

ABSTRAK

Perceived value menjadi salah satu faktor penting dalam membentuk kepuasan pelanggan, terutama pada layanan digital yang menawarkan hiburan berbasis internet seperti Netflix. Ketika pelanggan merasakan manfaat yang sepadan dengan biaya yang dikeluarkan, maka kepuasan mereka terhadap layanan akan semakin tinggi. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh perceived value terhadap kepuasan pelanggan aplikasi streaming Netflix pada pembelian via *marketplace* di Kota Lhokseumawe. Penelitian ini menggunakan pendekatan kuantitatif dengan metode *probability sampling* melalui teknik *simple random sampling*, sehingga diperoleh sebanyak 100 responden. Analisis data dilakukan dengan uji instrumen, uji asumsi klasik, analisis regresi linear sederhana, uji hipotesis, serta koefisien determinasi dengan bantuan *software* SPSS versi 26. Hasil penelitian menunjukkan bahwa variabel *perceived value* berpengaruh positif dan signifikan terhadap kepuasan pelanggan, dengan nilai t hitung $> t$ tabel, yaitu sebesar $12,907 > 1,984$ dan nilai signifikansi $0,000 < 0,05$, sehingga H_0 ditolak dan H_a diterima. Artinya, semakin tinggi nilai yang dirasakan pelanggan terhadap layanan Netflix, maka semakin tinggi pula tingkat kepuasan yang diperoleh. Oleh karena itu, perusahaan perlu terus meningkatkan kualitas layanan agar mampu mempertahankan kepuasan pelanggan di tengah persaingan industri hiburan digital.

Kata Kunci : *Perceived Value* dan Kepuasan Pelanggan

ABSTRACT

Perceived value is one of the key factors in shaping customer satisfaction, especially in digital services that provide internet-based entertainment such as Netflix. When customers perceive that the benefits received are in line with the costs incurred, their satisfaction with the service increases. This study aims to determine and analyze the influence of perceived value on customer satisfaction of the Netflix streaming application on purchase via marketplace in Lhokseumawe City. This research employed a quantitative approach with a probability sampling method using simple random sampling, resulting in 100 respondents. Data analysis was conducted through instrument testing, classical assumption tests, simple linear regression analysis, hypothesis testing, and the coefficient of determination with the help of SPSS version 26 software. The results indicate that perceived value has a positive and significant effect on customer satisfaction, with a t-count value greater than the t-table, namely $12.907 > 1.984$, and a significance value of $0.000 < 0.05$, thus rejecting H_0 and accepting H_a . This means that the higher the perceived value of Netflix services, the higher the level of customer satisfaction. Therefore, the company needs to continuously improve service quality to maintain customer satisfaction amid the competition in the digital entertainment industry.

Keywords : Perceived Value and Customer Satisfaction