

COMPARISONAL ANALYSIS OF NETFLIX AND VIU SERVICE QUALITY USING SERVQUAL METHOD

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Abstrak (indonesia)

Received:23
Oktober
2022
Revised :1
November
2022
Accepted:07
November
2022

Latar Belakang: pandemik COVID-19 yang tengah melanda dunia saat ini, pemerintah di berbagai negara mengimbau masyarakat agar tetap berada di rumah, menjadikan aktifitas streaming VoD (Video on Demand) sebagai alternatif hiburan bagi sebagian besar masyarakat mengalami peningkatan.

Tujuan: Tujuan dari penelitian adalah untuk melakukan analisis perbandingan kualitas layanan terhadap dua platform VoD yaitu Netflix dan Viu menggunakan metode Servqual (Service Quality).

Metode: Penelitian dilakukan dengan menyebar kuesioner melalui media daring kepada 157 pengguna Netflix dan Viu. Kualitas layanan pada penelitian ini diukur menggunakan metode Servqual yang terdiri dari Tangible, Reliability, Responsiveness.

Hasil: Hasil penelitian menunjukkan bahwa pelanggan IndiHome merasa kurang puas dengan kualitas layanan jasa yang diberikan dengan nilai rata-rata gap sebesar -1,539 (Ulkhag dan Barus, 2017).

Kesimpulan: Berdasarkan hasil dari penelitian ini dapat disimpulkan bahwa rata-rata gap antara kenyataan dan harapan pada kualitas layanan Netflix adalah 0.41 sedangkan rata-rata gap antara kenyataan dan harapan Viu adalah 0.24, selain itu berdasarkan hasil pengujian hipotesis membuktikan bahwa nilai signifikansi (sig-2 tailed) sebesar 0,132 dan 0.134 untuk variabel persepsi. Pada tingkat signifikansi 5% nilai tersebut signifikan karena signifikansi 0,132 dan 0.134 > 0,05 hal tersebut menunjukan bahwa tidak terdapat perbedaan kualitas layanan antara Netflix dan Viu.

Kata kunci: Kualitas layanan; Netflix; Servqual; Viu

Abstract (English)

Background: The COVID-19 pandemic that is currently engulfing the world, governments in various countries urge people to stay at home, making VoD (Video on Demand) streaming activities as an alternative entertainment for most people experience an increase.

Objective: The purpose of this research is to perform a comparative analysis of service quality on two VoD platforms, namely Netflix and Viu using the Servqual (Service Quality) method.

Methods: The research was conducted by distributing questionnaires through online media to 157 Netflix and Viu users. Service quality in this study was measured using the Servqual method consisting of Tangible, Reliability, Responsiveness.

Results: The results showed that IndiHome customers were not satisfied with the quality of services provided with an average gap of 1,539 (Ulkhaq and Barus, 2017).

Conclusion: Based on the results of this study, it can be concluded that the average gap between reality and expectations on Netflix service quality is 0.41 while the average gap between reality and Viu's expectations is 0.24, in addition, based on the results of hypothesis testing, it proves that the significance value (sig-2 tailed) of 0.132 and 0.134 for the perception variable. At the 5% significance level, this value is significant because the significance of 0.132 and 0.134 > 0.05 shows that there is no difference in service quality between Netflix and Viu.

Keywords: Quality of service; Netflix; Servqual; Viu

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BACKGROUND

Netflix and Viu are VoD platforms with many users in Indonesia. According to Media Partners Asia (MPA), Viu has 1.5 million subscribers and Netflix has 850,000 subscribers (Kumparan, 2021). Viu provides a basic plan and a premium

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plan. All videos provided in the basic package can be enjoyed and downloaded for free (almost 70% of the videos provided are free). In the premium package, users must subscribe so that they can enjoy and download all the content on Viu (Viu, 2021). There are four types of Netflix packages that can be enjoyed in Indonesia, namely mobile, basic, standard, and premium. The difference between each plan lies in the image resolution of the film and the number of devices that can be used on a Netflix account simultaneously (Parasuraman, Zeithaml, & Berry, 1985).

Several studies have discussed the analysis of service quality using the Servqual method. In research conducted by Paramitasari (2016), discussing the service quality assessment of the New Student Admissions (PMB) at the Darmajaya Institute of Informatics and Business using the Servqual method. Based on the results of the implementation of the Servqual method and measurements using a Cartesian diagram, the dimensions of reliability must be increased, the dimensions of assurance and empathy are maintained. Another study discusses the assessment of service quality from PT. Telkom for IndiHome products uses the Servqual method. The results showed that IndiHome customers were not satisfied with the quality of services provided with an average gap of 1,539 (Apjii, 2020).

RESEARCH METHODS

This research was conducted for 4 months from March 26, 2021 – July 20, 2021 through online media. The object of this research is Netflix and Viu subscribers. The data used in this study are primary data and secondary data. The source of data in the study is the subject from which the data can be obtained. The following methods of data collection in this study. Primary data; To collect primary data, certain methods and instruments are needed in this study, the servqual instrument is used. This primary data collection is done by the author by distributing questionnaires in the form of a Google Form link. The primary data in this study consisted of (Austerberry, D. (2004)): Data on the characteristics or profiles of respondents. Includes data on gender, age, job qualifications and education level, Data on the level of consumer perceptions and consumer expectations (reliability, responsiveness, assurance, empathy, and tangibles). Secondary Data; In this study, the authors obtained secondary data by conducting a literature review of related journals relevant to this research and seeking information about Netflix and Viu (Biznet. (2020).

The SERVQUAL method introduced by Parasuraman et al. (1988) and updated by Parasuraman et al. (1991) is a service quality measurement method that compares the expectations / expectations (expectations) expected by a customer with the performance (perceived) of a service, researchers can calculate the gap (gap / gap) that exists between the expectations of a customer with the existing reality (performance of a service). This is because in the SERVQUAL

method, there is a premise which states that customers are considered satisfied if the performance of these services exceeds customer expectations (Kotler, 2012).

To measure service quality using the SERVQUAL method, there are 21 indicators grouped into five dimensions, namely: Tangibles, reliability, Responsiveness, Assurance, and Empathy. The tangibles dimension describes the physical facilities, equipment, as well as the appearance of the employees (Kumparan, 2021). The reliability dimension relates to the ability of services to provide accurate services without making any mistakes and in delivering their services according to the agreed time. The responsiveness dimension relates to the willingness and ability of employees to help customers and follow up on their requests, as well as provide information when services will be provided and then provide them quickly. The assurance dimension relates to the behavior of employees who are able to foster customer trust in services; and services are able to create a sense of security for its customers (Press, 2021).

RESULTS AND DISCUSSION

Validity test; In this study, validity testing was carried out using SPSS software. The value of r table with r count (r_{x-y}) using a significance level of 5%. The value of r table with the number of respondents as many as 157 respondents obtained a value of 0.157. This value will be valid if the value of $r_{count} > r_{table}$. **Reliability Test;** In this study, the Alpha Cronbach technique was used. According to Ghozali (2005), if the Cronbach's Alpha value is greater than 0.6 then the answers from the respondents to the questionnaire as a measuring tool are considered reliable (Netflix, 2021). On the other hand, if Cronbach's Alpha is less than 0.6 then the answers from the respondents to the questionnaire as a measuring tool are declared unreliable. Based on the summary of the reliability test results in table 3, it was found that the Cronbach Alpha value for each variable was greater than 0.6. These results can be concluded that all research instruments can be declared reliable and can be used to continue at the next stage of analysis (Paramitasari, 2016).

Netflix Servqual analysis; The analysis in this study was conducted to measure the gap between user expectations and their perceptions of the company, based on 21 items or attributes related to service quality. In calculating the servqual score, each of the 21 statements in the questionnaire representing expectations and perception statements were grouped and linked according to five dimensions. In the table, a positive gap value indicates that users feel that the level of service provided by the company does not meet user expectations. Meanwhile, a negative gap value indicates that users feel that the level of service quality exceeds user expectations (Saifuddin, 2012). As can be seen in table 4, the comparison of consumer perceptions of Netflix service quality with their expectations is 0.41. Overall, the servqual value is positive, it shows that the

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overall quality of services provided by the company has met user expectations (Papadakis, 2021).

Servqual Viu analysis; The analysis in this study was conducted to measure the gap between user expectations and their perceptions of the company, based on 21 items or attributes related to service quality. In calculating the servqual score, each of the 21 statements in the questionnaire representing expectations and perception statements were grouped and linked according to five dimensions. In the table, a positive gap value indicates that users feel that the level of service provided by the company does not meet user expectations. Meanwhile, a negative gap value indicates that users feel that the level of service quality exceeds user expectations (Ulkhag & Barus, 2017). As can be seen in table 5, the comparison of consumer perceptions of the quality of VIU services with their expectations is 0.24. Overall, the servqual value is positive, it shows that the overall quality of services provided by the company has met user expectations.

Netflix Cartesian chart; Cartesian diagrams are used to determine each point in a plane by using two numbers commonly called the x-coordinate and the y-coordinate of that point. Cartesian diagram analysis is done by calculating the horizontal axis (X) which shows the service quality level score and the vertical axis (Y) which shows the Expectation level score.

Cartesian Viu Diagram; Cartesian diagrams are used to determine each point in a plane by using two numbers commonly called the x-coordinate and the y-coordinate of that point. Analysis using a Cartesian diagram is carried out by calculating the horizontal axis (X) which shows the service quality level score and the vertical axis (Y) which shows the Expectancy level score (Alvarez-Palau, Calvet-Liñán, Viu-Roig, Gandouz, & Juan, 2021).

CONCLUSION

Based on the results of this study, it can be concluded that the average gap between reality and expectations on Netflix service quality is 0.41 while the average gap between reality and Viu's expectations is 0.24, in addition, based on the results of hypothesis testing, it proves that the significance value (sig-2 tailed) of 0.132 and 0.134 for the perception variable. At the 5% significance level, this value is significant because the significance of 0.132 and 0.134 > 0.05 shows that there is no difference in service quality between Netflix and Viu.

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