

## ABSTRAK

Nama : Tasa Andari  
Program Studi : Manajemen Pemasaran  
Judul : Pengaruh *Price Fairness* Dan *Easy to Accesss* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Dalam Menggunakan Aplikasi Netflix (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh)

Penelitian ini bertujuan untuk menganalisis Pengaruh *Price Fairness* Dan *Easy to Accesss* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Dalam Menggunakan Aplikasi Netflix (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Malikussaleh). Penelitian ini menggunakan pendekatan kuantitatif dengan metode survei melalui kuesioner yang dibagikan kepada 100. Analisis data dilakukan menggunakan *Structural Equation Modeling–Partial Least Squares* (SEM-PLS) dengan bantuan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa *Price Fairness* mampu meningkatkan Kepuasan Pelanggan, *Easy to Access* mampu meningkatkan Kepuasan Pelanggan. *Price Fairness* mampu meningkatkan Loyalitas Pelanggan. *Easy to Access* mampu meningkatkan Loyalitas Pelanggan. Kepuasan Pelanggan mampu meningkatkan Loyalitas Pelanggan, *Price Fairness* mampu meningkatkan Loyalitas Pelanggan melalui Kepuasan Pelanggan. Kepuasan Pelanggan berperan sebagai variabel mediasi parsial, *Easy to Access* mampu meningkatkan Loyalitas Pelanggan melalui Kepuasan Pelanggan. Kepuasan Pelanggan berperan sebagai variabel mediasi parsial.

Kata Kunci: *Price Fairness*, *Easy to Accesss*, Loyalitas Pelanggan, Kepuasan Pelanggan

## ***ABSTRACT***

Name : Tasa Andari  
Study Program : Manajemen Pemasaran  
Title : *The Effect of Price Fairness and Easy Access on Customer Loyalty Through Customer Satisfaction in Using the Netflix Application (A Case Study with Students of the Faculty of Economics and Business, Malikussaleh University)*

*This study aims to analyze the effect of price fairness and ease of access on customer loyalty through customer satisfaction in using the Netflix application (a case study of students from the Faculty of Economics and Business, Malikussaleh University). This study used a quantitative approach with a survey method through a questionnaire distributed to 100 students. Data analysis was conducted using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the assistance of SmartPLS 4.0 software. The results show that price fairness can increase customer satisfaction, ease of access can increase customer satisfaction, price fairness can increase customer loyalty, ease of access can increase customer loyalty, and price fairness can increase customer loyalty through customer satisfaction. Customer satisfaction acts as a partial mediating variable, and ease of access can increase customer loyalty through customer satisfaction. Customer satisfaction acts as a partial mediating variable..*

**Keywords:** *Price Fairness, Easy to Access, Customer Loyalty, Customer Satisfaction*