ABSTRAK

Fairus Dyan Touring Rayhan. 2026. Analisis *Switching barrier*, *Perceived Value* dan *Customer Experience* dalam Menjaga *Customer loyalty* pada Pengguna Layanan *Premium subscription* Netflix di Madiun. Pembimbing (I) Dian Citaningtyas Ari Kadi, S. E., M. M., Pembimbing (II) Hendra Setiawan, S.E., M.M.

Penelitian ini bertujuan menganalisis pengaruh *Switching Barrier, Perceived Value, dan Customer Experience* terhadap *Customer Loyalty* pada pengguna layanan *Premium Subscription* Netflix di Madiun, baik secara parsial maupun simultan. Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei. Sampel berjumlah 385 responden yang dipilih menggunakan teknik purposive sampling. Data dikumpulkan melalui kuesioner skala Likert dan dianalisis menggunakan uji instrumen, uji asumsi klasik, analisis regresi linier berganda, uji t, uji F, dan koefisien determinasi (R^2) dengan bantuan IBM SPSS.

Hasil penelitian menunjukkan bahwa *Switching Barrier, Perceived Value, dan Customer Experience* secara parsial maupun simultan berpengaruh positif dan signifikan terhadap *Customer Loyalty*. Nilai koefisien determinasi (R^2) sebesar 0,619 menunjukkan bahwa 61,9% variasi *Customer Loyalty* dapat dijelaskan oleh ketiga variabel tersebut, sedangkan 38,1% sisanya dipengaruhi faktor lain di luar model. Temuan ini menunjukkan bahwa peningkatan hambatan berpindah, nilai yang dirasakan, dan pengalaman pelanggan dapat meningkatkan loyalitas pengguna layanan *Premium Subscription* Netflix.

Kata Kunci: *Switching barrier*, *Perceived Value*, *Customer Experience*, *Customer loyalty*, Netflix.

ABSTRACT

Fairus Dyan Touring Rayhan. 2026. *Analysis of Switching Barriers, Perceived Value, and Customer Experience in Maintaining Customer Loyalty for Netflix Premium Subscription Service Users in Madiun.* Supervisor (I) Dian Citaningtyas Ari Kadi, S.E., M.M.; Supervisor (II) Hendra Setiawan, S.E., M.M.

This study aims to analyze the influence of Switching Barrier, Perceived Value, and Customer Experience on Customer Loyalty in Netflix Premium Subscription service users in Madiun, both partially and simultaneously. This study uses a quantitative approach with a survey method. A sample of 385 respondents was selected using the purposive sampling technique. Data were collected through a Likert scale questionnaire and analyzed using instrument tests, classical assumption tests, multiple linear regression analysis, t-tests, F tests, and determination coefficients (R^2) with the help of IBM SPSS.

The results of the study show that Switching Barrier, Perceived Value, and Customer Experience partially or simultaneously have a positive and significant effect on Customer Loyalty. A determination coefficient value (R^2) of 0.619 indicates that 61.9% of Customer Loyalty variations can be explained by these three variables, while the remaining 38.1% are influenced by factors outside the model. These findings suggest that increased barriers to transfer, perceived value, and customer experience can increase user loyalty of Netflix's Premium Subscription service.

Keywords: Switching barrier, Perceived Value, Customer Experience, Customer loyalty, Netflix.