

people's willingness to recommend Netflix Indonesia or Disney+ Hotstar to other people.

COUNT of Question 11	Question 10						
Question 11	1	2	3	4	5	Grand Total	
1	2		1				3
2	1	4	1	1	1		8
3	3		8	11	3		25
4	1	2	6	41	6		56
5		1	4	7	17		29
Grand Total	7	7	20	60	27		121

Figure 18 Pivot Table 2

5. Conclusions and Recommendations

Both research objectives were achieved to some degree. The study focused on Netflix Indonesia and Disney+ Hotstar because those two companies are the biggest streaming platform in Indonesia and because of that, those companies have high recognition among online customers. Both Netflix and Disney+ Hotstar offer a variety of content and have their own unique features and user interfaces. The study illustrated a number of major factors that cause social media marketing having an impact on brand loyalty. Not only that, the researcher also has been able to narrow down whether social media marketing affects brand loyalty. The main focus of research findings is the consistency of social media content affecting people's decision to recommend Netflix Indonesia or Disney+ Hotstar to other people. Most people also agree that after watching an advertisement on social media about a new film or series on Netflix Indonesia or Disney+ Hotstar that they want to watch that series or film. As a long-time user of both Netflix Indonesia and Disney+ Hotstar and also a follower of their social media for a long time, the researcher applauds the effort of both Netflix Indonesia and also Disney+ Hotstar to connect and try to do their best to promote their services in the social media. However, Netflix Indonesia and Disney+ Hotstar still need to come up with new and innovative ideas to make their content more varied. Finally, Netflix Indonesia and Disney+ Hotstar need to continue to promote their film or series whether it is new or old to boost brand loyalty. The researcher expects to bring this knowledge with them into the sector as they grow their career after university and believes they have learned valuable industry-specific knowledge and made some deep understandings about the industry that they may not have otherwise made. Nevertheless, there are certain limitations inherent to the study. For example, the sample size for this study needs to be bigger to justify a change in strategy for Netflix Indonesia or Disney+ Hotstar. Thus, further research would be essential to get a better understanding.

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Appendices

Appendix 1 Google Form Questionnaire

Pertanyaan Jawaban 188 Setelan

Bagian 1 dari 5

The Effectiveness of Social Media Marketing to Maintain Brand Loyalty in Indonesia (Case of Disney+ Hotstar and Netflix Indonesia)

Kepada saudara-saudari responden yang terhormat,

Perkenalkan nama saya Abisha Hardiaswara dengan NPM (191224730) (P2753378), mahasiswa S1 Fakultas Bisnis dan Ekonomika program studi International Business Management Program Universitas Atma Jaya Yogyakarta dan Business Management De Montfort University. Saat ini saya sedang melakukan penelitian guna menyelesaikan skripsi yang berjudul " **The Effectiveness of Social Media Marketing to Maintain Brand Loyalty in Indonesia (Case of Disney+ Hotstar and Netflix Indonesia)** "

Saya meminta bantuan para responden untuk meluangkan waktu untuk mengisi kuesioner ini. Seluruh data yang telah ditampung akan digunakan hanya untuk keperluan penelitian ini saja. Saya akan menjaga kerahasiaan identitas dan jawaban yang telah diberikan.

Atas kesediaannya dalam mengisi kuesioner ini, saya ucapkan terima kasih.

Dear Respondents,

My name is Abisha Hardiaswara with NPM (191224730) (P2753378), S1 student of the Faculty of Business and Economics, International Business Management Program at Atma Jaya University Yogyakarta and Undergraduate student of Business Management at De Montfort University. I am currently conducting research to complete my dissertation titled "The Effectiveness of Social Media Marketing to Maintain Brand Loyalty in Indonesia (Case of Disney+ Hotstar and Netflix Indonesia)".

Pertanyaan Jawaban 188 Setelan

Dear Respondents,

My name is Abisha Hardiaswara with NPM (191224730) (P2753378), S1 student of the Faculty of Business and Economics, International Business Management Program at Atma Jaya University Yogyakarta and Undergraduate student of Business Management at De Montfort University. I am currently conducting research to complete my dissertation titled "The Effectiveness of Social Media Marketing to Maintain Brand Loyalty in Indonesia (Case of Disney+ Hotstar and Netflix Indonesia)".

Please take the time to fill out this questionnaire. All data that has been collected will be used only for this research. I will maintain the confidentiality of the identity and answers given.

Thank you for your willingness to fill out this questionnaire.

Filter 1
Deskripsi (opsional)

Aplikasi streaming apa yang anda gunakan? *

(What streaming app do you use?)

Netflix Indonesia

Disney+ Hotstar

Keduanya (Both)

Pertanyaan Jawaban **188** Setelan

Filter 1

Deskripsi (opsional)

Aplikasi streaming apa yang anda gunakan? *
(What streaming app do you use?)

Netflix Indonesia

Disney+ Hotstar

Keduanya (Both)

Tidak sama sekali (Not At All)

Setelah bagian 1 Lanjutkan ke bagian berikut

Bagian 2 dari 5

Filter 2

Deskripsi (opsional)

Apakah anda pernah melihat akun media sosial Netflix Indonesia atau Disney+ Hotstar? *
(Do you ever engaged with Netflix Indonesia or Disney+ Hotstar social media accounts?)

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Tidak sama sekali (Not At All)

Setelah bagian 1 Lanjutkan ke bagian berikut

Bagian 2 dari 5

Filter 2

Deskripsi (opsional)

Apakah anda pernah melihat akun media sosial Netflix Indonesia atau Disney+ Hotstar? *
(Do you ever engaged with Netflix Indonesia or Disney+ Hotstar social media accounts?)

Ya (Yes)

Tidak (No)

Setelah bagian 2 Lanjutkan ke bagian berikut

Bagian 3 dari 5

Pada bagian pertanyaan ini, responden dimohon untuk menjawab pertanyaan dan

Bagian 3 dari 5

Pada bagian pertanyaan ini, responden dimohon untuk menjawab pertanyaan dan menjawab sesuai dengan kondisi, keinginan atau harapan anda. (In this question section, respondents are asked to answer questions and answer according to your conditions, desires or expectations.)

Deskripsi (opsional)

1. Berapa kali **dalam seminggu**, frekuensi anda melihat konten dari media sosial Netflix Indonesia atau Disney+ Hotstar ? *

(How many times a week do you watch social media content from Netflix Indonesia or Disney+ Hotstar?)

- 1 - 5 kali (1 - 5 times)
- 6 - 10 kali (6 - 10 times)
- 10-20 Kali (10-20 Times)
- Lebih dari 20 (more than 20)

2. Apakah anda pernah mendapatkan iklan tentang film atau seri pada Netflix Indonesia atau Disney+ Hotstar di media sosial? *

(Have you ever received an advertisement about a film or series on Netflix Indonesia or Disney+ Hotstar in social media?)

2. Apakah anda pernah mendapatkan iklan tentang film atau seri pada Netflix Indonesia atau Disney+ Hotstar di media sosial? *

(Have you ever received an advertisement about a film or series on Netflix Indonesia or Disney+ Hotstar in social media?)

- Ya (Yes)
- Tidak (No)
- Tidak yakin (Not sure)

3. Jika iya, Apakah iklan tersebut membuat anda tertarik untuk menonton film atau seri yang di iklankan? Jika tidak lanjut ke pertanyaan selanjutnya

(If so, did the advertisement make you interested in watching the advertised film or series? If not proceed to the next question)

- 1 2 3 4 5
- Sangat Tidak Setuju (Strongly Disagree) Sangat Setuju (Strongly agree)

4. Diantara akun sosial media Netflix Indonesia atau Disney+ Hotstar, Mana yang lebih sering berinteraksi dengan pengikutnya? *

(Between Netflix Indonesia or Disney+ Hotstar social media accounts, which one interacts more with their followers?)

4. Diantara akun sosial media Netflix Indonesia atau Disney+ Hotstar, Mana yang lebih sering berinteraksi dengan pengikutnya? *

(Between Netflix Indonesia or Disney+ Hotstar social media accounts, which one interacts more with their followers?)

- Netflix Indonesia
- Disney+ Hotstar
- Keduanya (Both)



5. Diantara Netflix Indonesia atau Disney+ Hotstar, Akun media sosial siapa yang lebih menarik? *

(Between Netflix Indonesia or Disney+ Hotstar, whose social media account is more interesting?)

- Netflix Indonesia
- Disney+ Hotstar
- Keduanya (Both)

6. Jenis konten media sosial apa yang paling mungkin membuat Anda tetap terlibat dengan Netflix Indonesia atau Disney+ Hotstar ? *

(What type of social media content is most likely to keep you engaged with Netflix Indonesia or Disney+ Hotstar?)

6. Jenis konten media sosial apa yang paling mungkin membuat Anda tetap terlibat dengan Netflix Indonesia atau Disney+ Hotstar ? *

(What type of social media content is most likely to keep you engaged with Netflix Indonesia or Disney+ Hotstar?)

- Trailer
- Interview
- Quiz
- Lainnya...



7. Seberapa pentingkah layanan pelanggan di Netflix atau Disney+ di media sosial dalam hal membangun loyalitas Anda terhadap mereka? *

(How important is customer service on Netflix or Disney+ on social media in terms of building your loyalty to them?)

- 1 2 3 4 5
- Sangat Tidak Penting (Very unimportant) Sangat penting (Very important)

8. Apakah konsistensi Konten di media sosial Netflix Indonesia dan Disney+ Hotstar memengaruhi loyalitas merek di antara pelanggan? *

8. Apakah konsistensi Konten di media sosial Netflix Indonesia dan Disney+ Hotstar memengaruhi loyalitas merek di antara pelanggan?
 (Does content consistency on social media of Netflix Indonesia and Disney+ Hotstar affect brand loyalty among customers?)

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree) Sangat Setuju (Strongly agree)

...

9. Apakah anda pernah menonton film atau seri baru setelah melihat konten pada media sosial Netflix Indonesia atau Disney+ Hotstar?
 (Have you ever watched a new film or series after viewing content on social media Netflix Indonesia or Disney+ Hotstar?)

Ya (Yes)

Tidak (No)

Mungkin (Maybe)

10. Seberapa besar kemungkinan Anda merekomendasikan Netflix Indonesia atau Disney+ Hotstar kepada orang lain berdasarkan konten media sosial mereka?

10. Seberapa besar kemungkinan Anda merekomendasikan Netflix Indonesia atau Disney+ Hotstar kepada orang lain berdasarkan konten media sosial mereka?
 (How likely are you to recommend Netflix Indonesia or Disney+ Hotstar to others based on their social media content?)

1 2 3 4 5

Tidak sama sekali (Not at all) Sangat mungkin (Very likely)

...

11. Apakah kehadiran media sosial Netflix atau Disney+ Hotstar penting bagi keseluruhan persepsi Anda tentang merek mereka?
 (Does the social media presence of Netflix or Disney+ Hotstar important to your overall perception of their brand?)

1 2 3 4 5

Sangat Tidak Setuju (Strongly Disagree) Sangat Setuju (Strongly Agree)

12. Seberapa besar kemungkinan Anda untuk terus berinteraksi dengan Netflix Indonesia atau Disney+ Hotstar di media sosial jika mereka memberikan penawaran atau diskon eksklusif kepada pengikutnya?
 (How likely are you to continue to engage with Netflix Indonesia or Disney+ Hotstar on social media if they provide exclusive offers or discounts to their followers?)

Pertanyaan Jawaban **188** Setelan

Disagree)

12. Seberapa besar kemungkinan Anda untuk terus berinteraksi dengan Netflix Indonesia atau Disney+ Hotstar di media sosial jika mereka memberikan penawaran atau diskon eksklusif kepada pengikutnya? *
(How likely are you to continue to engage with Netflix Indonesia or Disney+ Hotstar on social media if they provide exclusive offers or discounts to their followers?)

1 2 3 4 5

Tidak sama sekali (Not at all) Sangat mungkin (Very likely)

...

13. Pernahkah Anda berhenti mengikuti atau berhenti terlibat dengan Netflix Indonesia atau Disney+ Hotstar di media sosial karena upaya pemasaran mereka? *
(Have you ever unfollowed or stop engaging with Netflix Indonesia or Disney+ Hotstar on social media because of their marketing efforts?)

Ya (Yes)

Tidak (No)

Mungkin (Maybe)

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Mungkin (Maybe)

14. Apa pendapat anda tentang isi media sosial Netflix Indonesia atau Disney+ Hotstar? *
(What do you think about the social media content of Netflix Indonesia and Disney+ Hotstar?)

Teks jawaban singkat

15. Langkah apa yang dapat diambil Netflix Indonesia dan Disney+ Hotstar untuk meningkatkan upaya pemasaran pada media sosial mereka dan membuat anda tetap menggunakan produk mereka? *
(What steps could Netflix Indonesia and Disney+ Hotstar take to improve their social media marketing efforts and keep you using their products?)

Teks jawaban singkat

Setelah bagian 3 Lanjutkan ke bagian berikut

Bagian 4 dari 5

Pengumpulan (Submission)

Terima kasih atas kesediaan dan waktu untuk mengisi kuesioner ini. Jangan lupa untuk klik tombol **Kirim**.

Teks jawaban singkat

Setelah bagian 3 Lanjutkan ke bagian berikut

Bagian 4 dari 5

Pengumpulan (Submission)

Terima kasih atas kesediaan dan waktu untuk mengisi kuesioner ini. Jangan lupa untuk klik tombol **Kirim**.
(Thank you for your willingness and time to fill out this questionnaire. Don't forget to click the **Submit** button.)

Setelah bagian 4 Kirim formulir

Bagian 5 dari 5

Ditolak (Rejected)

Terima kasih karna sudah mau membantu tetapi responden yang dibutuhkan adalah yang memenuhi syarat tertentu
(Thank you for wanting to help, but the respondents needed are those who meet certain requirements)

