



Role of Customer's Trust Moderation: E-Service Quality towards Repurchase Intention on Netflix VOD

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Abstract

This research raises issues related to the decline in Netflix users. It can be seen that customers are less interested in re-subscribing to Netflix. In fact, this is because there are several gaps that occur in the quality of the Netflix e-service. The poor quality of electronic services also has a moderate impact on the confidence of consumers who have less trust in the Netflix service. Therefore, the purpose of this study is to determine the relationship between e-service quality and repurchase intention and the role of customer trust as a moderating variable on Netflix Video-on-Demand. The method used for this research is survey method with questionnaire instrument as the data collection technique. The object of this research are 260 Netflix users that domiciled in Bandung, which was filtered into 200 users based on sampling criteria. Sampling technique in this research is using purposive sampling. There are two hypotheses in this research. To test these hypotheses, the technique used are regression analysis and MRA (Moderated Regression Analysis). The result of this research showed that there is positive and significant influence from e-service quality towards repurchase intention on Netflix Video-on-Demand. Next, customer's trust strengthens the relationship between e-service quality towards repurchase intention on Netflix Video-on-Demand.

Keywords: *E-service quality; Repurchase intention; Customer's trust; Moderation*

INTRODUCTION

Along with technological and information advancement, making conventional business activity shift into a more digital basis activity for survival in this era, as well as having maximum cooperation between the service provider and user (Jamaludin *et al.*, 2020) such as online marketplace, entertainment content, e-learning education, e-wallet transaction, and many others. Entertainment content with online platform media, is a thing of great interest for internet users (Agustina, 2018). This entertainment is known as Video-on-Demand (VoD) that defined as one among media convergence, combining television and film, or audiovisual content with technology (Pradsmadji & Irwansyah, 2020). Video-on-Demand contains video services that can be accessed form internet and paid based on any video that customer wants (Dailysocial.id, 2017).



Table 1 Video-on-Demand (VoD) platform Popularity in Indonesia 2022

No	Online Video Platform	Downloader
1	Netflix	1 Billion+
2	Viu	100 Million+
3	Vidio	50 Million+
4	We TV	50 Million+
5	Disney+ Hotstar	10 Million+

Source: (Kompasiana.com, 2022)

Based on the data from Table 1, Netflix has the most downloader in Indonesia form 2022 with one billion downloaders in total compared to its competitors. Its popularity that was gained by Netflix surely influenced by the facility and quality of the services provided for its customers. E-service quality is a service that gives a performance as well as quality for customer that intended to buy, and also gives delivery services from provider to customer with electronic media (Juhria *et al.*, 2021). E-service quality concept should overcome several gaps that often occurs, such as information, design, communication and fulfillment gaps according to Tjiptono & Chandra (2019) due to service quality creates a great impact to customer satisfaction (Albari & Kartikasari, 2019). Therefore, along with the increase of Netflix users, there are many customers that felt a lot of gap from Netflix electronic service quality, such as unreadable subtitle, failed logins, lower video quality, and call center that are lacking follow ups to solve customer complains (Hidayati, 2022). Good or bad performance of e-service quality that are given by a company to its customer, can affect the urge of repurchase or the willingness to subscribe again (Yulisetiarini *et al.*, 2017).

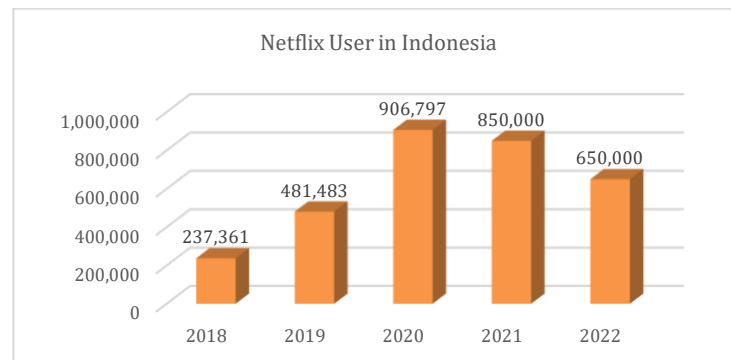


Figure 1 Netflix Streaming Customer in Indonesia (2018-2022)

Source: * (Bbc.com, 2022)

** (Databoks.katadata.co.id, 2019)

Figure 1 explains that in two consecutive years, which is 2021 and 2022, Netflix subscription market in Indonesia is in a decline. The impact of declining performance of e-service quality that are given by Netflix to its customers, surely affects the intention of customer to subscribe again. Then, customers tend to not refer Netflix to other people. Customers also will not prefer to use Netflix as their Video-on-Demand choice. And lastly, customers will stop searching any further regarding Netflix (Ferdinand, 2006).

The characteristic of someone that intend to repurchase is his/her high trust more than the trust level of the seller. On the contrary, someone that has a low trust level tend to not repurchase again (Kimppa *et al.*, 2014). Customers trust is a key element of a company's success, in which the company can build a strong interaction with its customers and the company is obliged to enhance its trust with its customers (Kotler & Keller, 2016). Realization of service excellence will aim to customer's trust by concentrating important aspects such as helping customer, increasing

customer's trust, and willing to protect customer's loyalty (Rahmayanty, 2013; Sahir *et al.*, 2020). So, within this research, customer's trust became the moderation variable between e-service quality variable and repurchase intention variable relationship.

The formulation of the problem that is discussed in this study is: 1) How is the electronic service quality on VoD Netflix? 2) How is consumer confidence in the Netflix VoD service? 3) What is the repurchase intention for the Netflix VoD service? 4) Does electronic service quality have a positive effect on repurchase intention on the Netflix VoD service? and 5) How does electronic service quality affect repurchase intention, which is moderated by consumer trust in the Netflix VoD service?

This research focuses on observing the relation between e-service quality variable toward repurchase intention as well as the role of customer's trust as moderation that were tested by using Moderated Regression Analysis (MRA).

LITERATURE REVIEW

E-service quality towards repurchase intention

One strategy that can be done by entrepreneur to keep their business, especially in the service section is about service quality. On online platform, e-service quality is a crucial part because a good e-service quality can have a positive impact toward customer's intention to buy the product.

This is supported by previous research that was done by Setyawati (2019), stating that e-service quality has positive impact toward e-repurchase intention on Go-Jek application, Go-Ride category. Marina *et al.* (2020), found that e-service quality gives significant positive impact toward repurchase intention on online travel agent at DKI Jakarta area. Next, the research that was done by Salsabila *et al.* (2020), that service quality affect significantly toward repurchase intention that was mediated by customer's trust. In line with previous research that was done by Saleem *et al.* (2017), shows that service quality and trust variable affect positively and significantly toward repurchase intention of Pakistani airlines. From these researches, we expect that there is a positive and significant impact between e-service quality toward repurchase intention.

H1: E-service quality affect positively and significantly toward repurchase intention.

Customer's trust moderation role towards e-service quality and repurchase intention relationship

Every company want their customer's loyalty toward their products or services that were offered to create a repurchase or resubscribe behavior. Enhancing e-service quality is the correct way to be implemented (Saragih, 2021). In line with that, Al-dweeri *et al.* (2017) stated that e-service quality is the most important factor in moderating customer's trust. Hence, to get customer's trust, online shop should consider factors such as giving solution to customer's complain, sincerely helping customer, and giving a quick feedback to customer's needs.

That statement is supported by Firmansyah & Ali (2019) research. The result stated that trust has a direct and significant influence toward repurchase intention as a part of customer retention. Other than that, trust and e-service quality variables as trust predictor, is very important within online context. But, the research done by Hidajat & Setiawan (2022), is not in line with the one done by Firmansyah & Ali (2019). This is due to their result shows that customer's trust cannot moderate product quality with buying decision. On the contrary, research by Rehman *et al.* (2019), found that commitment and trust significantly moderate the relationship between repurchase intention and internet shopping behavior also have a direct influence toward online shopping behavior. Even more so, the research that was done by Napitupulu *et al.* (2021), stated that service quality impacted positively and significantly toward revisit intention. Then, trust can reinforce from customer's quality toward revisit intention on 5-star hotel in Medan. Based on those researches, it

can be concluded that customer's trust can moderate the relationship between e-service quality and repurchase intention variables.

H2: Customer's trust reinforces the relationship of e-service quality and repurchase intention.

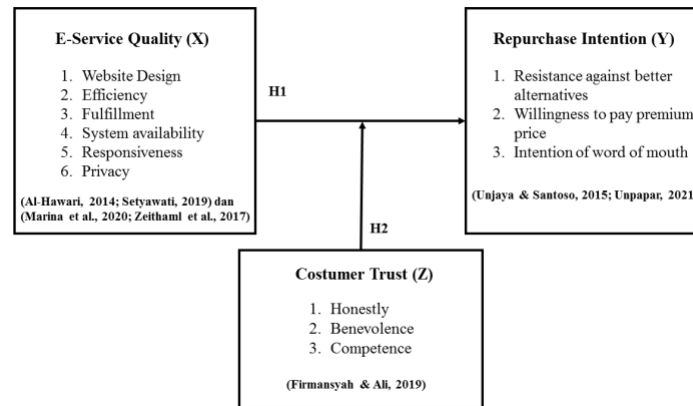


Figure 2 Research Framework

Research Method

Research method that is used in this research is survey research methodology, with a purpose to test the hypothesis that already determined (Cooper & Shindler, 2014). The survey is conducted by giving out online questionnaire to the samples that match the sampling criteria. The result of the hypothesis test is shown in numerical, so the data type being used is quantitative (Saunders *et al.*, 2009). There are two analysis that is used, which are descriptive data analysis and verificative data analysis. On descriptive analysis, researcher describe the observed variable based on questionnaire data. Whereas on verificative analysis, intend to test the hypothesis that already being estimated. This research consists of two hypothesis that later will be tested with regression analysis technique. To test hypothesis 1, which the relationship between e-service quality toward repurchase intention, by using simple linear regression. Whereas to test hypothesis 2, which is the customer's trust influence toward e-service quality and repurchase intention using Moderated Regression Analysis (MRA).

Data Collection and Sampling Techniques

Data collection technique is using questionnaire, that was made by digital platform with the help of Google Form and spread online. Researcher uses screening question with the purpose to make customers who answer the questions are compatible based on sampling criteria. Guntzviller (2017) stated that screening question uses "yes" or "no" as the answer format. Respondents that answered "yes" to subscribing to Netflix in screening question, will be given follow-through questions. The questions in the questionnaire are measured by using Likert scale to interpret the score for each answer. Answer that weigh 5 is "strongly agree", 4 is "agree", 3 is "neutral", 2 is "disagree", 1 is "strongly disagree" (Todd, 1999).

The number of samples is 200 respondents based on purposive sampling technique. The sample criteria are aged 18-40 years old, domicile in Bandung, and subscribing to Netflix (within the last 6 months). This is to make sure that the customers remember well the experience of using Netflix services, and to make sure that the customers can answer the questions honestly and seriously.

Data Analysis

There are two data analysis that is used in this research: descriptive data analysis and verificative data analysis. Descriptive data analysis describes a variable that is being observed, then validated

based on average value of analysis results that can be grouped based on the range of classification sizes. Whereas verificative data analysis purpose is to test hypothesis that is being observed with many tests, and in this research is using simple linear regression approach on hypothesis 1, with correlation test, determination coefficient test, and T test (Partial Test). Next, for hypothesis 2 is using Moderated Regression Analysis that consists of determination coefficient, T test (Partial Test), and F Test (Simultan Test) (Rahadi & Farid, 2021).

FINDINGS AND DISCUSSION

Validity Test and Reliability Test

1. Validity Test

Table 2 Research Questionnaire Validity Test Result

Variable	Questionnaire	Correlation Value	Limit Value	Remark
E-Service Quality (X)	X.1	0,431	0,138	Valid
	X.2	0,425	0,138	Valid
	X.3	0,477	0,138	Valid
	X.4	0,415	0,138	Valid
	X.5	0,808	0,138	Valid
	X.6	0,555	0,138	Valid
	X.7	0,786	0,138	Valid
	X.8	0,471	0,138	Valid
	X.9	0,461	0,138	Valid
	X.10	0,578	0,138	Valid
	X.11	0,604	0,138	Valid
	X.12	0,819	0,138	Valid
	X.13	0,366	0,138	Valid
	X.14	0,415	0,138	Valid
Repurchase Intention (Y)	Y.1	0,635	0,138	Valid
	Y.2	0,678	0,138	Valid
	Y.3	0,892	0,138	Valid
	Y.4	0,891	0,138	Valid
	Y.5	0,884	0,138	Valid
	Y.6	0,665	0,138	Valid
Customer's Trust (Z)	Z.1	0,497	0,138	Valid
	Z.2	0,813	0,138	Valid
	Z.3	0,675	0,138	Valid
	Z.4	0,797	0,138	Valid
	Z.5	0,722	0,138	Valid
	Z.6	0,533	0,138	Valid

Source: Data processing by *IBM SPSS Statistics 25* (2023)

Table 2 explains that after the validity test for every variable is done, the result can be seen that Correlation Value > Limit Value, so every question items can be inferred to be valid and can be used to continue the analysis (Ghozali, 2018).

2. Reliability Test

Table 3 Research Questionnaire Reliability Test Result

Variable	<i>Cronbach Alpha</i>	Limit Value	Remark
E-Service Quality (X)	0,799	0,60	Reliable
Repurchase Intention (Y)	0,739	0,60	Reliable
Customer's Trust (Z)	0,854	0,60	Reliable

Source: Data processing by *IBM SPSS Statistics 25* (2023)

Based on reliability test on Table 3 above, it can be inferred that reliability test of e-service quality, repurchase intention, and customer's trust variables is consistent due to the *Cronbach Alpha* > Limit Value. This shows that for repeated measurements, the items are consistent (Hair *et al.*, 2019).

Respondent Profile

Online questionnaire was shared to 260 samples and 60 of them did not meet the criteria so only 200 remaining data that can be used for processing. By looking at Table 4 below, respondents in this research are:

Table 4 Overall Respondent Characteristics

NO	Respondent Characteristic	Criteria	Respondent Number	Respondent Percentage (%)
1	Sex	Male	114	57%
		Female	86	43%
2	Age	18-22 Years	116	58%
		23-27 Years	50	25%
		28-32 Years	22	11%
		33-40 Years	12	6%
3	Occupation	College student	122	61%
		Government Employee	6	3%
		State owned company employee	28	14%
		Medical personnel	0	0%
		Teacher	4	2%
		Military/Police	0	0%
		Private Sector	14	7%
		Entrepreneur	12	6%
		Household	14	7%
		4	Original Statehood	Indonesian
Foreign/Overseas	0			0%
5	Domicile	Bandung City	134	67%
		Bandung Regency	66	33%
		Outside Bandung City/Regency	0	0%

Other	0	0%
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Source: Data processing by IBM SPSS Statistics 25 (2023)

Most of Netflix Video-on-Demand customers age range around 18-22 years old, 116 samples with 58% percentage. Most occupation is college students, 122 samples with 61% percentage. The majority of the sample is 100% Indonesian citizen and reside in Bandung City, 134 samples with 67% percentage.

Classic Assumption Test

1. Normality Test

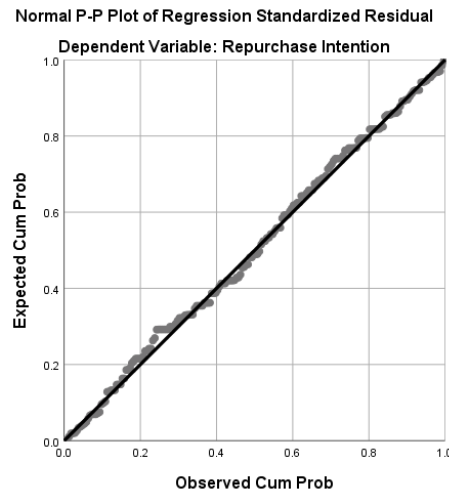


Figure 3 P-P Plot Normality Test Result

Based on normality test from Figure 3 above, the dots on P-P Plot of regression standardized residual looked like following and approaching the diagonal line, so it can be inferred that the regression model fulfill the normality assumptions (Ghozali, 2018).

Table 5 Kolmogorov-Smirnov Test Normality Test Result

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		200
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.30823392
	Most Extreme Differences	
	Absolute	.051
	Positive	.032
	Negative	-.051
Test Statistic		.051
Asymp. Sig. (2-tailed)		.200 ^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.
 Source: Data processing *IBM SPSS Statistics 25 (2023)*

On normality test, beside using P-P Plot of regression standardized residual, normality test by using One Sample Kolmogorov – Smirnov Test is done as well. Based on Table 5 above, it can be inferred that significance value is at 0,200 which means the residual value has normal distribution because the value is bigger than 0,05 (Saunders *et al.*, 2009).

2. Multicollinearity Test

Table 6 Multicollinearity Test Result

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
	B	Std. Error	Beta				
1 (Constant)	-.200	1.155		-.225	.822		
E-Service Quality	.228	.029	.461	7.799	.000	.490	2.042
Customer's Trust	.430	.061	.419	7.086	.000	.490	2.042

a. Dependent Variable: Repurchase Intention
 Source: Data processing by *IBM SPSS Statistics 25 (2023)*

Based on Table 6 above, the tolerance value for e-service quality and customer's trust variables is 0,490 > 0,10. Meanwhile, the VIF value for e-service quality and customer's trust variables is 2,042 < 10,00. Then, based on the basis for decision making in multicollinearity test according to Sekaran & Bougie (2016), it can be inferred that there are no multicollinearity.

3. Heteroscedasticity Test

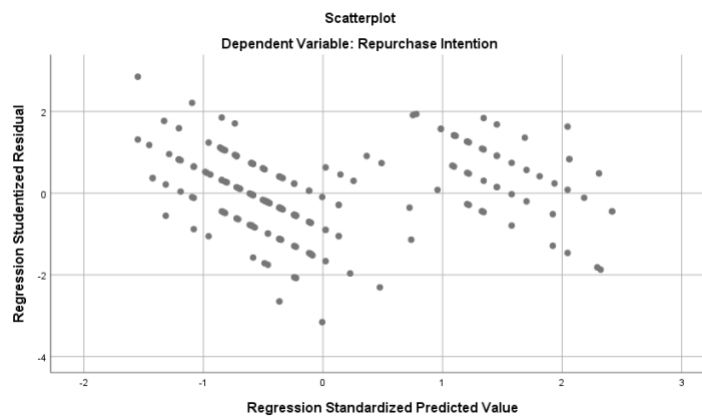


Figure 1 Heteroscedasticity Test Result

Based on scatterplot output on Figure 3 above, it is known that:

1. Dots on the available data spread above and under around 0 value.
2. Dots on the available data are not distributed on the above or under only.
3. The dots distribution does not have any pattern.

With the statements above, according to Hair *et al.* (2019), then it can be inferred that there no problem regarding heteroscedasticity so the regression model in this research is good and ideal.

Descriptive Analysis

Analysis technique of this data is done by using questionnaire that consists of questions that later will be answered by 200 respondents, with the purpose to know the description of e-service quality, repurchase intention, and customer’s trust variables that are measured based on classification range according to Sutrisno *et al.* (2020), that with average 1,00 – 1,80 is considered to be “very bad”, 1,80 – 2,60 is “bad”, 2,60 – 3,40 is “enough”, 3,40 – 4,20 is “good”, and 4,20 – 5,00 is “very good”.

Inside e-service quality variable, there are 6 dimensions with 14 indicators that consists of 14 questions. Based on the recapitulation of e-service quality variable description result, 4 indicators are categorized as very good, 7 indicators are categorized as good and 3 indicators are categorized as enough. If averaged, overall 14 indicators can be categorized as good.

Next variable is repurchase intention. Researcher used 3 dimensions with 6 indicators that consists of 6 questions. Based on the recapitulation of repurchase intention variable description result, 1 indicator is categorized as very good, 2 indicators are categorized as good, and 3 other indicators are categorized as enough. If averaged, overall 6 indicators can be categorized as good.

Then, in analyzing customer’s trust of Netflix, researcher used 3 dimensions with 6 indicators that consists of 6 questions. The description result shows that there are 1 indicator that categorized as very good, 3 indicators that categorized as good, and 2 indicators that categorized as enough. If averaged, overall 6 indicators can be categorized as good.

Verificative Analysis

1. Correlation Test

Table 7 E-Service Quality toward Repurchase Intention Correlation Test Result

Correlations			
		E-Service Quality	Repurchase Intention
E-Service Quality	Pearson Correlation	1	.760**
	Sig. (2-tailed)		.000
	N	200	200
Repurchase intention	Pearson Correlation	.760**	1
	Sig. (2-tailed)	.000	
	N	200	200

** Correlation is significant at the 0.01 level (2-tailed)

Source: Questionnaire deployment data processing result (2023)

Table 7 shows significance value between e-service quality and repurchase intention variables is 0,000. With significance value $0,000 < 0,01$ then from both variables, there is a correlation (Saunders *et al.*, 2009). The correlation coefficient value (r) of 0,760, according to Salkind (2012), this shows the coefficient between e-service quality and repurchase intention variables has a strong relation. Next, the correlation with positive value shows that there is a relation in the same direction, which is when e-service quality increases, so does repurchase intention (Salkind, 2012).

2. T-Test

Table 8 E-Service Quality toward Repurchase Intention T Test Result

Model	Coefficients				t	Sig.
	Unstandardized Coefficients		Standardized Coefficient	Beta		
	B	Std. Error				
1 (Constant)	1.441	1.262			1.141	.255
E-Service Quality	.376	0.23	.760		16.448	.000

a. Dependent Variable: Repurchase Intention

Source: Questionnaire deployment data processing result (2023)

Table 8 above explains that the t_{count} test value of e-service quality variable is 16,448. Therefore, $t_{count} > t_{table}$, which is $16,448 > 2,345$ with probability $0,000 < 0,01$. So, it can be concluded that there is a significant influence between e-service quality towards repurchase intention on Netflix Video-on-Demand. As for the positive t_{count} value shows that there is a relation in the same direction, which is when e-service quality increases, so does repurchase intention and vice versa.

3. Partial Correlation Determination Test

Table 9 Coefficient of Determination of E-Service Quality on Repurchase Intention Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.760 ^a	.577	.575	1.469

a. Predictors: (Constant), E-Service Quality

b. Dependent Variable: Repurchase Intention

Source: Questionnaire deployment data processing result (2023)

Table 9 represents the test result of determination coefficient. It is shown that the R Square result between e-service quality towards repurchase intention is 0,577, which means that the relationship strength of e-service quality influences repurchase intention variable for 57,7%. Meanwhile, the rest 42,3% is influenced by another factor that is not observed in this research.

4. Moderated Regression Analysis (MRA)

Table 10 Equation 1 Regression Analysis Result

Model	Coefficients ^a				t	Sig.
	Unstandardized Coefficients		Standardized Coefficients	Beta		
	B	Std. Error				
1 (Constant)	1.441	1.262			1.141	.255

E-Service Quality	.376	0.23	.760	16.448	.000
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b. Dependent Variable: Repurchase Intention
 Source: Questionnaire deployment data processing result (2023)

Based on Table 10, it is shown that e-service quality variable value is 16,448 with significance value of $0,000 < 0,01$. So, it can be concluded that there is positive and significant influence between e-service quality towards repurchase intention on Netflix Video-on-Demand. From Moderated Regression Analysis (MRA) analysis point of view, the first equation value is positive. It means that the more e-service quality increases, the more influence for the increase of repurchase intention as well (Cooper & Shindler, 2014).

Table 11 Equation 2 Regression Analysis Result

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	47.325	14.379		3.291	.001
E-Service Quality	-.607	.253	-1.227	-2.398	.017
Customer's Trust	-1.605	.616	-1.564	-2.607	.010
E-Service Quality* Customer's Trust	.035	.011	3.403	3.320	.001

a. Dependent Variable: Repurchase Intention
 Source: Questionnaire deployment data processing result (2023)

Table 11 explains that t_{count} moderation variable (e-service quality*customer's trust) test value is 3,320. Then, that value is compared with $t_{table} \alpha = 1\%$ (0,01) and a t_{table} of 3,320 was obtained. Therefore, $t_{count} > t_{table}$ which is $3,320 > 2,345$ with probability of $0,000 < 0,01$. So, the H_0 is rejected and H_1 is accepted (Cooper & Shindler, 2014). So, it can be concluded that customer's trust variable moderates with strengthening the influence between e-service quality towards repurchase intention on Netflix Video-on-Demand.

Table 12 ANOVA Test Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	688.900	3	229.633	139.580	.000
	Residue	322.455	196	1.645		
	Total	1011.355	199			

a. Dependent Variable: Repurchase Intention
 b. Predictors: (Constant), E-Service Quality*Customer's Trust, E-Service Quality, Customer's Trust

Source: Questionnaire deployment data processing result (2023)

From Table 12 above, e-service quality variable and moderation variable (e-service quality*customer's trust) simultaneously influenced the dependent variable (repurchase intention). This is due to F value of 139,580 with significance of $0,000 < 0,01$. It means that H_0 is rejected and H_a is accepted. So, e-service quality variable and moderation variable has significant influence towards repurchase intention variable simultaneously (Ghozali, 2018).

Table 13 Moderate Variable Determination Coefficient Test Result

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825 ^a	.681	.676	1.283

a. Predictors: (Constant), E-Service Quality*Customer's Trust, E-Service Quality, Customer's Trust

b. Dependent Variable: Repurchase Intention

Source: Questionnaire deployment data processing result (2023)

Next from Table 13 is coefficient test result. It is shown that R Square is 0,681 which meant customer's trust variable is able to moderate the influence between e-service quality towards repurchase intention variables for 68,1%.

According to Hair *et al.* (2014), the best way to know the result influence of Moderated Regression Analysis (MRA) is to compare the R Square between the relationship without moderating variable and the relationship that already been added with moderating variable. After the test was done for this research, the R Square value with moderating variable role is bigger, which is 0,681 or 68,1%, compared to R Square without the moderating variable only got 0,577 or 57,7%. So, it can be concluded that customer's trust variable can moderate by strengthening the influence between e-service quality towards repurchase intention.

Discussion

Hypothesis 1 is accepted, e-service quality has a positive and significant relationship to repurchase intention. Because the correlation value between e-service quality and repurchase intention is $r = 0.760$. These results represent a strong relationship between e-service quality and repurchase intention, then the correlation value is positive, meaning that the higher the e-service quality on Netflix, the greater the customer's repurchase intention or desire to subscribe to Netflix again (Salkind, 2012). The results of the determination coefficient test show that the R Square result between e-service quality and repurchase intention is 0.577, which means that e-service quality influences the repurchase intention variable by 57.7%. Then on the T-test that $t_{count} > t_{table}$ is $16.448 > 2.345$ with a probability of $0.000 < 0.01$, therefore H_0 is rejected and H_a is accepted. So it can be concluded that there is a positive and significant influence between e-service quality on repurchase intention on Video-on-Demand Netflix (Ghozali, 2018).

In line with research Dinesh & Y (2022), that e-service quality has a positive and significant effect on repurchase intention in Indian e-commers. Stemvelt (2004) and Dahlan *et al.* (2021), states that the concept of service is about ideas that must be formulated (formulation) so that practice (implementation) can be re-tested (evaluation), to become a process that occurs continuously in order to fulfill customer satisfaction. Listening to input or evaluations from consumers is appropriate, because with this the company can adjust its services according to the wishes of the characteristics of its consumers (Petrescu *et al.*, 2022). This is also supported by Wilson *et al.*

(2019), according to him, the quality of website design and service quality play an important role in determining consumer repurchase intentions, because the quality of website design and service quality function as a "bridge" for mutual interaction between sellers and buyers. Different from the results of research by Dinesh & Y (2022) and Wilson *et al.* (2019), the results of research on Suhaily & Soelasih (2017), that e-service quality has a negative effect on repurchase intentions in online shopping, because e-service quality is not one of the major influences on repurchase intention. Therefore, online shopping providers are not too concerned with e-service quality for repurchase intentions. According to research by Gusmadara & Utami (2013), if someone feels dissatisfied with the service, they tend to be motivated to switch to competitors.

Based on the results of this study, respondents were very impressed with the visually attractive design appearance of the Netflix service. According to Jatiningrum *et al.* (2021), with an attractive design, customers tend to be more comfortable watching. Apart from that, the focus of the respondents was also on the organized features of Netflix, so customers have no difficulty navigating the Netflix application/website. Furthermore, the Netflix application/website can work functionally when searching for the desired movie or series. In fact, Netflix often recommends movies or series to watch (Setiawan, 2022). Another thing that is no less important than e-service quality, is privacy. Respondents really like Netflix because Netflix always maintains the security of its users' personal information, both personal data and transaction history information. According to Joestiawan *et al.* (2021), consumers have the right to obtain privacy for their data so that it cannot be misused by certain persons. Of course, this makes Netflix subscribers always want to re-subscribe. Permata & Asriyal (2018), said that companies must be mature in planning the various services that will be provided to consumers, so that between a company's services that are expected by consumers do not create a gap.

The next result regarding hypothesis 2, customer trust strengthens the relationship between e-service quality and repurchase intention is accepted because in the results of the Moderated Regression Analysis (MRA) regression analysis, the R Square value in the relationship between the moderating variables is 0.681, which means that the consumer trust variable is able to moderate the influence between variable e-service quality to repurchase intention of 68.1%. Then, if you compare the R Square value, the relationship between the e-service quality variable and repurchase intention is 57.7%, with the R Square value added by the moderating variable, there is an addition of 10.4%. So it can be concluded that consumer trust strengthens the relationship between e-service quality and repurchase intention on Video-on-Demand Netflix. This means that consumer trust is needed to support repurchasing interest on Netflix.

Research Putri *et al.* (2022), supports hypothesis 2, the higher the trust in consumers, the more intense consumers make online purchases in shopping applications. In the research by Setyorini *et al.* (2016), that trust is felt to be sufficient to be able to increase customer repurchase intentions. In line with the research by penelitian Putri *et al.* (2022) and Setyorini *et al.* (2016), that according to research by Zaid *et al.* (2021), trust has a moderating role in the effect of service quality on customer satisfaction. Consumer trust can also strengthen the relationship between service quality and intention to return to 5-star hotels in Medan according to (Napitupulu *et al.*, 2021).

Based on the results of this study, respondents have confidence that Netflix is a Video-on-Demand service provider who is sincere and honest when conveying information to customers. in line with Nathaniel & Kusuma (2020), that Netflix ads on YouTube Ads can provide relevant information and respondents agree that there is confidence in information related to Netflix after watching Youtube Ads. Consumers also believe that Netflix can know its customers well enough in making product offerings, so that Netflix knows what its customers want.

CONCLUSIONS

Based on the research that has been done, it can be concluded that the e-service quality variable has a positive and significant effect on the repurchase intention variable with an R Square value of 57.7%. Based on the results of this study, respondents really like Video-on-Demand which has visual appeal, then features that are organized to make it easier to navigate, then applications/websites that can work functionally, and can maintain customer privacy both personal data and transaction history of Netflix users. This certainly affects repurchasing interest in Video-on-Demand Netflix. As a result of good e-service quality, customers will remain loyal to subscribe even though there are many competing Video-on-Demand services. Furthermore, this study also found that, when the consumer trust variable is involved in the relationship between e-service quality and repurchase intention as a moderating role, the R Square value increases to 68.1%. This presents that the consumer trust variable can strengthen the relationship between e-service quality and repurchase intention. Consumers believe that the information conveyed by Netflix is sincere and honest, and consumers believe that Netflix is a Video-on-Demand service and can find out what Netflix customers want. So with high trust, it will support the interest in repurchasing Netflix.

LIMITATION & FURTHER RESEARCH

Limitation

During the research process, the writer found three limitations. First, this study only uses one moderating variable. Second, the independent variables studied only contain one variable. Third, the samples collected were only samples from Indonesia, especially in the city and district of Bandung.

Further Research

There are several suggestions that can be submitted to further researchers, it is hoped that further researchers can add other moderating variables such as income (Indrawati & Haryoto, 2015). Because in this study the majority of students whose income is not stable and this affects the results of research on each variable. Then, the independent variables can be added to be at least two variables, with the aim of adding perspective on the object under study from other variables. Finally, the sample under study can be added to several regions to get more diverse research results.

Suggestion

To Netflix, there are three things related to Netflix's e-service quality which can be improved again based on the results of this research. This includes the suitability of the promises offered in streaming packages. Second, regarding the evaluation given by customers to Netflix so that it can be processed with good output. Finally, related to service responsiveness to customers when complaints occur. Then, regarding consumer trust, what Netflix feels can be further improved is related to increasing customer confidence in the services provided by Video-on-Demand Netflix, then Netflix's concern for customers is to continue to be able to ensure that users from Netflix can be ensured that they are maintained, both today or future.

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