



The Impact of Original Programming and Product Quality on Brand Trust and Brand Loyalty

Kezhia Bianta Sirait*

Institut Teknologi & Bisnis Asia Malang, Indonesia

Email : Kezhiasirait@gmail.com

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ABSTRACT

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*Corresponding Author

The development of digital technology has changed people's entertainment consumption patterns, including the shift from conventional television to streaming services. This study aims to examine the effect of original programming and product quality on brand loyalty, with brand trust as a mediating variable. This study used a quantitative approach through a survey of 95 respondents with a purposive sampling technique. Data were analyzed using linear regression, path analysis, and the Sobel mediation test. The results show that original programming and product quality have a positive and significant effect on brand trust and brand loyalty with an Adjusted R square value of 0.941. In addition, brand trust is proven to significantly mediate the relationship between the two independent variables and brand loyalty. This research highlights the need for managers in the digital entertainment industry to focus on enhancing original programming and maintaining high product quality to foster brand trust. Strengthening brand trust can lead to increased brand loyalty, offering a competitive advantage in a rapidly evolving market. The findings suggest that companies should invest in content creation and quality improvements as strategies to build and sustain long-term customer loyalty.

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INTRODUCTION

The rapid advancement of digital technology has transformed how people consume entertainment. This shift has highlighted the growing importance of quality and originality in media offerings, making digital streaming platforms, such as Netflix, increasingly popular. According to Kotler & Keller (2016), consumer experience is pivotal for building engagement on digital platforms, where content relevance and personalization play key roles. This shift reflects broader societal changes where people are transitioning from traditional TV to easily accessible digital services. Netflix, as a leading global streaming service, has garnered significant attention, particularly in Indonesia,

where the younger generation has become its key demographic (Statista, 2023). This transition towards digital platforms not only redefines entertainment consumption but also presents an opportunity for marketers to explore how quality content and brand trust drive customer loyalty. Understanding this dynamic is essential for both businesses and consumers, as it can impact long-term brand engagement and customer retention strategies.

Despite the growing success of digital platforms like Netflix, several challenges persist in sustaining customer loyalty. The rapid shift in media consumption patterns raises critical questions about the factors influencing brand loyalty within the digital streaming industry. A major challenge lies in understanding how factors like original programming and product quality can foster trust and increase consumer loyalty, especially among younger users who are more prone to switching platforms. Research has shown that customer loyalty, a key indicator of a brand's long-term success, is strongly tied to product satisfaction and trust (Angelina et al., 2023; Chaudhuri & Holbrook, 2001). However, establishing brand loyalty is complex, and merely providing high-quality content or exclusive programming may not be enough without building a solid foundation of brand trust. The gap between consumer expectations and their actual satisfaction with streaming services remains an important area to explore in order to enhance customer loyalty.

The phenomenon of Netflix's rising popularity, particularly among young people at SAE Indonesia Communication Academy, reflects a broader trend in digital media consumption. Netflix has become not only a daily entertainment platform but also a source of creative inspiration and a distribution channel for student work. This dual role of Netflix as both an entertainment platform and a source of creative empowerment for students highlights the shifting perceptions of streaming services in Indonesia. The younger generation, especially those in creative fields, increasingly seeks platforms that not only entertain but also provide opportunities for self-expression. This trend raises questions about the role of brand trust and quality content in shaping loyalty to platforms like Netflix. As streaming services face intense competition, understanding the underlying factors that influence brand loyalty becomes crucial to securing long-term user engagement.

Previous research has delved into various aspects of brand loyalty and customer satisfaction within digital platforms. Studies have shown that original programming and product quality play significant roles in shaping consumer trust and brand loyalty (Chhabra & Kim, 2018). In particular, original content is seen as a key differentiator in the streaming market, helping platforms like Netflix build a unique brand identity (Antunes, 2025). However, much of the existing research focuses on product quality as a direct driver of brand loyalty,

often overlooking the intermediary role of brand trust (Mouakket, 2015; Ballester & Munuera-Alemán, 2015). While these studies provide valuable insights, there is still a gap in understanding how brand trust mediates the relationship between original programming, product quality, and brand loyalty. This research aims to address this gap by investigating how brand trust influences the loyalty of Netflix users at SAE Indonesia Communication Academy.

Although existing literature highlights the importance of quality content and product offerings in building consumer loyalty, the specific role of brand trust as a mediator remains underexplored. Previous studies have emphasized the impact of original content on brand differentiation (Chhabra & Kim, 2018), but few have examined the mediating role of brand trust in enhancing customer loyalty within the digital streaming industry. This research is critical because, without understanding how trust bridges the gap between product quality and brand loyalty, streaming platforms may miss out on strategies that can significantly boost long-term customer engagement. Additionally, the focus on a specific demographic—university students in the creative field—adds an important layer to the existing literature by examining how brand trust functions within a niche group, which may have different consumption patterns compared to the general population.

The current state of research in digital media consumption and brand loyalty in the streaming industry has made significant strides, but it is still lacking a comprehensive model that incorporates brand trust as a crucial mediator. By focusing on how original programming and product quality influence brand trust and, consequently, brand loyalty, this study provides a novel contribution. It introduces an integrated approach to understanding the dynamics of digital streaming services and offers practical insights for marketers aiming to enhance customer engagement. The research will also explore how brand trust, as a psychological factor, can drive deeper connections with users, particularly within the context of the younger generation who are more likely to seek personalized, trustworthy, and quality-driven media experiences.

The central research problem of this study is: How do original programming and product quality affect brand loyalty among Netflix users at SAE Indonesia Communication Academy, with brand trust as a mediating variable? This question is critical in addressing the gap in the literature regarding the role of brand trust in the digital streaming industry. The argument is that while original content and product quality are significant, it is brand trust that mediates their effects on brand loyalty. By focusing on this relationship, the study aims to provide actionable insights for streaming

platforms to refine their strategies in building long-term customer loyalty. The findings will offer valuable implications for managers looking to strengthen their brand trust and loyalty in a highly competitive market.

This research contributes to both academic and practical domains by offering a deeper understanding of the factors that influence brand loyalty in the digital streaming industry. By introducing brand trust as a mediating factor, the study provides a more nuanced view of how streaming platforms can enhance user loyalty through a combination of quality content, trust-building strategies, and personalized user experiences. The findings will also guide digital platform managers in designing better customer retention strategies and improving user engagement, which is essential for sustaining long-term success in a rapidly evolving digital media landscape. Based on the explanation above, this study aims to analyze the influence of original programs and product quality on brand loyalty through brand trust among Netflix users within the SAE Indonesia Communication Academy.

Hypothesis

H1: Original programs are suspected to have a positive influence on brand trust among Netflix users.

H2: Product quality is suspected to have a positive influence on brand trust among Netflix users.

H3: Brand trust is suspected to have a positive influence on brand loyalty among Netflix users.

H4: Original programs are suspected to have a positive influence on brand loyalty among Netflix users.

H5: Product quality is suspected to have a positive influence on brand loyalty among Netflix users.

H6: Original programs are suspected to have an influence on brand loyalty mediated by brand loyalty among Netflix users.

H7: Product quality is suspected to have an influence on brand loyalty mediated by brand trust.

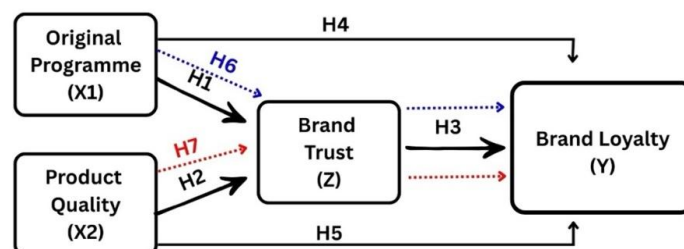


Figure 1. Framework of Thought

METHOD

This research employed a quantitative approach. This approach utilizes objective, systematic, and controlled measurements to explain, predict, or test a phenomenon (Kerlinger, 1986). This study involved Netflix user students at the SAE Indonesia Communication Academy, graduating class of 2020-2024, with a population of 2,067 students. The sample was taken using purposive sampling, with a total of 95 respondents based on the minimum number of respondents according to the Slovin formula. This sample selection provided the opportunity to target respondents who met certain criteria, or were deemed sufficiently representative for the research needs. Data collection techniques were carried out using two types of techniques: observation, as an observation to obtain and strengthen the picture of the phenomenon, and questionnaires, through instruments. The instruments used were scales developed for this study, consisting of the Original Program scale, the Product Quality scale, the Brand Trust scale, and the Brand Loyalty scale. The blueprint for these scales includes:

Table 1. Measurement Instrument Grid

Variables	Indicators	Item Number
Original Programme	Uniqueness (Amabile, 1996)	O1
	Creativity (Torrance, 1974)	O2
	Relevance (Shaver, 2010)	O3
	Information value (Plucker & Beghetto, 2004)	O4
	Originality of ideas (Elbow, 1998)	O5
Product Quality	Performance (Lupiyoadi & Hamdani, 2013)	PQ1
	Product features	PQ2
	Reliability	PQ3
	Suitability	PQ4
	Durability	PQ5
	Serviceability	PQ6
	Aesthetics	PQ7
	Perceived quality	PQ8
Brand Trust	Credibility (Ellen et al., 2000)	BT1
	Reliability (Chaudhuri & Holbrook, 2001)	BT2
Brand Loyalty	Repeat purchases (Oliver, 1999)	BL1
	Brand preference (Kotler & Keller, 2016)	BL2
	Brand advocacy (Kotler & Keller, 2016)	BL3
	Willingness to pay more (Oliver, 1999)	BL4

Measurements were taken using a Likert scale, where respondents were asked to state their level of agreement consisting of strongly agree, agree, disagree, and strongly disagree (Azwar, 2012). Instrument testing was carried out to validate the instrument, through validity by comparing the calculated r value with the r table for degrees of freedom (df) = $n-2$ where n is the number of samples. Then, the reliability test was carried out with Alpha Cronbach through the help of software, namely SPSS. Thus, all items in the four scales were declared valid because they had a calculated $r_{\text{value}} > r_{\text{table}}$ and were positive. In addition, the reliability test obtained the following values:

Table 2. Reliability Test Results

Scale	<i>Cronbach's Alpha</i>
Original Programme	0.980
Product Quality	0.868
Brand Trust	0.925
Brand Loyalty	0.768

Based on table 2, it can be concluded that all scales are stated to be reliable and can be used for research, because they have a value > 0.60 .

The research hypothesis testing for the hypothesis test used in this study is the t-test and F-test, determination test by looking at the adjusted R square, and path analysis with the help of SPSS software. The selection of testing using this analysis is to determine the magnitude of the influence of each independent variable on the dependent variable partially, or simultaneously on direct and indirect influences through intervening variables. Then, a mediation test is carried out to see the indirect effect using the Bootstrapping method, which can then be known that brand trust as an intervening variable can mediate the relationship between original program and product quality as independent variables on brand loyalty as dependent.

RESULT AND DISCUSSION

Result

Hypothesis Testing

The hypothesis testing was conducted in two stages: the t-test and the F-test. This was done to determine the influence and coefficient values of each variable, both partially and simultaneously. The testing was conducted using a t-test, with the following conclusions:

Table 3. t-Test

Variables	Coefficient	
	Brand Trust	Brand Loyalty
Original Programme	.256	.052
Product	.391	.222
Quality		
	Brand Trust	.926

Based on the test, X1 and X2 have partial significance values <0.05 for both Z and Y. The coefficients for X1 on Z and Y are 0.256 and 0.052, respectively. The coefficients for X2 on Z and Y are 0.391 and 0.222, respectively. The coefficient for Z on Z is 0.926.

Table 4. F Test

Model	R ²	Sig.
X1 dan X2 \rightarrow Z	.329	.000
X1, X2, dan Z \rightarrow Y	.943	.000

The F-test was conducted to calculate the simultaneous influence of each variable. Consequently, it was found that X1 and X2 simultaneously had an influence of 0.329 on Z, as obtained from manual calculations of the contribution value. Furthermore, it was found that X1, X2, and Z simultaneously had an influence of 0.943 on Y.

Determination Test

Table 5. Coefficient of Determination Test

Model	Adjusted R ²	Sig.
X1 dan X2 \rightarrow Z	.316	.000
X1, X2, dan Z \rightarrow Y	.941	.000

Based on the determination test, the proportion of variation in variable Z that can be explained by X1 and X2 is 0.316, or 31.6%. Meanwhile, for variable Y, the proportion of variation explained by X1, X2, and Z is 0.941, or 94.1%.

Path Analysis

Table 6. Path Analysis Results

Variables	Standardized Coefficients	
	Brand Trust	Brand Loyalty
Original Programme	.256	.052
Product Quality	.391	.222
	Brand Trust	.926

Path analysis was performed by calculating the path coefficient of each variable to determine whether the effect was statistically significant. The results showed the same coefficient values for each variable as in the t-test, including X1 against Z at 0.256. X2 against Z at 0.391. X1 against Y at 0.52. X2 against Y at 0.222. Z against Y at 0.926.

Mediation Test

Table 7. Results of the mediation test on the original program variables

	Value
Direct influence	0.052
Indirect influence	0.237
Total influence	0.289

Table 8. Results of the mediation test on the product quality variable

	Value
Direct influence	0.222
Indirect influence	0.362
Total influence	0.584

Based on tables 7 and 8 obtained through the mediation test, it was found that the indirect influence of both variables X1 and X2 was greater than the direct influence. Thus, brand trust was proven to significantly mediate the relationship between variables X1 and X2 on Y.

Discussion

The findings from both the t-test and path analysis reveal that Netflix's original programming significantly influences brand trust among its users. This suggests that the unique, exclusive content Netflix offers plays a critical role in building consumer trust in the brand. The more users engage with original programs, the more they associate Netflix with a reliable and distinctive media experience (Amoroso et al, 2022). This insight aligns with previous research, which emphasizes the importance of exclusive content in cultivating brand identity and customer loyalty (Chhabra & Kim, 2018).

Furthermore, the study identifies that product quality—including video resolution, streaming stability, user interface design, and feature completeness—also contributes significantly to enhancing brand trust. Netflix's ability to maintain high-quality streaming experiences directly impacts user satisfaction and, ultimately, trust (Situmorang & Harmawan, 2022). This finding highlights the critical role of technical performance and user experience in shaping consumer perceptions of a digital platform.

Brand trust, as expected, is a key mediator, having a significant and positive effect on brand loyalty. This confirms that the more users trust Netflix,

the more likely they are to remain loyal to the service. The analysis shows that brand trust not only strengthens the relationship between product quality and brand loyalty but also amplifies the effect of original programming on loyalty. As such, trust serves as a vital bridge between content offerings, service quality, and sustained consumer engagement (Chang et al, 2021).

Interestingly, the direct effect of original programming on brand loyalty was found to be significant and positive. This reinforces the idea that Netflix's exclusive content offerings directly encourage users to continue subscribing to the service. The findings suggest that exclusivity—offered through unique, high-quality original content—helps to establish a stronger connection with users, making them less likely to switch to competing platforms.

Similarly, the analysis reveals that product quality significantly influences brand loyalty. As Netflix continues to improve its technical aspects—such as streaming quality and user interface design—users are more inclined to stay loyal to the service (Viezelyte, 2022). High-quality service fosters trust, and that trust subsequently drives loyalty. This suggests that Netflix's commitment to continuously improving its platform is crucial for retaining customers in an increasingly competitive market.

Lastly, the path analysis demonstrates that brand trust acts as a strong mediator between original programming and brand loyalty. The indirect effect of original programming on brand loyalty through brand trust is larger than the direct effect, highlighting the powerful role trust plays in reinforcing customer loyalty (Samarah et al, 2022). In other words, it is not just the exclusive content itself that builds loyalty, but the trust that users develop with the platform over time. Trust transforms the consumer's relationship with Netflix from one based solely on content satisfaction to one rooted in a long-term belief in the platform's ability to deliver consistent quality.

The study also shows that brand trust mediates the relationship between product quality and brand loyalty. This suggests that customers do not merely evaluate Netflix based on the technical aspects of its service but also consider their overall experience and belief that Netflix will continue to offer high-quality service in the future. The ability to instill this confidence in users is critical for Netflix as it navigates the highly competitive streaming industry.

CONCLUSION

This study demonstrates that both original programming and product quality have a direct, positive impact on brand trust and brand loyalty among Netflix users. Additionally, brand trust is shown to play a significant mediating role in strengthening the relationship between service quality, original content, and customer loyalty. These findings emphasize the importance of content

exclusivity and high-quality service in fostering long-term customer engagement.

For Netflix, it is crucial to continuously enhance the quality of its original programming and technical service features, such as streaming stability and user interface design. Improving these aspects will help build stronger customer trust and ensure a more reliable viewing experience, encouraging long-term subscriptions. By focusing on content quality and service excellence, Netflix can further solidify its position as a leader in the streaming industry. In terms of marketing strategy, Netflix should focus on promoting the exclusivity of its content and the consistency of its service quality. Highlighting these factors will reassure customers about the value they receive, making them more likely to stay subscribed. By emphasizing the uniqueness of its offerings and the reliability of its platform, Netflix can strengthen its brand loyalty and encourage sustained customer engagement.

For future research, it is recommended to explore additional factors that may influence brand trust and loyalty, such as subscription pricing or customer service quality. A longitudinal study could also provide valuable insights into how customer behavior changes over time, offering a deeper understanding of the dynamics that shape brand loyalty in the digital entertainment industry. This research provides valuable insights for both Netflix and the broader streaming industry, emphasizing the essential role of trust and content quality in maintaining long-term customer loyalty.

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