Analysis of the influence of UI, UX and User Flow on Online Streaming Service Purchasing Decisions through Customer Satisfaction (Netflix Application Case Study)

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Abstract

Currently, society's needs have increased. Initially, people did not pay much attention to entertainment needs. However, nowadays, the demand for entertainment among the people has increased, and entertainment options have become more abundant. One of them is the Netflix online streaming application. In recent years, Netflix has become one of the most popular entertainment choices among people. One reason is because of the distinctive interface design. The purpose of this research is to investigate whether user interface design and user flow influence customer satisfaction and become reasons for consumers to decide to subscribe to the Netflix application. This study uses students from the Faculty of Economics at Jakarta State University who have used the Netflix application. This research uses quantitative methods to analyze the results of questionnaires distributed to 100 respondents. The research results show that the user interface has no significant effect on purchasing the Netflix application. However, user experience partially influences consumer buying interest.

Keywords : User interface ; User experience ; User flow ; consumer satisfaction

CHAPTER I

A. Background (summary)

In the growing digital era, the entertainment industry, especially streaming services, is experiencing significant growth with apps like Netflix becoming an important part of everyday life. Netflix must continue to innovate to retain and increase subscribers amidst intense competition from other services such as Disney+, HBO Max, and Amazon Prime Video. User interface (UI) design and user flow are crucial aspects that influence user experience; good UI design makes it easy to navigate and search for content, while user flow ensures an intuitive path. Customer satisfaction greatly influences purchasing decisions, and satisfied users are more likely to subscribe and recommend a service. Although many studies show the significant influence of UI design and user flow on customer satisfaction, there is still a lack of understanding the interaction of these two factors in the context of streaming applications. This research aims to fill this gap by investigating the influence of UI design and user flow.

Problem Formulation

1. How does user interface design influence Netflix application customer satisfaction?
2. How does user flow influence Netflix application customer satisfaction?
3. Is there a significant influence between customer satisfaction on Netflix application purchase decisions?
4. Is there a significant difference in the influence of UI design and user flow on purchasing decisions?
5. How does the interaction between user interface design, user flow, and customer satisfaction influence purchasing decisions?

C. Research objectives

1. Knowing the influence of user interface design on Netflix application customer satisfaction
2. Knowing the influence of user flow on Netflix application customer satisfaction.
3. Knowing the relationship between customer satisfaction and purchase decisions.
4. Understand the influence of UI design and user flow on purchasing decisions
5. Knowing the interaction between these three variables (UI design, user flow, and customer satisfaction) in influencing purchasing decisions.

CHAPTER II

2.1 Theoretical Framework

2.1.1 User Interface

User interface (UI) design is an important element in application and website development, serving as a link between the system and the user. UI includes tools for manipulating digital objects, which must take into account aesthetic and functional aspects (Roth, 2017). UI design is divided into two phases: Low Fidelity (wireframe) to determine the layout, and High Fidelity which is more detailed with colors and sizes (Dwinawan, 2021). Good design should be consistent, clear and accessible, and supported by a positive user experience (UX). The UX process involves methods such as Empathy, Definition, Ideation, Prototyping, and Testing to meet user needs (Priyono et al., 2020). User flow is the steps a user takes when using an application (Nasution & Nusa, 2021). Effective UI design should combine functionality and aesthetics to meet user expectations.

2.12 User Experience

User experience (UX) is a challenging concept. It includes all the contacts and feelings a person has with a particular good, system or service. It's not just how easy it is to use, but also how useful the content is and the feeling it makes when using it. UX studies a person's entire journey with a product, from the first time they become aware of it to their thoughts after using it, seeing how the product helps them perform major tasks. Good UX increases customer trust and has the potential to generate significant profits.

2.1.2 User Flow

User Flow is a concept in UI/UX design that describes the path of steps a user takes in an application or website to achieve a specific goal. According to Browne (2021), a user

flow is a visual representation of that path, usually presented in a flow diagram for easy understanding. User flow is important to help designers understand user interactions with the product, so they can design more intuitive interfaces (Guided, 2020). User flow analysis also helps identify difficulties that users may experience, allowing designers to simplify and improve the experience (Nirmana, 2022; Sis.binus.ac.id, 2020). Thus, user flow plays an important role in UI/UX development to create a better user experience.

2.1.4 Purchase Decision

Purchasing decisions are the process followed by consumers to select and purchase products or services, which involves various stages starting from identifying needs, searching for information, evaluating alternatives, to the final decision to make a purchase. According to Arianty and Andira (2021), purchasing decisions are actions taken to deal with problems faced by consumers and steps taken to achieve goals in an efficient manner. Apart from that, Agustino and Syaifullah (2020) added that a purchasing decision is a stage of the decision-making process where consumers choose one option among two or more alternatives based on their assessment of the product.

2.1.5 Purchase Decision

Customer satisfaction is the level of someone's feelings after comparing the perceived performance or results with the expectations they have. This definition shows that customer satisfaction occurs when the performance of a product or service meets or exceeds consumer expectations. According to Rahayu (2022), customer satisfaction is greatly influenced by service quality and overall experience in interactions with the company. Research by Nurfauzi et al. (2023) also emphasize that customer satisfaction plays an important role in building loyalty and long-term relationships between consumers and companies. Both show that to achieve high levels of customer satisfaction, companies must be able to meet expectations and provide positive experiences to customers.

2.2 Constellation

2.1.2 Relationship between User Interface Design and Customer Satisfaction

Research shows that UI and UX design have a significant effect on user satisfaction. Muhammad Almasjauhari Haris (2024) highlights that perceived convenience functions as an intermediary variable. Elda & Indris (2024) found that applying Design Thinking in designing UI/UX increases user satisfaction. Mei Iswandi (2020) shows that attractive visual design in the MyTelkomsel application influences purchasing decisions by increasing satisfaction. However, several studies also show a negative relationship, as stated by Ngurah Rangga Wiwesa (2021), where unintuitive design can reduce user satisfaction. Other research by Muhamad Amirlulah Syaputra (2021) and Reynanda Mayuda Atila Surya (2023) also found that poor UI design can cause dissatisfaction and reduce customer loyalty.

2.2.2 Relationship between User Flow and Customer Satisfaction

Many studies show a positive relationship between user flow and customer satisfaction. Dennisa Avriel Ismail et al. (2023) found that good user flow in online shopping systems increases user satisfaction. Iulianto and Santoso (2022) emphasize that a smooth user flow contributes to a better user experience. However, there are also studies that show a negative relationship, such as that found by Alyaa Elsiayana Johan (2023), where inadequate user flow contributes to dissatisfaction. Other research shows that problems in user flow can lead to confusion and unpleasant experiences, negatively impacting customer satisfaction and loyalty.

2.3.2 The Influence of Customer Satisfaction on Purchase Decisions

Many studies show a positive correlation between customer satisfaction and purchasing decisions. Research by Alyaa Elsiayana Johan (2023) shows that customer satisfaction has a significant influence on purchasing decisions. However, there are also studies that show a negative relationship, where poor product quality can negatively influence purchasing decisions. Research in the DIPONEGORO JOURNAL OF MANAGEMENT (2023) shows that low customer satisfaction can cause customers to switch to other companies.

2.4.2 The Influence of User Interface Design on Purchasing Decisions

Many studies show a positive relationship between UI design and purchasing decisions. Alyaa Elsiayana Johan (2023) found that a good user interface has a positive effect on purchasing decisions. However, there is also research that shows a negative relationship, where poor user interface design can reduce purchasing decisions. Research by Ginting et al. (2022) show that poor e-commerce platform responsiveness can have a negative impact on customers' purchase intentions.

2.5.2 The Influence of User Flow on Purchase Decisions

Research shows a positive relationship between user flow and purchasing decisions. Saputra et al. (2023) found that good user flow improves purchasing decisions. However, some studies show a negative relationship, where a poor flow experience can negatively impact purchasing decisions. Research in the DIPONEGORO JOURNAL OF MANAGEMENT shows that low service quality can cause low customer satisfaction and have a negative impact on repeat purchase decisions.

2.6.2 Influence between User Interface and Customer Satisfaction on Purchase Decisions

Several studies show a positive relationship between UI, customer satisfaction, and purchasing decisions. Research by Saputra et al. (2023) show that a good UI has a positive impact on purchasing decisions. However, there are also studies that show a negative relationship, where poor user interface design can reduce customer satisfaction and purchasing decisions.

2.7.2 Influence Between User Flow and Customer Satisfaction on Purchase Decisions

Several studies show a positive relationship between user flow, customer satisfaction, and purchasing decisions. Kazancoglu and Demir (2021) found that flow experience has a positive effect on customer satisfaction. However, there are also studies

that show a negative relationship, where poor user experience can reduce purchasing decisions.

2.8.2 Influence between User Interface and Customer Satisfaction on Purchase Decisions

Research shows that a good UI can increase user engagement and purchasing decisions. However, poor user interface design can reduce purchasing decisions and customer satisfaction.

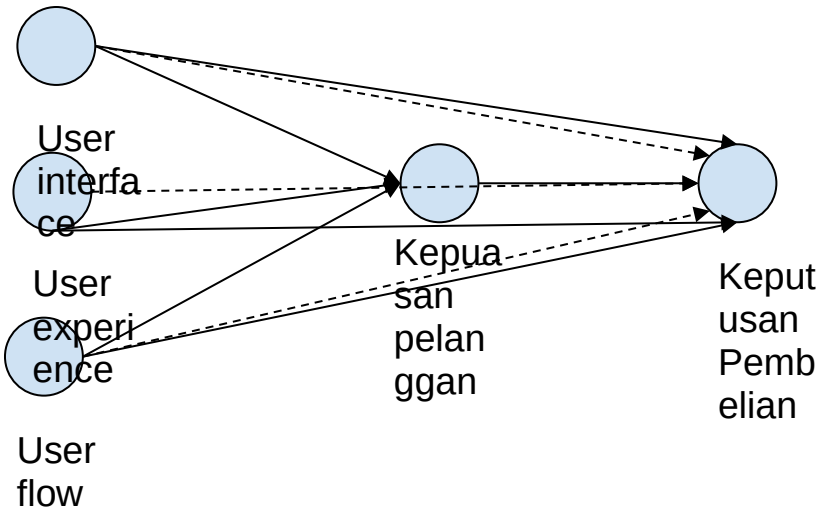
2.9.2 Influence between User Experience and Customer Satisfaction on Purchase Decisions

The interaction between User Experience (UX) and customer satisfaction is very important in e-commerce. UX includes all user engagement with the product, and the quality of this experience influences satisfaction and purchasing decisions. Aziati's (2020) research shows that user experience in purchasing online concert tickets has a positive impact on customer satisfaction, with ease of use as the main factor. Fiasco Abimanyu Sandi Samapta (2021) emphasized that UX has a significant influence on satisfaction and purchasing decisions in the Mobile Shopee application.

2.10.2 Influence Between User Flow and Customer Satisfaction on Purchase Decisions

The influence of User Flow on satisfaction and purchasing decisions is increasingly important in e-commerce. User Flow includes individual interactions with an application or website. Arbani (2021) shows that good flow increases customer satisfaction and loyalty. Pu et al. (2015) found that flow experience has a positive effect on satisfaction and purchase intention. Mohammadi and Dickson (2021) added that flow experiences increase users' positive perceptions of web pages. Research by Fan et al. (2013) showed that website quality influences online shopping behavior. Ozkara et al. (2017) stated that the enjoyment of the flow experience significantly influences customer satisfaction.

2.4 Theoretical Framework



BAB III

3.1 Types of Research

Based on the problems studied, this research uses a quantitative approach. According to Siahaan et,al 2022, quantitative research is a systematic investigation of a phenomenon by collecting data. This research uses a questionnaire as a data collection tool to be calculated and studied by the author.

Researchers believe that quantitative research methods have many advantages, one of which is that this method allows researchers to collect data or information about the variables that are the aim of the research and then process the data to produce more valid results.

3.2 Time and Place of Research

Research is carried out on certain dates, months and years, according to the research deadline. This research will take place from September 2024 until completion. This research was conducted on days when lectures at Jakarta State University took place to make it easier to find sources who used the Netflix application within Jakarta State University.

3.3 Research Place

The research place is the location used by researchers to carry out research activities. The research location that the researcher chose as the research location was at Jakarta State University Campus A. This is because the research sample chosen by the researcher was students at Jakarta State University who used the Netflix application as an online streaming application, therefore this location was chosen by the researcher to make it easier for the researcher to carry out the research process. Besides The researcher is a student at Jakarta State University Campus A, where the researcher himself knows the surrounding environment of Jakarta State University well.

3.4 Data Types and Sources

Research data can be divided into two classifications based on the type of data collection, namely primary data where data is obtained directly from research subjects and secondary data, namely, data obtained from research sources Suharsimi, Arikunto (2002).

1. Data Primer

   Primary data in this research was obtained through questionnaires distributed to samples who met the qualifications. This questionnaire contains questions about the respondents' experiences while using the Netflix application and whether their experiences influenced the respondents' purchasing decisions. Respondents were Jakarta State University students who used the Netflix video on demand streaming application for at least 6 months.

2. Data Seconds

   Secondary data is data obtained by the author for the author's research purposes. In this research the author obtained secondary data from websites, books and scientific journals which have a correlation with the research conducted by the author.

3.5 Data Collection Techniques

One of the things that influences the quality of research is how the author collects research data. In this research, researchers collected data by distributing questionnaires to a group of respondents who met the qualifications. According to Sugiyono (2017) a questionnaire is a data collection tool in the form of a series of written questions given to respondents to answer. From the data resulting from distributing this questionnaire, the author was able to obtain research results.

3.6 Data Analysis Methods

According to Sugiyono (2017), data analysis is the process of systematically searching and compiling data obtained from notes, the field and documentation by organizing the data into patterns, choosing what is important and what will be studied, and making conclusions so that it is easy for oneself to understand. or anyone else.

This research uses the SmartPLS application as a data processing tool. Smart PLS is a multivariate statistical method that is able to explain and handle multiple response variables simultaneously. Based on the research focus mentioned previously, the most prominent variable in

Independent and dependent variables are the variables used in this research. User Interface design (X1), User Experience (X2) and User flow (X3) are the independent variables, which have an impact on Purchase Decisions (Y) and Customer Satisfaction (Z) as intervention variables. This research uses measurement criteria in processing questionnaire data. The measurement used is a Likert scale.

BAB IV

4.1 Data Description

4.1.1 Respondent Profile

This research targets 100 respondents with the criteria, namely, using the Netflix application for at least the last 6 months. From the data that has been collected, respondents in this research survey can be differentiated based on their respective demographics which include gender, age and occupation. Below are the percentages of respondents by gender.

Gender	Number of Respondents
Man	46
Women	54
Total	**100**

Based on the data in the table above, it is known that the majority of Netflix application users are dominated by students and students with a total presentation of 57% of the total respondents, namely 100%.

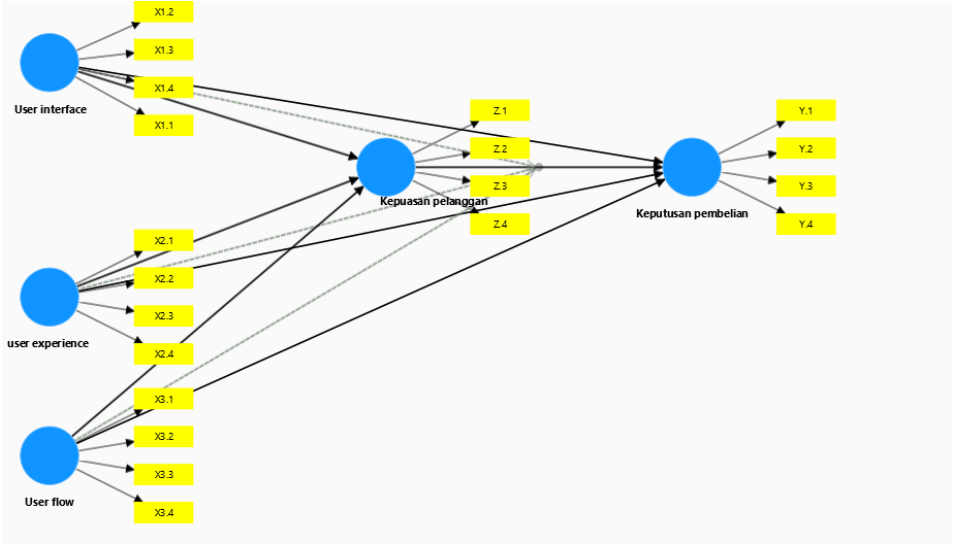
4.2 Profile Data

Descriptive analysis is a simple method used by authors to understand data distribution. Descriptive data in this study was evaluated using Microsoft Excel and SmartPLS 4.0. After the questionnaire was distributed, one hundred respondents were collected and analyzed. There are four questions for user interface, user experience, user flow, customer satisfaction variables and purchasing decisions.

4.3 Outer Model Evaluation

The testing process is carried out to assess how well manifest variables (indicators) can show latent variables (constructs that are not directly measurable). This is known as out-of-model evaluation. The purpose of this evaluation, according to Ghozali and Latan (2015), is to ensure that each

indicator used in the model is reliable and valid for measuring the construct in question. Below are the results of calculating outer loading from survey data.



Based on the picture above, you can see the influence of the relationship between variables X1, In this case, each variable X consists of 4 indicators and also for variables Y and Z.

4.3.1 Outer Loading Results

Ghozali & Latan (2015) provide an explanation of the importance of filling factor values and limitations that are considered valid. The ideal fill factor value is more than 0.70, and the minimum acceptable value for a particular indicator ranges between 0.50 and 0.40. The following are the results of outer loading of related data

	Customer Satisfaction	Purchase Decision	User flow	User interface	User experience	User Interface x Customer Satisfaction	User flow x Customer Satisfaction	User experience x Customer satisfaction
X1.3				1.000	0.227			
X2.1					0.991			
X3.2			0.973					
X3.3			0.972					
Y.1		0.980						

Y.3		0.979						
Z.1	0.995							
Z.3	0.996							
User Interface x Customer Satisfaction						1.000		
User flow x Customer Satisfaction							1.000	
User experience x Customer satisfaction								1.000

From the results of the outer loading calculation above, it can be seen that the variable X1.3 must be eliminated because its value is less than the set standard, namely 0.7.

4.3.2 Reability and Validity Aanlysis

To assess the measurement model, its validity and reliability were evaluated. The tool used to evaluate reliability is Cronbach's Alpha, which shows the consistency between all model indicators. Reliability can also be used to test reliability. According to Ghozali (2014: 39), a variable can be considered to meet composite reliability if the composite reliability value itself is greater than 0.7. For the validity of p measurements, AVE can be used to assess it. The AVE value must exceed 0.5, so that the indicator is considered to have good convergence validity.

	Cronbach’s Alpha	Composite Realiability (rho_a)	Composite Realiability (rho_c)	Average variance extracted (AVE)
Customer Satisfaction	0,991	0,991	0,995	0,991

Purchase Decision	0,958	0,958	0,979	0,960
User Flow	0,943	0,943	0,972	0,946
User Experience	0,168	0,652	0,605	0,516

The data above shows that in the Cronbach alpha section there is data with a value of <0.7, so it can be said that the data has no reliability. The same thing happens to columns rho_a and rho_c. Meanwhile, in the AVE section, the minimum value that must be met is 0.5, so the AVE data above all has reliability.

4.4 R Square

As stated by Ghozali and Hair et al. (2011), "R square is a value that shows how much the independent (exogenous) variable influences the dependent (endogenous) variable." In addition, they divided R2 values into three types: strong (R2 > 0.75), moderate (0.50 < R2 ≤ 0.75), and weak (R2 ≤ 0.25).

	R-Square	**R-square adjusted**	**Criteria**
Customer Satisfaction	0.988	0.988	SUBSTANTIAL
Purchase Decision	0.950	0.946	SUBSTANTIAL

From the data above it can be seen that Customer Satisfaction has a very strong influence from the user interface, user experience and user flow variables at 98.8% while the rest is influenced by other variables. The same thing also happens to the purchasing decision variable which is greatly influenced by the user interface, user experience and user flow variables directly at 95% while the rest is influenced by other variables.

BAB V

5.1 Conclusion

According to data calculations using the reliability and validity methods above, it can be found that all the variables in this hypothesis have a strong relationship. Then the results of data calculations on the relationship between each variable show that the customer satisfaction variable (Z) shows a positive relationship with the variable (Y). The same thing also happens to the User experience variable (X2) which has a positive relationship to customer satisfaction (Z) and the User Flow variable (X3) also has a positive relationship to customer satisfaction (Z). This shows that customer satisfaction (Z) is an important factor for consumers in determining purchasing intentions and customer experience and also the system flow presented by Netflix is an important factor in determining customer purchasing intentions.

5.2 Limitations and Recommendations

The research was only conducted on Netflix users in the area around Jakarta State University and only numbered 100 people. It is hoped that in future research, researchers can take a larger number of samples so that the data obtained is more accurate.

The author's suggestion for Netflix in the future is that through this research, it is hoped that the Netflix company can further strengthen the customer experience it provides in the future and improve the user interface design so that it is more comfortable for customers to use.

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