized consumption preferences, as digital streaming continues to dominate the global entertainment landscape.

In Indonesia, the streaming industry has undergone rapid expansion, driven by increased internet penetration, affordable smartphones, and social media influence. As of 2024, more than 78% of Indonesians had internet access, contributing to rising demand for digital entertainment (APJII, 2024). Globally, Netflix's subscriber base reached 269.60 million, up 16% from the previous year. Within Indonesia alone, as of January 2021, active Netflix users surpassed 850,000, and within Indonesia alone, active Netflix users surpassed

850,000 (Jemadu, 2021; Muhammad, 2024). This surge is reinforced by Netflix's strategy of combining globally recognized titles with locally relevant productions. Indonesian originals such as *Abadi Nan Jaya*, *Gadis Kretek*, and *Nightmares and Daydreams* demonstrate Netflix's effort to connect with domestic audiences through culturally resonant narratives. Nevertheless, the extent to which these localized efforts translate into sustained consumer loyalty remains a crucial question, particularly given the intensifying competition among streaming platforms.

The Indonesian market presents a complex competitive landscape. International platforms such as Disney+ Hotstar leverage their extensive content libraries, featuring globally acclaimed franchises such as *Marvel* and *Star Wars* (Chen et al., 2022; Zahara et al., 2022). Meanwhile, regional competitors such as Vidio and Viu appeal to local tastes by offering Indonesian and Asian dramas, often at lower subscription prices and with localized payment systems that resonate with cost-sensitive audiences (Ramadhan et al., 2023; Saputri et al., 2024). This competition highlights the importance of consumer loyalty as a determinant of long-term sustainability in Indonesia's video-on-demand (VOD) sector. Unlike traditional services with high switching costs, digital platforms face minimal barriers to entry, allowing consumers to easily switch between providers based on content, pricing, or promotions (Anisa & Tjhin, 2023; Yoon & Kim, 2024).

In this context, maintaining customer loyalty demands more than brand reputation; it requires continuous innovation and differentiation (Agustian et al., 2024; Tavana et al., 2016). Streaming platforms must deliver consistent value while understanding the behavioral, cultural, and emotional factors that shape user engagement (Chen, 2023). For global platforms like Netflix, this entails not only adapting to shifting consumption patterns but also recognizing the socio-cultural nuances that influence audience preferences across markets. In Indonesia, for instance, consumers increasingly expect streaming experiences that reflect local and cultural identity (Fatonah, 2025; Marela & Alfansi, 2024). Beyond content itself, users also value interactive and personalized communication strategies that make them feel connected to the brand and community (Audyta & Hidayat, 2021; Putri & Rufaidah, 2024; Rahmadani et al., 2025). Therefore, Netflix's growth potential depends on its ability to localize its offerings and strengthen relationships with audiences through effective digital marketing, particularly social media marketing and content richness.

Social media marketing has become one of the most powerful tools for building brand engagement in the digital economy. It utilizes interactive platforms to promote products and foster dialogue between brands and consumers (Annisa & Wulansari, 2024; Indrapura & Fadli, 2023). Through content creation, sharing, connection, and community building, companies can establish emotional resonance and long-term engagement (Ciptosari & Satum, 2024; Gunelius, 2011). Social media also enables brands to gather insights into audience preferences and respond in real time, thereby co-creating value with consumers (Dwivedi et al., 2021; Eslami et al., 2022). For streaming platforms like Netflix, social media is used strategically to promote upcoming titles, interact with fans, and tailor marketing messages to regional audiences. Studies consistently demonstrate that social media marketing activities significantly enhance consumer satisfaction and trust (Hamid et al., 2022; Shafiq et al., 2023) and build consumer loyalty by reinforcing positive brand relationships (Al-Dwairi et al., 2024; Bilgin, 2018). Therefore, this study proposes that social media marketing significantly impacts customer satisfaction (H1) and customer loyalty

(H2).

Beyond social media engagement, the perceived value of a streaming platform is shaped by the richness of its content library. Content richness refers to the variety, relevance, and sufficiency of available content that satisfies diverse audience needs (Harini et al., 2022; Lee & Lehto, 2013). A rich content library allows users to find material that aligns with their tastes. This diversity enhances perceived usefulness, strengthens emotional attachment, and fosters long-term subscription intention (Annisssa et al., 2020; Hasan, 2017). Studies show that the quality and diversity of content directly influence user satisfaction and continuance intention in streaming services (Dextre-Mamani et al., 2022; Obiegbu & Larsen, 2024). The dimensions of content richness, such as relevance, timeliness, and sufficiency, ensure that viewers experience both novelty and value, preventing viewer fatigue (Al-Marouf et al., 2021; Lee & Lehto, 2013). A platform offering exclusive, up-to-date local-language content increases user satisfaction and loyalty (Hsu et al., 2020; Yoon & Kim, 2023; Kinas, 2024). Based on this theoretical foundation, the following hypotheses are proposed: content richness significantly impacts customer satisfaction (H3) and customer loyalty (H4).

While social media marketing and content richness can directly influence loyalty, the mechanism often involves consumer satisfaction. Consumer satisfaction in the OTT context reflects the user's overall evaluation of their streaming experience, including factors such as interface usability, recommendation algorithms, and the emotional gratification derived from viewing (Shin & Park, 2021; Sujatha et al., 2025). Platforms that provide stable playback, intuitive navigation, and high-quality content are more likely to enhance satisfaction and retention (Tunsakul, 2025; Yousaf et al., 2021). In Indonesia's rapidly expanding OTT market, satisfaction functions as a key mediator linking marketing strategies and perceived value to loyalty. Research has shown that personalization and convenience significantly enhance perceived enjoyment, which in turn increases satisfaction and continuance intention (Indrarto et al., 2025; Sae-tae & Wang, 2024; Tunsakul, 2025).

Satisfied consumers not only renew subscriptions but also engage in positive word-of-mouth, strengthening brand reputation and user base growth (Patil & Rane, 2023; Rane et al., 2023). In the streaming industry, satisfaction is a crucial factor in determining loyalty, influencing users' willingness to continue their subscriptions and to recommend the service to others. Product or service features, consumer emotions, attributions, and perceptions of equity or fairness are the key elements of consumer satisfaction (Aljabbaru et al., 2024; Wilson et al., 2020). In streaming contexts, higher satisfaction has been associated with reduced churn rates and stronger commitment (Anisa & Tjhin, 2023). Therefore, it is hypothesized that consumer satisfaction significantly impacts customer loyalty (H5) and it also mediates the impacts of both social media marketing and content richness on customer loyalty (H6).

Consumer loyalty, in turn, represents a customer's sustained commitment to repurchase or continue using a product or service, often grounded in satisfaction, trust, and perceived value (Kevin & Anandya, 2021; Monfort et al., 2025; Yum & Kim, 2024). The key dimensions of consumer loyalty are defined by repeat purchases, retention, and referrals (Amir et al., 2021; Kotler & Keller, 2021). In digital contexts, loyalty extends beyond behavioral repetition to encompass emotional attachment, advocacy, and sustained engagement

(Dyatmika et al., 2025; Lim & Rasul, 2022). Studies on streaming platforms emphasize that consistent service quality, user experience, and personalization foster long-term loyalty (García-Salirrosas et al., 2024; Nandita & Setyawan, 2025). Netflix, therefore, must continuously reinforce loyalty through differentiated content offerings and interactive digital experiences that meet both functional and emotional expectations of Indonesian consumers.

Drawing on this theoretical foundation, this study addresses several important gaps in the existing literature on digital streaming consumer behavior. Previous studies have frequently examined social media marketing, content richness, consumer satisfaction, and loyalty as separate constructs or through isolated direct relationships, resulting in a limited understanding of how these variables interact within a comprehensive loyalty-building mechanism (Bilgin, 2018; Dextre-Mamani et al., 2022; Yum & Kim, 2024). In addition, much of the existing evidence has been generated in mature markets or broad digital service contexts, offering limited insight into emerging economies such as Indonesia, where rapid internet penetration, intensive social media engagement, and culturally diverse audience preferences may shape distinct patterns of consumer loyalty.

Research on OTT platforms has also tended to emphasize technological adoption, subscription intention, or switching behavior, while giving less attention to the mediating role of satisfaction in transforming marketing efforts and content experience into sustained loyalty (Hasan, 2017; Marela & Alfansi, 2024; Zahara et al., 2022). Consequently, a more integrated and context-specific explanation of loyalty formation in competitive streaming markets remains necessary. To address these gaps, this study develops an empirical framework that positions social media marketing and content richness as strategic antecedents of consumer satisfaction, which subsequently drives loyalty among Netflix users in Indonesia.

The novelty of this research lies in its simultaneous examination of these relationships within the context of a leading global streaming platform operating in a highly dynamic emerging market. The study also extends prior loyalty literature by demonstrating that consumer satisfaction serves as a central psychological mechanism through which digital engagement and perceived content value translate into long-term commitment. (Anisa & Tjhin, 2023; Ismail et al., 2021; Sohaib & Han, 2023). Contextually, the findings provide evidence that loyalty in Indonesia's OTT market depends not only on platform quality and content variety but also on localized relevance and interactive brand communication. This integrated perspective offers practical implications for streaming providers seeking to strengthen retention strategies. It provides a foundation for future research incorporating additional constructs, such as trust, perceived value, brand love, or cross-platform comparative behavior.

## **Methods**

This research employs a quantitative approach to measure variables, test hypotheses, and explain relationships among variables within the research model (Scharrer & Ramasubramanian, 2021). The variables tested in this research are social media marketing (X1), content richness (X2), consumer satisfaction (Y1), and consumer loyalty (Y2). The analysis technique used in this research is partial least squares structural equation modelling, implemented in SmartPLS, with consideration of the mediating role of variable

Y1. Partial Least Squares (PLS) is used to predict a set of variables (Y) from a set of predictors (X). Unlike standard regression, which predicts a single variable, PLS can handle an entire data table. Additionally, PLS effectively handles multicollinear predictors that are not linearly independent. These capabilities make PLS a highly versatile tool suitable for large datasets in which standard regression methods may fail (Abdi & Williams, 2013). Data validity and reliability are also easier to assess in SmartPLS using the loading factor, average variance extracted (AVE), and Cronbach’s alpha for each variable (Ghozali & Kusumadewi, 2023).

The primary data were collected through a purposive sampling survey of 250 respondents who had subscribed to Netflix Indonesia in the past 3 months. The sample size was determined on the assumption that the exact number of Indonesian Netflix users is unknown and that Netflix Indonesia has not published the total number of its active subscribers in 2025. Moreover, based on expert judgement, in a PLS-SEM study such as this, the sample size is considered sufficient when it exceeds 10 times the number of most informative indicators in the construct under study (Hair et al., 2022; Wagner & Grimm, 2023). The measurement scale used in this study is a Likert scale with five response options, ranging from disagree to agree.

**Table 1. Indicator and Number of Questions for Each Variable**

Variable	Indicators	Number of Question	Adapted from
Social Media Marketing (X1)	Online Communities	2	Ciptosari & Satum (2024); Gunelius (2011)
	Interaction	2	
	Sharing of Content	3	
	Accessibility	2	
Content Richness (X2)	Credibility	2	Al-Marroof et al. (2021); Lee & Lehto (2013)
	Relevance	2	
	Timeliness	2	
Satisfaction (Y1)	Sufficiency	2	Aljabbaru et al. (2024); Wilson et al. (2020)
	Product and Service Features	2	
	Customer Emotions	2	
	Attributions	2	
Loyalty (Y2)	Perceptions of Equity	2	Amir et al. (2021); Kotler & Keller (2021)
	Repeat Purchase	2	
	Retention	2	
	Referrals	2	
Total		30	

As shown in Table 1, the questionnaire comprised 30 items designed to measure the study’s key constructs. The distribution of items across each variable is presented in the table, with all measurement indicators carefully adapted from validated instruments used in prior research, as referenced in the introduction. Meanwhile, secondary data were obtained through a comprehensive literature review of previous studies relevant to the research objectives. A literature review is a data collection method that involves synthesizing and evaluating theories relevant to the research (Adlini et al., 2022). Additional secondary data, including media coverage and statistical reports, were also analyzed to reinforce the significance and urgency of the research problem. This study also adhered to standard ethical research procedures. All participants were informed about the study's

objectives and gave voluntary informed consent through Google Form. They were assured of the anonymity and confidentiality of their responses, and no personally identifiable information was collected.

### Result and Discussions

This research examines the impact of social media marketing and content richness on Netflix customers' loyalty, while considering the mediating role of customer satisfaction. While the importance of social media marketing and content richness is well-established, existing studies often examine these factors in isolation, overlooking their combined influence on consumer satisfaction and loyalty. This research addresses this gap by positioning consumer satisfaction as a mediating factor, offering a nuanced understanding of how strategic initiatives lead to long-term user commitment. Furthermore, to obtain data that accurately represents the phenomenon under study, a survey was administered to 250 Netflix users in Indonesia.

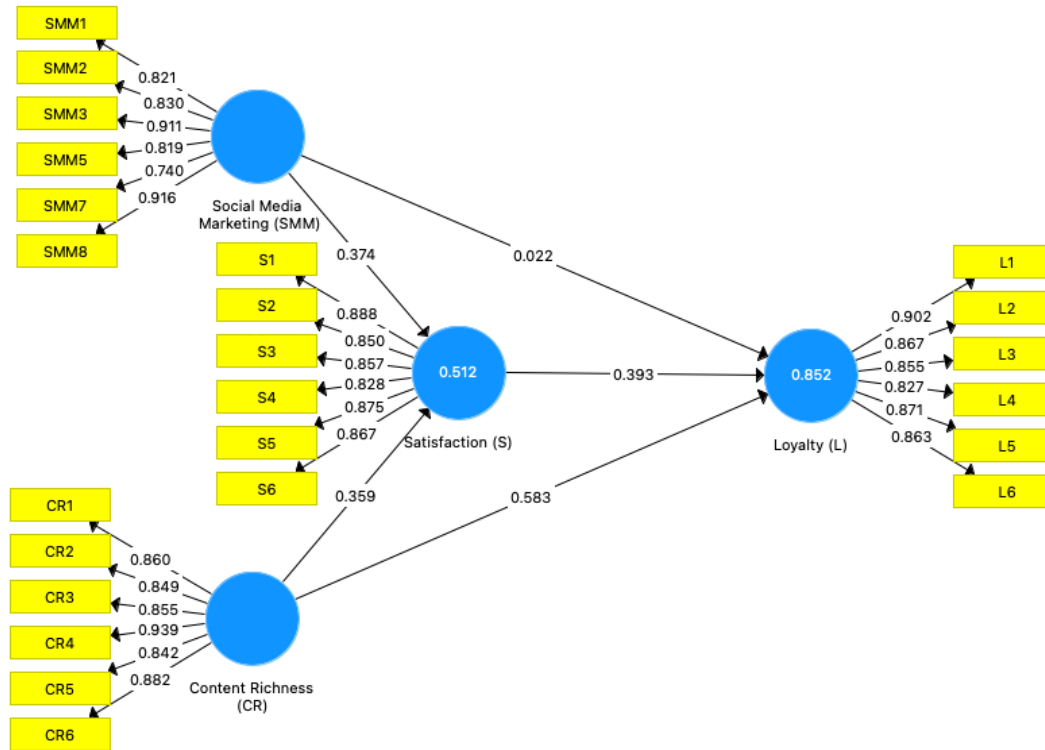
The respondent demographics, as shown in Table 2, indicate that Netflix users in Indonesia are predominantly female and young adults aged 19–25 years, suggesting that the platform strongly appeals to digitally active youth audiences. Most respondents reside in urban areas, including Jakarta, West Java, and Yogyakarta, reflecting Netflix's greater reach in regions with high internet penetration. By occupation, students and private-sector employees predominate, suggesting that Netflix attracts both younger viewers and working professionals seeking flexible entertainment options. Overall, these findings highlight that Netflix's user base in Indonesia is youth-dominated, female-skewed, and urban-centered, underscoring the importance of targeted content personalization and digital engagement strategies to strengthen user satisfaction and loyalty.

**Table 2. Respondent Demographics**

Attribute	Category	Percentage (%)
Sex	Male	33.60
	Female	66.40
Age	19–25	76.80
	26–32	16.00
	33–39	4.80
	Other	2.40
	Region	Jakarta
	West Java	21.60
	Yogyakarta	20.00
	East Java	10.40
	Other	26.40
Occupation	Students	64.80
	Private Sector Employees	24.00
	Entrepreneurs	5.60
	Government Sector Employees	3.30
	Unemployed	2.30

The SmartPLS software assesses data validity through the outer model by examining the loadings and Average Variance Extracted (AVE) values using the PLS Algorithm or measurement model test. Formative indicators are considered valid when their loading factors exceed 0.70, while constructs are considered valid when their AVE values are greater

than 0.50 (Ghozali & Kusumadewi, 2023). The initial outer model calculation indicated that two indicators within the Social Media Marketing construct, which are SMM4 (0.604) and SMM6 (0.652), did not meet the required loading threshold. These lower loadings weakened the construct’s convergent validity. Therefore, both indicators were removed from the model to improve overall validity.



**Figure 1. Final Outer Model**

After removing the two formative indicators that did not meet the validity criteria, the model was recalculated to obtain the final measurement (outer) model. As presented in Figure 1, all formative indicators showed loading factor values above 0.70, indicating acceptable indicator reliability. Furthermore, as shown in Table 3, all variables achieved Average Variance Extracted (AVE) values greater than 0.50, demonstrating adequate convergent validity. The reliability of the constructs was then assessed using Cronbach’s alpha, which must exceed 0.60 to indicate acceptable reliability (Ghozali & Kusumadewi, 2023). As presented in Table 3, all constructs in this study recorded Cronbach’s alpha values above 0.60, confirming that each variable possessed satisfactory internal consistency.

**Table 3. Validity and Reliability Construct**

Variable	AVE	Cronbach's Alpha	Composite Reliability
Social Media Marketing	0,708	0,916	0,935
Content Richness	0,760	0,937	0,950
Satisfaction	0,741	0,930	0,945
Loyalty	0,748	0,932	0,947

The inner model is a key component of Partial Least Squares Structural Equation

Modeling (PLS-SEM) that defines the hypothesized causal relationships among latent variables. It depicts the directional links between independent and dependent constructs within the research framework (Hair et al., 2022). The primary aim of the inner model is to assess how well the independent variables explain the variance in the dependent variables. It also evaluates the significance and strength of hypothesized. The inner model or hypothesis testing was conducted using bootstrap sampling. Bootstrapping in SmartPLS helps minimize potential data interference issues and does not require the data to follow a normal distribution, as the PLS approach allows for freely distributed data (Ghozali & Kusumadewi, 2023). The statistical significance of the model was evaluated using the t-test, with the t-statistic required to exceed the critical value of 1.969 for 250 samples.

**Table 4. Path Coefficients**

	Original Sample	Mean	Standard Error	T-Statistic	P-Value	
SMM → S	0.374	0.381	0.128	2.916	0.004	H1 Supported
SMM → L	0.022	0.023	0.065	0.347	0.729	H2 Rejected
CR → S	0.359	0.352	0.119	3.020	0.003	H3 Supported
CR → L	0.583	0.584	0.056	10.353	0.000	H4 Supported
S → L	0.393	0.392	0.040	9.768	0.000	H5 Supported
SM → S → L	0.141	0.139	0.052	2.730	0.007	H6 Supported
CR → S → L	0.147	0.148	0.050	2.949	0.003	

The inner model results were used to test six hypotheses examining the influence of Social Media Marketing (SMM) and Content Richness (CR) on Netflix consumer Satisfaction (S) and Loyalty (L). Based on Table 4, the results reveal that Social Media Marketing significantly influences Satisfaction ( $\beta = 0.374$ ,  $t = 2.916$ ,  $p = 0.004$ ), supporting H1. This finding indicates that Netflix’s social media marketing activities, such as engaging posts, interactive campaigns, and consistent communication, play a meaningful role in enhancing consumer satisfaction. However, the direct effect of SMM on Loyalty is found to be insignificant ( $\beta = 0.022$ ,  $t = 0.347$ ,  $p = 0.729$ ), leading to the rejection of H2, which suggests that social media marketing alone does not directly increase consumer loyalty.

For Content Richness, the results in Table 4 show significant positive effects on both Satisfaction and Loyalty. The path from Content Richness to Satisfaction is significant ( $\beta = 0.359$ ,  $t = 3.020$ ,  $p = 0.003$ ), supporting H3, indicating that diverse, high-quality, and appealing content contributes to greater consumer satisfaction. Similarly, the path from Content Richness to Loyalty is highly significant ( $\beta = 0.583$ ,  $t = 10.353$ ,  $p = 0.000$ ), supporting H4, implying that content richness serves as a strong determinant of consumer loyalty toward Netflix as a streaming platform. Based on Table 4, satisfaction also significantly affects Loyalty ( $\beta = 0.393$ ,  $t = 9.768$ ,  $p = 0.000$ ), supporting H5, showing that satisfied consumers are more likely to remain loyal to the platform.

Furthermore, the mediation analysis was conducted to examine the role of consumer satisfaction in transmitting the effects of Social Media Marketing (SMM) and Content Richness (CR) on consumer loyalty. The results confirm that satisfaction mediates both relationships, as indicated by the significant indirect effects (SMM → S → L:  $\beta = 0.141$ ,  $t = 2.730$ ,  $p = 0.007$ ; CR → S → L:  $\beta = 0.147$ ,  $t = 2.949$ ,  $p = 0.003$ ). These findings provide empirical support for H6, highlighting that consumer satisfaction plays a crucial mediating

role in enhancing loyalty through both marketing engagement and content quality. A mediating variable is considered to demonstrate full mediation when the effect of the independent variable on the dependent variable becomes insignificant after the inclusion of the mediator, whereas partial mediation occurs when the direct relationship remains significant even after controlling for the mediator (Ledermann et al., 2025).

In this study, the results reveal that satisfaction exhibits both types of mediation, depending on the predictor. When satisfaction was introduced into the model, the direct path from SMM to loyalty became statistically insignificant ( $\beta = 0.022, p = 0.729$ ), while the indirect path through satisfaction remained significant ( $\beta = 0.141, t = 2.730, p = 0.007$ ), indicating full mediation. This suggests that social media marketing enhances loyalty entirely through its ability to increase consumer satisfaction rather than through a direct influence. Conversely, the relationship between content richness and loyalty demonstrates partial mediation, as both the direct effect ( $\beta = 0.583, p < 0.001$ ) and the indirect effect via satisfaction ( $\beta = 0.147, t = 2.949, p = 0.003$ ) were significant. This implies that Netflix’s rich and engaging content not only directly fosters loyalty but also indirectly strengthens it by improving satisfaction. Collectively, these findings underscore the pivotal role of satisfaction in transforming marketing and content strategies into long-term consumer loyalty, reinforcing the theoretical foundations of relationship marketing and user engagement.

In Partial Least Squares Structural Equation Modeling (PLS-SEM), the  $R^2$  (coefficient of determination) and  $f^2$  (effect size) are two key indicators used to assess the explanatory and predictive capabilities of the inner (structural) model. The  $R^2$  value measures the proportion of variance in an endogenous construct explained by its exogenous variables, indicating the model’s overall predictive accuracy.  $R^2$  values of 0.25, 0.50, and 0.75 can be interpreted as weak, moderate, and substantial levels of explanatory power, respectively (Hair et al., 2022).

**Table 5. Coefficient of Determination**

Construct	R	R <sup>2</sup> Adjusted	Interpretation
Satisfaction	0.512	0.508	Moderate explanatory power
Loyalty	0.852	0.850	Substantial explanatory power

As shown in Table 5, the  $R^2$  value for Satisfaction is 0.512, suggesting that Social Media Marketing (SMM) and Content Richness (CR) collectively explain 51.2% of the variance in consumer satisfaction, indicating a moderate level of explanatory power. Meanwhile, the  $R^2$  for Loyalty is 0.852, demonstrating that Satisfaction, SMM, and CR together explain 85.2% of the variance in consumer loyalty, representing a substantial level of predictive accuracy. These findings indicate that the proposed model performs well in explaining how marketing and content-related factors drive both satisfaction and loyalty among Netflix consumers.

**Table 6. Effect Size**

Path	$f^2$ Value	Interpretation
Social Media Marketing → Satisfaction	0.051	Small effect
Social Media Marketing → Loyalty	0.001	Negligible effect
Content Richness → Satisfaction	0.047	Small effect
Content Richness → Loyalty	0.387	Large effect
Satisfaction → Loyalty	0.508	Very large effect

Complementing the  $R^2$  analysis, the  $f^2$  (effect size) values assess the individual contribution of each exogenous construct to the explained variance of the endogenous variables. Where  $f^2$  values of 0.02, 0.15, and 0.35 indicate small, medium, and large effects, respectively (Cohen, 2013). The results (Table 2) show that Social Media Marketing exerts a small effect on Satisfaction ( $f^2 = 0.051$ ) and a negligible effect on Loyalty ( $f^2 = 0.001$ ). In contrast, Content Richness demonstrates a small effect on Satisfaction ( $f^2 = 0.047$ ) and a large effect on Loyalty ( $f^2 = 0.387$ ). The Satisfaction to Loyalty relationship exhibits a very large effect ( $f^2 = 0.508$ ), confirming that satisfaction is the most influential predictor of loyalty. Collectively, these results highlight that, while social media marketing modestly enhances satisfaction, content richness and consumer satisfaction are the primary drivers of loyalty in the Netflix user experience.

The findings confirm that social media marketing positively influences consumer satisfaction, reinforcing the argument that interactive digital engagement enhances users' overall streaming experience. This result aligns with previous studies that emphasized that interactive, timely, and community-driven social media activities can increase satisfaction through perceived responsiveness and emotional connection (Hamid et al., 2022; Shafiq et al., 2023). Netflix's strategic use of social platforms, ranging from localized promotional campaigns to real-time content interactions, helps create a sense of familiarity and relational closeness among Indonesian audiences. In a market where users rely heavily on social media for entertainment updates and peer validation, such relational strategies foster satisfaction beyond transactional engagement (Carlson et al., 2019; Rehman et al., 2025).

Moreover, this finding reflects the evolving role of social media from a promotional medium to a relational platform for value co-creation. Satisfaction arises when users perceive communication as authentic, participatory, and culturally resonant (Dwivedi et al., 2021; Eslami et al., 2022). For Netflix, the ability to foster dialogue rather than one-way promotion allows Indonesian viewers to feel included in the brand narrative. This suggests that social media marketing functions as an experiential tool for emotional engagement, shaping satisfaction through ongoing interaction and shared meaning-making.

Contrary to expectations, social media marketing did not exhibit a significant direct impact on consumer loyalty. This finding implies that while digital engagement can elevate satisfaction, it does not independently translate into long-term commitment. This supports the conclusions of previous research that social media's influence on loyalty is largely indirect, mediated by satisfaction or trust (Bilgin, 2018; Sohaib & Han, 2023). In the Indonesian streaming landscape, characterized by numerous competitive alternatives such as Disney+ Hotstar, Viu, and Vidio, consumers' loyalty tends to depend more on sustained satisfaction, perceived content value, and service consistency rather than promotional exposure alone.

This outcome highlights that social media activities, though essential for visibility and engagement, serve as complementary tools rather than primary drivers of loyalty. Previous research also suggests that consumers respond more to meaningful experiences than to repetitive digital messaging (Buckley et al., 2025; Casaca & Miguel, 2024). Accordingly, Netflix's ability to translate its social media engagement into tangible loyalty outcomes depends on its success in maintaining content relevance and service quality. Thus, while social media builds relational awareness, loyalty formation still requires a deeper experiential foundation rooted in satisfaction and perceived value.

On the other hand, the results demonstrate that content richness significantly enhances consumer satisfaction, confirming that the diversity, quality, and timeliness of content are essential drivers of satisfaction. This finding aligns with previous studies showing that platforms offering diverse and regularly updated content stimulate enjoyment and sustained interest (Dextre-Mamani et al., 2022; Kinaş, 2024). Netflix's ability to blend global blockbusters with localized productions such as *Gadis Kretek*, *Abadi Nan Jaya*, and *Nightmares and Daydreams* creates both novelty and cultural familiarity, which increases perceived entertainment value among Indonesian viewers. This aligns with previous research on the TAM (Technology Acceptance Model), which posits that the relevance, sufficiency, and timeliness of content are integral dimensions of perceived satisfaction in media consumption (Lee & Lehto, 2013).

In this context, Netflix's continuous updates and culturally adaptive content strategy help mitigate user fatigue and reinforce satisfaction. The results also echo previous studies that found that rich content environments enhance user gratification and time-on-platform (Dextre-Mamani et al., 2022; Obiegbu & Larsen, 2024). Indonesian audiences, characterized by diverse cultural backgrounds and viewing preferences, value platforms that combine international appeal with regional identity. Consequently, Netflix's investment in content localization not only sustains satisfaction but also strengthens its competitive advantage through cultural alignment.

The analysis also indicates that content richness exerts a strong and positive influence on consumer loyalty, underscoring that content quality is the cornerstone of user retention. This finding supports previous studies showing that rich and diverse content fosters continuous engagement and subscription renewal (Hsu et al., 2020; Yoon & Kim, 2023). In the streaming context, loyalty develops not only through satisfaction but also through perceived variety and exclusivity. Netflix's commitment to providing high-quality, culturally adaptive, and original programming encourages habitual usage and emotional attachment, translating into long-term loyalty.

Moreover, content richness serves as a strategic differentiator in Indonesia's saturated OTT market. Platforms with broader and more engaging content libraries sustain higher retention rates by fulfilling both utilitarian and hedonic needs (Park et al., 2016). Netflix's ability to deliver localized narratives alongside global titles positions it as a comprehensive entertainment provider. This dual approach not only strengthens functional loyalty and subscription continuation but also attitudinal loyalty, in which users develop a sense of affinity and pride toward the brand.

The results strongly support the hypothesis that consumer satisfaction significantly affects loyalty, consistent with the conclusions of previous studies in consumer behavior (Anisa & Tjhin, 2023; Sae-tae & Wang, 2024). When users perceive a positive, personalized, and reliable streaming experience, they are more likely to maintain subscriptions and recommend the platform to others. Satisfaction serves as both a psychological and behavioral anchor, reducing the intention to switch and increasing trust. This finding reinforces previous research, which noted that satisfaction encapsulates emotional reactions and perceived fairness, both critical components of loyalty formation (Syed et al., 2025; White & Yu, 2005).

For Netflix, sustaining satisfaction requires consistent service quality, a smooth user interface, and algorithmic personalization that aligns with viewer preferences. In

Indonesia's competitive digital ecosystem, satisfaction acts as a buffer against promotional strategies by rival platforms. This underscores the argument from prior research that satisfaction is a key retention mechanism in subscription-based services (Shin & Park, 2021; Sujatha et al., 2025). Thus, Netflix's emphasis on user experience design and quality assurance directly supports long-term loyalty by transforming satisfaction into emotional commitment and brand advocacy.

The mediation analysis confirms that consumer satisfaction plays a central role in linking both social media marketing and content richness to loyalty. This finding aligns with previous research arguing that satisfaction serves as a psychological bridge through which external stimuli, such as marketing efforts and service features, translate into behavioral outcomes (Alisa & Agus, 2025; Ismail et al., 2021). The results demonstrate that satisfaction fully mediates the relationship between social media marketing and loyalty, and partially mediates the link between content richness and loyalty. This suggests that while marketing efforts enhance loyalty primarily by elevating satisfaction, content richness affects loyalty both directly and indirectly.

These findings reinforce satisfaction's theoretical role as a central construct in loyalty development. Consistent with previous research that found satisfaction transforms hedonic enjoyment and perceived content quality into sustainable behavioral intention (Tunsakul, 2025; Yoon & Kim, 2023). For Netflix, this means that effective social media engagement and content diversification must ultimately converge to create a satisfying user experience and secure long-term loyalty. The mediating role of satisfaction thus validates its position as the key mechanism driving user retention, emotional connection, and brand advocacy in Indonesia's competitive streaming environment.

## **Conclusion**

This study concludes that social media marketing and content richness exert distinct yet complementary influences on Netflix users' satisfaction and loyalty in Indonesia. Social media marketing enhances satisfaction by fostering engagement, interactivity, and relational value, yet its direct impact on loyalty is limited. Instead, its effect operates indirectly through satisfaction, suggesting that social media engagement must be supported by consistent service quality and positive user experience to sustain long-term commitment. In contrast, content richness demonstrates both direct and indirect effects on satisfaction and loyalty, confirming that diverse, high-quality, and culturally relevant content remains the most decisive factor in shaping users' attachment to the platform.

The findings also highlight consumer satisfaction as the central determinant of loyalty and a key mediating mechanism connecting marketing and content strategies to behavioral outcomes. Satisfaction fully mediates the relationship between social media marketing and loyalty, and partially mediates the link between content richness and loyalty. This pattern reinforces the theoretical view that satisfaction serves as a psychological bridge between user experience and loyalty formation. Thus, sustained user satisfaction is fundamental to maintaining loyalty within competitive streaming markets.

Despite these contributions, this study has several limitations. First, the use of a cross-sectional survey design limits the ability to capture changes in consumer perceptions and loyalty behavior over time. Second, the study focuses exclusively on Netflix users in Indonesia, which may restrict the generalizability of the findings to other platforms or

national contexts with different competitive and cultural conditions. Third, the model examines selected variables and does not incorporate other potentially influential factors such as trust, perceived price fairness, switching costs, brand image, or algorithmic personalization.

Future studies are therefore encouraged to adopt longitudinal approaches to examine how satisfaction and loyalty evolve across subscription periods or market changes. Comparative studies across multiple streaming platforms, such as Netflix, Disney+, Viu, Vidio, and other regional services, would provide broader insights into platform-specific drivers of loyalty. Furthermore, segmentation-based research across generations, income groups, or geographic regions could reveal more nuanced patterns of streaming behavior. Such efforts would deepen understanding of digital loyalty formation and provide stronger strategic guidance for firms operating in the rapidly evolving subscription-based media industry.

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