ABSTARCT

The development of mobile networks and devices has driven drastic changes in the media industry, especially in television consumption patterns. Traditionally, content distribution was only available via broadcast and cable television, but with the advent of the internet, users are able to access a wider variety of channels and content. Subscription-based video services such as Netflix allow their subscribers to watch videos on demand on computers and mobile devices.

Based on this, this study aims to examine the effect of Brand Identification and Brand Experience on Brand Loyalty through Brand Trust as an Intervening Variable (a study on Netflix subscribers in Medan).

Consumers who live in Medan and at least use the Netflix streaming service are the targets of this research. The number of samples in this study were 112 respondents. The method of collecting data using questionnaires and sampling using non-probability sampling with purposive sampling technique. The data analysis method used in this study to test the models and relationships developed in this study is the SEM (Structural Equation Model) method which will be operated using the AMOS (Analysis of Moment Structure) Software program.

The findings in this study indicate that the Brand Experience Variable has a positive and significant effect on Brand Trust and the Brand Trust Variable has a positive and significant effect on Brand Loyalty while the Brand Identification Variable has a positive but not significant effect on Brand Trust.

Keywords: Brand Identification, Brand Experience, Brand Trust, Brand Loyalty