



## The Effect of Variety Seeking, Dissatisfaction, and Service Quality Toward Brand Switching on Netflix Streaming Service

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### ABSTRACT

**Research Aims:** *This study aims to investigate the factors influencing brand switching behavior among streaming service subscribers in Indonesia, specifically focusing on the impact of consumer variety-seeking, dissatisfaction, and service quality on the decline of Netflix subscriptions.*

**Design/Methodology/Approach:** *Conducted as a quantitative research endeavor, this study employs multiple linear regression analysis through the utilization of SPSS software. The research sample comprises 220 former Netflix subscribers who have transitioned to other streaming services. By examining the relationships between consumer variety-seeking, dissatisfaction, service quality, and brand switching, the study seeks to provide a nuanced understanding of the dynamics influencing subscriber preferences in the competitive streaming landscape.*

**Research Findings:** *The findings of this study reveal compelling insights into the key drivers behind brand switching among streaming service subscribers in Indonesia. Consumer variety-seeking behavior, dissatisfaction with Netflix services, and perceived service quality emerge as significant factors contributing to the observed decline in Netflix subscriptions. The study underscores the importance of these variables in shaping consumer decisions and preferences in the increasingly competitive streaming market.*

**Theoretical Contribution/Originality:** *This research contributes to the existing literature by shedding light on the intricate interplay between consumer behavior and brand switching in the context of streaming services. The study's originality lies in its exploration of the unique factors, namely variety-seeking, dissatisfaction, and service quality, influencing the migration of subscribers from one platform to another. By uncovering these dynamics, the research provides valuable theoretical insights that can inform both academia and industry stakeholders, offering a deeper understanding of the challenges and opportunities within the evolving landscape of streaming services in Indonesia.*

*Keywords: Brand switching; Variety seeking; Dissatisfaction; Service quality; Indonesia*

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### Introduction

The rapid growth of the internet, which is currently used by everyone to access information or entertainment through digital media (Sitanggang, 2022). Additionally, the increase in streaming viewership in Indonesia over the past three years has reached 140%. This increase has prompted many film industries to develop

technology with streaming service applications (Segoro & Rifaldi, 2021). Initially, Netflix had the largest number of subscribers with the highest market shares, making it the most favoured video streaming service platform among Indonesian society.

However, in early 2022, Netflix experienced a decline in its service. According to (Rosney, 2022), some Netflix customers switched to other streaming services due to the decreased content quality on Netflix. Meanwhile, the number of subscribers for other Video-on-Demand (VoD) streaming services increased. Research conducted by Reviews.org showed that some Netflix customers cancelled their streaming service subscriptions because they started using other streaming platforms more frequently, indicating that consumers engage in brand switching due to the motivation of variety seeking (Asri & Hendratmoko, 2022).

Table 1. Global Data of Streaming Platform Users

Platform	Year of establishment	Global Streaming Platform Subscribers Count (in Million)					
		2021				2022	
		QI	QII	QIII	QVI	QI	QII
Netflix	2007	209	209,1	213,56	221,84	221,64	220,67
Disney+ Hotstar	2019	94,9	103,6	116	118,1	129,8	137,7
Youtube	2012	2,245	2,289	2,317	2,343	2,376	2,413
Hulu	2007	39,4	41,6	42,8	43,8	45,3	45,6
HBO	2020	63,9	67	69,4	73,8	76,8	81,2

Source: Analyzed by Researcher (2022)

Furthermore, (Wirawan, 2022) mentioned that some Netflix subscribers cancelled their subscriptions because they found the content less attractive and no longer worth watching. Hence, dissatisfied customers are more likely to search for or switch to other streaming services. Another factor is related to the various service quality issues experienced by Netflix customers, such as a lack of content, unavailable subtitles, poor customer service, and other technical problems. These issues led some customers to cancel their Netflix streaming service. This demonstrates that the quality of the content provided by Netflix can influence customer behavior in brand switching.

Based on these phenomena, the theory of consumer behavior described by (Schiffman & Wisenblit, 2015) can be applied, where the goal is to study behavior to satisfy consumers and fulfill their needs when consuming products or services offered. The decision-making process culminates in post-purchase behavior that determines whether consumers feel satisfied or not. (Hawkins & Mothersbaugh, 2010) explain various consumer behaviors that occur after consumers assess their satisfaction following a purchase. In context, this research focuses on brand switching behavior, which supported by several factors according to Susanti et al. (2021) and (Matthews & Murray, 2007).

## Literature Review

### Theory of Online Consumer Behavior

According to Turban et al. (2015) theory, the behavior of individual consumers is influenced by a combination of internal and external factors that impact each stage of the purchasing decision-making process. Within the framework of the consumer

behavior model, there exist influential elements comprising two primary components that exert an influence on purchase decisions. The first component falls within the realm of controllability, whereas the second component lies outside one's control. Within the manageable component, factors such as EC systems (encompassing technology and website variables) and website quality, in addition to factors related to products or services (including market stimuli), play a significant role. In contrast, within the uncontrollable component, an illustrative example would be consumer attributes, such as trust. Furthermore, other variables, such as environmental factors, intermediaries, and retailers, also contribute to this complex interplay.

Another noteworthy factor integrated into the online consumer behavior model is the attitude-behavior decision process. This factor constitutes the second facet of the consumer behavior model, specifically the decision-making process. Typically, it commences with an awareness of the situation, followed by the cultivation of a positive attitude, and culminates in the determination to make a purchase and/or repurchase. Positive attitudes lead to heightened intentions to make a purchase, thereby resulting in actual purchasing behavior. Prior research consistently underscores a robust correlation between attitudes, purchase intentions, and the tangible act of purchasing.

### **Theory of Brand Switching**

Brand switching refers to the consumer behavior of changing from one brand to another in their purchasing pattern (Purnama et al., 2021). Consumers shift their usage from one brand to another and stop using their previous brand (Astuti & Santoso, 2020; Zainudin & Soestyo, 2014). The phenomenon of brand switching is influenced by consumers' low involvement and attachment to a specific brand (Fetscherin & Heinrich, 2014). Consumers engaging in brand switching are more responsive to external factors like pricing incentives or special offers, leading to situational implications (Peter & Olson, 2010). This dissatisfaction may stem from negative experiences with the product (Firdaus & Budiman, 2021). Appiah et al. (2019) support this theory by stating that even loyal consumers may switch to a competitor's brand if their current brand fails to satisfy their needs, contradicting the concept of customer loyalty (Hartono & Wahyono, 2018). In conclusion, brand switching is driven by the lack of strong attachment to a particular brand or external factors causing dissatisfaction with the product. Marketers should differentiate their products' unique features to effectively address this behavior.

### **Theory of Variety Seeking**

Variety seeking is a cognitive behaviour where consumers explore different brands for various reasons such as trying new products, curiosity, or breaking away from familiar choices (Peter & Olson, 2010). This behavior is influenced by exposure to a wide range of products with diverse brands (Hartono & Wahyono, 2018). Consumers with weaker brand attachment tend to seek brand diversity beyond their usual choices (Astuti & Santoso, 2020). It is seen as a spontaneous response triggered by the availability of other products offering better value or novel experiences (Hutauruk et al., 2021). Consumers might look for brands beyond the current market, leading to a search for different options (Numberi & Pattiasina, 2020). Those who feel

bored with a product may opt for a new brand to alleviate their boredom (Nawarini, 2019). Consumers who enjoy variety seeking actively seek out different brands to gain new experiences (Beldona et al., 2010). Niu et al. (2019) explain that consumers' desire to experiment with products and services enriches their consumption experience, though this tendency varies among individuals (Wang & Xiao, 2022). In conclusion, variety seeking is a behavior that encourages consumers to explore products and services beyond their usual choices (Legohérel et al., 2012; Olsen et al., 2015).

### **Theory of Dissatisfaction**

Customer satisfaction is a crucial factor for business success (Peter & Olson, 2010). It is defined as the connection between expectations and perceived product performance (Kotler & Keller, 2012). Dissatisfied consumers may stop buying a brand's products and switch their preferences, leading to potential negative word-of-mouth influence (Febiastuti & Nawarini, 2018; Yani et al., 2022). Dissatisfied consumers may also seek ways to reduce their dissatisfaction, such as disposing of the product or seeking reinforcing information (Nuromavita & Soliha, 2016). (Hawkins & Mothersbaugh, 2010) support the idea that significant discrepancies between expectations and perceived performance can result in consumer disappointment.

### **Theory of Service Quality**

Kotler & Keller (2012) defined encompasses the impact of all attributes on its ability to meet explicit or implicit needs. Implicit needs, recognized by service providers but unexpressed by customers, and explicit needs, clearly stated or requested, play a role. Another perspective, by (Samaradiwakara et al., 2020), links service quality to customers' perception of meeting expectations. This concept is closely linked to customer satisfaction (Yani et al., 2022). Consumers evaluate received service (perceived service) against expected service. Quality service can lead to customer loyalty, dampening price sensitivity (Shah et al., 2018). Conversely, when service falls short, trust erodes, causing dissatisfaction and a switch to alternative providers. Previous research culminates in a summary that defines service quality as the provision of actions or activities by service providers, impacting customer satisfaction levels. High-quality service enhances satisfaction, while declining quality diminishes it.

### **Relationship Between Variable**

#### **1. The effect of Variety Seeking towards Brand Switching on Netflix Streaming Service**

Variety seeking is intricately linked to brand switching (Alba & Williams, 2013). Consumers frequently alter their brand preferences to seek novelty (Olsen et al., 2015: 261), driven by external cues that prompt exploration of new and intriguing products (Schiffman & Wisenblit, 2015). Purnama et al. (2021) highlight that this behavior often arises from competitive offerings or dissatisfaction with previous purchases, leading consumers to perceive noticeable differences from their prior choices (Desai & Trivedi, 2014). Moreover, the desire for distinctiveness propels consumers to seek product variation (Nagar & Singh, 2021). (Nursafitri &

Zuliarni, 2021) propose that a strong inclination toward variety seeking significantly enhances customers' motivation to switch brands. Their research establishes a positive relationship between customers' pursuit of variety and their propensity to switch brands.

H1: There is an influence between variety seeking and brand switching on Netflix streaming services

2. The effect of Dissatisfaction towards Brand Switching on Netflix Streaming Service

One aspect that can arise in consumer preferences, leading to reasons for someone's desire to switch and use another brand, is when consumers feel dissatisfied with the product they are using (Nuromavita & Soliha, 2016). The same viewpoint is presented by (Hawkins & Mothersbaugh, 2010)Click or tap here to enter text., where when consumers feel unsatisfied with a particular product, they are likely to stop purchasing or even switch to another brand. Unsatisfied customers tend to seek information about various alternative products that can provide added value while fulfilling their expectations. If they are dissatisfied with the current product in use, they are likely to halt its purchase and switch to a brand or product they consider better. Additionally, unsatisfied customers can influence others to seek more satisfying products (Andriani & Untarini, 2015).

H2: There is an influence between dissatisfaction and brand switching on Netflix streaming services

3. The effect of Service Quality towards Brand Switching on Netflix Streaming Service

(Srivastava & Sharma, 2013) conceptualize service quality as customers' overall perception of service excellence. The provision of satisfactory services impacts customer satisfaction and a company's profitability (Widyaningrum et al., 2022). Positive service experiences lead to satisfaction, while inadequate performance results in dissatisfaction (Parasuraman et al., 1985).

Service quality not only affects satisfaction but also influences behaviors (Malik et al., 2011). Service failures demand prompt compensation to retain customers amidst growing competition (Susanto & Wijanarko, 2004). Enhancing customer retention and loyalty contributes to higher company profitability. This highlights the role of service quality in brand switching decisions. Shah et al. (2018) support this by showing how service quality significantly impacts brand switching. Their research in the telecommunications industry in Pakistan reveals that quality service plays a pivotal role in customers' decisions to switch brands. Customers seek providers with good service quality, reducing the likelihood of brand switching.

H3: There is an influence between variety seeking and brand switching on Netflix streaming services

The research model regarding how the relationship between variables is illustrated in Figure 1. The model explains that variety seeking, dissatisfaction, and service quality have a positive effect on consumer brand switching behavior on Netflix streaming services.

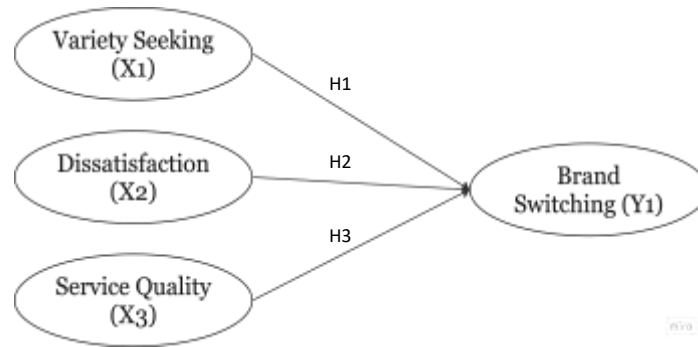


Figure 1. Research Model

## Method

This study employed a quantitative survey method with a survey research instrument using a questionnaire administered through Google Forms, then distributed via the social media platform such as WhatsApp and Twitter. The population involved in this study was former users of the Netflix streaming service in Indonesia who had switched to another streaming service. The sample size was calculated using the formula outlined in Malhotra et al. (2020: 796), which suggests that in a marketing research study, it is typically advisable to maintain a minimum sample size of 200 respondents. To ensure the ongoing reliability of this sample size, a margin of error equivalent to 10% of the total sample size is incorporated. Therefore, resulting sample size amounts to 220 respondents.

The method for data analysis involves utilizing multiple linear regression analysis through IBM SPSS software version 26,1. The process encompasses conducting assessments for validity, reliability, classical assumptions, multiple linear regression analysis, concluding with partial hypothesis testing (t-test), and examining the coefficient of determination.

## Result and Discussion

### Validity, Reliability, and Classical Assumption Test Results

The validity and reliability test was executed utilizing 30 individuals who were not included in the primary sample. The results of the validity test with a significant value of 5% conducted for the variety seeking, dissatisfaction, and service quality variables showed that the r-value is greater than 0.30 (Sugiyono, 2015: 363). Therefore, it can be concluded that all variable question items are considered valid and suitable for further analysis.

A favorable outcome in terms of reliability testing is achieved when the Cronbach's Alpha value exceeds the r-tabel of 0.70 (Ghozali, 2018). In this study, the Cronbach's Alpha value obtained for all variables is greater than 0.7. This observation signifies the dependable nature of the measuring instrument employed in this study, thus validating its suitability for assessing the variables associated with variety seeking, dissatisfaction, and service quality concerning brand switching.

The normality test is an essential component of the classical assumption test in regression analysis. It employs the Kolmogorov-Smirnov test to verify if residual data values follow a normal distribution. This study obtained result of 0.200, surpassing the significance level of 0.05, it indicates that the residual values adhere to a normal distribution and that the assumptions of the normality test are fulfilled.

Multicollinearity test aims to determine significant correlations among independent variables in a multiple linear regression model by analyzing VIF and Tolerance values (Ghozali, 2018). The results showed tolerance values > 0.10 and VIF values < 10.00 for each tested variable, signifying no multicollinearity in the regression model. Thus, it can be inferred that the multicollinearity assumption holds, indicating no correlation between the independent variables.

Conducting a heteroscedasticity test is imperative to ensure that a robust regression model doesn't display indications of heteroscedasticity. In this research, heteroscedasticity was evaluated using the Glejser test and Scatterplot graph. The Glejser test revealed that the significance values for each independent variable were above 0.05 ( $p > 0.05$ ), suggesting the absence of heteroscedasticity issues. Similarly, the heteroscedasticity test results from the ZPRED and SRESID Scatterplot graphs depicted scatterplots without defined patterns, randomly distributed, and without specific formations. As a result, it can be concluded that the research model testing results are free from heteroscedasticity and conform to the criteria of a robust and optimal regression model.

### Multiple Linear Regression Analysis Results

The outcomes of the multiple linear regression analysis are presented in Table 1 . The obtained constant value is 4.249, while the regression coefficients for the variety seeking, dissatisfaction, and service quality variables are 0.088, 0.315, and 0.097, respectively.

Table 2. Multiple Linear Regression Analysis Results

Model	Coefficients <sup>a</sup>				
	Unstandardized Coefficients	Std. Error	Std. Coefficien	t	Sig
1 (Constant)	4.249	.507		8.378	.000
Variety Seeking	.088	.038	.122	2.292	.023
Dissatisfaction	.315	.051	.392	6.175	.000
Service Quality	.097	.014	.424	7.114	.000

Source: SPSS Output 2023

Based on Table 1, the outcomes of the multiple linear regression equation involving the independent variables - variety seeking, dissatisfaction, and service quality - in relation to the dependent variable, brand switching, can be observed as follows.

$$Y = 4,249 + 0,088 X1 + 0,315 X2 + 0,097 X3 + e$$

After obtaining the linear regression equation, the analysis results can be expounded as follows.

1. The constant value ( $\alpha$ ) of brand switching (Y) is 4.249, signifying that in the event of no influence from variety seeking, dissatisfaction, and service quality, or when all three variables are at a value of zero, the predicted brand switching value would be 4.249.

2. The variable of variety seeking ( $X_1$ ) is a determinant affecting brand switching, with a regression coefficient of  $\beta_1 X_1$  equal to 0.088. This signifies that for every unit increase of one (1%) in the variety seeking variable ( $X_1$ ), the propensity for brand switching behavior is expected to rise by 0.088 (8.8%).
3. The variable of dissatisfaction ( $X_2$ ) is a determinant influencing brand switching, with a regression coefficient of  $\beta_2 X_2$  equal to 0.315. This indicates that for each one-unit increase (1%) in the dissatisfaction variable ( $X_2$ ), the propensity for brand switching behavior is anticipated to increase by 0.315 (31.5%).
4. The variable of service quality ( $X_3$ ) is a determinant that influences brand switching, with a regression coefficient of  $\beta_3 X_3$  equal to 0.097. This indicates that for each one-unit increase (1%) in the service quality variable ( $X_3$ ), the propensity for brand switching behavior is projected to increase by 0.097 (9.7%).

### Partial Hypothesis Test Results (t-Test)

The t-test statistic illustrates the partial influence of an independent variable on the dependent variable, holding other independent variables constant (Sugiyono, 2015). To determine this influence, it is examined whether the calculated  $t_{value}$  exceeds the tabulated  $t_{tabel}$  or if the significance level of the t-test is less than 0.05. In such instances, the independent variable is deemed to exert a significant effect on the dependent variable, thus warranting the acceptance of the hypothesis.

Table 3. Partial Hypothesis Test Results Summary

Hypothesis		$t_{value}$	Sig	Regression Output
H1	Variety Seeking - Brand Switching	2.292	.023	$2,292 > 1,971$ dan $0,023 < 0,05$ Hypothesis 1 is accepted
H2	Dissatisfaction - Brand Switching	6.175	.000	$2,292 > 1,971$ dan $0,000 < 0,05$ Hypothesis 2 is accepted
H3	Service Quality - Brand Swtiching	7.114	.000	$2,292 > 1,971$ dan $0,000 < 0,05$ Hypothesis 3 is accepted

Source: Analyzed by Researcher

Based on the presented Table 2, the path coefficient YX1 is 2.292, and the significance level (sig) is 0.00, which is below the threshold of 0.05. As a result, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted. This indicates a significant and partial influence of variety seeking on brand switching.

The path coefficient YX2 is 6.175, with a significance level (sig) of 0.00, which is below the predefined threshold of 0.05. Therefore, it can be inferred that the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted. This outcome indicates a statistically significant and partial influence of dissatisfaction on brand switching.

Furthermore, the path coefficient YX3 is calculated to be 7.114, with a significance level (sig) of 0.00, which falls below the predetermined significance threshold of 0.05. As a result, it can be concluded that the null hypothesis ( $H_0$ ) is rejected in favor of the alternative hypothesis ( $H_1$ ). This outcome signifies a statistically significant and partial impact of service quality on brand switching.

### Coefficient of Determination Analysis Results



The coefficient of determination ( $R^2$ ) testing is performed to assess the degree to which independent variables elucidate the dependent variable. Table 3 presents the outcomes of the coefficient of determination, yielding an *Adjusted R Square* ( $R^2$ ) value of 0.768, which closely approximates unity. This signifies that the influence of variety seeking, dissatisfaction, and service quality on brand switching is notably substantial, contributing to 76.8%. The residual portion, amounting to  $1 - 0.768$ , or 0.232 (23.2%), denotes the impact of variables or factors beyond those considered in the study.

Table 4. Coefficient of Determination Analysis Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.878 <sup>a</sup>	.771	.768	1.429

Source: SPSS Output 2023

## Discussion

### The effect of Variety Seeking towards Brand Switching on Netflix Streaming Service

The multiple linear regression analysis reveals that there is a positive and significant influence of the variety seeking variable on brand switching. It demonstrates that a relationship exists between variety seeking and brand switching. Specifically, higher levels of consumer variety seeking behavior in streaming services correspond to increased brand switching from Netflix to alternative streaming services. The findings of this study lend support to the theory proposed by (Alba & Williams, 2013), which establishes a link between variety seeking and brand switching behavior. As highlighted by (Kotler & Keller, 2012), consumers may at times make product choices without exhaustive evaluation, potentially resulting in dissatisfaction after consumption and subsequent brand switching as a means of seeking variety. Further insight from Nawarini (2019) suggests that consumer dissatisfaction with a product's attributes can drive brand switching, with the aim of alleviating monotony by switching to a different brand.

This research also affirms a direct correlation between variety seeking and brand switching. The concept of variety seeking, encompassing factors such as boredom, dissatisfaction, and the desire for exploration, propels consumers to transition from Netflix to alternative streaming services. These findings align with previous studies conducted by (Astuti & Santoso, 2020), that emphasize a partial influence of variety seeking on brand switching due to consumer fatigue with previously encountered product attributes. Additionally, (Nursafitri & Zuliarni, 2021) and Septiani et al. (2020) establish noteworthy connections between variety seeking and brand switching within the cosmetics sector. Similarly, Putri et al. (2021) contend that the variety seeking variable impacts brand switching, driven by consumers' pursuit of alternative sources of satisfaction.

Supplementary insights are offered by (Khimuray & Panjaitan, 2023), who conducted research on Disney Hotstar, a similar streaming service, unveiling a

substantial influence of variety seeking on brand switching. Their study underscores that customers shift to Disney Hotstar to access a wider range of content. These parallel findings are echoed by Niu et al. (2019), indicating that customers are inclined to experiment with diverse products and services to enhance their consumption experiences.

### **The effect of Dissatisfaction towards Brand Switching on Netflix Streaming Service**

Following a comprehensive multiple linear regression analysis, the study reveals a positive correlation between the dissatisfaction variable and brand switching. This outcome underscores that heightened consumer dissatisfaction with Netflix's streaming services corresponds to an increased likelihood of customers transitioning from Netflix to other streaming platforms. The validation of Hypothesis 1 solidifies the proposition put forth by (Hawkins & Mothersbaugh, 2010), which asserts that dissatisfaction can prompt consumers to discontinue purchases from a specific brand in favor of an alternative. These findings align with (Astuti & Santoso, 2020) research, which highlights a direct and substantial influence of dissatisfaction on brand switching in the context of beauty clinics. Similar patterns emerge in the studies by (Nursafitri & Zuliarni, 2021) and Septiani et al. (2020), demonstrating that dissatisfaction following cosmetic product purchases stimulates brand switching. This phenomenon arises from the heightened likelihood of dissatisfied consumers opting for alternative brands (Yani et al., 2022).

### **The effect of Service Quality towards Brand Switching on Netflix Streaming Service**

The research findings provide evidence of a significant and positive correlation between the service quality variable and brand switching. This discovery is consistent with the proposition put forth by Parasuraman et al. (1985), which suggests that disparities between perceived service performance and customer expectations, leading to service quality gaps, can result in customer dissatisfaction. Moreover, Shah et al. (2018) identified that consumer brand switching behavior within Pakistan's telecommunications industry is partially shaped by service quality. The study asserts that inadequate service quality, by eroding consumer trust and triggering dissatisfaction, prompts customers to shift to alternative service providers (Shah et al., 2018). Furthermore, research conducted by (Tamon & Tumewu, 2019) emphasizes that customers who encounter unsatisfactory service quality before making a purchase experience weakened trust, culminating in dissatisfaction and a transition to alternative service providers. These collective findings underscore the link between declining service quality and an increased likelihood of brand switching. Consequently, it can be deduced that service failure holds a pivotal role in influencing consumer brand switching behavior.

### **Conclusion**

This research contributes to the development of literature regarding brand switching on Netflix streaming services. Specifically, the outcomes of this study conclusively demonstrate that brand switching behavior among Netflix customers is subject to direct influence from variety seeking, dissatisfaction, and service quality.

As a result, enterprises must meticulously focus on these three variables to effectively curtail brand switching behavior among their clientele.

Based on the findings of this research, it is advisable for Netflix to enhance its content diversity by incorporating a wider array of recently released box office films, along with original movie content, in order to augment distinctiveness and appeal. Employing content-based filtering to comprehensively assess movie attributes, such as genres, actors, directors, and tags, can facilitate personalized recommendations aligned with user preferences. Additionally, the integration of advanced data compression technology can expedite download processes.

The limitations identified within this study are anticipated to serve as a catalyst for inspiring and guiding future research endeavors. Among these limitations, the research solely concentrates on Netflix with subjects from Indonesia, thus suggesting the need for subsequent studies to encompass varied streaming service categories, such as Disney+, involving a more expansive subject pool. Furthermore, additional factors that potentially impact brand switching behaviors on Netflix, such as competitor promotions, price, and WOM, could be incorporated to enhance the comprehensiveness of future research

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