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Analyzing differences in customer satisfaction on the video streaming platform Netflix

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Abstract
Purpose: With the rise of online video streaming platforms and the preventive measures taken during the COVID-19 pandemic, staying at home has become the preferred choice for people. As a result, online video streaming platforms, one of the components of the home economy, have experienced rapid growth. Netflix is a subscription-based service that offers movies and TV shows, delivering media content to subscribers through internet streaming.
Research methodology: This study utilizes the Importance-Satisfaction Model (I-S Model) as a research tool to explore customer satisfaction levels. Through literature review and expert confirmation, 16 key quality factors were identified for conducting importance and satisfaction surveys among Netflix customers. Additionally, demographic variables such as gender, marital status, education level, occupation, and age were analyzed for differences in the Importance-Satisfaction Model.
Results: The study reveals that out of the overall Importance-Satisfaction Model, 2 factors fall in the "Improveme+nt area", 9 factors fall in the "Excellent area ", 4 factors fall in the "Careless area ", and 1 factor falls in the "Surplus area ".
Limitations: The respondents were not randomly selected from all OTT video platform users, and furthermore, due to limitations in the distribution channels of the questionnaire, the age range of the respondents in this study was concentrated in high school, college, and young working groups.
Contribution: These findings indicate that consumers are generally satisfied with the service quality provided by Netflix.
Keywords: *Netflix, customer satisfaction, Importance-Satisfaction Model (I-S Model), video streaming platform*
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1. Introduction

The global economy's instability has severely impacted and heightened competition in numerous businesses, prompting businesses to come up with new tactics and methods for coping with the ever-difficult and competitive business environment (Anoke, Okafor, & Onu, 2023). The Internet has become one of the primary means of communication and information in the world. To give an idea, in 2012, 2 billion people had access to the Internet, representing 30% of the world population (2012). Almost ten years later, the number of Internet users has grown to 4.66 billion, representing 60% of the world population driven by the increase in the use of smartphones and other smart devices (2012). With the popularization of the Internet, streaming video services, such as YouTube, Netflix, GloboPlay, and Amazon Prime, have also grown. In April 2021, Netflix had 208 million subscribers while Amazon Prime had 200 million subscribers worldwide (Cook, 2023). The OTT (Over-The-Top) video streaming platforms are emerging video services that allow users to directly access streaming video content via

the internet on various devices. They have integrated the internet to facilitate the widespread delivery of video content. With the increasing popularity of the internet generation, the ratio of consumers watching streaming videos on mobile devices has significantly risen. Additionally, the COVID-19 pandemic has further propelled the growth of the OTT industry in the post-pandemic era (Hsu, 2021). OTT video streaming platforms have become the definite trend, replacing traditional pay TV. However, this market has become increasingly crowded, with leading brands such as Netflix, Disney, Amazon, iQiyi, Apple, HBO, and Comcast competing for people's attention and budget (M. C. Chen, Lin, & Miao, 2022). Netflix, as the global leader in the OTT industry, has surpassed 200 million global subscribers, and its strategic choices will impact the competitive landscape of the industry (Wen, 2021).

In recent years, with the rapid development of the e-generation and multimedia, Netflix has become an indispensable application on most people's smartphones. The flourishing internet has fundamentally transformed the concept of "Television." Traditional cable TV, commonly referred to as the "Fourth channel", has gradually fallen behind people's viewing habits. Even relatively modern options like "MOD" and "Digital Set-Top Boxes" face significant threats from OTT services and have had to introduce their own competing services (Kemp, 2012). With the rapid growth of wireless internet and the prevalence of smartphones, people now have access to a wide range of content on these streaming platforms, leading them to shift their viewing habits from traditional TV to mobile devices (Lynn, 2019).

In recent years, an increasing number of people in our country have developed a liking for movies, TV shows, and Korean dramas. They frequently use video streaming platforms, which differ from the TV platforms they were accustomed to in their childhood. With the widespread adoption of the internet generation, the ratio of consumers watching streaming videos on mobile devices has significantly increased. Additionally, the COVID-19 pandemic has provided us with more options and the ability to adjust to our own preferences. As online video streaming platforms have risen in popularity and with people staying at home during the pandemic, the online video streaming industry, one of the components of the stay-at-home economy, has rapidly grown (Lynn, 2019).

Subscription-based payment is a form of the subscription economy, and it is an important business model for OTT video streaming platforms. Consumers evaluate the value of streaming video platforms' services through practical experiences and are willing to subscribe and pay for their services. The subscription economy has been applied in various industries as an economic model that replaces "Products" with "Services" and focuses on meeting consumer needs. With the continuous innovation of online business models, consumers no longer need to purchase physical products or install additional set-top boxes. They can directly subscribe to online services through the Internet (M. C. Chen et al., 2022). The rapid growth of the subscription economy has become mainstream (Gomez-Uribe & Hunt, 2015; Mühlbach & Arora, 2020); Subscription services are no longer just a novel business model.

In such a competitive market environment, survival is a crucial issue for businesses, and reducing customer churn is important. Service quality has become an essential strategic activity for companies in many studies (Lee, Hsiao, & Yang, 2010). Good quality service in these dimensions will provide customer satisfaction and trust in service providers (Indrasari, Nadjmie, & Endri, 2022). By delivering a high level of service quality, companies can strengthen the customer purchasing experience, create differentiation, and enhance customer satisfaction. This study adopts the Importance-Satisfaction Model (Yang, 2003) as a tool for improving service quality, which is beneficial for customer relationship management and service process improvement (Liu, Chen, & Zhang, 2021). Taiwan's OTT operators continuously innovate their business models, whether in terms of content or technological advancements. Investigating the factors of system quality and information quality that influence consumers in a cross-platform context, this study will analyze the satisfaction of Netflix users using the Importance-Satisfaction Model. The aim is to understand the satisfaction level of Netflix users and propose corresponding improvement strategies.

2. Literature review

2.1. Case study-Netflix

The Internet's popularization has increased the amount of content produced and consumed on the web. To take advantage of this new market, major content producers such as Netflix and Amazon Prime have emerged, focusing on video streaming services. However, despite the large number and diversity of videos made available by these content providers, few of them attract the attention of most users. recommend new content to users. There are several examples of different companies striving or attempting to harness the digital potential to create unprecedented innovation and value. In light of this, drawing from previous research, we present examples of digital business model innovation. Netflix is one such example, being a global company in the digital media industry (Kurti, Salavati, & Mirijamdotter, 2021).

Netflix is characterized by three major business model innovation leaps: DVD rental service, content streaming, and production of original content (Fagerjord & Kueng, 2019; Mier & Kohli, 2021). The business model innovation of Netflix had far-reaching implications for the video rental market first, resulting in the bankruptcy of other competitor companies, e.g., Blockbuster. Later on, Netflix managed to enter new markets (film industry) and competed with Hollywood studios (e.g., Warner Brothers, Paramount Pictures, Universal Pictures) (Hadida, Lampel, Walls, & Joshi, 2021) and also was nominated and won several awards.

A few years later, Netflix shifted its business focus toward online streaming and content production (Mier & Kohli, 2021). This innovative business model involved changes in all three elements: content, governance, and structure. Netflix provides a wide, on-demand, ad-free content library through a relatively simple and efficient subscription model (Fagerjord & Kueng, 2019). In terms of the content business model, Netflix's activities encompassed various interconnected activities, ranging from DVD distribution and delivery to content acquisition; licensing, streaming, and production of original content; local language content production (Hadida et al., 2021); activities related to future video game products; and data analytics to understand and predict customer behavior and fulfill customer demands (Fagerjord & Kueng, 2019; Kaplan, 2012).

Netflix is a technological pioneer in digital business model innovation, transforming customers' viewing and consumption habits. In the 20th century, Netflix innovatively utilized the technology available at the time, such as DVDs and the internet, leading to a revolution in the movie rental industry. Technology-driven innovation also resulted in societal changes, influencing customer behavior and norms. Netflix fundamentally transformed the distribution and consumption of movies, greatly influencing customer demand and behavior. Customers can now access a vast library of content at any time, shifting from owning and purchasing products to consuming content based on their needs. These changes can also be observed in the relationships with other external stakeholders. Netflix's business model innovation has been achieved through collaboration among multiple participants. Each leap in business model innovation introduced new participants with unique capabilities, such as the initial collaboration with the US Postal Service, followed by partnerships with Amazon Web Services, internet and mobile providers, television networks, and local partners, creating a win-win situation for all involved parties (Kurti et al., 2021).

Netflix brings entertainment to the world with its wide range of content, catering to diverse tastes and reaching audiences regardless of their location. Netflix offers top-tier TV shows, documentaries, movies, and mobile games. Netflix members have the power to choose what they want to watch and when they want to watch it, all under one subscription plan that provides an ad-free entertainment experience (Ou, Shih, & Chen, 2014). With streaming services available in over 190 countries and territories and supporting more than 30 languages, Netflix captivates audiences not only with captivating stories from around the world but also by gaining popularity in every corner of the globe. Netflix is the go-to platform for entertainment enthusiasts who are always seeking their next binge-worthy story. Loved by consumers, Netflix offers OTT (Over The Top) streaming services, where users can subscribe to Netflix and enjoy unlimited access to movies, TV series, and shows on the platform for a monthly fee (Pham, Nguyen, & Hoang, 2019). Currently, Netflix provides services almost

globally, integrating the streaming platform into a virtual movie theater in users' homes. Serving as both a streaming platform and a movie production company, Netflix's subscription fee becomes akin to a monthly movie ticket, attracting consumers to invest in subscription plans.

2.2. Customer satisfaction

In the highly competitive consumer market, businesses must address the direct or indirect impact of customer satisfaction (Burhan, Najib, & Endri, 2021; Ou et al., 2014). Oliver (1980) defines customer satisfaction as the gap between customers' pre-service expectations and their perceptions of the actual service received. Woodruff, Cadotte, and Jenkins (1983) consider customer satisfaction as an immediate emotional response to the perceived value obtained from using a product or consuming a service in a specific context. Gerson (1993) and P. Kotler (2003) highlight that customer satisfaction serves as an important indicator of business performance, guiding the development of new products and motivating improvements in service delivery. P. Kotler (2000) explains that customer satisfaction is derived from comparing perceived product or service performance against expectations. If the perceived performance falls below expectations, customers experience dissatisfaction; if it meets or exceeds expectations, customers feel satisfied. Gremler and Gwinner (2000) argue that a strong customer relationship is built on excellent service quality, which significantly enhances customer satisfaction.

Customer satisfaction and loyalty have a significant positive influence on company profitability (Jemal, 2022). Zeithaml, Parasuraman, and Malhotra (2002) demonstrate that customer satisfaction with a company can be inferred from the quality of website services. Higher website service completeness and quality lead to increased customer satisfaction and a higher willingness to purchase. D. J. Kim, Jeong, and Hwang (2015) referred to customer satisfaction through a perspective that focused on consumers' thoughts regarding a post-purchase experience compared to their initial expectations. Customer satisfaction is a comprehensive emotion influenced by service quality, pricing, and personal feelings (Y. Kim & Koh, 2019). Therefore, it is seen as a vital and decisive aspect of repurchasing a product or acquiring a service, particularly an intangible one (Hosseini & Behboudi, 2017; Widiyanto et al., 2021). Customer satisfaction is defined as the discrepancy between customers' pre-purchase expectations and their post-purchase perceptions of the services provided by streaming platforms. Customers feel dissatisfied when their expectations exceed the actual performance, while they experience satisfaction when their expectations are met or exceeded.

2.3. Importance-Satisfaction Model (I-S Model)

Customer relationship is an integrated system that utilizes sales techniques and service strategies. Based on this system, consistent actions are developed to interact with customers and meet their needs. When customer needs are met, it strengthens the relationship and enhances customer satisfaction (Chow, Lau, Lo, Sha, & Yun, 2007). The I-S Model represents the importance of quality attributes on the horizontal axis and the satisfaction level of these attributes on the vertical axis (as shown in Figure 1). The four quadrants are separated by the centerline, which represents the average values of importance and satisfaction. The I-S Model categorizes various quality elements for improvement, maintenance, and elimination actions, aiming to reduce unnecessary costs and enhance customer satisfaction (Yang, 2003).

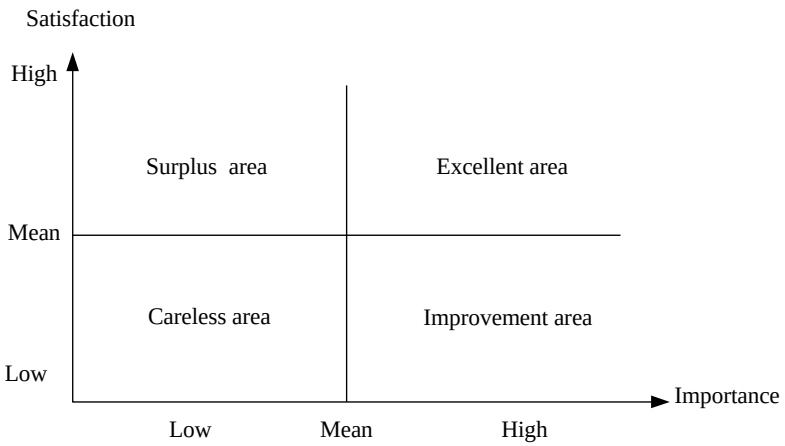

Figure 1. Importance-satisfaction model
Source: Yang (2003)

Each research framework or model has its characteristics and pros and cons and requires different strategies. Some models focus on enhancing service quality, some prioritize improving weaknesses, and some even aim to increase market share. The Importance-Satisfaction model strategy focuses on addressing weaknesses and streamlining costs. The meanings of each quadrant are described as follows (S.-H. Chen, Pai, & Yeh, 2019):

1. Excellent area: This area represents the attributes that customers perceive as important and have a high level of satisfaction. Operators must make every effort to maintain and preserve these quality attributes.
2. Improvement area: This area refers to the attributes that customers consider important but have a relatively low level of satisfaction. Quality attributes falling within this area require the operators to propose plans for quality improvement.
3. Surplus area: This area consists of attributes that customers perceive as less important but still have a high level of satisfaction. It indicates that these quality elements may not significantly contribute to customer satisfaction. Therefore, if the operators aim to reduce operational costs, they can consider these attributes within this zone.
4. Careless area: This area represents the attributes that customers perceive as both low in importance and low in satisfaction. Customers are not particularly concerned about the provision of these quality elements, and they do not significantly impact overall customer satisfaction.

The Importance-Satisfaction model is a commonly used research method to measure customers' importance and satisfaction with various service elements. By comparing customers' perceived importance and actual satisfaction with each element, it can identify areas of focus and improvement. In terms of improving weaknesses, this model can help identify elements with low satisfaction, enabling companies to concentrate resources and efforts on addressing these areas. By resolving customer dissatisfaction, businesses can enhance customer satisfaction and strengthen their competitiveness. Furthermore, the Importance-Satisfaction model can assist companies in streamlining costs. By determining which elements are not important to customers, businesses can optimize resource allocation, reduce unnecessary expenses, and improve efficiency. However, it is important to note that each company and situation is unique, and the choice of strategies should be adjusted according to specific circumstances and goals. Different models and methods can be combined to develop the most suitable strategies for the company's needs.

3. Methodology

3.1. Questionnaire participants

This study used purposive sampling to target consumers who have used Netflix. The questionnaire was divided into two parts to investigate the importance and satisfaction of Netflix's quality attributes.

3.2. Questionnaire design

The nineteen quality factors were obtained through literature review and data analysis, and after confirmation by experts and scholars, 16 important quality factors were identified, including subscription price and plans, video quality, video subtitles, video resolution, video sound effects, video categorization, video playback smoothness, customer service response speed, device convenience for viewing, average usage time, user interface convenience, video update speed, platform popularity, rich audio and video data, subscription payment methods, preferred video genres. Based on these factors, the questionnaire was designed.

4. Result and discussion

4.1. Questionnaire distribution and collection

The questionnaire was distributed via Google Forms from March to April 2023, and a total of 152 valid questionnaires were collected.

4.2. Demographic data description

The study results showed that there were 96 female respondents (63.2%), 123 unmarried respondents (80.9%), 106 respondents with a university degree (69.7%), 79 student respondents (52%), 96 respondents aged between 21-30 years old (63.2%), 85 respondents subscribed using a credit card (55.9%), and 62 respondents subscribed to the premium plan (NTD$ 390), as shown in Table 1.

Table 1. Respondents' demographic characteristics

Items	Demographic Factors	NO	Percentage
Gender	Male	56	36.8%
	Female	96	63.2%
Marital status	Married	29	19.1%
	Single	123	80.9%
Education level	Below high school	35	23%
	College/University	106	69.7%
	Graduate school	11	7.2%
Occupation	Government employees	3	2%
	Service industry	37	24.3%
	High-tech industry	5	3.3%
	Student	79	52%
	Others	28	18.4%
Age	Below 20	31	20.4%
	21-30	96	63.2%
	31-40	12	7.9%
	41-50	10	6.6%
	Above 51	3	2%
Subscription payment methods	Credit card	85	55.9%
	ATM card	21	13.8%
	Third-party payment	46	30.3%
Subscription plans	Basic plan (NTD$ 270)	51	33.6%
	Standard plan (NTD$ 330)	39	25.7%
	Premium plan (NTD$ 390)	62	40.8%

4.3. Descriptive statistics of customer importance variables

The descriptive analysis of customer perceived importance is shown in Table 2, where the top three most important factors are No.7 Smoothness of video playback, No.2 Quality of video, and No.3 Clarity of video. On the other hand, the least important factors are No.13 Average usage time, No.15 Platform popularity, and No.14 Customer service response speed.

Table 2. Frequency distribution of customer importance

Items	ME	S.D.	Order
1. Subscription price and plans	4.45	0.84	7
2. Video quality	4.75	0.62	2
3. Video subtitles	4.63	0.75	4
4. Video resolution	4.72	0.68	3
5. Video sound effects	4.49	0.79	6
6. Video classification	4.28	0.95	11
7. Video playback smoothness	4.83	0.61	1
8. Customer service response speed	4.1	1.02	14
9. User interface ease of use	4.42	0.81	8
10. Video update speed	4.52	0.83	5
11. Platform reputation	3.92	1.14	15
12. Rich audiovisual content	4.41	0.86	9
13. Average usage time	3.66	1.11	16
14. Preferred video types	4.17	0.89	13
15. Subscription payment methods	4.19	1.08	12
16. Device compatibility	4.34	0.96	10

4.4. Descriptive statistics of customer satisfaction variables

The descriptive analysis of customer satisfaction is shown in Table 3. The top three factors that customers are most satisfied with are No. 7 Video playback smoothness, No. 4 Video resolution, and No. 2 Video quality. The least satisfying factors are No. 8 Customer service response speed, No. 1 Subscription price and plan, and No. 13 Average usage time.

Table 3. Frequency distribution of customer satisfaction

Items	ME	S.D.	Order
1. Subscription price and plans	3.96	0.96	15
2. Video quality	4.39	0.77	3
3. Video subtitles	4.29	0.81	7
4. Video resolution	4.39	0.81	2
5. Video sound effects	4.33	0.79	5
6. Video classification	4.24	0.84	9
7. Video playback smoothness	4.46	0.83	1
8. Customer service response speed	3.89	1	16
9. User interface ease of use	4.27	0.85	8
10. Video update speed	4.11	0.99	13
11. Platform reputation	4.36	0.88	4
12. Rich audiovisual content	4.22	0.88	10
13. Average usage time	4.03	1.01	14
14. Preferred video types	4.21	0.84	11
15. Subscription payment methods	4.13	1.02	12
16. Device compatibility	4.32	0.87	6

4.5. Implementing the Importance-Satisfaction Model

In this study, the Importance-Satisfaction Model is used to incorporate 16 service attributes, taking into account demographic variables as a consideration. The aim is to understand whether demographic variables have an impact on the quadrant positioning. Therefore, it was necessary to consolidate samples with a sample size below 30, and the reorganized demographic data is presented in Table 4.

Table 4. Frequency distribution of consolidated demographic data.

Items	Demographic Factors	NO	Percentage
Gender	Male	56	36.8%
	Female	96	63.2%
Marital status	Married	29	19.1%
	Single	123	80.9%
Education level	Below high school	35	23%
	Above college/university	106	69.7%
Occupation status	Service industry	37	24.3%
	Student	79	52%
Age	Below 20	31	20.4%
	21-30	96	63.2%
Subscription payment methods	Credit card	85	55.9%
	Third-party payment	46	30.3%
Subscription plans	Basic plan (NTD$ 270)	51	33.6%
	Standard plan (NTD$ 330)	39	25.7%
	Premium plan (NTD$ 390)	62	40.8%

4.5.1. Importance-Satisfaction Model for Gender

This study conducted an I-S Model analysis on gender status, as shown in Table 5 and Figures 2-3. The findings revealed differences in the falling points of the following sex items: No. 6 Video classification, No. 9 User interface ease of use, No. 10 Video update speed, No. 11 Platform reputation, No. 12 Rich audiovisual content, and No. 16 Device compatibility (marked in red).

Table 5. Importance-Satisfaction values for gender

Items	Female			Male		
	I	S	I-S Model	I	S	I-S Model
1	4.49	4.00	Improvement	4.39	3.89	Improvement
2	4.82	4.47	Excellent	4.63	4.25	Excellent
3	4.71	4.41	Excellent	4.48	4.09	Excellent
4	4.80	4.52	Excellent	4.57	4.16	Excellent
5	4.55	4.42	Excellent	4.38	4.18	Excellent
6	4.33	4.33	Surplus	4.20	4.07	Excellent
7	4.88	4.54	Excellent	4.75	4.32	Excellent
8	4.10	3.90	Careless	4.09	3.89	Careless
9	4.44	4.32	Surplus	4.39	4.18	Excellent
10	4.58	4.19	Excellent	4.41	3.98	Improvement
11	3.79	4.45	Surplus	4.14	4.21	Excellent
12	4.46	4.26	Surplus	4.34	4.16	Excellent
13	3.75	4.13	Careless	3.52	3.88	Careless
14	4.29	4.27	Surplus	3.96	4.11	Surplus
15	4.30	4.20	Careless	4.00	4.00	Careless
16	4.40	4.43	Surplus	4.23	4.13	Excellent
ME	4.42	4.30		4.28	4.09	

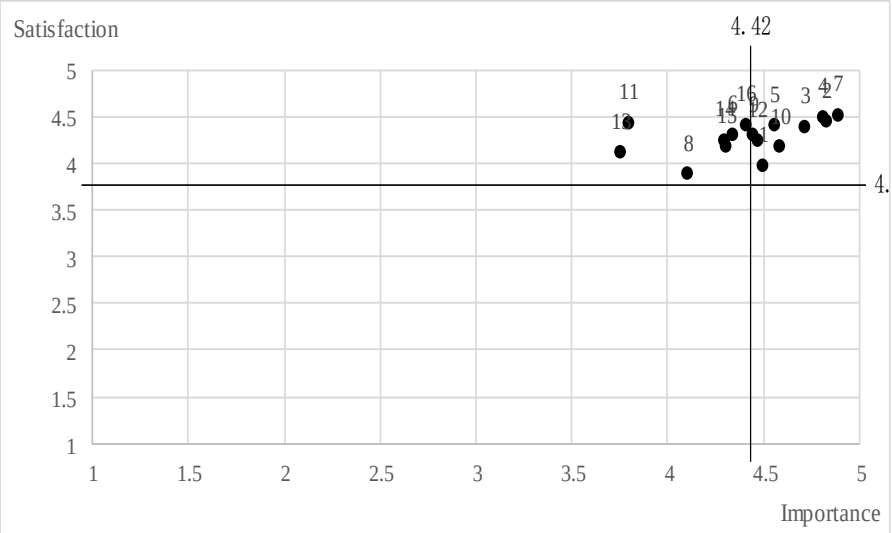

Figure 2. Importance-Satisfaction Model of female

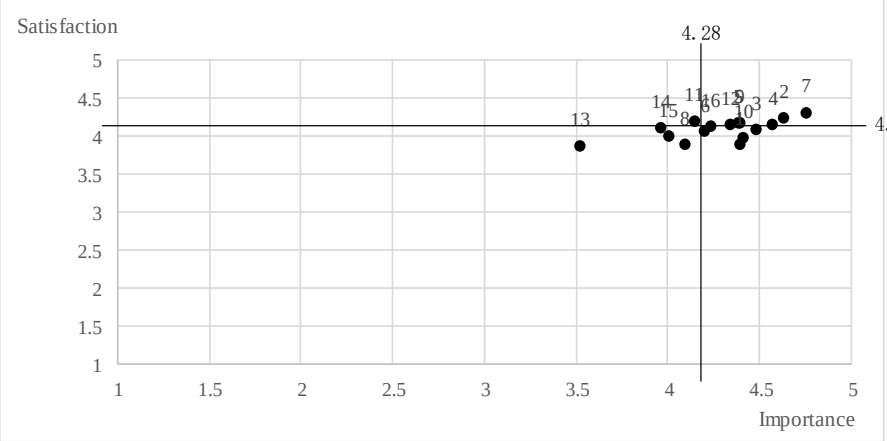

Figure 3. Importance-Satisfaction Model of male

4.5.2. Importance-Satisfaction Model for marital status

This study conducted an I-S Model analysis on marital status, as shown in Table 6 and Figures 4-5. The findings revealed differences in the falling points of the following four items: No 5. Video sound effects, No 6. Video classification, No 10. Video update speed and No 15 Subscription payment methods. (marked in red).

Table 6. Importance-Satisfaction values for marital status

Items	Married			Single		
	I	S	I-S Model	I	S	I-S Model
1	4.72	4.21	Improvement	4.39	3.90	Improvement
2	4.79	4.52	Excellent	4.74	4.36	Excellent
3	4.83	4.45	Excellent	4.58	4.25	Excellent
4	4.79	4.59	Excellent	4.70	4.34	Excellent
5	4.59	4.45	Improvement	4.46	4.30	Excellent
6	4.59	4.41	Improvement	4.21	4.20	Surplus
7	4.90	4.59	Excellent	4.81	4.43	Excellent
8	4.34	4.24	Careless	4.04	3.81	Careless
9	4.72	4.48	Excellent	4.35	4.22	Excellent
10	4.66	4.48	Excellent	4.49	4.02	Improvement
11	4.41	4.55	Surplus	4.16	4.32	Surplus

12	4.66	4.55	Excellent	4.09	4.15	Excellent
13	4.03	4.24	Careless	3.58	3.98	Careless
14	4.21	4.48	Surplus	4.16	4.15	Surplus
15	4.62	4.38	Improvement	4.09	4.07	Careless
16	4.62	4.59	Excellent	4.27	4.25	Excellent
ME	4.59	4.45		4.31	4.17	

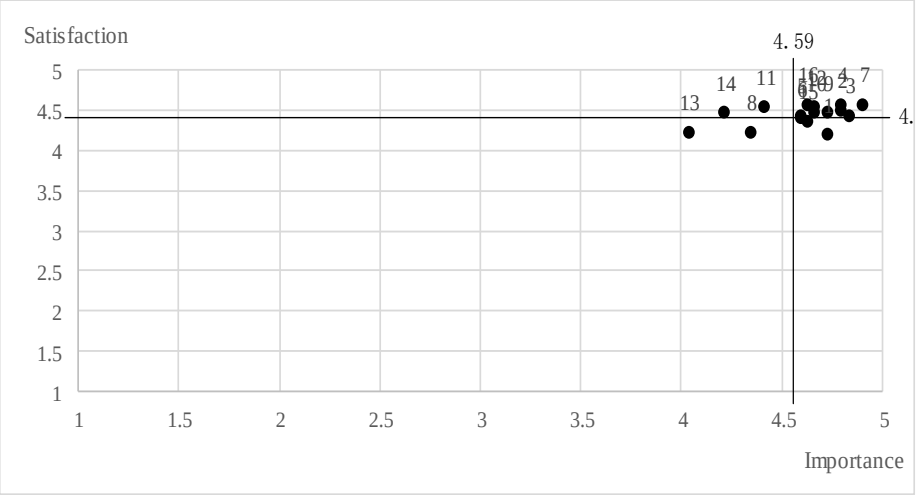

Figure 4. Importance-Satisfaction Model of marital status

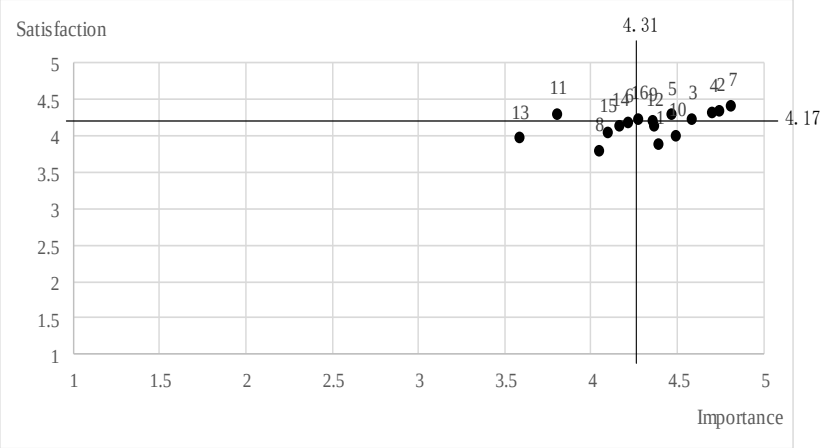

Figure 5. Importance-Satisfaction Model of Single Status

4.5.3. Importance-Satisfaction Model for education level

This study conducted an I-S Model analysis on education level, as shown in Table 7 and Figures 6-7. The findings revealed differences in the falling points of the following four items: No 6. Video classification, No 9. User interface ease of use, No 11. Platform reputation and No 16. Device compatibility (marked in red).

Table 7. Importance-Satisfaction values for education level

Items	Below high school			Above college/university		
	I	S	I-S Model	I	S	I-S Model
1	4.60	4.29	Improvement	4.42	3.90	Improvement
2	4.83	4.63	Excellent	4.77	4.33	Excellent
3	4.83	4.63	Excellent	4.62	4.25	Excellent
4	4.77	4.66	Excellent	4.74	4.32	Excellent
5	4.77	4.60	Excellent	4.45	4.30	Excellent

6	4.54	4.54	Improvement	4.26	4.19	Excellent
7	4.94	4.69	Excellent	4.83	4.44	Excellent
8	4.37	4.37	Careless	4.06	3.78	Careless
9	4.51	4.51	Careless	4.42	4.25	Excellent
10	4.63	4.57	Improvement	4.53	4.01	Improvement
11	4.23	4.46	Careless	3.90	4.35	Surplus
12	4.57	4.57	Improvement	4.45	4.14	Improvement
13	4.03	4.40	Careless	3.58	3.95	Careless
14	4.29	4.54	Careless	4.16	4.14	Careless
15	4.49	4.37	Careless	4.13	4.10	Careless
16	4.51	4.60	Surplus	4.37	4.28	Excellent
ME	4.56	4.53		4.36	4.17	

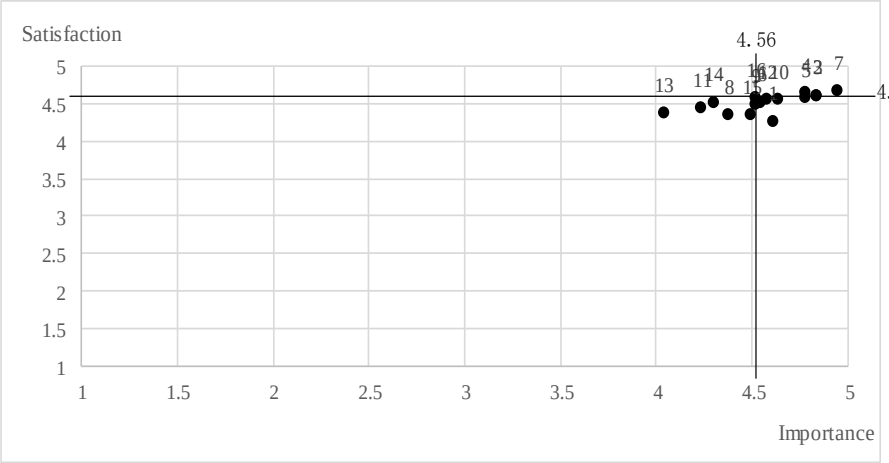

Figure 6. Importance-Satisfaction Model of below high school

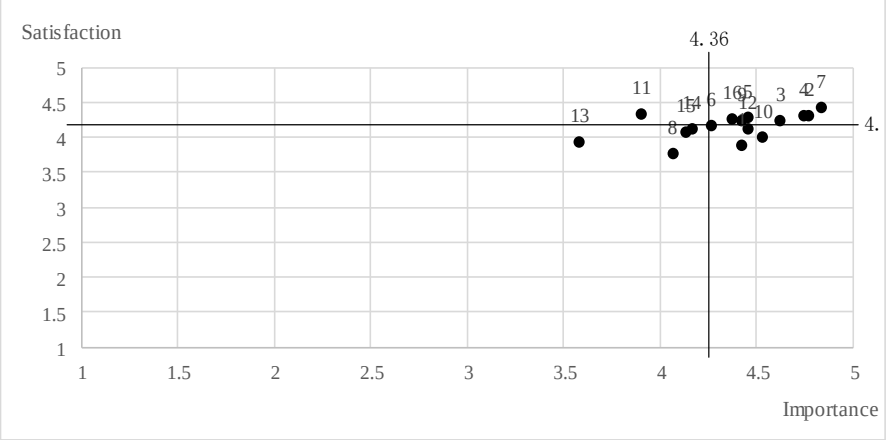

Figure 7. Importance-Satisfaction Model of the above college/university

4.5.4. Importance-Satisfaction Model for Occupation Status

This study conducted an I-S Model analysis on occupation status, as shown in Table 8 and Figures 8-9. The findings revealed differences in the falling points of the following five items: No 9. User interface ease of use, No 10. Video update speed, No 12. Rich audiovisual content, No 14. Preferred video types and No 15. Subscription payment methods (marked in red).

Table 8. Importance-Satisfaction values for occupation status

Items	Service industry			Student		
	I	S	I-S Model	I	S	I-S Model

1	4.51	4.35	Improvement	4.34	3.82	Improvement
2	4.78	4.59	Excellent	4.73	4.27	Excellent
3	4.78	4.54	Excellent	4.53	4.16	Excellent
4	4.78	4.54	Excellent	4.65	4.25	Excellent
5	4.68	4.43	Excellent	4.42	4.25	Excellent
6	4.35	4.49	Excellent	4.25	4.15	Excellent
7	4.84	4.65	Excellent	4.78	4.33	Excellent
8	4.19	4.14	Careless	3.99	3.76	Careless
9	4.46	4.43	Improvement	4.30	4.22	Excellent
10	4.68	4.43	Excellent	4.44	3.99	Improvement
11	4.14	4.51	Surplus	3.81	4.24	Surplus
12	4.59	4.49	Excellent	4.28	4.08	Improvement
13	3.86	4.35	Careless	3.62	3.97	Careless
14	4.35	4.49	Surplus	4.13	4.08	Careless
15	4.51	4.30	Improvement	4.05	4.04	Careless
16	4.54	4.49	Excellent	4.24	4.24	Excellent
ME	4.50	4.45		4.29	4.12	

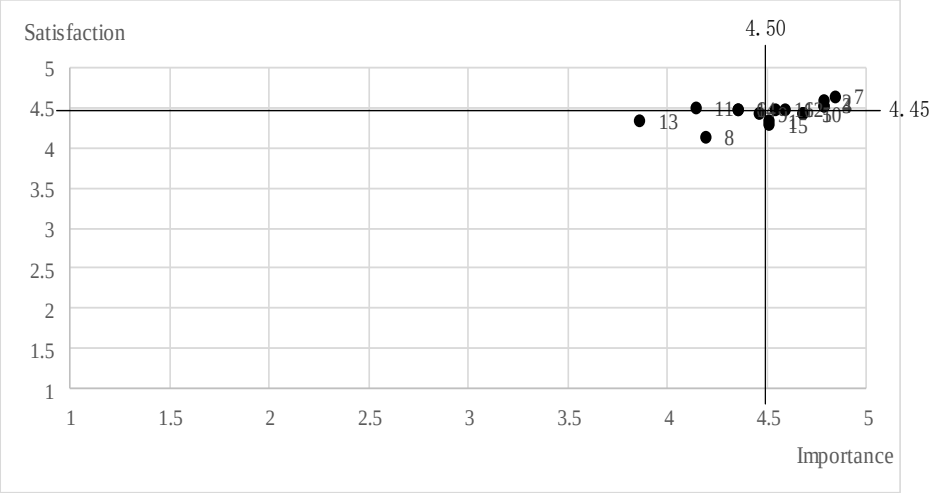

Figure 8. Importance-Satisfaction Model of service industry

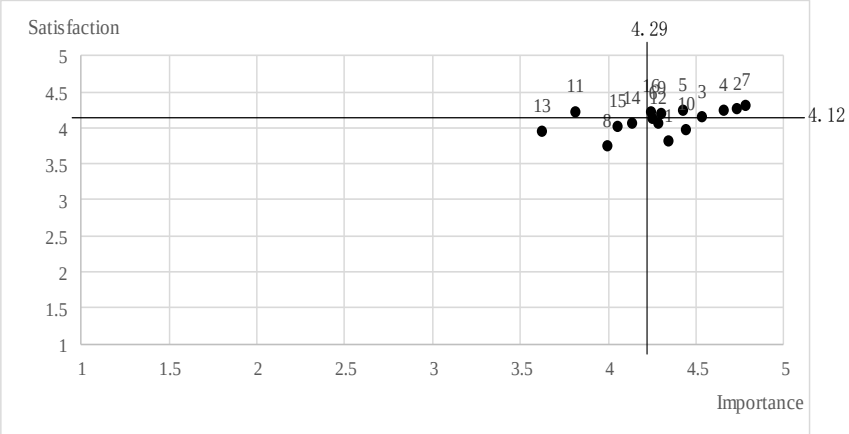

Figure 9. Importance-Satisfaction Model of student

4.5.5. Importance-Satisfaction Model for Age Status

This study conducted an I-S Model analysis on age status, as shown in Table 9 and Figures 10-11. The findings revealed differences in the falling points of the following five items: No 6. Video classification,

No 9. User interface ease of use, No 13. Average usage time, No 14. Preferred video types and No 16. Device compatibility (marked in red).

Table 9. Importance-Satisfaction values for age status

Items	Below 20			21-30		
	I	S	I-S Model	I	S	I-S Model
1	4.29	3.90	Improvement	4.45	3.91	Improvement
2	4.71	4.29	Excellent	4.77	4.42	Excellent
3	4.55	4.29	Excellent	4.63	4.29	Excellent
4	4.65	4.42	Excellent	4.73	4.35	Excellent
5	4.52	4.45	Excellent	4.50	4.29	Excellent
6	4.32	4.19	Improvement	4.24	4.21	Careless
7	4.81	4.42	Excellent	4.82	4.48	Excellent
8	3.97	3.81	Careless	4.07	3.85	Careless
9	4.26	4.29	Excellent	4.41	4.23	Improvement
10	4.61	4.13	Improvement	4.48	4.06	Improvement
11	3.90	4.29	Surplus	3.83	4.36	Surplus
12	4.26	4.10	Improvement	4.43	4.23	Improvement
13	3.61	4.23	Surplus	3.67	3.99	Careless
14	4.23	4.29	Excellent	4.18	4.15	Careless
15	4.03	3.94	Careless	4.17	4.18	Careless
16	4.23	4.35	Excellent	4.33	4.26	Improvement
ME	4.31	4.21		4.36	4.20	

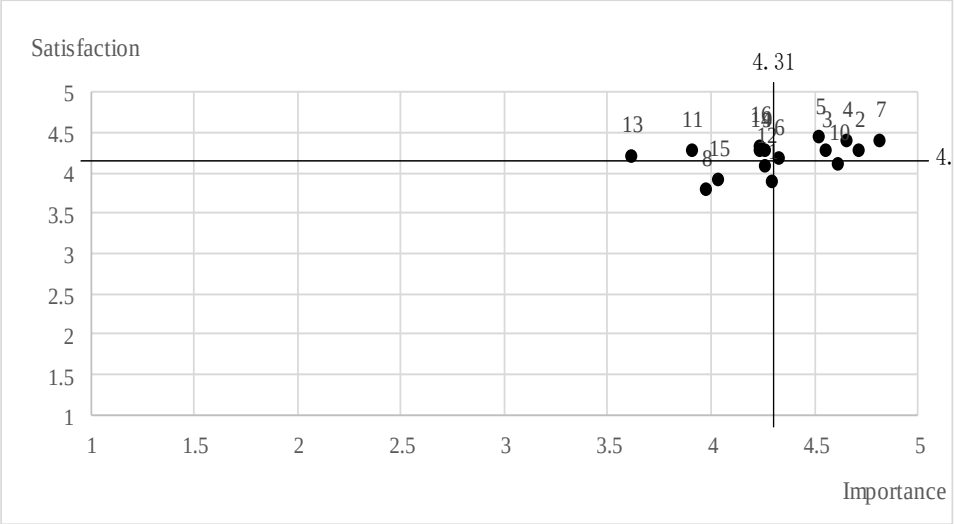

Figure 10. Importance-Satisfaction Model of below 20

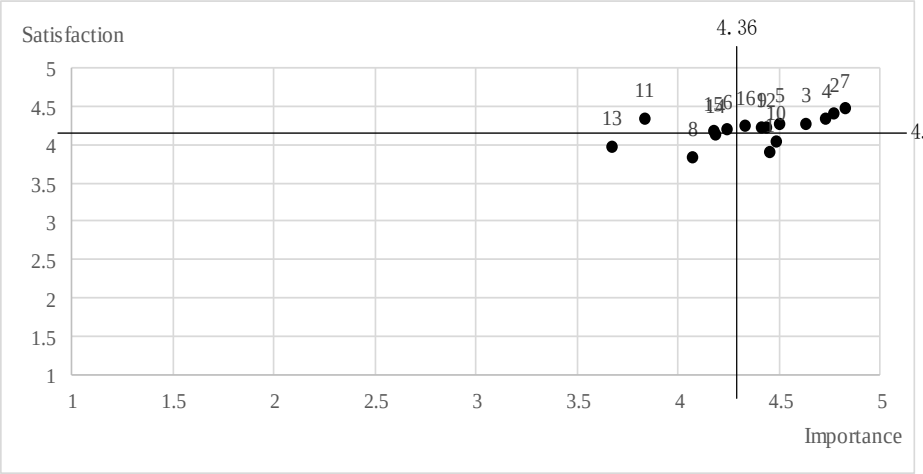

Figure 11. Importance-Satisfaction Model of 21-30

4.5.6. Implementing Total Importance-Satisfaction Model

This study conducted an I-S Model analysis on the overall aspect, as shown in Table 10 and Figure 12. The findings indicated that two elements fell into the "Improvement Areas", nine elements fell into the "Excellent Area", four elements fell into the "Careless Area" and one element fell into the "Surplus Area". Based on these findings, it can be concluded that consumers are relatively satisfied with the service quality of Netflix. The "Improvement Area" identified in this study are the focal points of concern because these factors are of significant importance to customers but are currently not being met by the service provider, resulting in customer dissatisfaction. Therefore, it is crucial for the company to allocate resources towards improving these areas of dissatisfaction. If immediate and complete improvement is not feasible, alternative solutions should be sought to address these customer concerns. On the other hand, the areas falling within the "Excellent Area" require the company to maintain its existing strengths, sustain the current service levels, and even surpass customer expectations in order to enhance customer loyalty.

Table 10. Scores of total Importance-Satisfaction Model

Items	Importance	Satisfaction	I-S Model
1	4.45	3.96	Improvement area
2	4.75	4.39	Excellent area
3	4.63	4.29	Excellent area
4	4.72	4.39	Excellent area
5	4.49	4.33	Excellent area
6	4.28	4.24	Excellent area
7	4.83	4.46	Excellent area
8	4.1	3.89	Careless area
9	4.42	4.27	Excellent area
10	4.52	4.11	Improvement area
11	3.92	4.36	Surplus area
12	4.41	4.22	Excellent area
13	3.66	4.03	Careless area
14	4.17	4.21	Careless area
15	4.19	4.13	Careless area
16	4.34	4.32	Excellent area
ME	4.37	4.23	

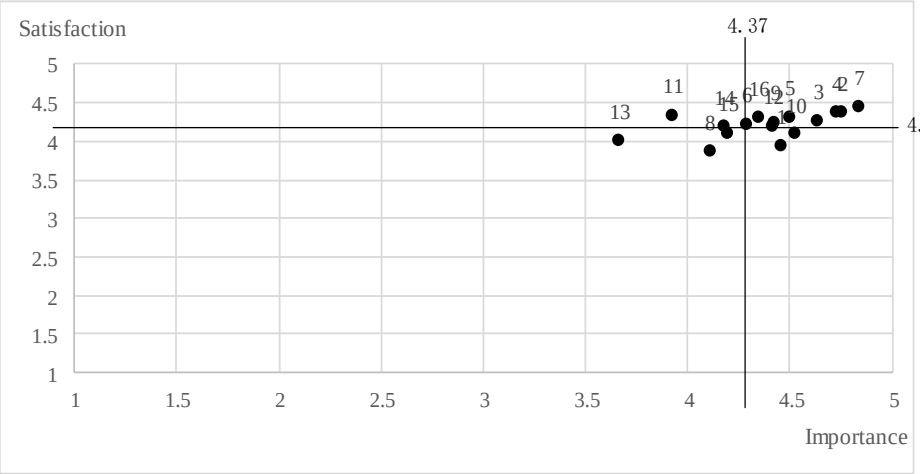

Figure 12. Total Importance-Satisfaction Model

Numerous studies have evaluated customers' satisfaction with the service quality of OTT platforms. For instance, research findings have shown that the quality of OTT video services, price perception, content richness, and technical features have a significant positive impact on customer satisfaction (Pham et al., 2019). Yousaf, Mishra, Taheri, and Kesgin (2021) found that customers' primary concerns regarding content quality are "video image quality," "sound effects," and "video content," and their satisfaction with these attributes is also higher compared to other attributes. Y. Kim and Koh (2019) through a customer satisfaction survey, revealed that the attributes customers are most concerned about are "video content," "internet speed," and "price," and their satisfaction with these attributes is also the highest.

5. Conclusion

5.1. Conclusion

Service quality and customer relationship management have a significant positive relationship with customer satisfaction. This indicates that when users trust a company and believe that the company will strive to design features and services that cater to their needs for a long-lasting relationship, their satisfaction levels also tend to increase. Streaming business innovation represents a structural change in the business model, as the shift from traditional service delivery to streaming impacts the business model and value chain. Long-term and stable customer satisfaction is a crucial factor in a company's profitability. Therefore, measuring customer satisfaction is an essential aspect for businesses, which can be done through revenue, online data, and other key performance indicators (KPIs) to understand the current state of the company's operations.

Consumers choose to use video streaming platforms because of the convenience of watching videos anytime, anywhere. Through personalized recommendations on these platforms, users can discover more content that they might enjoy. Video streaming platforms need to provide good viewing quality, diverse and rich content, as well as user-friendly search and interface functions. This study identified two quality elements that fall into the "Improvement Area" category, which requires the company to prioritize addressing the issues and proposing improvement strategies. As for the elements that fall into the "Excellent Area" category, the company must maintain the existing service quality to enhance its competitiveness.

5.2. Suggestions

This study used an online questionnaire, which has the advantage of convenience and being able to collect a large amount of data at once, but it may also have inference problems due to sampling errors. The respondents were not randomly selected from all OTT video platform users, and furthermore, due to limitations in the distribution channels of the questionnaire, the age range of the respondents in this study was concentrated in high school, college, and young working groups.

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