

The Influence of Web Design Quality and Brand Image on Repurchase Intention with Customer Satisfaction as Mediating Variable

Web Design Quality
and Brand Image to
Repurchase Intention

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ABSTRACT

Technological and internet advancements have transformed entertainment consumption patterns, particularly through streaming platforms such as Netflix. Despite having a strong brand image, Netflix faces challenges in maintaining customer loyalty. This study aims to examine the influence of web design quality and brand image on customer satisfaction and repurchase intention, with customer satisfaction serving as a mediating variable. A quantitative approach was employed using an online survey. Data were collected from 104 Generation Z respondents in Yogyakarta who had active Netflix subscriptions, using purposive sampling. Data analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 4.0. The results indicate that web design quality and brand image positively affect both customer satisfaction and repurchase intention. Moreover, customer satisfaction was found to mediate the relationship between web design quality and brand image on repurchase intention, strengthening their effects. These findings highlight the critical role of digital platform quality and brand reputation in fostering user loyalty. The study recommends that streaming service providers enhance platform functionality and usability while maintaining a strong brand image to improve customer satisfaction and retention.

Keywords: Brand Image, Customer Satisfaction, Repurchase Intention, Web Design Quality.

INTRODUCTION

Technological and internet advancements have significantly transformed patterns of entertainment consumption. According to the Central Statistics Agency (*Badan Pusat Statistik/BPS*), 80.26% of Indonesians access the internet for entertainment purposes, which aligns with a Nielsen Indonesia report showing that streaming platforms increasingly dominate conventional television (BPS, 2022). Among these platforms, Netflix has emerged as one of the most widely used services, holding a 23% market share in Indonesia in 2022. Netflix's success in attracting and retaining users is supported by high-quality content, an ad-free viewing experience, and a user-friendly platform interface (Risma et al., 2024). However, despite its strong brand image, Netflix still faces challenges in maintaining customer loyalty. Technical issues such as unstable streaming quality, unintuitive navigation, and login difficulties can negatively affect customer satisfaction, ultimately influencing repurchase intention (Tandon et al., 2017; Oktavia et al., 2024).

Repurchase intention is a crucial indicator of the success and sustainability of digital services (Fang et al., 2014). Hellier et al. (2003) define repurchase intention as a consumer's decision to continue using a service based on previous experiences and future expectations. In the digital marketing context, Chiu et al. (2018) argue that repurchase intention can be reflected in a customer's trust in and willingness to continue using a service. As competition in the streaming industry intensifies, retaining existing customers

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through the enhancement of repurchase intention is considered a more effective strategy than focusing solely on attracting new users (Wilson et al., 2019; Rudd et al., 2021). Among the key factors influencing repurchase intention are brand image and web design quality. Previous research shows mixed findings regarding the relationship between brand image and repurchase intention. Lucky (2023) found a positive relationship, whereas Giffar (2015) reported no significant effect. This discrepancy indicates a research gap in understanding how brand image contributes to repurchase intention in the streaming industry, particularly in Indonesia. According to Keller and Kotler (2015), brand image can be assessed through the strength, favorability, and uniqueness of brand associations, highlighting its multidimensional nature and influence on consumer decisions.

Web design quality also plays a critical role in influencing customer satisfaction and loyalty. Tarafdar (2005) and Tandon et al. (2017) define web design quality as a user's perception of a website's overall quality, including navigation, visual appeal, and accessibility. Wilson et al. (2019) emphasize that efficient website design facilitates the user experience, while poor design can hinder interaction and reduce satisfaction. In the context of streaming platforms, websites are not only sources of information but also the primary medium through which customers access services, making design quality crucial for customer retention (Sreedhar, 2016; Setyaning & Nugroho, 2020). Furthermore, customer satisfaction serves as a mediating variable, linking the quality of service and brand image to customer loyalty. Oliver (2014) defines customer satisfaction as a consumer's evaluation of a product or service based on the alignment of expectations and experiences, and Chen and Kao (2010) suggest that satisfaction can be measured through transaction experience, process, and outcome.

The novelty of this study lies in its integrated approach to examining both web design quality and brand image simultaneously, with customer satisfaction as a mediator, specifically among Generation Z Netflix users in Indonesia, a demographic that has been underexplored. By addressing this gap, the study provides empirical evidence of the factors that most influence repurchase intention in the digital streaming context. The contribution of this research is twofold. In practice, it offers guidance to streaming service providers, particularly Netflix, on enhancing user loyalty by improving brand image, web design quality, and overall customer satisfaction. The literature on the mediating role of customer satisfaction in digital service industries provides insight into Generation Z consumption behavior in Indonesia, offering a foundation for further research in similar contexts. Therefore, this study aims to examine the direct and indirect effects of web design quality and brand image on repurchase intention among Netflix users, considering customer satisfaction as a mediating factor. By understanding these relationships, the study seeks to inform strategies that enhance digital service quality and foster customer loyalty.

LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT

The Influence of Web Design Quality and Brand Image on Customer Satisfaction

Web design quality has become a critical factor in shaping user experiences and perceptions, particularly in digital service industries. A well-designed website enhances usability, accessibility, and aesthetics, which collectively contribute to customer satisfaction. Tandon et al. (2017) argue that web design quality encompasses navigation ease, visual appeal, and information accessibility, all of which are central to a positive user experience. Empirical studies have consistently demonstrated that high-quality web design improves satisfaction by reducing user effort and cognitive load (Wilson et al., 2019; Setyaning & Nugroho, 2020). In the context of streaming services such as Netflix, users interact primarily through digital platforms, making the quality of website or application design pivotal. Thus, the web design quality directly influences customer satisfaction, suggesting that when platforms prioritize usability and intuitive design, users are more likely to report positive experiences (Ahmed & Gil-Lopez, 2022).

Brand image remains a critical determinant of customer perception, trust, and loyalty, exerting substantial influence on satisfaction levels. According to Keller and Kotler

(2015), brand image includes recognition, favorability, and uniqueness, which collectively shape consumers' evaluative judgments. Empirical studies by Lucky (2023) demonstrate that strong brand image positively influences satisfaction by creating favorable associations and fostering trust in the service. In the context of streaming services, brand image conveys content quality, reliability, and prestige, making it a significant predictor of customer satisfaction (Hansemark & Albinsson, 2004). Platforms recognized positively by consumers are more likely to meet user expectations and deliver satisfactory experiences, reinforcing the value of brand perception in shaping user evaluations.

H1: Web design quality has a positive effect on customer satisfaction.

H2: Brand image has a positive effect on customer satisfaction.

The Influence of Web Design Quality and Brand Image on Repurchase Intention

Beyond satisfaction, web design quality also plays a significant role in shaping repurchase intention. Previous studies indicate that users are more likely to continue using digital services when the interface is efficient, aesthetically pleasing, and responsive (Tandon et al., 2017; Adekunle & Ejechi, 2018; Chiu et al., 2018). In streaming platforms, seamless navigation, fast loading speeds, and visually engaging layouts can reduce friction in the user journey, thereby encouraging continued subscriptions. As a result, a direct positive correlation between site design quality and repurchase intention demonstrates that excellent design not only pleases users but also fosters repeat business and loyalty. The integration of functional and aesthetic design elements thus becomes a strategic tool for digital service providers to enhance both satisfaction and continued patronage.

Brand image also plays a pivotal role in driving repurchase intention by shaping perceptions of reliability and trustworthiness. The results of the study by Wijayajaya and Astuti (2018) and Suryani et al. (2022) show that trust, perceived value and brand image have a positive and significant effect on repurchase intention in online shopping and Netflix services. Research by Wilson et al. (2019) found that users are more inclined to maintain subscriptions when associated with a strong and positive brand. A distinct and favorable brand reduces perceived risks and enhances users' confidence in the service, supporting continued engagement. By cultivating a robust brand image, digital service providers can promote loyalty, encourage repeated use, and differentiate themselves in competitive markets (Sari & Santika, 2017). In addition to improving consumer satisfaction, effective brand management promotes behavioral outcomes including long-term retention and repurchase intention.

H3: Web design quality has a positive effect on repurchase intention.

H4: Brand image has a positive effect on repurchase intention.

The Influence of Customer Satisfaction on Repurchase Intention

Customer satisfaction, which reflects a customer's assessment of the caliber of services supplied, is a major factor in loyalty and repurchase behavior. Oliver (2014) defines satisfaction as a user's assessment of a product or service based on the alignment between expectations and actual experiences. In digital services, satisfaction reflects both functional performance and perceptual outcomes that emerge during user interactions with the platform. Empirical studies by Tandon et al. (2017) show that higher satisfaction significantly increases the likelihood of continued subscription, repeat use, and long-term engagement with the service. Users are more likely to establish positive opinions of the platform and show more intent to remain loyal when they regularly have excellent service experiences.

Several aspects, such as website usability, content quality, system dependability, and the convenience of accessing services across devices, affect overall satisfaction in the context of streaming platforms. Positive user experiences can strengthen trust in the platform, reduce the likelihood of switching to competing services, and increase users' willingness to repurchase or continue their subscriptions (Wilson et al., 2019).

Additionally, contented users frequently praise and share great experiences, which can improve the platform's reputation and draw in new users. In order to maintain long-term engagement and competitive advantage, service providers must constantly monitor, assess, and enhance user satisfaction. This is because customer satisfaction serves as both an outcome of service quality and a major predictor of behavioral loyalty.

H5: Customer satisfaction has a positive effect on repurchase intention.

The Influence of Customer Satisfaction as a Mediating Variable

Customer satisfaction serves as a mediating factor linking web design quality and brand image to repurchase intention. Previous studies highlight that satisfaction translates perceptions of service attributes into behavioral outcomes (Cronin et al., 2000; Oliver, 2014). Previous studies highlight that customer satisfaction plays a crucial role in translating perceptions of service attributes into behavioral outcomes such as loyalty and repurchase intention (Ismiah, 2024; Aziz, 2024; Jazula & Isharina, 2025). In terms of web design, intuitive, visually appealing, and responsive interfaces enhance satisfaction, which subsequently encourages repeat usage and subscription renewal (Tandon et al., 2017; Wilson et al., 2019; Jauwena, 2023). This mediating effect underscores the pathway through which design quality indirectly impacts repurchase behavior, emphasizing the strategic importance of optimizing interface design for loyalty outcomes.

Similarly, brand image indirectly influences repurchase intention through customer satisfaction. Positive brand perception fosters trust, reinforces expectations, and enhances satisfaction, which in turn encourages continued use (Lucky, 2023). This mediating relationship highlights satisfaction as a critical bridge between service characteristics and behavioral outcomes, demonstrating that loyalty is shaped not only by tangible features like design quality but also by the perceived strength and favorability of the brand. The results of the study by Dewi and Ekawati (2019) indicate that customer satisfaction significantly mediates the relationship between brand image and repurchase intention. The results of the study by Wardani and Febrilia (2023) show that customer satisfaction significantly mediates the relationship between brand image and trust on customer loyalty. Addressing both interface quality and brand perception through the lens of customer satisfaction provides actionable insights for service providers seeking to retain users and promote repeated engagement in competitive digital markets.

H6: Customer satisfaction mediates the relationship between web design quality and repurchase intention.

H7: Customer satisfaction mediates the relationship between brand image and repurchase intention.

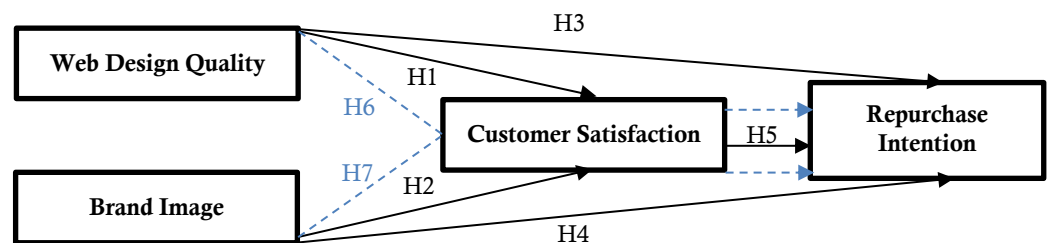


Figure 1. Research Framework

As shown in Figure 1, the research framework proposes that web design quality and brand image influence repurchase intention both directly and indirectly through customer satisfaction. Both factors are expected to enhance satisfaction, which in turn increases users' intention to repurchase or continue using the service. In this framework, customer satisfaction serves as a mediating mechanism that connects service experience and brand perception with consumers' behavioral intentions. This model emphasizes the importance

of satisfaction as a key pathway through which platform quality and brand perception shape repurchase decisions.

RESEARCH METHODS

This study employed a quantitative research design to examine the relationships among web design quality, brand image, customer satisfaction, and repurchase intention among Netflix users. Primary data were collected through an online questionnaire administered to a purposive sample of 104 Gen Z respondents residing in the Special Region of Yogyakarta with active Netflix subscriptions. The purposive sampling method ensured that participants met the inclusion criteria, including age, residence, and active subscription status. A five-point Likert scale, which ranges from 1 (strongly disagree) to 5 (strongly agree), was used to evaluate each measurement item in order to record respondents' opinions of each construct (Creswell, 2019; Akhmad, 2019).

Partial Least Squares Structural Equation Modeling (PLS-SEM) was used for the structural model (inner model) using SmartPLS 4.0, which uses bootstrapping to get reliable estimates of path coefficients, standard errors, and t-statistics (Sarstedt et al., 2021). The structural model included customer satisfaction as a mediating variable between brand image, repurchase intention, and web design quality in order to evaluate both direct and indirect effects. The model additionally assessed Q-square to gauge predictive significance and R-square to ascertain the percentage of variance in dependent and mediating factors explained by the independent variables.

A comprehensive questionnaire addressing site design quality, brand image, customer satisfaction, and repurchase intention was used to measure constructs. Prior to structural analysis, the measurement model (outer model) was assessed to guarantee construct validity and reliability. Convergent validity, discriminant validity, composite reliability, Average Variance Extracted (AVE), and Cronbach's alpha were all assessed. AVE values greater than 0.5 and factor loadings greater than 0.7 were used to evaluate convergent validity. Cross-loading analysis was used to evaluate discriminant validity and verify that each indicator had a stronger correlation with its target construct than with any other. Cronbach's alpha and composite reliability were used to confirm dependability; values greater than 0.7 indicated sufficient internal consistency.

This methodological framework makes it possible to assess the direct and indirect effects of brand image and web design quality on repurchase intention by offering a methodical way to investigate the mediating function of customer satisfaction. The study guarantees that the results reflect methodologically robust relationships among constructs by combining valid and reliable measurement tools, purposive sampling of pertinent respondents, and sophisticated PLS-SEM analysis. This provides a thorough understanding of the factors influencing Netflix users' repurchase intention through the mediation of customer satisfaction.

RESULTS

Based on primary data collected by the researcher, all respondents who completed the questionnaire met the predetermined respondent criteria. They were aged 12-27 years, residing in Yogyakarta, and had subscribed to the Netflix platform or application for entertainment. Respondents were predominantly men and women aged 21-22 years. Based on profession, respondents were predominantly students/university students at 60.58 per cent, followed by those working as private employees and self-employed. The majority of respondents in this study had an income or pocket money of > IDR 2,000,000.00/month.

The measuring model, also known as the outside model, is involved in evaluating the reliability and validity of the research model. Testing the research model's validity and dependability is the goal. The measurement model is used to evaluate the research instruments' construct validity and reliability. Convergent validity, discriminant validity, composite reliability, AVE, and Cronbach's alpha are some of the metrics used to assess the outer model, also called the indicator test. According to Ghozali and Latan (2015),

convergent validity can be evaluated through the loading factor, where the value should exceed 0.7, and the AVE should be more than 0.5. If the AVE value is less than 0.5, then the measurement is considered not to meet the convergent validity criteria.

Table 1. Outer Loading Test

Variable	Item	Outer Loading	AVE	Result
Brand Image	BI1	0.829	0.647	Valid
	BI2	0.830		
	BI3	0.751		
Customer Satisfaction	CS1	0.779	0.628	Valid
	CS2	0.780		
	CS3	0.819		
Repurchase Intention	RI1	0.776	0.641	Valid
	RI2	0.819		
	RI3	0.806		
Web Design Quality	WDQ1	0.840	0.624	Valid
	WDQ2	0.830		
	WDQ3	0.769		
	WDQ4	0.715		

Table 1 presents the results of the outer loading test used to assess the validity of the measurement indicators for each construct. All indicators show outer loading values above the recommended threshold of 0.70, indicating that the items adequately represent their respective constructs. The brand image variable has loading values ranging from 0.751 to 0.830 with an AVE of 0.647, while customer satisfaction shows loadings between 0.779 and 0.819 with an AVE of 0.628. Repurchase intention demonstrates loading values from 0.776 to 0.819 with an AVE of 0.641. Meanwhile, web design quality has loading values ranging from 0.715 to 0.840 with an AVE of 0.624. The constructs show sufficient convergent validity and are appropriate for additional study because all AVE values are higher than the suggested cutoff of 0.50.

Test discriminant validity can be analyzed through cross-loading factors, which assess whether a variable has adequate discrimination. This test is conducted by comparing the loading value of one variable with another variable. To meet the criteria for discriminant validity, the value of the cross-loading factor of each indicator in a variable must be greater than the cross-loading factor on other variables (Ghozali & Latan, 2015).

Table 2. Cross-Loading Factor Test

Variable	Item	Web Design Quality	Brand Image	Customer Satisfaction	Repurchase Intention
Web Design Quality	WDQ1	0.840	0.300	0.329	0.400
	WDQ2	0.830	0.364	0.302	0.410
	WDQ3	0.769	0.353	0.303	0.320
	WDQ4	0.715	0.356	0.288	0.335
Brand Image	BI1	0.364	0.829	0.370	0.425
	BI2	0.383	0.830	0.284	0.404
	BI3	0.291	0.751	0.276	0.362
Customer Satisfaction	CS1	0.245	0.359	0.779	0.465
	CS2	0.245	0.214	0.780	0.374
	CS3	0.406	0.330	0.819	0.500
Repurchase Intention	RI1	0.305	0.391	0.477	0.776
	RI2	0.397	0.387	0.442	0.819
	RI3	0.414	0.409	0.453	0.806

Table 2 presents the cross-loading factor test used to assess discriminant validity. The findings demonstrate that, in comparison to other constructs, each indicator has the largest loading on its respective construct. Indicators of web design quality (WD1–WD4) load highest on web design quality (0.715–0.840), while brand image indicators (BI1–BI3) show the strongest loadings on brand image (0.751–0.830). Similarly, customer satisfaction indicators (CS1–CS3) load highest on customer satisfaction (0.779–0.819),

and repurchase intention indicators (RI1–RI3) demonstrate the highest loadings on repurchase intention (0.776–0.819). These findings demonstrate that the measuring model has sufficient discriminant validity since each indicator has a stronger correlation with its target construct than with other constructs.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Composite Reliability	Cronbach's Alpha	Result
Web Design Quality	0.869	0.798	Reliable
Brand Image	0.846	0.727	Reliable
Customer Satisfaction	0.835	0.708	Reliable
Repurchase Intention	0.842	0.719	Reliable

The reliability evaluation utilizing composite reliability and Cronbach's alpha is shown in Table 3. The results show that all constructs meet the suggested reliability standards because Cronbach's alpha and composite reliability scores are higher than the 0.70 cutoff. Brand image has values of 0.846 and 0.727, while web design quality has a composite reliability of 0.869 and a Cronbach's alpha of 0.798. Repurchase intention has scores of 0.842 and 0.719, while composite dependability for customer satisfaction is 0.835, and Cronbach's alpha is 0.708. These findings demonstrate that every concept has sufficient internal consistency and reliability, suggesting that the measuring model is appropriate for additional examination.

Table 4. R Square and Q Square

Variable	R-Square	Q-Square
Repurchase Intention	0.446	0.271
Customer Satisfaction	0.210	0.146

The R-square and Q-square values for the endogenous variables in the research model are shown in Table 4. The R-square value for repurchase intention is 0.446, which is in the weak category. This means that customer satisfaction, brand image, and web design quality account for 44.6% of the variance in repurchase intention, with other factors outside the model influencing the remaining 55.4%. Meanwhile, customer satisfaction has an R-square value of 0.210, which is also categorized as weak, meaning that 21% of its variance is explained by web design quality and brand image. In terms of predictive relevance, the Q-square value for repurchase intention is 0.271, which indicates a moderate predictive relevance, while customer satisfaction has a Q-square value of 0.146, categorized as weak. These findings show that the model's predictive significance in describing the endogenous variables is satisfactory.

Table 5. Direct Effect

Hypothesis	Original Sample	Sample Mean	Standard Deviation	t-statistic	p-value
Web Design Quality → Customer Satisfaction	0.269	0.285	0.104	2.585	0.010
Brand Image → Customer Satisfaction	0.273	0.273	0.093	2.920	0.004
Web Design Quality → Repurchase Intention	0.204	0.211	0.097	2.096	0.036
Brand Image → Repurchase Intention	0.254	0.263	0.109	2.323	0.020
Customer Satisfaction → Repurchase Intention	0.394	0.382	0.116	3.408	0.001

Table 5 shows, the results show that consumer satisfaction is positively and significantly impacted by web design quality ($\beta = 0.269$, $t = 2.585$, $p = 0.010$). Similarly, consumer satisfaction is positively and significantly impacted by brand image ($\beta = 0.273$, $t = 2.920$, $p = 0.004$). Additionally, repurchase intention is strongly influenced by online design quality ($\beta = 0.204$, $t = 2.096$, $p = 0.036$), suggesting that higher-quality websites encourage customers to make additional purchases. Additionally, repurchase intention is

positively and significantly impacted by brand image ($\beta = 0.254$, $t = 2.323$, $p = 0.020$). Furthermore, repurchase intention is most positively impacted by customer satisfaction ($\beta = 0.394$, $t = 3.408$, $p = 0.001$). All of the model's proposed direct correlations are statistically significant, according to the findings.

Table 6. Indirect Effect

Hypothesis	Original Sample	Sample Mean	Standard Deviation	t-statistic	p-value
Web Design Quality \rightarrow Customer Satisfaction \rightarrow Repurchase Intention	0.106	0.109	0.054	1.969	0.049
Brand Image \rightarrow Customer Satisfaction \rightarrow Repurchase Intention	0.107	0.101	0.041	2.597	0.009

The findings of the indirect effect analysis, which looked at how customer satisfaction mediates the association between the independent variables and repurchase intention, are shown in Table 6. The findings indicate that repurchase intention is positively and significantly impacted by site design quality through customer satisfaction ($\beta = 0.106$, $t = 1.969$, $p = 0.049$). This suggests that by initially raising customer happiness, higher-quality web design can boost repurchase intention. Similarly, through customer satisfaction, brand image likewise positively and significantly influences repurchase intention ($\beta = 0.107$, $t = 2.597$, $p = 0.009$). These results imply that the impact of brand image and site design quality on customers' desire to repurchase is strengthened by customer satisfaction.

DISCUSSION

The study's conclusions strongly confirm the theories put out about the connections between customer satisfaction, brand image, site design quality, and repurchase intention. Hypothesis 1 posited that web design quality positively influences customer satisfaction, which was confirmed by the results. Well-designed websites, characterized by intuitive navigation, appealing visuals, and functional ease, enhance customers' overall satisfaction during online interactions. This finding aligns with previous research indicating that website usability and aesthetic quality significantly affect customer satisfaction in digital environments (Loiacono et al., 2007; Kim & Niehm, 2009; Guo et al., 2023).

A positive influence of brand image on customer satisfaction was proposed, and the findings confirm this relationship. A strong and reputable brand fosters trust and generates positive expectations, which in turn contribute to higher satisfaction levels. This is consistent with Wijaya et al. (2023), who emphasized that brand image plays a critical role in shaping customer perceptions and satisfaction, as well as with the findings of Tu et al. (2012), which indicated that a favorable brand image reinforces consumer confidence and contentment.

Hypotheses 3 and 4 examined the direct effects of web design quality and brand image on repurchase intention. The results suggest that customers who experience effective website design and hold positive brand perceptions are more likely to make repeat purchases. High-quality website design facilitates convenience, engagement, and transaction efficiency, while a strong brand enhances recognition and trust, encouraging customer loyalty. These results are supported by previous studies showing that both website quality and brand reputation influence customer behavioral intentions, including repurchase intention (Bai et al., 2008; Cyr, 2008; Chang & Chen, 2008; Sun et al., 2022).

The results support Hypothesis 5, which postulated that repurchase intention is positively impacted by customer satisfaction. Customers who are satisfied are more likely to come back, underscoring the significance of customer satisfaction in building enduring relationships and loyalty. This is in line with Hellier et al. (2003), who discovered that greater satisfaction raises the possibility of repeat purchases, and Oliver (2014), who pointed out that contentment is a crucial factor in determining consumer loyalty.

The study looked at how customer satisfaction mediated the links between brand image and repurchase intention as well as between web design quality and repurchase

intention. The findings show that customer satisfaction acts as a significant mediator, indicating that changes in brand perception and website quality indirectly increase repurchase intention through higher customer contentment. This finding aligns with Anderson and Srinivasan (2003), who highlighted the mediating role of customer satisfaction in online consumer behavior.

The implications of this study suggest that companies, particularly those operating in digital and e-commerce contexts, should prioritize enhancing website design and strengthening brand image to improve customer satisfaction and encourage repurchase. By developing user-friendly, visually appealing, and reliable websites while maintaining a strong and trustworthy brand identity, organizations can create more satisfying customer experiences, foster loyalty, and ultimately achieve sustainable business growth.

CONCLUSION

This study demonstrates that both web design quality and brand image significantly influence customer satisfaction and repurchase intention among Netflix users. High-quality web design, characterized by ease of navigation, aesthetic appeal, and responsive functionality, was found to enhance user satisfaction and encourage continued subscription. Likewise, a strong and favorable brand image increases satisfaction and positively affects repurchase behavior. Additionally, customer satisfaction was identified as a mediating factor, bridging the relationship between service characteristics and repurchase intention. These findings confirm that the integration of functional digital design and brand reputation plays a critical role in sustaining user loyalty in competitive streaming services, highlighting the importance of both technical and perceptual dimensions in consumer decision-making. The results are consistent with previous research emphasizing the central role of customer satisfaction in driving loyalty and repeated usage.

The practical implications of this study suggest that streaming service providers should prioritize improving website design and maintaining a strong brand image to enhance customer satisfaction and retention. Efforts to optimize interface usability, visual appeal, and platform performance, alongside strategic brand management, can increase repurchase intention and long-term loyalty. However, this study is limited by its focus on a specific user group in Yogyakarta and reliance on self-reported survey data, which may reduce generalizability. Future research is recommended to expand the sample to diverse geographic and demographic contexts, employ longitudinal or experimental designs to examine causal relationships, and incorporate qualitative methods to gain deeper insights into user experiences. Additionally, exploring other potential mediators or moderators, such as perceived value or trust, could further clarify the mechanisms through which web design and brand image influence loyalty in digital streaming platforms.

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