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		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 longtime 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.

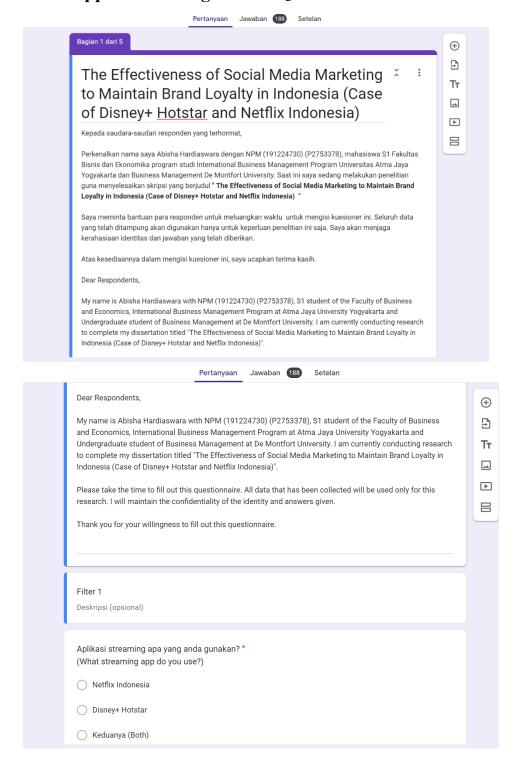
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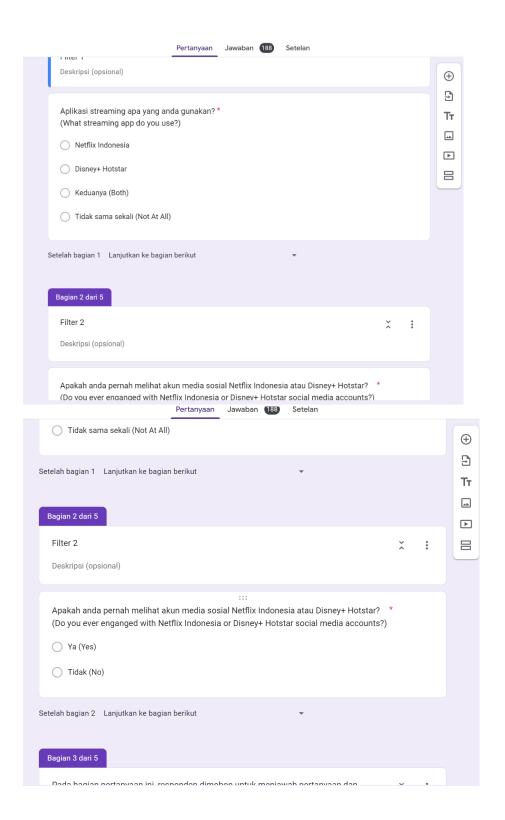
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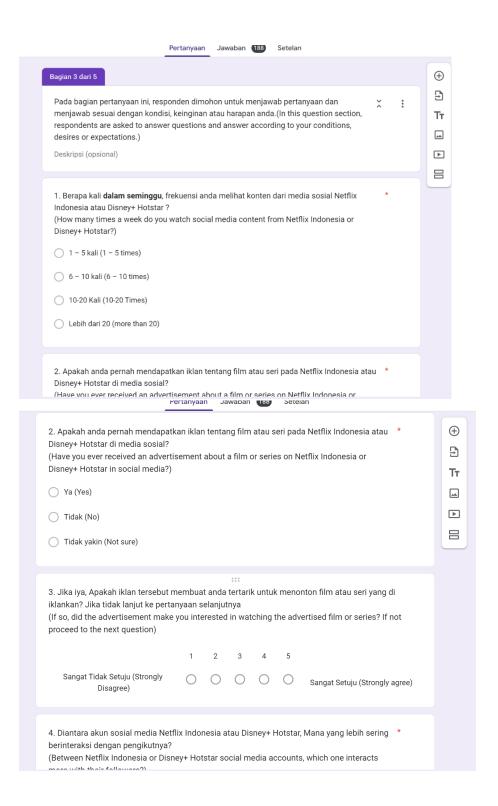
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Appendices

Appendix 1 Google Form Questionnaire







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	Tr	
○ Disney+ Hotstar	<u></u>	
Carlo Keduanya (Both)	8	
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)		
interesting?) Netflix Indonesia		
Disney+ Hotstar		
Keduanya (Both)		
Reduallya (BOIII)		
Senis 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.)		
	* esia	
dengan Netflix Indonesia atau Disney+ Hotstar ? (What type of social media content is most likely to keep you engaged with Netflix Indonesia Pertanyaan Jawaban BB Setelan 6. Jenis konten media sosial apa yang paling mungkin membuat Anda tetap terlibat dengan Netflix Indonesia atau Disney+ Hotstar ?	* esia	
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dengan Netflix Indonesia atau Disney+ Hotstar? (What tyne of social media content is most likely to keep you engaged with Netflix Indonesia Pertanyaan Jawaban 188 Setelan 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 Indone or Disney+ Hotstar?) Trailer Interview Quiz Lainnya 7. Seberapa pentingkah layanan pelanggan di Netflix atau Disney+ di media sosial dalam membangun loyalitas Anda terhadap mereka? (How important is customer service on Netflix or Disney+ on social media in terms of built your loyalty to them?)	hal * ilding	

	nedia sos erek di ar	ntara p	oelangga	in?		•	
(Does content consistency on soc brand loyalty among customers?)		of Ne	etflix Ind	onesia	and Di	isney+ Hotstar affect	
	1	2	3	4	5		
Sangat Tidak Setuju (Strongly Disagree)	0	0	0	0	0	Sangat Setuju (Strongly agree)	
9. Apakah anda pernah menonton sosial Netflix Indonesia atau Disne			::: baru sete	elah me	elihat k	onten pada media *	
(Have you ever watched a new filn	-		er viewin	g conte	nt on s	social media Netflix	
Indonesia or Disney+ Hotstar?) Ya (Yes)							
Tidak (No)							
Mungkin (Maybe)							
Muligkili (Maybe)							
10. Seberapa besar kemungkinan Hotstar kepada orang lain berdasa						donesia atau Disney+ *	
		nten m		sial me			
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Hotstar kepada orang lain berdasa 10. Seberapa besar kemungkina Hotstar kepada orang lain berda	Pertanya an Anda r asarkan k	nten m ean merek	Jawabar omenda n media s	sial me 188 sikan N	sete Sete Jetflix I nereka	ndonesia atau Disney+ *	
Hotstar kepada orang lain berdasa 10. Seberapa besar kemungkina	Pertanya an Anda r asarkan k	nten m ean merek	Jawabar omenda n media s	sial me 188 sikan N	sete Sete Jetflix I nereka	ndonesia atau Disney+ *	
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Hotstar kepada orang lain berdasa 10. Seberapa besar kemungkina Hotstar kepada orang lain berda (How likely are you to recomme their social media content?)	Pertanya Pertanya an Anda r asarkan k nd Netflix	merek conten	Jawabar omenda media s	sial me n 188 sikan N sosial n Disney	Sete Sete letflix I nereka + Hots	ndonesia atau Disney+ * ? star to others based on	ıly)
Hotstar kepada orang lain berdasa 10. Seberapa besar kemungkina Hotstar kepada orang lain berda (How likely are you to recomme their social media content?)	Pertanya an Anda r asarkan k nd Netflix	merek conten	Jawabar omenda n media s nnesia or	sial me n 188 sikan N sosial n Disney	sete Sete Jetflix I nereka + Hots	ndonesia atau Disney+ *? star to others based on Sangat mungkin (Very like	ıly)
10. Seberapa besar kemungkina Hotstar kepada orang lain berda Hotstar kepada orang lain berda (How likely are you to recomme their social media content?) Tidak sama sekali (Not at all)	Pertanya an Anda r asarkan k nd Netflix 1 Sial Netflix ereka?	merek conten	Jawabar omenda n media s nnesia or	sikan N sosial n Disney	Sete Sete Sete Sete Sete Sete Sete Sete	ndonesia atau Disney+ *? Star to others based on Sangat mungkin (Very like	lly)
10. Seberapa besar kemungkina Hotstar kepada orang lain berdas Hotstar kepada orang lain berda (How likely are you to recomme their social media content?) Tidak sama sekali (Not at all) 11. Apakah kehadiran media so- persepsi Anda tentang merek m (Does the social media presence	Pertanya an Anda r asarkan k nd Netflix 1 Sial Netflix ereka?	merek conten	omenda a media sonesia or 3 :::: u Disney+	sikan N sosial n Disney	Sete Sete Sete Sete Sete Sete Sete Sete	ndonesia atau Disney+ *? Star to others based on Sangat mungkin (Very like	ıly)
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