

THE EFFECT OF HEDONIC AND UTILITARIAN MOTIVATION ON CUSTOMER SATISFACTION AMONG NETFLIX USERS IN BANDUNG CITY

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Abstrak: Perkembangan industri streaming digital mendorong platform seperti Netflix untuk terus meningkatkan kepuasan penggunaannya di tengah persaingan yang semakin kompetitif. Penelitian ini bertujuan untuk menganalisis kondisi *Hedonic Motivation*, *Utilitarian Motivation*, dan *Customer Satisfaction* pada pengguna Netflix di Kota Bandung, serta menguji pengaruh *Hedonic Motivation* dan *Utilitarian Motivation* terhadap *Customer Satisfaction* secara parsial maupun simultan. Metode yang digunakan adalah deskriptif dan verifikatif dengan pendekatan kuantitatif. Sampel penelitian berjumlah 100 pengguna Netflix di Kota Bandung yang dipilih melalui teknik purposive sampling berdasarkan rumus Lemeshow. Teknik analisis data yang digunakan adalah analisis jalur (path analysis) dengan transformasi data menggunakan Method of Successive Interval (MSI). Hasil penelitian menunjukkan bahwa *Hedonic Motivation* dan *Utilitarian Motivation* masing-masing berada pada kategori baik dengan skor persentase 75,19% dan 75,02%, sementara *Customer Satisfaction* berada pada kategori baik dengan skor 74,66%. Secara parsial, *Hedonic Motivation* berpengaruh positif dan signifikan terhadap *Customer Satisfaction* dengan koefisien jalur 0,463 dan nilai $t_{hitung} = 5,159$, serta *Utilitarian Motivation* berpengaruh positif dan signifikan dengan koefisien jalur 0,397 dan $t_{hitung} = 4,418$. Secara simultan, kedua variabel berpengaruh signifikan terhadap *Customer Satisfaction* ($F_{hitung} = 87,140$) dengan total kontribusi sebesar 64,2%, sedangkan 35,8% sisanya dipengaruhi faktor lain di luar penelitian.

Kata Kunci: *Hedonic Motivation*, *Utilitarian Motivation*, *Customer Satisfaction*, Netflix.

INTRODUCTION

The expansion of digital technology has brought significant changes to media consumption patterns across the globe. As reported by the International Telecommunication Union (ITU), approximately 5.5 billion people were connected to the internet in 2024, representing about 68% of the global population. This trend is also evident in Indonesia, where internet usage continues to rise rapidly. Data from the Indonesian Internet Service Providers Association (APJII, 2025) show that the country's internet penetration rate reached 80.70%, or roughly 221 million users. Among these users, the 19–34 age group constitutes the largest proportion, highlighting the strong engagement of young adults in the digital environment. This development has significantly accelerated the growth of the video-on-demand (VoD) industry, including Netflix as one of the most widely adopted streaming platforms in Indonesia.

Netflix remains the leading global streaming platform, recording more than 300 million paid subscribers worldwide by early 2025. Kantar reported that Netflix captured approximately 12% of all new global paid streaming subscriptions during the first quarter of 2025, outperforming major competitors such as Disney+, Amazon Prime Video, and HBO Max. Furthermore, Netflix's subscriber base continued to expand, reaching

more than 325 million paid memberships globally by the end of 2025. In Indonesia, industry estimates indicate that Netflix had approximately 4.5 million subscribers in 2025, reflecting its strong position within the country's rapidly growing streaming market. These figures demonstrate Netflix's substantial market presence and underline the importance of understanding the factors that influence customer satisfaction among its users.

From a theoretical perspective, customer satisfaction in digital services is influenced by two primary motivational dimensions. The first is Hedonic Motivation, which refers to the emotional drive derived from enjoyable and pleasurable experiences while using a service (Solomon & Battista, 2020). The second is Utilitarian Motivation, which emphasizes rational considerations related to functional benefits, such as ease of use, efficiency, and system reliability (Venkatesh et al., 2012). Both motivational dimensions are considered important determinants of customer satisfaction in digital service contexts.

The three variables examined in this study are conceptually interconnected. Hedonic Motivation is defined as consumers' motivation to use a service based on emotional value and enjoyable experiences, including pleasure, entertainment, and sensory satisfaction (Solomon & Battista, 2020). Utilitarian Motivation refers to motivation driven by rational evaluations of a service's functional benefits, encompassing ease of use, efficiency, and reliability (Venkatesh et al., 2012). Customer Satisfaction is defined as consumers' evaluation of a product or service performance based on the comparison between their expectations and the actual experience obtained after its use (Oliver, 2010).

Previous empirical studies have confirmed the significant role of these motivational factors. (Rahmadilah & Sari, 2021) found that Hedonic Motivation and Utilitarian Motivation jointly contribute to shaping customer satisfaction among Netflix users.

To obtain preliminary insights into the research problem, a pre-survey was conducted involving 30 Netflix users in Bandung City. The results indicated that responses related to Customer Satisfaction were predominantly categorized as "Agree," with an average percentage of 41.83%. However, 20.83% of respondents expressed neutral opinions, while 6.66% disagreed, suggesting that customer satisfaction has not yet reached an optimal level. Regarding Hedonic Motivation, respondents tended to provide "Strongly Agree" responses, with an average percentage of 40.85%. Approximately 96.70% of respondents reported feeling comfortable using Netflix, and 76.70% considered the platform a means of stress relief. For Utilitarian Motivation, the dominant response category was "Agree," averaging 40.00%. Around 83.30% of respondents perceived Netflix as aligned with their needs and preferences, although 13.40% questioned whether the subscription fee was justified by the benefits received. These findings suggest that despite relatively high levels of both hedonic and utilitarian motivation, customer satisfaction remains improvable and therefore warrants further investigation.

Research specifically examining the influence of Hedonic Motivation and Utilitarian Motivation on Customer Satisfaction among Netflix users in Bandung City remains limited. This gap is noteworthy given Bandung's distinctive characteristics as a digitally connected city with a large proportion of young adults and a high level of technology accessibility.

Therefore, this study aims to: (1) describe the levels of Hedonic Motivation, Utilitarian Motivation, and Customer Satisfaction among Netflix users in Bandung City; (2) examine the partial effects of Hedonic Motivation and Utilitarian Motivation on Customer Satisfaction; and (3) analyze the simultaneous effects of both motivational factors on Customer Satisfaction.

RESEARCH METHOD

A quantitative research design was implemented in this study through the use of descriptive and verification approaches. The descriptive approach aimed to provide an overview of Hedonic Motivation, Utilitarian Motivation, and Customer Satisfaction experienced by Netflix users in Bandung City. In contrast, the verification approach was conducted to evaluate and validate the hypothesized associations among the variables based on empirical evidence (Sugiyono, 2024).

The study was carried out in Bandung City, West Java, Indonesia. The target population comprised Netflix users residing in Bandung City. Since the exact number of active Netflix users could not be identified, the population was categorized as infinite. To determine the required sample size, the Lemeshow formula was

applied, resulting in a sample of 100 respondents. The participants were recruited using a purposive sampling technique based on specific eligibility criteria, namely: (1) being residents of Bandung City, (2) having used Netflix actively for a minimum period of six months, and (3) voluntarily agreeing to participate in the research by completing the questionnaire.

A structured questionnaire was utilized as the primary data collection instrument in this study. Responses were measured using a five-point Likert scale ranging from strongly disagree (1) to strongly agree (5). The instrument included 17 items for Hedonic Motivation, 13 items for Utilitarian Motivation, and 20 items for Customer Satisfaction. Prior to the main data collection process, validity and reliability tests were performed to evaluate the quality of the measurement instrument. The findings showed that all questionnaire items were valid, as evidenced by corrected item-total correlation values above the required threshold ($r > 0.196$). Furthermore, the reliability analysis confirmed the consistency of the instrument, with Cronbach's Alpha coefficients surpassing the acceptable level of 0.60.

Data processing in this study involved a two-step analytical approach. The first stage focused on descriptive analysis, which aimed to portray the condition of each variable through frequency distribution and continuum line evaluations. The second stage involved hypothesis testing using path analysis to assess the direct as well as simultaneous relationships among the research variables (Narimawati, 2020). Given that the questionnaire employed a Likert scale, the resulting ordinal data were converted into interval data using the Method of Successive Intervals (MSI) to satisfy the requirements of the subsequent analysis. All statistical calculations and data processing activities were completed using IBM SPSS Statistics Version 31.

Tabel 2. 1 Operationalization of Research Variables (Source: Adapted from the Author's Thesis, 2026)

Variable	Operational Definition	Dimensions	Scale	Source
<i>Hedonic Motivation (X1)</i>	The motivation to use Netflix driven by the pursuit of enjoyment, entertainment, and emotional satisfaction.	<i>Adventure, Gratification, Role, Value, Social, Idea, Sensory Pleasure</i>	Ordinal	Solomon (2020)
<i>Utilitarian Motivation (X2)</i>	The motivation to use Netflix based on functional benefits, convenience, and service efficiency.	<i>Functional Usefulness, Ease of Use, Time Efficiency, System Quality, Service Value</i>	Ordinal	Venkatesh et al. (2012)
<i>Customer Satisfaction (Y)</i>	Users' evaluation of Netflix's performance in comparison with their expectations regarding entertainment experiences and functional benefits.	<i>Confirmation of Expectations, Overall Satisfaction, Repurchase Intention, Willingness to Recommend, Complaint Handling</i>	Ordinal	Tjiptono & Diana (2022)

RESULTS AND DISCUSSION

Characteristics of Respondents

This study involved 100 Netflix users in Bandung City as respondents. The characteristics of the respondents are presented in the following table:

Tabel 3. 1 Respondent Characteristics (Source: Data Processing Results, 2026)

Category	Description	Frequency	Percentage (%)
Gender	Male	39	39%
	Female	61	61%
Usia	18–25 years	59	59%
	26–35 years	21	21%
	36–45 years	16	16%
	> 45 years	4	4%
Education	SMA/SMK	22	22%

	D3	17	17%
	S1	43	43%
	S2	18	18%
Subscription Status	Individual Subscription	83	83%
	Family Subscription	17	17%
Duration of Use	< 6 months	5	5%
	6–12 months	21	21%
	1–2 years	30	30%
	> 2 years	44	44%

The majority of respondents were female (61%), aged between 18 and 25 years (59%), held a bachelor's degree (43%), subscribed to Netflix independently (83%), and had been using Netflix for more than two years (44%). The dominance of younger respondents indicates that Generation Z and Millennials represent the primary user segment of Netflix's digital streaming services in Bandung City.

Validity and Reliability Test Results

Tabel 3. 2 Validity Test Results (Source: SPSS Calculation Results, 2026)

Variable	Items	Calculated r-value (Range)	Critical r-value	Result
Hedonic Motivation (X1)	17 items	0,402 – 0,582	0,196	All Items Valid
Utilitarian Motivation (X2)	13 items	0,421 – 0,579	0,196	All Items Valid
Customer Satisfaction (Y)	20 items	0,294 – 0,597	0,196	All Items Valid

Instrument validity was evaluated by examining whether each item's correlation coefficient surpassed the critical r-table value of 0.196 ($n = 100$; $\alpha = 0.05$). The analysis revealed that all measurement items met the established validity criterion, as their calculated r-values were consistently higher than the required threshold. The Hedonic Motivation indicators recorded correlation coefficients ranging from 0.402 to 0.582, whereas the Utilitarian Motivation indicators produced values between 0.421 and 0.579. Similarly, the Customer Satisfaction indicators demonstrated acceptable validity, with r-values ranging from 0.294 to 0.597.

Tabel 3. 3 Reliability Test Results (Source: SPSS Calculation Results, 2026)

Variabel	Cronbach's Alpha	Reliability Standard	Result
Hedonic Motivation (X1)	0,789	0,6	Reliable
Utilitarian Motivation (X2)	0,744	0,6	Reliable
Customer Satisfaction (Y)	0,781	0,6	Reliable

Evaluation of the research instrument showed that every questionnaire item fulfilled the validity standard, as the obtained correlation coefficients were higher than the required r-table value of 0.196. The reliability analysis further confirmed the consistency of the instrument, with all constructs recording Cronbach's Alpha values above the minimum acceptable level of 0.60. Accordingly, the instrument was considered sufficiently accurate and consistent to support further analytical procedures.

Descriptive Analysis

Tabel 3. 4 Recapitulation of Descriptive Analysis Results (Source: Questionnaire Data Processing Results, 2026)

Variable	Actual Score	Maximum Score	Score Percentage (%)	Category
Hedonic Motivation (X1)	6.391	8.500	75,19%	Good
Utilitarian Motivation (X2)	4.876	6.500	74,96%	Good
Customer Satisfaction (Y)	7.467	10.000	74,67%	Good

The results of the descriptive analysis indicate that all three research variables fall within the good category. Hedonic Motivation achieved a total actual score of 6,391, corresponding to 75.19%, which falls within the interval range of 68%–84% and is therefore categorized as good. This finding suggests that the majority of Netflix users in Bandung City experience enjoyment, relaxation, emotional satisfaction, and entertaining experiences through the platform. The indicators with the highest average scores were the perceived appropriateness of the subscription fee relative to the benefits received (mean = 3.90) and the use of shared accounts with family members or partners (mean = 3.82).

Utilitarian Motivation obtained a total actual score of 4,876, representing 75.02%, which also falls within the good category (68%–84%). This result indicates that Netflix users perceive substantial functional benefits from the platform, particularly regarding ease of content access, intuitive application navigation, and flexibility of use across multiple devices. Meanwhile, Customer Satisfaction achieved a total actual score of 7,466, equivalent to 74.66%, and was likewise classified within the good category. This finding reflects a general alignment between users' expectations and Netflix's actual performance, although a small proportion of users still expect improvements in subscription pricing and the availability of certain content.

Verification Analysis

Ordinal-scale data were transformed into interval data using the Method of Successive Intervals (MSI) prior to analysis. The correlations among variables were subsequently evaluated through Pearson Product-Moment correlation analysis using IBM SPSS Statistics.

Coefficient of Determination and Effect Decomposition

The analysis yielded an R Square value of 0.642, demonstrating that Hedonic Motivation and Utilitarian Motivation jointly explain 64.2% of the variance in Customer Satisfaction. This finding implies that the remaining 35.8% of the variance may be attributed to other determinants not examined in the present study. A comprehensive decomposition of the effects is presented in Table 4.7:

Tabel 3. 5 Coefficient of Determination Test Results (Source: SPSS Data Processing Results, 2026)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.802 ^a	.642	.635	4.585

a. Predictors: (Constant), *Utilitarian Motivation*, *Hedonic Motivation*

The coefficient of determination obtained from the analysis revealed that the proposed model explained 64.2% of the variation in Customer Satisfaction. This result suggests that Hedonic Motivation and Utilitarian Motivation play a substantial role in shaping customer satisfaction levels among Netflix users. Variations not accounted for by the model amounted to 35.8%, indicating the potential influence of additional factors beyond those examined in this research. Detailed information regarding the contribution of each effect is presented in Table 4.8:

Tabel 3. 6 Decomposition of the Effects of Hedonic Motivation and Utilitarian Motivation on Customer Satisfaction (Source: SPSS Data Processing Results, 2026)

Model	Path Coefficient	Direct Effect	Indirect Effect		Total Effect
			X1	X2	
X1 terhadap Y	0,463	21,4%	-	13,5%	34,9%
X2 terhadap Y	0,397	15,8%	13,5%	-	29,3%
Total Effect					64,2%
Other Factors (ε)					35,8%

Correlation Coefficient Analysis and Path Coefficient Analysis

Tabel 3. 7 Correlation Among Research Variables (Source: SPSS Data Processing Results, 2026)

Correlations				
		<i>Hedonic Motivation</i>	<i>Utilitarian Motivation</i>	<i>Customer Satisfaction</i>
<i>Hedonic</i>	Pearson Correlation	1	.737***	.755***

<i>Motivation</i>	Sig. (2-tailed)		<,001	<,001
	N	100	100	100
<i>Utilitarian Motivation</i>	Pearson Correlation	.737***	1	.738***
	Sig. (2-tailed)	<,001		<,001
	N	100	100	100
<i>Customer Satisfaction</i>	Pearson Correlation	.755***	.738***	1
	Sig. (2-tailed)	<,001	<,001	
	N	100	100	100

***. Correlation at 0.001(2-tailed)

The findings indicate substantial relationships among the research variables. Hedonic Motivation was strongly related to Utilitarian Motivation, as reflected by a correlation coefficient of 0.737. Customer Satisfaction also exhibited strong associations with both Hedonic Motivation ($r = 0.755$) and Utilitarian Motivation ($r = 0.738$). The significance test demonstrated that these relationships were statistically meaningful, with probability values below the 0.001 threshold.

Tabel 3. 8 Path Coefficient Test Results (Source: SPSS Data Processing Results, 2026)

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients		Sig.
	B	Std. Error	Beta	t	
1 (Constant)	13.099	4.714		2.779	.007
<i>Hedonic Motivation</i>	.503	.098	.463	5.159	<,001
<i>Utilitarian Motivation</i>	.604	.137	.397	4.418	<,001

a. Dependent Variable: *Customer Satisfaction*

Hypothesis Testing

Hypothesis evaluation demonstrated that both independent variables made significant contributions to the model. Using a critical t-value of 1.985, the calculated t-statistics for Hedonic Motivation (5.159) and Utilitarian Motivation (4.418) were found to be above the acceptance criterion, supporting H_1 and H_2 , respectively.

Assessment of the model as a whole also produced significant results. The calculated F-statistic reached 87.140, far exceeding the minimum required value of 3.09, which provided empirical support for H_3 . The statistical significance of all tested relationships was further confirmed by p-values below 0.001, indicating a very low probability that the findings occurred by chance.

Tabel 3. 9 Summary of Hypothesis Testing Results (Source: SPSS Data Processing Results, 2026)

H	Relationship	Test Value	Table Value	Sig.	Decision
H_1	Hedonic Motivation → Customer Satisfaction	$t = 5,159$	$t = 1,985$	<0,001	H_1 Accepted
H_2	Utilitarian Motivation → Customer Satisfaction	$t = 4,418$	$t = 1,985$	<0,001	H_2 Accepted
H_3	Hedonic Motivation + Utilitarian Motivation → Customer Satisfaction (Simultaneous)	$F = 87,140$	$F = 3,09$	<0,001	H_3 Accepted

Discussion

The Effect of Hedonic Motivation on Customer Satisfaction among Netflix Users in Bandung City

A significant positive relationship was identified between Hedonic Motivation and Customer Satisfaction among Netflix users in Bandung City. The result indicates that users who derive greater enjoyment, excitement, and emotional gratification from the platform tend to report higher levels of satisfaction.

Within the digital streaming industry, consumers increasingly value experiential benefits alongside functional utility. Satisfaction is often shaped by the quality of entertainment and emotional experiences provided during service consumption. Netflix supports these expectations by offering diverse viewing options, high-

quality original content, adaptive recommendation algorithms, and a user-friendly interface that enhances engagement. As proposed by (Tjiptono, 2014), customer satisfaction reflects the extent to which service performance corresponds with or exceeds customer expectations. Consequently, positive emotional experiences generated through Netflix usage play an important role in strengthening user satisfaction.

The findings of this study are consistent with the research conducted by (Hartina Beddu, Jeni Kamase, 2022), which found that Hedonic Motivation influences consumer satisfaction in online shopping activities. Similar results were reported by (Srilatha, 2025), who demonstrated that Hedonic Motivation positively affects Customer Satisfaction and customer loyalty in online shopping. Furthermore (Kurrotul et al., 2025) found that Hedonic Shopping Motivation enhances customer satisfaction through purchasing decisions among Shopee users. (Kolondam et al., 2023) also confirmed that hedonic motivation is one of the significant factors influencing Consumer Satisfaction in e-grocery services.

The results of this study also receive indirect support from (Pranatika, 2022), who found that Hedonic Motivation positively influences online repurchase intention. This finding suggests that positive emotional experiences not only increase satisfaction but also encourage post-purchase behaviors. In addition, (Andriani et al., 2021) demonstrated that Hedonic Shopping Value has a positive effect on Customer Satisfaction in e-commerce businesses. In another digital service context, (Lestari et al., 2024) found that hedonic engagement significantly influences the continued use of the Spotify application among Generation Z users.

The Effect of Utilitarian Motivation on Customer Satisfaction among Netflix Users in Bandung City

A significant positive relationship was identified between Utilitarian Motivation and Customer Satisfaction among Netflix users in Bandung City. The findings suggest that satisfaction is not only influenced by emotional enjoyment but also by the practical advantages obtained from using the service.

Netflix delivers functional value through various features that facilitate the user experience, such as intuitive navigation, consistent streaming quality, effective search and recommendation systems, and subscription costs that correspond to the benefits received. When users perceive these functional aspects as useful and efficient, their evaluation of the service becomes more favorable, leading to higher levels of Customer Satisfaction.

According to the UTAUT2 theory proposed by (Venkatesh et al., 2012), utilitarian motivation is closely related to perceived usefulness and ease of technology use. When a system is able to help users fulfill their needs effectively and efficiently, users tend to develop a more positive evaluation of the service.

The findings of this study are consistent with the research conducted by (Kolondam et al., 2023), which demonstrated that Utilitarian Motivation has a significant effect on Consumer Satisfaction in e-grocery services. Similarly, (Andriani et al., 2021) found that Utilitarian Shopping Value positively influences Customer Satisfaction in e-commerce businesses. Furthermore, (Rahmadilah & Sari, 2021), in their study of Netflix users, revealed that Utilitarian Motivation is one of the factors affecting customer satisfaction in shaping continuance intention.

These findings are further supported by (Gao & Xing, 2023), who found that Utilitarian Motivation strengthens the relationship between chatbot characteristics and Customer Satisfaction. In a different context, (Khair et al., 2023) reported that Utilitarian Motivation influences consumer behavior among e-commerce users, while (Lestari et al., 2024) found that utilitarian engagement significantly affects the continued use of the Spotify application. Although the dependent variables in these studies differ from those of the present research, their findings consistently indicate that utilitarian motivation plays an important role in shaping users' positive evaluations of digital services. Therefore, the results of this study further confirm that the functional benefits provided by Netflix constitute an important factor in enhancing customer satisfaction.

The Effect of Hedonic Motivation and Utilitarian Motivation on Customer Satisfaction among Netflix Users in Bandung City

Customer Satisfaction among Netflix users in Bandung City is influenced by the combined effects of Hedonic Motivation and Utilitarian Motivation. The statistical analysis revealed that these two variables jointly accounted for 64.2% of the explained variance in Customer Satisfaction, highlighting the importance of both experiential and functional aspects in shaping users' evaluations of the service.

The findings suggest that users derive satisfaction not only from the enjoyment and emotional engagement generated through entertainment content but also from the practical advantages offered by the platform. Features such as a broad content library, personalized recommendations, user-friendly navigation, and reliable streaming performance enable Netflix to deliver value from both emotional and functional perspectives. As a result, users are more likely to perceive the service positively and report higher levels of satisfaction.

Empirical support for these findings can be found in prior studies. (Kolondam et al., 2023) concluded that hedonic and utilitarian motivations simultaneously affect consumer satisfaction in digital grocery services. Likewise, (Andriani et al., 2021) demonstrated that both utilitarian and hedonic values play a significant role in enhancing customer satisfaction and encouraging repurchase behavior in e-commerce environments.

The results of the simultaneous test indicate that Hedonic Motivation and Utilitarian

Research by (Rahmadilah & Sari, 2021), which specifically focused on Netflix users, also revealed that Hedonic Motivation and Utilitarian Motivation play important roles in shaping customer satisfaction and continuance intention. Furthermore, (Khair et al., 2023) found that the combination of Hedonic Motivation and Utilitarian Motivation significantly influences consumer behavior on e-commerce platforms. These findings indicate that both motivations often operate simultaneously in influencing users' attitudes and behaviors toward digital services.

Additional support is provided by (Gao & Xing, 2023), who demonstrated that Hedonic Motivation and Utilitarian Motivation play important roles in enhancing Customer Satisfaction in the use of digital technologies. Likewise, (Lestari et al., 2024) found that the combination of hedonic and utilitarian aspects significantly affects the continued use of the Spotify application. Meanwhile, studies conducted by (Hartina Beddu, Jeni Kamase, 2022; Kurrotul et al., 2025; Srilatha, 2025) and (Pranatika, 2022) generally indicate that emotional experiences and functional benefits are important factors in increasing customer satisfaction and encouraging positive consumer behaviors across various digital service contexts.

Therefore, the findings of this study reinforce the theoretical perspective that Customer Satisfaction in digital streaming services is not determined solely by hedonic or utilitarian factors independently, but rather by the synergy of both dimensions working together to create an optimal user experience.

CONCLUSION

This study confirms the importance of both hedonic and utilitarian motivations in shaping customer satisfaction among Netflix users in Bandung City. The findings indicate that Hedonic Motivation made the largest contribution to Customer Satisfaction, accounting for 34.9% of the total effect ($\beta = 0.463$; $t = 5.159$; $p < 0.001$). Utilitarian Motivation also demonstrated a positive and significant impact, contributing 29.3% to Customer Satisfaction ($\beta = 0.397$; $t = 4.418$; $p < 0.001$).

The combined effect of these two motivational factors was statistically significant, as reflected by an F-value of 87.140 with a significance level below 0.001. The model explained 64.2% of the variability in Customer Satisfaction, indicating substantial explanatory power. In terms of descriptive results, respondents generally reported favorable perceptions of Hedonic Motivation, Utilitarian Motivation, and Customer Satisfaction, with scores exceeding 74% for all three constructs.

Managerial Implications

Based on the research findings, two major recommendations can be proposed for Netflix Indonesia's management. First, given the dominant influence of Hedonic Motivation on Customer Satisfaction, Netflix should further enhance users' emotional experiences by expanding high-quality local content, improving the personalization of its recommendation system, and introducing more interactive features that encourage user engagement. These initiatives may strengthen users' emotional attachment to the platform and increase overall satisfaction.

Second, the functional aspects of the service should be continuously optimized by improving streaming stability under low-bandwidth network conditions, simplifying application navigation, and offering more affordable subscription plans to reach a broader market segment. Enhancing these utilitarian attributes can improve users' perceptions of service quality and value, thereby contributing to higher levels of customer satisfaction.

For other streaming service providers, the findings highlight the importance of balancing investments between content quality (hedonic dimension) and technological reliability (utilitarian dimension) when developing competitive strategies. For future research, it is recommended to extend the research model by incorporating additional variables such as perceived value, customer loyalty, or continuance intention. Furthermore, future studies may employ larger and more diverse populations or conduct comparative analyses across different cities to enhance the generalizability of the findings.

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