

Influence Of Brand Awareness And Brand Association On Netflix Brand Equity Through Brand Loyalty

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Abstract

The increasingly fierce competitive environment between companies and the challenges faced by Video On Demand services, especially in this study, namely Netflix, the company needs to strengthen brand equity so that the brand owned becomes superior to competitors. The objective of this research is to ascertain and examine how brand awareness and brand association affect Netflix brand equity through brand loyalty. The study employed a quantitative descriptive research design, adopting a causal approach. The sample consisted of 170 respondents, selected using purposive sampling approaches. Analysis method using SEM with Amos 24.0 analysis tool. The results suggested that brand equity is not significantly influenced by brand awareness; however, brand association and brand loyalty do have a substantial impact on brand equity. Furthermore, brand loyalty is significantly influenced by brand awareness, whereas brand association does not have a significant impact on brand loyalty. Additionally, brand loyalty has the capacity to mediate the influence of brand awareness on brand equity. However, brand loyalty is unable to mediate the influence of brand association on brand equity. Establishing a robust and favourable brand association, as well as enhancing brand loyalty, are crucial for bolstering Netflix's brand equity.

Keywords: brand association; brand awareness; brand equity; brand loyalty

1. Introduction

The presence of the internet and rapidly growing technology allows the development and innovation of information and entertainment media, one of which is in streaming video services or what is commonly called Video On Demand (VoD). One of the most popular VoD service companies in the world is Netflix. Netflix is a subscription-based paid streaming film service company that allows customers to watch television programs, films, and documentaries, series, dramas from various countries, so that customers can enjoy content at any time while connected to the internet.

Table 1. Number of Netflix Subscribers in Indonesia in 2017-2021

Year	Netflix Subscribers
2017	95.000
2018	273,300
2019	482.000
2020	907.000
2021	850.000

Source: Media Partners Asia (2021)

Netflix began entering the Indonesian market in 2016 and has always recorded subscriber growth every year until 2020. However, in 2021 the number of Netflix users in Indonesia decreased to 850,000. Netflix users are experiencing a decline in Indonesia, also along with the decline in overall Netflix subscribers around the world. Netflix Investor Relations (2022) reports that Netflix has lost 200 thousand subscribers worldwide in the first quarter of 2022, and in the second quarter by 970 thousand subscribers. This is an unusual thing for Netflix since expanding its service worldwide in 2012 because Netflix has always experienced growth in the number of subscribers both quarterly and annually.

Table 2. Number of VoD Service Subscribers in Indonesia in 2021

Video on Demand	Number of Subscribers
Disney+ Hotstar	2,5 juta
Viu	1,5 juta
Vidio	1 juta
Netflix	850.000

Source: Cnnindonesia (2022)

Netflix's position in the middle of competition based on the Media Partners Indonesia survey (2022). In 2021, Netflix has only 850,000 subscribers compared to its competitors who are above Netflix. This proves that Netflix in Indonesia is still less competitive with other VoD platforms even with local Indonesian VoD services such as Vidio. In an increasingly fierce competitive environment between companies and the challenges faced by Video On Demand services, especially in this study, Netflix, companies need to strengthen brand equity so that their brands are superior to competitors. Kotler & Armstrong (2008) stated that brand equity is a positive differentiator from consumers based on the knowledge of consumers on behalf of the brand of goods or services.

Brand awareness is a contributing component in the development of brand equity (Tong & Hawley, 2009). Brand awareness refers to a consumer's capacity to identify and remember a brand (Endri & Prasetyo, 2021). Consumers have a tendency to buy a brand that is already

widely known because a well-known brand is likely to be reliable (Sundjoto & Hadi, 2012). A brand that has a high level of awareness will make consumer confidence high so that the brand equity owned is also higher (Ansary & Nik Hashim, 2018).

Another factor that can affect brand equity is brand association. Kotler & Keller (2006) stated that the brand association consists of thoughts, images, perceptions, feelings, beliefs, experiences, and behaviors, as well as memory associated with a brand. Susanto & Wijanarko (2004) stated that a brand that has a strong association will have a strong position in the middle of the competition because the higher the brand association will make consumers loyal. Various brand associations that are remembered by consumers will form brand strength in the minds of consumers (Arini & Indriani, 2022).

Furthermore, the concept of brand loyalty also contributes to the establishment of brand equity. Brand Loyalty is the level of consumer tendency to make a purchase repeatedly as a result of consumers being satisfied by assessing the product positively so that consumers will choose the product compared to other brands (Nugroho & Hidayati, 2020). Loyal consumers tend to have a habit of buying brands regularly over a long period of time and it will not be easy to switch to competing brands (Siagian, 2023). Brand loyalty is a core marker of brand equity, sales opportunities, and in the form of guarantees to obtain company profits in the future (Utomo, 2017).

Based on existing phenomena and literature, this is interesting to research. Netflix is the leader of video streaming services in many countries and is a global player. However, in the Indonesian market Netflix is even less competitive with some applications that are branded and the global market is far from Netflix.

2. Literature Review

Brand Awareness and Brand Equity

The degree of brand awareness has a direct impact on the growth of customer-based brand equity; higher brand awareness leads to more opportunities for a brand to be chosen during the purchasing process (Yang et al., 2018). According to Ansary & Nik Hashim (2018) a brand with a higher level of awareness guarantees trust and familiarity with the consumer. Therefore, it should be associated with a higher equity of a brand. This is also in line with research (Muzaqqi et al., 2016), (Marsasi et al., 2022), (Basri & Yuliana, 2022).

H1: Brand awareness have a positive and significant effect on brand equity

Brand Association and Brand Equity

Aaker (1997) states that brand association encompasses all aspects related to the recollection and perception of a brand. Strong and high brand equity can only occur if the brand has a strong association to realize the advantages of the brand (Setiawan, 2020). The more consumers associate a brand with a product, the more likely they are to remember it and remain loyal to it. According to research conducted Muzaqqi et al (2016) brand equity is significantly and positively influenced by brand association. In line with research conducted by (Arini & Indriani, 2022), and (Setiawan, 2023).

H2: Brand association have a positive and significant effect on brand equity

Brand Awareness and Brand Loyalty

Brand awareness has a role to remind people about a brand, after the introduction and memory of the brand will be formed brand loyalty (Agustin et al., 2023). Brand awareness makes consumers will remember the brand in all situations of need (Bernarto et al., 2020). Brand loyalty is positively and significantly influenced by brand awareness, according to Utomo (2017) research on Nike shoes in Surabaya. This research is also substantiated by research conducted by (Illahi & Andarini, 2022) and (Stevi & Artina, 2022).

H3: Brand awareness have a positive and significant effect on brand loyalty

Brand Association and Brand Loyalty

Brand association is crucial for consumers as it gives them a compelling motive to make a purchase. This is because brand associations typically revolve on specific features, target audiences, and benefits that are necessary to establish brand loyalty (Chinomona & Maziriri, 2017). Sanjaya (2013) research findings demonstrate that brand association exerts a substantial impact on brand loyalty. This is further substantiated by empirical studies conducted by (Semuel & Alexander, 2020), (Saijunus & Herawati, 2022)

H4: Brand association have a positive and significant effect on brand loyalty

Brand Loyalty and Brand Equity

The most critical factor in enhancing brand equity is the strengthening of brand loyalty. This is due to the fact that loyal consumers are less likely to switch to other brands (Yacub, 2020). According to Susanto & Wijanarko (2004) brand loyalty forms the foundation of brand equity. Research conducted by Dewi (2017) shows that brand equity is significantly and positively influenced by brand loyalty. The more loyal consumers are to a brand, the brand equity will increase. This is also in accordance with research (Sucahyo, 2017), (Brangsinga & Sukawati, 2019), (Agnesia et al., 2022).

H5: Brand loyalty has a positive and significant effect on brand equity

Brand Awareness, Brand Loyalty, Brand Equity

Shouk & Soliman (2021) stated that brand awareness and brand loyalty are structured frameworks that are combined to create the concept of customer-based brand equity goals. According to Nawawi & Riptiono (2020) brand awareness has a significant relationship to brand loyalty and brand loyalty to brand equity. The better a brand is known and remembered by consumers, the more often it is bought and the higher the value of the brand.

H6: Brand awareness has a positive and significant effect on brand equity through brand loyalty

Brand Association, Brand Loyalty, Brand Equity

When consumers have a favourable impression of a brand, then they more easily remember information and at the same time they perceive the actions they take as positive, so they remain loyal to the brand (Nugroho & Hidayati, 2020). In research Severi & Ling (2013) proved brand association as an independent variable has a significant effect on brand loyalty as a mediator, brand association as an independent variable greatly affects brand equity as a dependent variable. According to Nawawi & Riptiono (2020) brand association has significant

relevance to brand loyalty and brand loyalty to brand equity. The more consumers have a high brand association, the more brand loyalty increases which can ultimately increase brand equity. H7: Brand association have a positive and significant effect on brand equity through brand loyalty

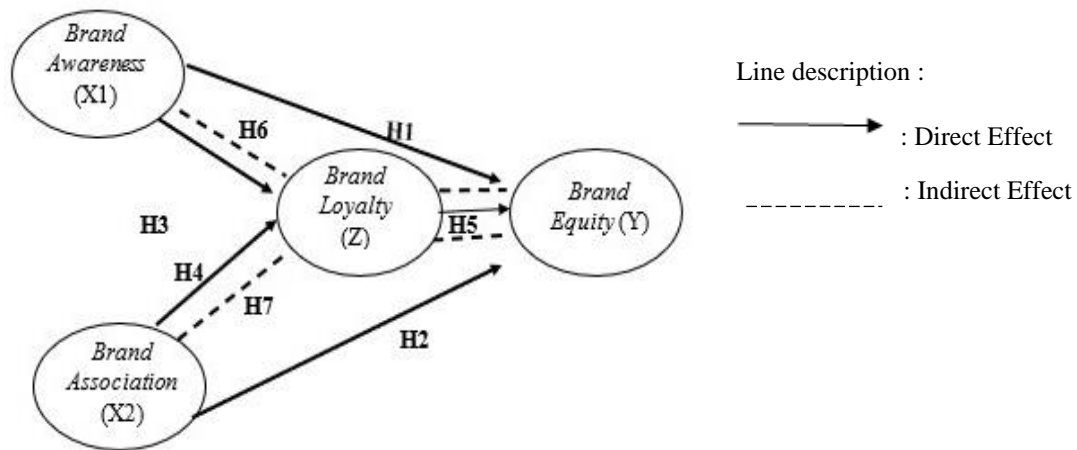


Figure 1. Research Concept Framework

3. Material and Method

This study is a quantitative research that employs a descriptive technique and causation to elucidate causal linkages, specifically examining the impact of independent variables on dependent variables. The study focusses on the demographic of those that utilise the Netflix service in Indonesia with 170 sample respondents. This research used purposive sampling method with criteria at least 17 years old and use and subscribe to the Netflix service at least 2 times. The data collection approach employs a likert scale questionnaire. The data was analyzed using SEM using the help of AMOS 24.

4. Result and Discussion

Characteristics of Respondents

The study was conducted on users who use the Netflix service at least 2x with a total of 170 respondents. Based on age, this study is dominated by the age group of 17-25 years by 84% or 143 people where in 2024 this group belongs to Generation Z. This is because Generation Z is the group that is most able to adapt and take advantage of technological advances. Based on gender, the study was dominated by the female sex by 74% or 126 people. Women tend to watch more episodes with a longer duration than men (Fitri & Yulianti, 2023). Based on work, this study is dominated by students/college students by 69% or 116 people. This is because students or students prefer to watch movies or series because they have more free time compared to respondents in other occupational groups. Based on income, this study is dominated by respondents earning less than Rp. 1,000,000 by 55% or 94 people who indicate if the respondent is a group of students.

Measurement Model Test

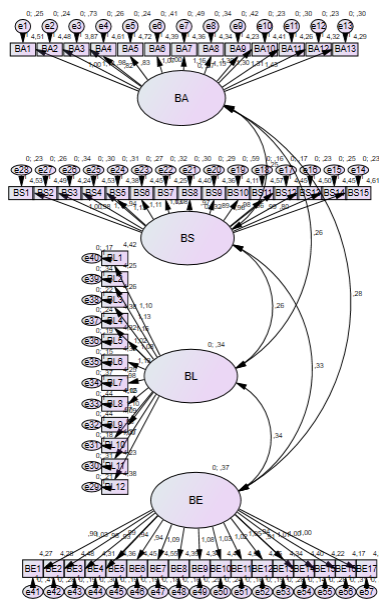


Figure 2. Confirmatory Factor Analysis

Convergent Validity

The assessment of convergent validity can be determined by examining the loading factor values for each indication inside each variable. The validity of convergent testing can be influenced by the value of the loading factor, with a lower value potentially causing issues. Therefore, each indicator is deemed acceptable if the loading factor value is more than 0.5. If the loading factor is less than 0.5, the construct should be excluded from the analysis (Hair J et al., 2014). Table 3 demonstrates that all indicators in the variables of brand awareness, brand association, brand loyalty, and brand equity have a loading factor value greater than 0.5. So that convergent validity in this study is met. Thus, the items of the statement will be included in the next test.

Table 3. Standardized Loadings Variabel Laten

Indicators	Brand Awareness	Brand Association	Brand Loyalty	Brand Equity
BA1	0,720			
BA2	0,773			
BA3	0,512			
BA4	0,645			
BA5	0,670			
BA6	0,657			
BA7	0,597			
BA8	0,717			

Indicators	Brand Awareness	Brand Association	Brand Loyalty	Brand Equity
BA9	0,673			
BA10	0,824			
BA11	0,777			
BA12	0,817			
BA13	0,807			
BS1		0,749		
BS2		0,735		
BS3		0,751		
BS4		0,706		
BS5		0,769		
BS6		0,792		
BS7		0,719		
BS8		0,749		
BS9		0,715		
BS10		0,556		
BS11		0,818		
BS12		0,797		
BS13		0,737		
BS14		0,731		
BS15		0,690		
BL12			0,781	
BL11			0,716	
BL10			0,804	
BL9			0,726	
BL8			0,725	
BL7			0,716	
BL6			0,863	

Indicators	Brand Awareness	Brand Association	Brand Loyalty	Brand Equity
BL5			0,832	
BL4			0,791	
BL3			0,816	
BL2			0,774	
BL1			0,848	
BE17				0,821
BE16				0,785
BE15				0,831
BE14				0,830
BE13				0,816
BE12				0,810
BE11				0,856
BE10				0,786
BE9				0,831
BE8				0,868
BE7				0,817
BE6				0,803
BE5				0,825
BE4				0,720
BE3				0,823
BE2				0,782
BE1				0,731

Source: data processed

The average Variance Extracted (AVE) Test

The validity test can be fulfilled if it has a value of Ave >0.50 (Hair J et al., 2014). The data presented in Table 4 indicates that the average value of each variable exceeds 0.5. This suggests that the study has achieved satisfactory convergent validity.

Table 4. Average Variance Extracted

Variable	AVE	Conclusion
Brand Awareness	0,598	Valid
Brand Association	0,654	Valid
Brand Loyalty	0,698	Valid
Brand Equity	0,724	Valid

Source: data processed

Discriminant Validity Test

A construct is considered to have excellent discriminant validity if its HTMT value is less than 0.90 (Hair et al., 2021). Based on the figure 3, all correlations are below 0.90 then the validity of discriminant in this study is met and said to be good.

Table 5. Discriminant Validity Test with HTMT

	BA	BS	BL	BE
BA				
BS	0,857			
BL	0,790	0,679		
BE	0,853	0,883	0,819	

Source: data processed by Amos 24

Reliability Test

If the results of $CR > 0.7$ then the indicator has a high reliability value (Ghozali, 2016). Table 5 indicates that the composite reliability values for all research indicators are more than 0.7. This shows that all research indicators have high reliability values.

Table 6. Construct Reliability Output

Indicators	Total LF	Total Error	Total LF ²	CR	Conclusion
Brand Awareness	9,189	4,432	6,599	0,950	Reliable
Brand Association	11,014	4,298	8,138	0,965	Reliable
Brand Loyalty	9,392	3,189	7,381	0,965	Reliable
Brand Equity	13,735	4,236	11,120	0,978	Reliable

Source: data processed by Amos 24

Path Diagram

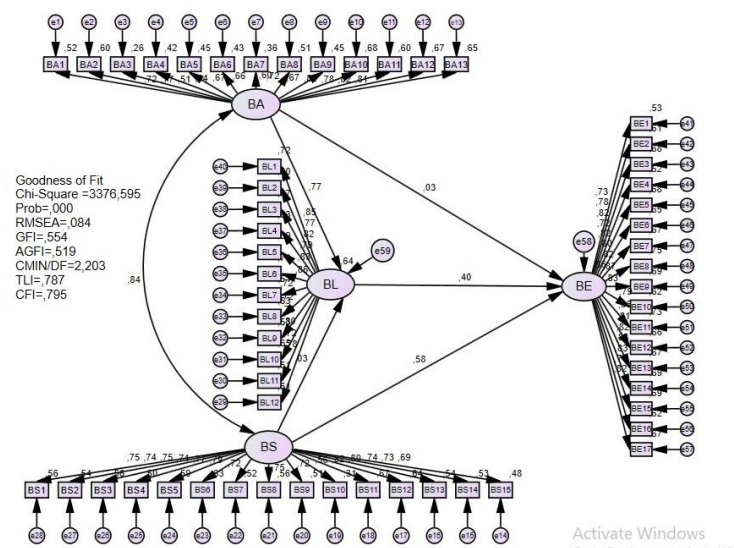


Figure 3. Path Diagram

Normality of Data

A data distribution is considered to be normal if the Critical Ratio Skewness (C.R) and kurtosis are within the range of 2.58. This means that if there is a value above 2.58 or below -2.58 then the data is categorized as abnormal. This occurrence is conceivable due to the use of primary data in this study, which allows for the presence of diverse responses from each participant. Hair et al. (2014) stated that a data that is not normally distributed will have a serious effect on data that is less than 50 data. However, the more data used the effect will be less and less. Hoyt and MacKenzie (1995) stated that the Maximum likelihood estimation technique can still be used even though the normality of the data is not met. Based on the sample size using maximum likelihood estimation, the analysis can still be continued by correcting the standard error and some goodness of fit (Ghozali 2008).

Goodness of Fit Index

Based on the table 6, shows that the planned model does not fit. The model was then modified. Modification of the model is done by connecting with the line inter variable error in the model, by following the Amos suggested modification indices. The error variables are continuously connected until the model is ultimately deemed fit (Fernandes et al., 2010).

Table 7. Goodness of Fit

Goodness Of Fit Index	Cut-off Value	Model Test Results	Conclusion
Chi-square	1074.679	3376,595	Poor Fit
Probabilitas	>0.05	0.00	Poor Fit
RMSEA	<0.08	0,084	Poor Fit

GFI	$\geq 0,90$	0.554	Poor Fit
AGFI	$\geq 0,90$	0.519	Poor Fit
CMIN/DF	$\leq 2,00$	2,203	Poor Fit
TLI	$\geq 0,95$	0,787	Poor Fit
CFI	$\geq 0,95$	0,795	Poor Fit

Interpretation and Modification of the Model

Based on the table7, it can be seen that there are several values that do not meet the goodness of fit criteria, including GFI which has a value of $0.724 < 0.90$ and AGFI which has a value of $0.724 < 0.90$. According to Parsimony in Ferdinand (2006) if there is one that has met the criteria of goodness of fit, then the overall model can be said to be fit or good. So, from this principle, the model test findings have been approved, allowing for further analysis to be conducted.

Table 8. Goodness of Fit After Modification

Goodness Of Fit Index	Cut-off Value	Model Test Results	Conclusion
Chi-square	1074.679	2067,385	Poor Fit
Probabilitas	>0.05	0.00	Poor Fit
RMSEA	<0.08	0,054	FIT
GFI	$\geq 0,90$	0.724	Poor fit
AGFI	$\geq 0,90$	0,671	Poor fit
CMIN/DF	$\leq 2,00$	1,487	FIT
TLI	$\geq 0,95$	0,914	Marginal Fit
CFI	$\geq 0,95$	0,925	Marginal Fit

Source: data processed

Hypothesis Test

Table 9. Direct Effect

Hypothesis	Path	β	S.E.	C.R.	P	Label	Conclusion
H ₁	Brand Awareness → Brand Equity	0,048	0,136	0,350	,726	Positive Insignificant	Hypothesis Rejected
H ₂	Brand Association → Brand Equity	0,891	0,158	5,637	***	Positive Significant	Hypothesis Accepted
H ₃	Brand Awareness → Brand Loyalty	0,884	0,164	5,382	***	Positive Significant	Hypothesis Accepted
H ₄	Brand Association → Brand Loyalty	0,014	0,173	,082	,935	Positive Insignificant	Hypothesis Rejected
H ₅	Brand Loyalty → Brand Equity	0,447	0,086	5,188	***	Positive Significant	Hypothesis Accepted

Table 10. Indirect Effect

Hypothesis	Path	Path Coefficient	P-Value	Label	Conclusion
H ₆	Brand Awareness → Brand Loyalty → Brand Equity	0,395	0,001	Positive Significant	Hypothesis Accepted
H ₇	Brand Association → Brand Loyalty → Brand Equity	0,006	0,858	Positive Insignificant	Hypothesis Rejected

5. Discussion

Brand awareness and Brand Equity

The findings of this study indicate that Netflix's brand equity is positively affected by brand awareness, although the effect is not statistically significant. In this case, increased brand awareness does not substantially increase added value or overall brand performance. This aligns with studies carried out by Hadi Santoso (2017), and Sucahyo (2017) which shows that brand awareness has no influence on brand equity. Although brand awareness helps in introducing the brand to potential customers. However, it does not always result in an immediate increase in brand equity. Regardless of their brand awareness, not all individuals

who are aware of the brand in the market necessarily have an interest in the goods (Sukiarti et al., 2016). Consumers' views will be helped by their experience using the platform. So, brand awareness can be a factor, but it doesn't always result in a significant return directly to brand equity, requiring additional efforts Netflix makes to improve and enhance its overall brand reputation.

Brand Association and Brand Equity

The findings of this study indicate that brand associations exert a positive and substantial influence on the brand equity of Netflix. The higher the level of brand association will increase Netflix's brand equity. According to Dewi (2017) brand association is strongly associated with brand equity because brand association can be a sign of quality and commitment from Netflix and help consumers consider the brand when purchasing. One way to create strong brand associations is to focus on the consumer experience (Adiputra, 2018). Netflix brand equity can be increased if respondents trust the quality of content and services presented by Netflix. Consumers associate the Netflix brand with high-quality content and ease of use. This will increase the perception of value, loyalty to the brand, and help differentiate the brand from competitors which will ultimately increase Netflix's brand equity. Netflix's Brand equity is higher because a positive brand association reinforces the brand's image and value. Netflix may associate and rely on the use of tangible and intangible attributes such as quality of content, visuals and audio, movie products, up to date and always varied content and guarantees of user privacy. The findings of this study align with the research carried out by (Setiawan, 2023) and (Choudhary et al., 2023) which states that the higher the level of brand association with customers and consumer quality of a product will increase brand equity.

Brand Loyalty and Brand Equity

The findings of this study indicate that there is a favourable and substantial influence of brand loyalty on the brand equity of Netflix. The higher the level of brand loyalty will increase Netflix's brand equity. This happens because loyal consumers are likely to use Netflix regularly and create a strong reputation for Netflix. It also shows that customer trust and loyalty to the brand will directly affect the value and reputation of the brand. Loyal customers are more likely to recommend, make repeat purchases that contribute to the overall strength of the brand (Juliana, 2019). Loyal customers are less likely to switch to other streaming services thus creating a stable and reliable customer base for Netflix. Customers are more inclined to prefer Netflix over its competitors when they have a stronger level of brand loyalty. For that, Netflix needs to pay attention to the level of customer loyalty they have. The findings of this study align with the research carried out by (Brangsinga & Sukawati, 2019), (Fatkhurrohman et al., 2023), and (Hong et al., 2023), the study affirms that brand loyalty has a positively and substantial impact on brand equity.

Brand Awareness and Brand Loyalty

According to the study's findings, Netflix brand loyalty is positively and significantly impacted by brand awareness. Netflix's brand loyalty will be enhanced as brand awareness increases. This shows that the more known a brand is, the more likely customers will be loyal to it. When customers feel familiar with the brand and its products, they will be more likely to

trust and comfortable to continue using the service which will ultimately increase their loyalty to the brand. Brand awareness also plays an important role as a constant reminder to consumers. This can happen if consumers are continuously exposed to the Netflix brand, through advertising, social media, or content that can form strong consumer habits and support brand loyalty. The findings of this study align with the research carried out by (Faisal & Susanti, 2023), which indicates that brand awareness has a positive and substantial impact on brand loyalty. This is because consumers tend to place trust in brands that possess a high level of awareness, leading them to repeatedly purchase the associated products and services. This is consistent with the findings of a study conducted by (Valensia & Candy, 2022).

Brand Association and Brand Loyalty

The study's findings indicate that while brand associations positively affect Netflix brand loyalty, the effect is not statistically significant. The impact of the association is not large enough to affect brand loyalty. The dynamic market environment with rapid changes in consumer trends and references as well as intense competition between different platforms affect it. Competition in the video streaming industry is very tight and a lot lately by offering products and services that are also interesting and various promos given. Therefore, so that brand association can really stand out among other VoD services. Netflix must have a unique emotional connection with its customers. Although consumers have positive associations with the Netflix brand known for its popularity and quality. However, the actual user experience with the platform may influence their decision to remain loyal. If the consumer experiences problems with the service or is dissatisfied with the content provided then such positive associations are not enough to maintain customer loyalty. This means that consumers are not only concerned with brand associations that exist at the time of subscribing to Netflix. The findings of this study are consistent with the research carried out by (Rivaldo et al., 2023), (Era Deka & Rachma, 2019), and (Yunus et al., 2022) which states that the brand association has no effect on brand loyalty.

Brand Awareness, Brand Loyalty, Brand Equity

The study's results indicate that brand awareness has a large and positive impact on brand equity by influencing brand loyalty. Brand loyalty has been demonstrated to completely moderate the impact of brand awareness on brand equity. According to (Nawawi & Riptiono, 2020) There is a strong correlation between brand awareness and brand loyalty, as well as between brand loyalty and brand equity. The level of brand recognition and recall among consumers directly correlates with the frequency of purchase and the overall value of the brand. As brand awareness increases, consumers will be more likely to choose the brand consistently because consumers already recognize it and have a positive perception of it. This helps strengthen brand loyalty which will eventually shape and strengthen brand equity.

Brand Association, Brand Loyalty, Brand Equity

The results of the study suggest that Netflix's brand equity is not significantly influenced by brand association in terms of brand loyalty. The impact of brand association on brand equity cannot be mediated by brand loyalty. Influencing brand equity through brand loyalty requires a series of rewarding experiences that can transform a positive association into

a long-term commitment. Brand loyalty will not be established if the product fails to match the expectations created by the brand association. The influence of a strong brand association can also directly increase brand equity by strengthening positive image and perception without going through brand loyalty. Consumers who already have a positive perception of Netflix immediately rate the brand value highly without having to go through loyalty. In the dynamic market of streaming services, VoD services will always update and offer new content so that consumers more quickly form brand associations such as with Netflix original series that directly affect brand equity without having to pass the loyalty stage first. Consumers tend to be more flexible and disloyal.

6. Conclusions

After analyzing the results and engaging in discussions, it can be definitively said that there is no correlation between brand awareness and brand equity. Brand equity is determined by the strength of brand associations and the level of brand loyalty. Furthermore, brand loyalty is impacted by brand awareness, but not by the association with the brand. Brand loyalty can mediate the impact of brand awareness on brand equity. However, it lacks the ability to mediate the impact of brand association on brand equity. Developing a robust and favourable association with the brand and enhancing loyalty to the brand can enhance the value and reputation of Netflix's brand.

7. Recommendation

Netflix is expected to always innovate and provide the best viewing experience for users with the quality of content and services provided to strengthen its position as a leader in the VoD service industry and distinguish itself from competitors. Researchers expect for future research to explore the importance of brand loyalty as a moderator variable in the interaction between the various components of brand equity so as to provide a deeper insight into brand equity.

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