

ABSTRACT

This study aimed to see the effect of sensorial, cognitive, and relational on repurchase intention with customer satisfaction as the intervening variable in Netflix. Sensorial, cognitive, and relational experience is one of the most important things for Netflix in order to survive and to differentiate itself from competitors, retain existing subscribers, and attract new ones.

The data for this study was obtained from 213 respondents through an online questionnaire survey. The sample was taken from users residing in Indonesia who have Netflix account and have subscribed Netflix. The sampling method used non-probability sampling with purposive sampling techniques. The analysis tool used was Structural Equation Model (SEM).

The findings of this study indicate that sensorial, cognitive, and relational variables have a positive and significant effect on customer satisfaction. In addition, this study also shows that customer satisfaction has a positive and significant effect on repurchase intention. The results of this study shows sensorial has a positive and significant effect on repurchase intention mediated by customer satisfaction. To improve their sensorial experience on repurchase intention and customer satisfaction, the strategy that could brand do is visual enhancements.

Keywords: Sensorial, Cognitive, Relational, Repurchase Intention, Customer Satisfaction