



A probe of social media marketing and binge-watching on customer loyalty of SVOD Netflix

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ABSTRACT

In times of pandemic, the spread of internet users in their introduction can change most of the media, especially in the world of cinema. In the current pandemic situation with the company's latest earnings release, Netflix only added 5.5 million subscribers in the first half of 2021, whereas in 2020 Netflix's record rose to 36 million subscribers. The popularity of K-drama is increasing during the pandemic which makes consumers binge-watching. Thus, this study aims to determine the effect of social media marketing and binge-watching partially and simultaneously on customer loyalty. This research is important, especially in Indonesia, given the differences in Binge-Watching behavior towards consumer loyalty at the beginning of the pandemic and during the Covid-19 pandemic. The population uses those who already have a Subscribe Video on Demand (SVOD) platform, namely Netflix, and a sample of 100 respondents. The data analysis technique uses a Validity Test, Reliability Test, Classical Assumption Test, Multiple Linear Regression Analysis, Coefficient of Determination Test, F Test, and t Test. The results of the study obtained the results; (1) social media marketing has a significant positive effect on customer loyalty, (2) binge-watching has a significant positive effect on customer loyalty, and (3) simultaneously social media marketing and binge-watching has a significant effect on customer loyalty which obtained a significance value of $0.000 < 0.05$. The magnitude of the influence of the independent variable on customer loyalty is 51.5%. For further research in order to examine more deeply other factors not examined in this study.

Keywords: Social media marketing, binge-watching, customer loyalty, SVOD, and Netflix.

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INTRODUCTION

The COVID-19 pandemic is a world health problem. This stems from data from the World Wellbeing Organization (WHO) on December 31, 2019, there were cluster cases of pneumonia with modern etiology in Wuhan City, Hubei Province, China, and then expanded outside China. On January 30, 2020, COVID-19 was declared a Worldwide Open Welfare Crisis (PHEIC). On March 11, 2020, COVID-19 started to spread. Indonesia began detailing 2 positive cases on March 2, 2020, and positive cases continue to grow (Kemenkes RI, 2021). During the Pandemic Period, people in the world almost every day use the internet, ranging from work, school, meetings, and others. The Internet in its introduction can change most of the media. Starting from newspapers and moving to online media and social media. In addition, music and television are switched to streaming.

The data that has been collected says that internet users in Indonesia as of January 2021 reached 202.6 million more than Internet Users in 2020 IE 175.4 million, Unique Mobile Users: 338.2 million, and Active Social Media Users: 160 million (We Are Social, 2020). Internet users by 15.5% or more than 27 million people in the last 12 months this increase. The total population of Indonesia is 274.9 million people, if there are 202.6

million internet users, it means that 73.7% of Indonesian people already exist in cyberspace (DetikInet, 2021). The existence of this data shows that the majority of Indonesian people use the internet both as entertainment and as a source of information. The number of internet users on social media such as YouTube, Instagram, Facebook, and others is 87.2% (Databoks, 2020).



FIGURE 1. Number of Internet Users in Indonesia 2020

Source: We Are Social (2020)



FIGURE 2. The number of Indonesian Internet users is growing

Source: We Are Social (2021)

The current increase in internet users has an impact on social media which is used by the community to channel and provide information and promotions through advertisements that appear on social media. By creating content that attracts consumers' attention so that they visit the website through social media and are encouraged to share it on their social networks. According to the total population of Indonesia, around 274.9 million people, 61.8% are active on social media. Meanwhile, internet users in Indonesia currently reach 202.6 million. In terms of the age of social media users, it can be seen that the population with an age range of 25-34 years dominates (DetikInet, 2021). The rate of internet users aged 16 to 64 years who claimed every type of device, mobile phones (98.3%), smartphones (98.2%), non-smartphone portable phones (16%), laptops/desktops (74.7%), tablets (18.5%), streaming TV (6%), switching support (16.2%), smart-home devices (5.7%), smartwatches/bracelets (13.3%), and virtual reality gadgets (4, 2%) according to (DetikInet, 2021).

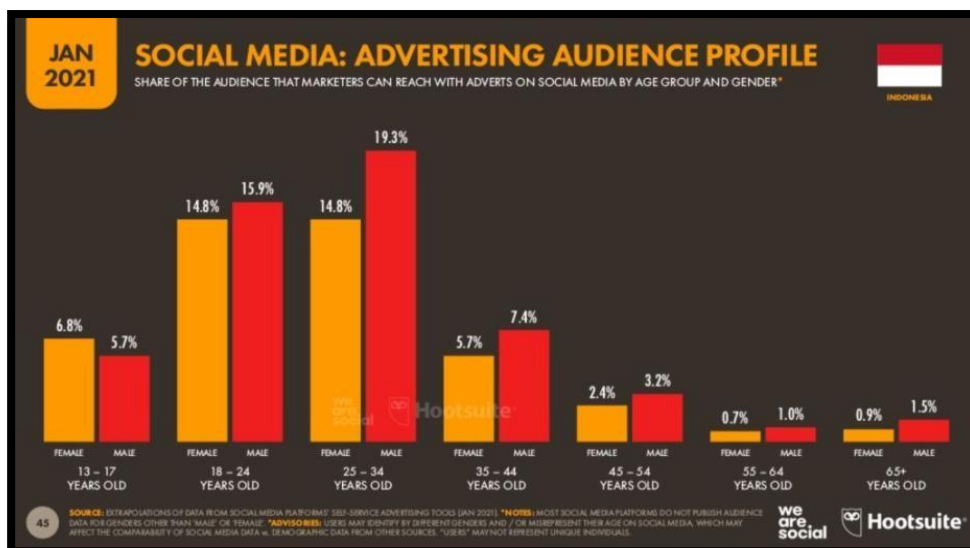


FIGURE 3. The Age group of Social Media users in Indonesia 2021

Source: We Are Social (2021)

The data in Figure 3 explains that Male aged 25-34 has the highest 19.3% while Female 18-34 has the highest percentage with a percentage of 14.8%. With this age group, the majority already have income. Therefore, according to (Zeng and Gerritsen, 2014) in a business environment, companies are expected to use social media in several aspects, especially in interacting with customers, by facilitating information seeking, interactivity, promotion, and manipulation. customer. Social Media Marketing is influenced by several indicators, namely Entertainment, Interaction, Trendiness, Customization, and Perceived (Santoso and Dewi, 2020). Media consumption has evolved towards Subscription Video on Demand (SVOD) services which started with people being able to choose what to watch, when and where to watch it, and share experiences through social media known as social television.

According to (Pasarayi & Fennell, 2021) that the entertainment industry is currently experiencing a shift from traditional paid online cable subscription services and direct-to-consumer channels to a subscription video-on-demand (SVOD) model. In the less-used SVOD industry, paying endorsers are allowed to coordinate and fully access large content libraries such as movies and TV shows. In 1998, the primary commercial SVOD was developed in Hong Kong, but at that time, the cost of a video cd per chip is cheaper than service membership fees. Within the Joined together States alone, its construction began in 2000 beginning with Hawaii by Marine Cable. In the blink of an eye after that, Netflix, which was initially a DVD rental service supplier, built up an advancement with launched an internet-based video library that resembled the pre-existing SVOD concept. This Pandemic period causes a lot of free time due to the trend of working from home or #At Home, so people have a lot of free time when spending time at home other than doing their work. With the stipulation of social distancing and physical distancing regulations by the government, people cannot be in crowds and cannot go to the cinema to watch movies, but as an alternative to filling people's spare time using Binge-Watching. Methods for watching movies at home. Binge-Watching is mostly casual and is a popular form of contemporary entertainment. Netflix is the prima donna in a complete and new online streaming service for the people of Indonesia.

The Ministry of Communication and Information Technology of the Republic of Indonesia has issued a ban on the circulation of online movie-watching sites that violate intellectual property rights, which has made Netflix more and more developed in Indonesia today (Kominfo, 2015). In the Indonesian market itself, according to data compiled, total Netflix subscribers were recorded at 203.7 million people in the world until 2020. This figure was obtained after the number of new users last year or during the Covid-19 pandemic reached 36.6 million, the highest additional since the service. stream. operating (Databoks, 2021).

Netflix itself is an application that's utilized in streaming motion pictures employing a paid account. One form of showcasing that Netflix employments is to supply a free trial for a set period which causes individuals to undertake to utilize Netflix. As a pioneer in the worldwide motion picture, Netflix has been showing in Indonesia since January 2016. With a collection of the worldwide motion picture, Netflix has been showing in Indonesia since January 2016. With a collection of movies and tv arrangements that come to around five thousand substances in 2018, Netflix offers more choices than other comparative administrations. This strategy is used to get people interested and subscribers to Netflix. Plus, stream Netflix in more than 30 languages and 190 countries (Netflix, 2020).

With that comes Netflix, which has established itself as an industry reference. Considering this new

context, how services engage with users across different platforms is critical to their marketing strategy, as it enables two-way communication, increases brand awareness and positioning, and maintains loyalty. Customer loyalty is very important if a company is to retain its current customers. A uniformly accepted definition of customer loyalty can also be seen in academic work that understands the key factors that generate customer loyalty. Another definition of customer loyalty focuses on past patterns of buying activity. A large number of these data shows that most consumers are polygamous and loyal to the brand portfolio in the product category (Uncles et al., 2003). This leads to another definition of loyal customers, "a persistent propensity to buy a brand, usually as one of several" (Uncles et al., 2003).

The existence of customer loyalty behavior on the Subscribe Video on Demand (SVOD) service affects Binge-Watching behavior in one sitting. Binge-watching is the activity of watching two to three or more episodes of a TV series in one sitting. This can be said to be the practice of watching series that are at least related to fan shows (Jenner, 2020). A marathon is a party event that consists of watching several episodes of a show in one session, often accompanied by another session, videotape, and in other terms. It carries the same pleasures associated with overeating in other domains. Although debauchery has been around since the days of video box sets, in recent years the advent of streaming services has revived and normalized binge eating (Anghelcev et al., 2021).

The term binge-watching emerged in 2013 when the film streaming media service company, Netflix, launched the House of Cards series using a viewing system that allows viewers to continue watching episodes every day without having to press any buttons on the remote and keyboard. Viewers also don't have to wait for the latest episode update and don't waste time watching footage from previous episodes, like soap operas that are usually provided on daily television services. This convenience attracts people's attention during the quarantine period at home and because there is a lot of free time while working from home, this is the reason why binge-watching is now a trend for spending free time.

There are many viewing options when choosing Binge-Watching to fill your spare time, such as Korean dramas. The popularity of this Korean drama is based on the presence of the Korean wave in Indonesia since the last decade. According to (Islamiyati, 2017) Korean wave or Hallyu refers to the popularity of South Korean popular culture (pop culture) which spreads like waves to other Asian countries. Korean television dramas (K-dramas) currently have many fans and have a greater chance of being accepted by the audience, because many of them are willing to set aside free time from their activities to watch every episode that is aired regularly. If they missed an episode, then they would record and watch it before the next episode was broadcast. Each episode attracts the audience to establish a closer relationship with the story and characters in the show (Islamiyati, 2017)

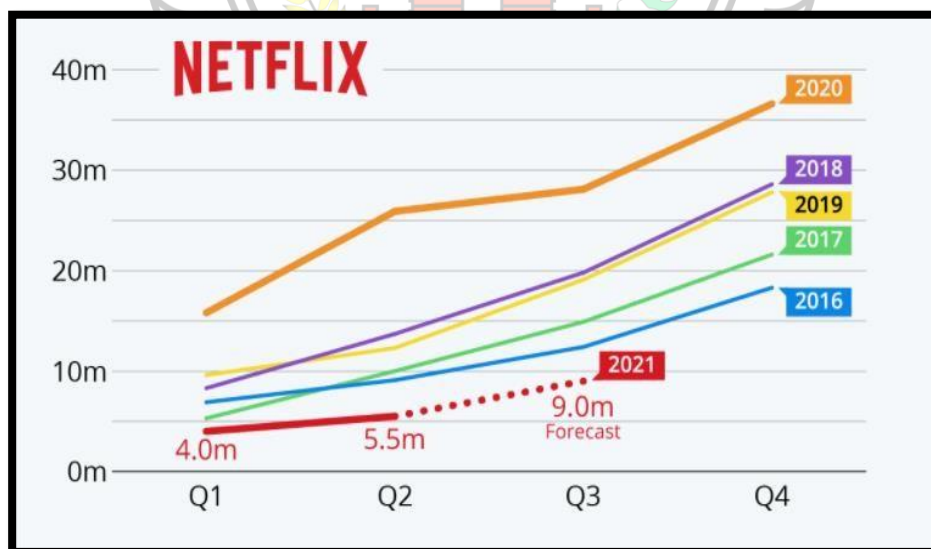


FIGURE 4. Netflix developments throughout 2016- 2021

Source: Richter (2021)

In 2020 the record that has been achieved by Netflix increased to reach 36 million subscribers. Netflix became the most popular video streaming service in the world and saw subscriber growth slowing significantly in the first six months of 2021. In the current pandemic situation with the company's latest revenue release, Netflix added only 5.5 million subscribers in the first half of 2021, compared to the first half of 2021. with more than 25 million in the same period last year. According to the assessment of the company's claims from the break, it had

to fall victim to last year's triumph, when a storm of individuals beat amid stay-at-home orders and limited options for spending their time-saving (Richter, 2021). The decline from Netflix itself was caused by the emergence of competition and attractive promotions offered by other platforms such as Disney + Hotstar VIU, and VIDIO. Hence, customer loyalty is positive through Social Media Marketing and Binge-Watching.

Based on the description of the background above, the researcher is interested in conducting this research, to find out how the influence of social media marketing on Customer Loyalty and Binge-Watching behavior can influence or not influence consumers to loyally Subscribe on Demand (SVOD). So, this research is important, especially in Indonesia, given the differences in consumer behavior and consumer loyalty at the beginning of the pandemic and during the Covid-19 pandemic. To previous research (Derin, 2021) the existence of social media marketing affects customer loyalty at SVOD. The novelty of this research is adding the Binge-Watching variable which is a phenomenon to find out how Social Media Marketing influences consumers to be loyal to SVOD Netflix, and Binge-Watching K-drama behavior can affect customer loyalty to SVOD Netflix which will be investigated further during the study in Covid-19 period. The results of this study are very necessary to find out the things that make Social Media Marketing and Binge-Watching K-drama to Customer Loyalty on SVOD Netflix. Thus, Netflix gains loyal customers and improves its Social Media Marketing strategy. Therefore, the researcher raised the title "**A Probe Social Media Marketing and Binge-Watching on Customer Loyalty of SVOD Netflix**".

LITERATURE REVIEW

Social Media Marketing

Marketing has recently undergone significant changes in the way information is conveyed to customers (Mangold & Faulds, 2009) Therefore, brand owners, offer the potential for (1) advertising by facilitating viral marketing, (2) product development by involving consumers in the design process, and (3) market intelligence by observing and analyzing user-generated content (D. Richter et al., 2011). As a result of this change in the field of performance, a modern marvel, known as social media marketing (SMM) was introduced. Social media shows, a form of WOM show, but also known as viral shows, buzz, and guerrilla shows are the impact of consumer-to-consumer communication through proficient marketing strategies (Kozinets et al., 2010).

According to (Kotler & Keller, 2016) that the definition of social media marketing is a tool used by consumers in sharing information in the form of images, text, video, and audio with other people and companies or vice versa. The existence of social media allows it to be a marketing method in developing the power of interactive marketing communications by involving customers directly or indirectly, increasing awareness, and creating sales of products and services. First of all, Social Media Marketing gives marketers the ability not to advance current products or services but also to bargain with buyer complaints and proposals. Third, the use of Social Media Marketing can be said to be useless because most local community networks are not paid for. For this reason, Social Media Marketing can be used to expand client services (Neti Sisira, 2015).

Binge-Watching

Binge Watching can be a generally modern behavioral marvel, characterized by observing between two and six scenes of a TV appearance in one sitting. According to (Jenner, 2020) Definition of Binge- Watching It is also described as "consuming at least two scenes in one sitting, with an average session of 2.3 episodes". Over the past 10 years, online streaming services and similar viewing stages have become entry points for observers to soak themselves in perpetual hours. Binge-watching is changing the way individuals watch television and possibly changing the mechanical economy (Moore, 2015). In general, any party behavior can be attributed to exceptional, steady, and highly time-consuming engagement. The amount of time, repetition, and level of involvement may be important clues to binge-watching (Sung et al., 2018).

Binge-watching can be characterized as observing numerous scenes of a TV arrangement in progression and has gotten to be exceptionally well-known when Netflix transfers whole seasons rather than fair one scene at a time (Flayelle et al., 2020). Netflix itself characterizes binge-watching as "watching between 2-6 scenes of the same TV appear in one sitting" (Köhle & Taal, 2020). Be that as it may, there are a few other definitions, but all of them have in common that binge-watching alludes to observing scenes of the same program for a few hours straight in one sitting (Sung et al., 2018).

Customer Loyalty

The definition of Customer Loyalty extends from "a one-sided behavioral reaction that is communicated over time by multiple decision-making units with respect to one or more elective brands from a set of brands and can be the work of a mental process" (Jacoby et al. 1978) to "loyalty can be in the form of repurchase items, self-declared retention, price cruelty, resistance to counter-influence, and proposals to others." (Ganesh et al. 2000). Despite the fact that different creators have not yet come to an understanding of a precise definition of client service, a central subject has evolved from condensed writing: development is considered three-dimensional,

with emotional, conative, and activity devotion as its goals. results (Jones et al. 2007).

According to (Kotler and Keller, 2009) The definition of Customer Loyalty is to create strong and close bonds with their customers and often that is the key to long-term marketing success. Once we get to know our customers, we must maintain a good relationship with them. We have to get to know customers personally, one by one, so that we can have a complete picture of their needs, wants, preferences, and behavior. Meanwhile, according to (Busser & Shulga, 2019), consumer loyalty is the behavioral intention and assessment of the possibility of consumers buying a brand. In addition, customer loyalty is also described as their willingness to buy from a company continuously over a long period of time and recommend it to others such as coworkers and friends, including desires, preferences, and future intentions (Kotler and Keller, 2016).

To give a clearer theoretical framework, the following is a picture of the concept of the research:

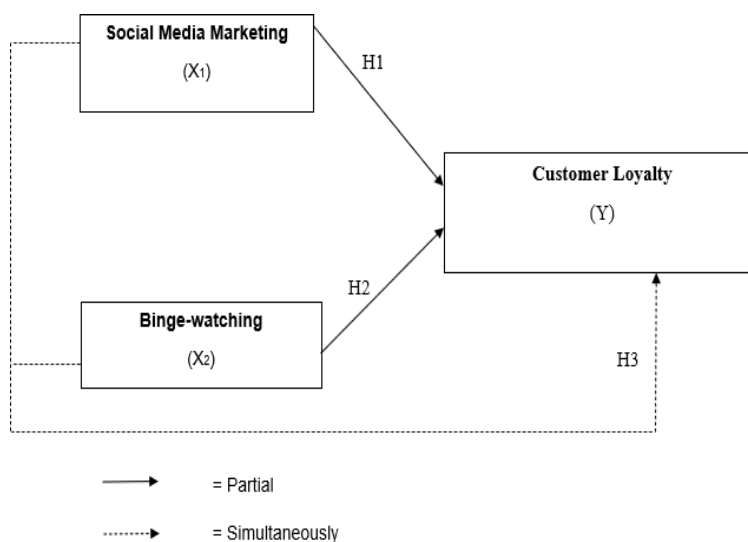


FIGURE 5. Research Framework

Hypothesis

Social Media Marketing on Customer Loyalty

Based on the above theory, some are part of an efficient writing audit, and some theories have been established, which is the center of this research. In their minds, Erdoğan & Çiçek; 2012, Ismail, 2017; and Sheela & Sneha, 2017, have explored the impact of social media display on client services. Social Media Marketing is a type of tool for online community marketing, social networking, and blog marketing. The use of Social Media Marketing can be said to be zero cost because most social networking sites are not paid for. For this reason, QMS can be used to increase customer loyalty (Neti Sisira, 2015). Elements of social media are also discussed in several studies which state positive for customer loyalty.

H1: Social Media Marketing has a positive impact on Customer Loyalty

Binge-Watching affects behavior, by subscribing to Video on Demand (SVOD) to loyalty

Binge-Watching can influence consumer behavior, by subscribing to the Subscribe Video on Demand (SVOD) service as a form of customer loyalty to the same TV series in one sitting. The definition of Binge-Watching created by (Pittman, M., & Sheehan, 2015) says that members are asked how many program scenes they usually watch in one sitting: one scene at a time, two to three scenes, four to five scenes, and more. of six scenes. Next, the definition of binge-watching was extended to incorporate the other three components (amount of time, repetition, and binge-watching association) linked as magic levels. Members were asked how many hours they usually binge-watch: less than an hour, one to three hours, three to five hours, and more. five hours. Over time, binge-watching recurrences at mid-month were assessed: once, two to three times, four to five times, and more than six times. Accepted from the transport hypothesis, media transport is used to help determine the extent to which members are included in their Binge-Watching program. From the three indicators, another indicator, according to (Sung et al., 2018) said that indicator for the number of episodes is usually episodes that are watched two to three episodes up to watch more than six episodes.

H2: Binge-Watching behavior has a positive effect on Video on Demand (SVOD) subscribers to loyalty.

Social Media Marketing and Binge-Watching on Customer Loyalty Decision Simultaneously. Based on the

analysis of previous research, it was found that the influence of Social Media Marketing was positive on customer loyalty. It is concluded that Social Media Marketing does affect customer loyalty, this shows that the use of social media has helped in retaining consumers with other factors such as discounts, rewards, consumer behavior, and product prices also affecting customer loyalty (Santoso & Dewi, 2020). Furthermore, research analysis conducted by (de Matos & Ferreira, 2020) that Binge-Watching Behavior has a positive effect on customer loyalty where consumers spend quickly on content that interests them very quickly, which reduces their short-term willingness to pay for SVOD.

H3: The Social Media Marketing and Binge-Watching has a positive effect on Customer Loyalty Decisions simultaneously

METHOD

Location

This research will be conducted on the Video on Demand (SVOD) service on an application from Netflix. Netflix Indonesia application users can be seen from (Databoks, 2021). Starting from the Social Media Marketing strategy that is carried out can trigger customer loyalty. The reason the researchers chose Netflix is that it is a Video on Demand (SVOD) service platform that is growing rapidly and is well known in the entertainment world, especially in movies and series, and has a high number of Netflix subscribers (Databoks, 2020).

Population

The population is all variables that become the problem under study including people and companies (Ghuri et al., 2020). According to (Sugiono, 2013) population is a generalization of the area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then draw conclusions. The population in this study is the entire community in Bali. The target population of this research is those who already have a Subscribe Video on Demand (SVOD) platform, namely Netflix.

Sample

The sample is a portion of the sum and characteristics gotten from each population (Sugiono, 2013). There are a few sorts of inspecting methods to decide the test to be utilized in inquire about that creator has learned before and non-probability inspecting is considered as the foremost suitable one. So, the sample criteria in this study include people who already have a Subscribe Video on Demand (SVOD) in Bali. Furthermore, those who have subscribed to Netflix and watched 2-3 episodes. The sampling technique used is purposive sampling. Purposive sampling is a technique that allows researchers to select respondents who can best produce appropriate and useful information (Campbell et al., 2020).

With an unknown population, according to (Zikmund et al., 2013) the number of samples can be determined using a formula, namely the Bernoulli formula:

$$n \geq \frac{[Z\alpha]^2 p \cdot q}{e^2}$$

Where:

n = number of samples

z = population probability not sampled

q = population probability taken as a sample

∞ = level of accuracy e = error rate

The level of accuracy in this study (∞) is 5% and the confidence level is 95% to obtain a Z value of 1.96. The value of e (error rate) is determined at 10%. The probability of the population being taken and not as a sample is 0.5%. Based on the calculation, the minimum sample in this study is 100 respondents. Then 100 respondents who were found to meet the criteria will be analyzed using SPSS with the Multiple Linear Regression method. This research used quantitative methods. The data used are primary data and secondary data. Primary data is data obtained from the results of questionnaires answered by respondents.

Data Sources Primary Data

Primary data is data collected directly by researchers without a third party (Ghuri et al., 2020). In addition, primary data was generated by researchers who were responsible for the research design, collection, analysis,

and reporting of data. In this study, the primary data type is a questionnaire regarding Social Media Marketing and Binge-Watching of Customer Loyalty.

Secondary data

Secondary Data is data that already exists and is publicly available (Ghauri et al., 2020). The use of secondary data is needed to support the analysis and identify the phenomenon of this research. Researchers collected secondary data in digital format via the internet from previous studies, books, and reports.

Research Instruments

Questionnaire

A questionnaire is a series or list of questions arranged systematically. The questionnaire in this study was given to residents in Bali. The questionnaire is a data collection tool with a series of questionnaires. The Four-point Likert Response Scale.

Table 1. Likert Scale

Scale Value	Information
1	Strongly Disagree
2	Disagree
3	Agree
4	Strongly Agree

Validity

Validity test is conducted to determine whether the measuring instrument used can be used and can be used to measure the object of research accurately or not. If the instrument's validity (questionnaire) can be used to measure the object of research, then it is called valid. Thus, it can be said that the interpretation is based on the Pearson bivariate. The criteria are:

- If the r-value of Pearson Correlation $\geq r$ table, the data is valid.
- If the r-value of Pearson Correlation $< r$ table, the data is invalid.

Reliability

The reliability was measured using Cronbach's alpha values. The reliability test is conducted to measure the consistency of the instrument. The table below is used to determine whether the data is reliable or not.

Table 2. Cronbach's Alpha

Cronbach's Alpha	Internal Consistency
$\infty \geq 0,9$	Excellent
$0,7 \leq \infty < 0,9$	Good
$0,6 \leq \infty < 0,7$	Acceptance
$0,5 \leq \infty < 0,6$	Poor
$\infty < 0,5$	Unacceptable

Sources: Ghozali (2016)

Multiple Linear Regression

Multiple linear regression is a technique to analyze the relationship between the dependent variable y and one or more independent variables x_1, x_2, \dots, x_k . The purpose of multiple linear regression is to produce a prediction of the value of a dependent variable based on the values of the independent variables. Regression analysis is to identify a function that describes the relationship between the dependent variable as close as possible so that it can be predicted using the range of values of the independent variable (Amral et al., 2007).

To predict the value of the Y variable, it would be better to take into account other variables that also influence Y . Thus, there is a relationship between one dependent variable (dependent variable) Y with several other independent variables (independent variable) X_1, X_2, \dots, X_n . The relationship between a dependent variable and two or more independent variables in the form of regression is called Multiple Linear Regression. To predict Y , if all the values of the independent variables are known, multiple linear regression equations can be used. The true relationship between Y and X_1, X_2, \dots, X_n is (Chen et al., 2020).

$$Y_i = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$$

RESULTS

This study used an instrument in the form of an online questionnaire/google form, with the object of researching those who have subscribed to Netflix and watched 2-3 episodes and sample in this study is 100 respondents. The distribution of online questionnaires was carried out by distributing the questionnaire link via WhatsApp. There were 100 questionnaires distributed and a total of 100 questionnaires were returned.

Validity Test

Validity test is conducted to determine whether the measuring instrument used can be used and can be used to measure the object of research accurately or not. If the instrument's validity (questionnaire) can be used to measure the object of research, then it is called valid. Shows that all of the tested variable correlation coefficients are greater than r table 0,196. These results indicate that all indicators contained in this study are proven valid.

Table 3. Validity Test Results

No	Variable	Statement Item	Item Correlation	Explanation
1	Social Media Marketing (X1)	X1.1	0,866	Valid
		X1.2	0,856	Valid
		X1.3	0,850	Valid
		X1.4	0,847	Valid
		X1.5	0,863	Valid
		X1.6	0,839	Valid
		X1.7	0,857	Valid
		X1.8	0,846	Valid
		X1.9	0,854	Valid
		X1.10	0,837	Valid
		X1.11	0,844	Valid
		X1.12	0,851	Valid
		X1.13	0,880	Valid
		X1.14	0,862	Valid
		X1.15	0,873	Valid
2	Binge-watching (X2)	X2.1	0,919	Valid
		X2.2	0,859	Valid
		X2.3	0,921	Valid
		X2.4	0,812	Valid
		X2.5	0,907	Valid
		X2.6	0,886	Valid
		X2.7	0,872	Valid
		X2.8	0,901	Valid
3	Customer loyalty (Y)	Y.1	0,876	Valid
		Y.2	0,909	Valid
		Y.3	0,869	Valid
		Y.4	0,916	Valid
		Y.5	0,884	Valid
		Y.6	0,887	Valid
		Y.7	0,916	Valid
		Y.8	0,898	Valid

Source: Primary data processed (2021)

Reliability Test

The reliability was measured using Cronbach's alpha values. The reliability test is conducted to measure the consistency of the instrument. The table below is used to determine whether the data is reliable or not.

Table 4. Reliability Test Results

No	Variable	Cronbach's Alpha	Explanation
1	Social media marketing (X1)	0.974	Reliable
2	Binge-watching (X2)	0.960	Reliable
3	Customer loyalty (Y)	0.964	Reliable

Table 4 shows that Cronbach's Alpha value on each of these instruments is greater than 0.9 ($\alpha \geq 0,9$). These results indicate that all variable instruments in this study have an excellent level of reliability or can be declared reliable.

Multiple Linear Regression

Multiple linear regression is a technique to analyze the relationship between the dependent variable y and one or more independent variables x_1, x_2, \dots, x_k . The purpose of multiple linear regression is to produce a prediction of the value of a dependent variable based on the values of the independent variables. Regression analysis is to identify a function that describes the relationship between the dependent variable as close as possible so that it can be predicted using the range of values of the independent variable (Amral et al., 2007). The results of regression analysis with the Statistical Package of Social Science (SPSS) program version 24.0 for windows can be seen in Table 5 below:

Table 5. Multiple Linear Regression Analysis Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.355	2.105		3.018	.003
	Social Media Marketing (X1)	.177	.048	.314	3.671	.000
	Binge-watching (X2)	.444	.077	.492	5.744	.000

a. Dependent Variable: Customer Loyalty

Source: Primary data processed, 2021

Based on Table 5, the multiple linear regression equation can be written as follows:

$$Y = a + b_1 X_1 + b_2 X_2 + \dots + b_n X_n$$

$$Y = 6,355 + 0,177X_1 + 0,444X_2$$

1. The constant value (α) of positive 6,355 states that if the independent variable social media marketing and binge-watching is declared the same as a constant at zero, then the value of customer loyalty increases by 6,355
2. The coefficient value (b_2) of 0.568 explains that if the social media marketing variable increases, customer loyalty will increase. This means that the higher the level of social media marketing can increase customer loyalty.
3. The coefficient value (b_3) of 0.44 explains that if the binge-watching variable increases, customer loyalty will increase. This means that a higher level of binge-watching can increase customer loyalty.

Coefficient of Determination

The coefficient of determination (R^2) is basically to measure how far the model's ability to explain variable variations. The value of the coefficient of determination (R^2) is between zero and one. A small value of R^2 means that the ability of the independent variables in explaining the dependent variable is very limited. Values that are close to one independent variable provide almost all the information needed to predict the variation of the dependent variable (Imam Ghazali, 2011). The results of the coefficient of determination with the Statistical Package of Social Science (SPSS) program version 24.0 for windows can be seen in Table 6 below:

TABLE 6. Coefficient of Determination Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.718 ^a	.515	.505	3.643

Source: Primary data processed, 2021

The test results in Table 6 show the magnitude of R^2 is 0.515, this means that 51,5% of the variation in customer loyalty variables can be explained by variations in social media marketing and binge-watching. While the remaining $(100\% - 51.5\%) = 48,5$ can be explained by other factors outside the research model.

Partial Test (t test statistic) result

The statistical test basically shows how far the influence of one independent variable individually in explaining

the variation of the variable. To find out whether there is an influence of each variable individually on the dependent variable, it can be seen from the magnitude of the t- count value, if the t-count value is greater than the t-table then there is a positive influence between the independent variables on the dependent variable, so vice versa. Then look at the significant level of 0.05, if the probability value of t is greater than 0.05 then there is an effect of the independent variable on the dependent (regression coefficient is not significant), whereas if the probability t value is less than 0.05 then there is a significant effect of the variable. Independent of the dependent variable (significant regression coefficient) (Imam Ghozali, 2011). The results of the partial test can be seen in Table 7 below:

TABLE 7. Partial Test (t test statistic) Result

No.	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.355	2.105		3.018	.003
	Social Media Marketing	.177	.048	.314	3.671	.000
	Binge-watching	.444	.077	.492	5.744	.000

a. Dependent Variable: Y

Source: Primary data processed, 2021

Based on Table 7, it can be seen the results of the t test can be explained below:

1. Effect of social media marketing on customer loyalty

To test H0 is accepted or rejected, it can be seen in the description below:

H0 : Social media marketing has no significant positive effect on customer loyalty

H1 : Social media marketing has a significant positive effect on customer loyalty

Based on table 4.12, it can be seen that the t coefficient value is 3,671, the regression coefficient value is 0,177 and the significance is 0,000. When compared, the significance value is less than 0.05, which means that H0 is rejected or H1 is accepted. So, it can be concluded that social media marketing has a positive and significant effect on customer loyalty.

2. Effect of social Binge-watching on customer loyalty

To test H0 is accepted or rejected, it can be seen in the description below:

H0 : Binge-watching has no significant positive effect on customer loyalty

H2 : Binge-watching has a significant positive effect on customer loyalty

Based on table 4.12, it can be seen that the t coefficient value is 5,744, the regression coefficient value is 0,444 and the significance is 0,000. When compared, the significance value is less than 0.05, which means that H0 is rejected or H2 is accepted. So, it can be concluded that social binge-watching has a positive and significant effect on customer loyalty.

Simultaneous Significance Test (F-Test) Result

According to (Ghozali, 2016), the F test is used to see whether all independent variables will have a joint influence on the dependent variable to be used in the research model. This test is done by comparing the level of significance obtained with the level of error used. The criteria are: if the significance level is < 0.05, then the regression model can be used and if the significance level is > 0.05, then the regression model cannot be used. The results of the simultaneous significance test can be seen in Table 8 below:

Hypothesis Test

TABLE 8. Simultaneous Significance Test (F-Test) Result

ANOVA ^a						
No.	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1368.855	2	684.427	51.579	.000 ^b
	Residual	1287.145	97	13.270		
	Total	2656.000	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on Table 8 above, it shows that the value of $F = 51,579$ with a significance value of 0.000. This result means that statistically at (confidence level) = 5%, research variables social media marketing and binge-watching have a significant effect on customer loyalty simultaneously. So, it can be said that H3 is accepted.

DISCUSSION

The influence of social media marketing (X1) on customer loyalty on Netflix SVOD (Y).

Testing the significance of the influence of social media marketing (X1) on customer loyalty (Y) is partially carried out by conducting a t-test, it can be seen that the brand trust social media marketing variable (X1) is obtained at a coefficient value of 3.671, the regression coefficient value is 0.177 and the significance of 0.000. When compared, the significance value is less than 0.05, which means H0 is rejected or H1 is accepted. So, it can be concluded that social media marketing has a positive and significant effect on customer loyalty. This means that the better the implementation of social media marketing will increase customer loyalty to SVOD Netflix, and conversely, the worse the implementation of social media marketing will decrease customer loyalty to SVOD Netflix.

Based on previous research to strengthen the existence of efficient writing audits, several theories have been established, which are the center of this research. In their minds, (Erdoğan & Çiçek, 2012), (Ismail, 2017) and (Sheela & Sneha, 2017), have explored the impact of social media display on client services. Social Media Marketing is a type of tool for online community marketing, social networking, and blog marketing. For this reason, SMM can be used to increase customer loyalty (Neti Sisira, 2015). Elements of social media are also discussed in several studies that are positive for customer loyalty. In addition, previous studies were positive in the pre-pandemic period and current research has positive results. The findings in this study confirm the results of previous studies which have proven that there is positive and significant social media marketing on customer loyalty (Derin, 2021; Pérez, 2020; and Santoso & Dewi, 2020).

The influence of binge-watching (X2) on customer loyalty on Netflix SVOD (Y).

Testing the significance of the effect of binge-watching (X2) on customer loyalty (Y) is partially done by performing a t-test, it can be obtained that the brand trust variable binge-watching (X2) obtains t coefficient value is 5,744, regression coefficient value is 0,444 and the significance is 0,000. When compared, the significance value is less than 0.05, which means that H0 is rejected or H2 is accepted. So, it can be concluded that social binge-watching has a positive and significant effect on customer loyalty.

Based on previous research, it can be strengthened that Binge-Watching can influence consumer behavior, by subscribing to the Subscribe Video on Demand (SVOD) service as a form of customer loyalty to the same TV series in one sitting. Furthermore, the definition of binge-watching was expanded to include three other components (amount of time, repetition, and binge-watching association) which are related to magic levels. Of the three indicators, other indicators according to (Sung et al., 2018) stated that episodes are usually episodes that are watched two to three episodes to those that are watched more than six episodes.

This means that higher binge-watching will increase customer loyalty to SVOD Netflix, and vice versa, lower binge-watching will increase customer loyalty to SVOD Netflix. The findings in this study confirm the results of previous studies which have proven that there is a positive and significant binge-watching on customer loyalty (de Matos & Ferreira, 2020).

The influence of social media marketing (X1) and binge-watching (X2) on customer loyalty on Netflix SVOD (Y).

The results of the simultaneous significance test (F test) obtained a significance value of 0.000 F. The significance value is $0.000 < 0.05$. This shows that marketing (X1) and binge-watching (X2) simultaneously or jointly have a significant effect on customer loyalty. Thus, the third hypothesis, or H3 which states that there is a simultaneous significant effect between product marketing (X1) dan binge-watching (X2) variables on customer loyalty can be accepted.

Based on the analysis of previous research strengthened by it was found that the influence of Social Media Marketing was positive on customer loyalty. It is concluded that Social Media Marketing does affect customer loyalty, this shows that the use of social media has helped in retaining consumers with other factors such as discounts, rewards, consumer behavior, and product prices also affect customer loyalty (Santoso & Dewi, 2020). Furthermore, the analysis of research conducted by (de Matos & Ferreira, 2020) that Binge-Watching Behavior has a positive effect on customer loyalty where consumers spend quickly on content that interests them very quickly, which reduces their short-term willingness to pay SVOD.

This means that the better the application of social media marketing and the higher the binge-watching, the higher customer loyalty on SVOD Netflix, and vice versa, the worse the application of social media marketing and the lower binge-watching, the lower customer loyalty on SVOD Netflix.

CONCLUSIONS

The conclusion of this study is to discuss the relationship of Social Media Marketing to Customer Loyalty, then the relationship between Binge-Watching to Customer Loyalty and Novelty from this research, namely the relationship of Social Media Marketing and Binge-Watching simultaneously to Customer Loyalty. And there is a plus in K-Drama which is the beginning of people becoming Binge-Watching.

Based on the results of the research and the conclusions above, some suggestions that can be submitted are as follows. First, based on the research results obtained, Netflix is expected to always manage social media well in carrying out promotions such as providing clear and complete information on social media, regularly updating the information listed on Netflix's social media, and always posting movies that will be broadcast. In addition, Netflix should consider any suggestions from comments that Netflix users make on social media.

For further research, in order to be able to examine and examine more deeply other factors not examined in this study that can affect customer loyalty other than social media marketing and binge-watching. So that later you can find out what actions must be taken to increase customer loyalty on SVOD Netflix.

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