THE IMPACT OF USER EXPERIENCE ON CONSUMER WELL-BEING AMONG NETFLIX USERS

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Article Information	Abstract
	This study aims to explore the influence of user experience on consumer well-being on Netflix. Consumers have many options in choosing entertainment content to watch on Netflix and choose content that has a positive impact on aspects of their lives so as to achieve consumer well-being. With the growing popularity of streaming services, this study focuses on factors such as self-image fit, convenience factor, functionality factor, brand loyalty, attachment to the brand community, and frequency of use. This study uses quantitative methods with multiple linear regression analysis, data collected through online surveys from Netflix users. The results showed that self-image conformity, convenience factor, functionality factor, brand loyalty, brand community attachment have a significant influence on consumer well-being variables while current consumption variables do not have a significant influence on consumer well-being variables. Future researchers are also in addition, future researchers are also advised to examine other factors related to consumer well-being.

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INTRODUCTION

The rapid development of technology today has given birth to many new internet-based media. The new media helps people in finding information and entertainment. The presence of new media such as the internet, makes conventional or traditional media slowly abandoned. In the past, conventional media such as radio, television, newspapers and others were the main door for people to obtain various information and entertainment.

Several reasons for television are now starting to be abandoned by the public such as televisions broadcast containing too many advertisements, programmes that are currently increasingly monotonous, broadcast times that are not flexible with viewers and various other reasons (Anjani et al., 2023). In addition to experiencing a significant shift in technology, from analogue to digital, changes in television audiences have also changed from terrestrial to digital so that these changes also have an impact on the audience who also experience it. Now with the streaming trend, audiences are shifting to streaming platforms (Rukman Pala. 2017).

Based on the aspect of the current technological transition, people no longer watch television in one place, but they can watch streaming via smartphones, laptops, computers, and portable televisions or streaming applications that they have, they can watch anywhere and anytime as long as there is an internet connection (Suciani & Ayu Rahma Hamida, 2022). People are now starting to switch to streaming applications because they offer easy access and other content diversity (Anjani et al., 2023). This has led to many people subscribing to streaming services, such as Netflix, to fulfil their entertainment needs.
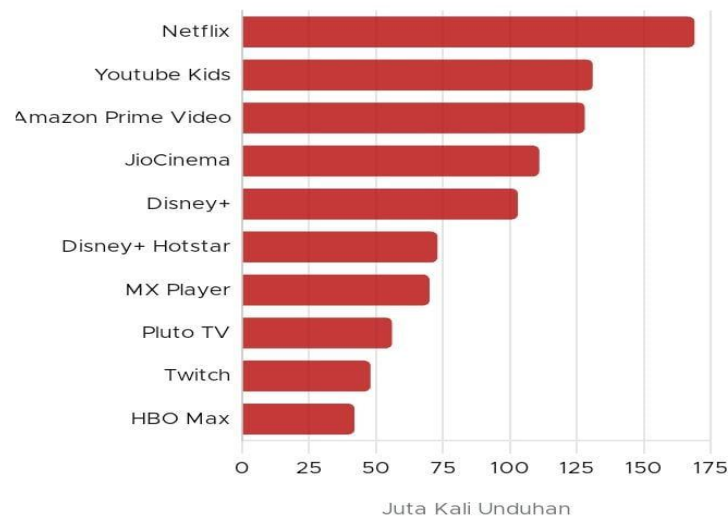
Figure 1. Netflix user data in 2023

According to the most popular apps 2024 report released by business of apps, Netflix is the most popular entertainment app in the world in 2023. Netflix is a subscription streaming service provider that provides a wide range of TV series, documentaries and films covering a variety of genres and languages. This streaming service was founded by Reed Hastings with Marc Randolph in 1997 in the United States (Martins & Riyanto, 2020). With Netflix, customers can stream without adverts and can be done anywhere and anytime as long as they are connected to the internet (Wibowo, 2018). Initially Netflix only broadcasts content that has been produced by television and cinema. However, over time, Netflix began to produce their own original content to broadcast through their platform online to meet consumer demand. From the many contents provided by Netflix, audiences will choose films or tv shows that they are interested in on the pretext of entertainment (Nerissa Mutiara Murpratiwi, 2022). However, in addition to providing entertainment to the audience, Netflix can also indirectly provide education. Consumers have many choices in choosing entertainment content to watch. The selection of content is based on the services offered and the satisfaction plays a role in a person's psychological well-being and well-being, as self-determination allows people to feel that they have control over their choices and lives (Engstrom & Elg, 2015).

Consumer well-being refers to the extent of satisfaction and positive impact obtained by consumers. Consumers will choose content that has a positive impact on aspects of their lives, such as social life and spare-time. If one or more of these aspects have been fulfilled, it can be said that consumer well-being has been achieved (Sirgy and Grzeskowiak, 2007).

Consumer well-being indicates the emotional state felt by consumers related to the experience of making purchases. Consumer well-being is defined as the customer's perception of the extent to which a brand contributes positively to various aspects of the customer's life (Sirgy and Grzeskowiak, 2007). Meanwhile, customer satisfaction is a feeling of pleasure or disappointment from customers resulting from comparing the performance of a product with their expectations. Satisfied customers are likely to buy the same brand. Therefore, companies are more focused on ensuring customers have a satisfying experience. Customer satisfaction and customer loyalty have been the focus of many studies on Netflix. There are still not many researchers researching this consumer well-being with variables such as self-image congruence, functional related factors, convenience related factors and brand community belongingness so researchers will research further in order to broaden the understanding of consumer well-being. This study aims to determine the effect of user experience on consumer well-being in Netflix users. User experience in this study is self-image congruence, functional related factors, convenience related factors and brand community belongingness that affect consumer well-being.

Self-Determination Theory often abbreviated as SDT, is a Motivation Theory proposed by Edward L. Deci and Richard M. Ryan in 1985. This theory highlights the importance of intrinsic motivation and basic human needs in achieving personal satisfaction and well-being. Self-Determination Theory is a theory that relates the development of human functioning, determination, and resolve to achieve the life goal of well-being (Krause et al., 2019). This theory has been adopted globally and is said to be suitable for the assessment of personal well-being dimensions because it includes theories of motivation and personality development (Buzinde, 2020). This ability plays an important result of feeling satisfied and happy after making a purchase, not during the purchase process (El Hedhli et al., 2013). Comfort and convenience in

using a product can affect consumer well-being. A comfortable experience allows consumers to achieve physical and mental balance, which ultimately contributes to their overall satisfaction, a brand and product contribute positively to one's perceived quality of life and happiness (Kim et al., 2012). Well-being is more than just the level of satisfaction and happiness felt (Ruggery et al., 2020). Most people believe that they can get well-being through the consumption process of either goods or services (Kim et al., 2012). Well-being in the consumption process is called consumer well-being. Thus, it is important for producers, companies, and even entrepreneurs to have a focus on products, customers, and also pay attention to the behaviour of their consumers because consumer behaviour is important for exploring the concept of consumer well-being (Khafidin, 2020).

Hypotheses Development

The Relationship between Self-Image Congruence and Consumer Well-Being

Self-image congruence is the relationship between how individuals view themselves and an image built by a product (Goh et al., 2016). Every individual has an image of themselves. Individuals form their self-image through interactions with others over the years. Products and brands have symbolic value for each individual. Individuals judge products based on congruence with their own self-image. Self-image is defined as the totality of an individual's thoughts and feelings about themselves. Self-image congruence is defined as the degree to which customers evaluate the brand image of a product with the customer's actual and ideal self-image. Research by Sirgy and Grzeskowiak (2007) found that self-image congruence has a direct influence on consumer well-being.

H_1: Self Image Congruence affects Consumer Well-Being

The Relationship between Convenience-related factors and Consumer Well-Being

Convenience-related factors or convenience factors relate to the extent to which a person finds it easy to do what he wants and finds it a pleasant experience. Convenience can be understood as the result of feeling satisfied and happy after making a purchase, not during the purchase process (El Hedhli et al., 2013). Comfort and convenience in using a product can affect consumer well-being. A comfortable experience allows consumers to achieve physical and mental balance, which ultimately contributes to their overall satisfaction, pleasure, and quality of life. Convenience is proven to give consumers confidence and overall satisfaction (Kang et al.,

2019). Research by Limantoro (2016) found that Convenience-related factors have a positive influence on consumer well-being.

H_2: Convenience Related Factors affect Consumer Well-Being

The Relationship between Functional related factors and Consumer Well-Being

Functional related factors or functional factors are the perceived utilitarian aspects of a product that refer to the ideal point. Functional factors are a variation of the multi-attribute attitude model with product performance, quality, reliability, durability, and customer service (El Hedhli et al., 2013). This functional factor is to meet consumer needs through the benefits provided. Where refers to the quality of the product in providing adequate benefits to meet consumer needs. Thus, products play an important role in consumer welfare (Kang et al., 2019). Functional factors are obtained from the quality of products that provide functional uses to consumers which are directly related to the functions provided by the product or service to consumers. If it has functional advantages, then a brand dominates a category that can improve consumer welfare (Limantoro, 2016). Research by Limantoro (2016) found that Functional related factors have a positive influence on consumer well-being.

H_3: Functional Related Factors affect Consumer Well-Being

The Relationship between Brand Community Belongingness and Consumer Well-Being

A brand community is a specialised, non-geographically bound community, which is based on a structured set of social relationships among brand enthusiasts (Ho, 2015). Brand community refers to the social aggregation of brand users and their relationship with the brand itself. This community is built based on the relationship between brand owners and their psychological relationship with the brand, the products used, and the company (Lin et al., 2019). Sirgy and Grzeskowiak (2007) suggested a step to give meaning to a product, namely by building a relationship between consumers and brands. In this case, the brand acts as a partner and a brand community is formed among users of the brand. The advantage that consumers get in the brand community is the social relationships formed between community members. Sirgy and Grzeskowiak's (2007) research found that brand community ownership has a direct influence on consumer welfare.

H_4: Brand Community Belongingness affects Consumer Well-Being

The Relationship between Self-Image Congruence and Consumer Well-Being Moderated by Brand Loyalty

Brand loyalty is considered the end result of consumers's judgement of a brand, where this loyalty is expected to arise from consumers' overall view of the brand (Şahin et al., 2011). Strong relationships between consumers and brands play an important role in building loyalty, with positive brand experiences creating emotional connections through consistent, engaging and compelling interactions (Krystallis & Chrysochou, 2014). Research by Sirgy and Grzeskowiak (2007) found that the relationship between self-image fit and consumer well-being is positively moderated by brand loyalty. This means that brand loyalty strengthens the relationship between self-image fit and consumer well-being. In other words, the impact of self-image fit on consumer well-being will be stronger if there is high brand loyalty. If brand loyalty and self-image congruence are high, the level of product consumption will also be high. The more often consumers consume the product, the higher the impact of the product on consumer well-being.

H_5: Brand Loyalty moderates the relationship between Self-Image Congruence and Consumer Well-Being.

The Relationship between Brand Community Belongingness and Consumer Well-Being Moderated by Consumption Recency

The more often consumers use a brand, the more likely it is that consumers are satisfied in various aspects of life. In addition, customer satisfaction is part of well-being. According to Sirgy and Grzeskowiak (2007), the impact of a sense of belonging to a brand community increases when consumers have just consumed the product. In other words, the relationship between a sense of brand community and consumer well-being is positively moderated by recent consumption. This means that recent consumption strengthens the relationship between sense of brand community engagement and consumer well-being. An example of the moderating effect of recent consumption. If consumers join a brand community and feel comfortable with the interactions between members, they will purchase products under that brand more often. The more frequently consumers use a product, the higher the impact of the product on consumer well-being. Research by Sirgy and Grzeskowiak (2007) found that the relationship between Brand Community Belongingness and consumer well-being is positively moderated by Consumption Recency.

H_6: Consumption Recency moderates the relationship between Brand Community Belongingness and Consumer Well-Being.
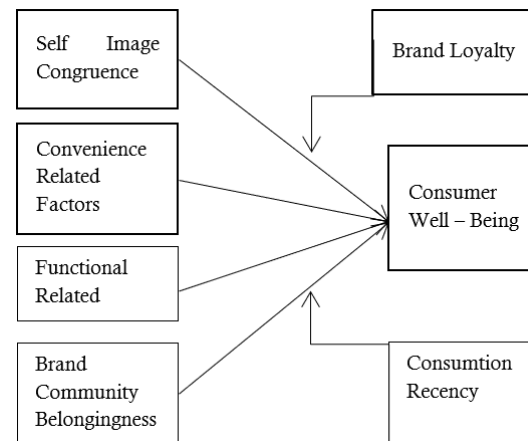

Figure 2. Research Model

METHOD

In this study, the primary data collection method. Primary data is data obtained directly to analyse data and find solutions or problems under study. The data collection method used in this research is the direct or self-administered data collection method, namely the distribution method by distributing online questionnaires to obtain information from respondents. The questionnaire distribution was carried out by distributing questionnaires online to respondents through social media such as WhatsApp, Instagram and assisted by closest friends in distributing questionnaires. A questionnaire is a pre-formulated list of written questions that respondents will answer, usually in clearly defined alternatives.

Population can be interpreted as a group of people, events or everything that has certain characteristics. Population is a generalisation area consisting of objects or subjects that have certain qualities and characteristics that are determined by research to be studied and then concluded that the population in this research is individuals who have used Netflix services. This can ensure that respondents have sufficient experience to provide relevant information.

The sampling technique used in this study is purposive sampling technique. This technique allows obtaining accurate and reliable information. This technique also allows researchers to get suitable respondents. Respondent profiles include demographic data such as age, gender, occupation and income. Researchers determined the number of samples using the Hair et al. method (2011), namely n = number of indicators x 5 to 10. Based on this calculation, 43 indicators x 7 = 301, but it is rounded up to 310 so 310 respondents are needed.

The score measurement technique used to analyse the data uses a Likert scale. The purpose of using the Likert scale in this study is to determine the effect of self-image congruence variables, functional related factors, convenience related factors, brand community belongingness

and moderating variables brand loyalty and consumption recency on consumer well-being.

The data analysis method applied in this study is multiple linear regression. The data that has been collected will be analysed using SPSS software.

RESULT AND DISCUSSION

Table 1. Characteristics of Respondents

No	Variable	Classification	Number of people	%
1	Gender	Man	105	33.87
		Woman	205	66.13
		amount	310	100
2	Age	12-19 year	66	21
		20-27 year	152	49
		28-35 year	72	23
		on 35 year	21	7
		amount	310	100
3	Last Education	Elementary school	0	0
		Junior high school	8	3
		Senior high school	105	34
		Diploma	71	23
		Bachelor	100	32
		Postgraduate	26	8
		amount	310	100
4	Job	Student	97	31
		Government employees	32	10
		Private employees	74	24
		Self-employed	80	26
		another:	27	9
		amount	310	100
5	Monthly Income	Rp 1.000.000-Rp 3.000.000	67	22
		Rp 3. 000.000-Rp 5.000.000	80	26
		Rp 5.000.000-Rp 8.000.000	114	37
		>Rp 8.000.000	49	16
		amount	310	100

The results of research on Netflix users in Indonesia show the profile of research respondents. Presented in table 1. This study involved 310 respondents from Indonesia, the data shows that the majority of respondents involved in this study were women, reaching 205 people or around 66.13% of the total sample. This indicates that women have a significant role in using Netflix. In terms of age, the 20-27 age group dominates, with 152 people or about 49% of the total sample. This age group is often identified as the most active in using streaming platforms. In terms of education, respondents with a high school education dominate, reaching 105 people or around 34% of the total sample. In terms of job type, students are the majority group with 97 people or around 31% of the total sample. Finally, monthly income of 5,000,000-8,000,000 dominates, with 114 people or around 37% of the total sample.

The next stage in this research involves testing the validity and reliability of the research instruments used. The validity test aims to ensure that the instrument used actually measures what the researcher intended. This test examines the extent to which the questions or items in the

instrument measure the intended variables. The reliability test, on the other hand, aims to assess the extent to which the instrument is consistent in measuring the same variable if repeated at different times or in different places. The test results found that all variables have a pearson correlation total score value above 0.30, which means that the instrument is suitable as a variable measuring instrument (valid), and also obtained a Cronbach's alpha value above 0.60 so that all instruments pass the reliability test. After conducting validity and reliability tests, then conduct classical assumption tests and hypothesis testing.

Classical asumstion test

Normality Test

This test is conducted to see whether the residuals of this study have a normal distribution or not, because good regression requires a normal distribution (Ghozali, 2016).

Table 2. Normality Test

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			310
Normal Parameters[a,b]	Mean		0
	Std. Deviation		1
Most Extreme Differences	Absolute		.069
	Positive		.064
	Negative		-.069
Kolmogorov-Smirnov Z			1.212
Asymp. Sig. (2-tailed)			.106
Monte Carlo Sig. (2-tailed)	Sig.		.101[c]
	99% Confidence Interval	Lower Bound	.094
		Upper Bound	.109

a. Test distribution is Normal.

b. User-Specified

c. Based on 10000 sampled tables with starting seed 2000000.

The number of samples in this study amounted to 310 data. In this study, the normality test performed was using the Kolmogorov-Smirnov normality test. In Table 2, it is known that the Asymp sig (2-tailed) value shows 0.101, which means it is greater than 0.05. It can be concluded that the residual data in this study are normally distributed.

Multicollinearity Test

This test aims to determine whether there is a correlation relationship between one or more independent variables in the regression model. A good regression model should not show a correlation between the independent variables (Ghozali, 2016).

Table 3. Multicollinearity Test Results

Coefficients[a]			
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Self Image Congruence	.388	2.576
	Convenience Related Factors	.383	2.610
	Functional Related Factors	.315	3.171

Brand Community Belongingness	.476	2.100
Brand Loyalty	.408	2.449
Comsumption Recency	.825	1.213

a. Dependent Variable: Consumer Well Being

Presented in table 3, it can be seen that the Tolerance value shows more than 0.1 and the VIF value is less than 10. From these values it can be concluded that there is no multicollinearity in this study.

Heteroscedasticity Test

The heteroscedasticity test is useful for determining whether there are deviations from classical assumptions by checking whether there are differences in residual variances in the regression model. In this study, the scatterplot graph was used to test for heteroscedasticity (Ghozali, 2016).
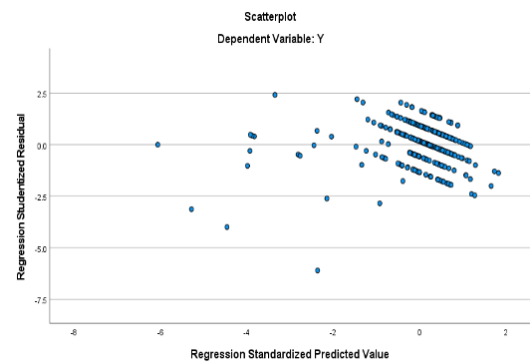

Figure 3. Scatterslot Graph

Presented in figure 3 shows that the dots on the scatterslot graph spread randomly both above and below the number 0 and the y axis and do not form a certain pattern. So it can be concluded that in this study there is no heteroscedasticity.

Hypothesis Test

Table 4. Multiple Linear Regression Analysis

Coefficients[a]				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	.122	1.474	
	Self Image Congruence	.466	.064	.510
	Convenience Related Factors	-.090	.044	-.147
	Functional Related Factors	.158	.035	.351
	Brand Community Belongingness	.188	.059	.202
	Brand Loyalty	-.253	.063	-.278
	Comsumption Recency	.022	.073	.015

a. Dependent Variable: Consumer Well Being

Presented in Table 4, the results of multiple linear regression analysis are shown in the following equation: **(Consumer Well-being = 0.122 +0.466 (Self-Image Congruence) -0.090 (Convenience Related Factors) + 0.158 (Functional Related Factors) + 0.188 (Brand Community Belongingness) - 0.253 (Brand Loyalty) +0.022 (Consumption Recency) + Error**.

The explanation of the results of the regression equation above is as follows: The regression model explains 58.4% of the variation in consumer well-being, while the remaining 41.6% is explained by other factors not examined in this study.

The constant value (a) of 0.122 indicates that if the independent variable is equal to zero, consumer well-being is 0.122. The regression coefficient for self-image congruence is 0.466, meaning that every 1% increase in self-image congruence can increase consumer well-being by 0.466 assuming other variables are constant.

The regression coefficient for convenience related factors is -0.090, which means that every 1% increase in convenience related factors reduces

consumer well-being by -0.090 assuming other variables are constant. The regression coefficient for functional related factors is 0.158, which means that every 1% increase in functional related factors can increase consumer well-being by 0.158 assuming other variables are constant.

The regression coefficient for brand community belongingness is 0.188, which means that every 1% increase in brand community belongingness can increase consumer well-being by 0.188 assuming other variables are constant. The regression coefficient for brand loyalty is -0.253, which means that every 1% increase in brand loyalty reduces consumer well-being by -0.253 assuming other variables are constant. The regression coefficient for consumption recency is 0.022, which means that every 1% increase in consumption recency increases consumer well-being by 0.022 assuming other variables are constant.

Table 5. Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.645[a]	.416	.404	1.33833

Presented in table 5, it can be seen that the Adjusted R Square column shows a figure of 0.404. This result shows that 0.404 or 40.4% of the dependent variable and the control variable together contribute an influence of 40.4% on independent variables and moderation variables in this study are able to clarify and project the dependent variable. used in predicting consumer well-being, in other words, the independent variables and moderation variables in this study are able to clarify and project the dependent variable.

Table 6. Test (Partial Test)

Coefficients[a]				
	Model	T	Sig	Result
1	(Constant)	.083	.934	-
	Self Image Congruence	7.241	<.001	Supported
	Convenience Related Factors	-2.066	.040	Supported
	Functional Related Factors	4.483	<.001	Supported
	Brand Community Belongingness	3.172	.002	Supported
	Brand Loyalty	-4.049	<.001	Supported
	Comsumption Recency	.301	.764	Not Supported

a. Dependent Variable: Consumer Well Being

Presented in table 6, if the significance value is less than 0.05, it means that there is an influence of the dependent variable on the independent variable. From the same table, it can be seen that the independent variables, namely self-image congruence, convenience related factors, functional related factors and brand community belongingness show a significant effect on consumer well-being. Furthermore, the moderating variable, namely brand loyalty, shows a significant effect on moderating the relationship between self-image congruence and consumer well-being. Meanwhile, the moderating variable, namely consumption recency, shows no effect on moderating the relationship between brand community belongingness and consumer well-being. Based on this, it can be concluded that the sixth hypothesis is rejected, while the first, second, third, fourth and accepted hypotheses.

Table 7. F Test (Simultaneous Test)

ANOVA[a]					
	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	386.030	6	64.338	35.921	<.001[b]
	Residual	542.709	303	1.791		
	Total	928.739	309			

a. Dependent Variable: Consumer Well Being

b. Predictors: (Constant), Comsumption Recency, Self Image Congruence, Convenience Related Factors, Brand Community Belongingness,Brand Loyalty, Functional Related Factors

DISCUSSION

The Effect of Self Image Congruence on Consumer Well Being

Presented in table 6 in the partial test, it can be seen that the self-image congruence variable has a significance value of <0.001 which is smaller than the alpha value of 0.05, meaning that there is an influence between self-image congruence on consumer well-being. In this table, self-image congruence in Netflix users on consumer well-being shows a significant effect, in this case H1 is accepted. This shows that when consumers' self-image matches the product or brand they choose, they feel more satisfied and emotionally connected. This increases consumers' self-confidence, self-satisfaction, and emotional well-being. Personal identity that is maintained and reflected through the chosen product also contributes to positive feelings and consumer happiness. This result is in line with research conducted by Sirgy and Grzeskowiak (2007) which found that self-image congruence has a significant influence on consumer well-being.

The Effect of Convenience Related Factors on Consumer Well-Being

Presented in table 6 in the partial test, it can be seen that the convenience related factors variable has a significance value of 0.040 which is smaller than the alpha value of 0.05, meaning that there is an influence between convenience related factors on consumer well-being. In this figure, convenience related factors on Netflix users on consumer well-being show a significant influence, in this case H2 is accepted. This shows that the comfort and convenience of using a product can affect consumer well-being. A comfortable experience allows consumers to achieve physical and mental balance, which ultimately contributes to their overall satisfaction, pleasure, and quality of life. Convenience has been proven to positively influence consumer confidence and overall satisfaction (Kang et al., 2019). This shows that the comfort and convenience provided by a product can be used to predict consumer well-being. These results are in line with research by Limantoro (2016) which found that convenience-related factors significantly influence consumer well-being.

The Effect of Functional Related Factors on Consumer Well Being

Presented in table 6 in the partial test, it can be seen that the functional related factors variable significance value <0.001 is smaller than the alpha value of 0.05, meaning that there is an influence between functional related factors on consumer well-being. In this figure, functional related factors in Netflix users on consumer well-being show a significant effect, in this case H3 is accepted. This shows that the functional factor is obtained from the quality of the product which provides functional use to consumers which is directly related to the functions provided by the product or service to consumers. If it has functional advantages, then a brand dominates a category that can improve consumer welfare (Limantoro, 2016). This result is in line with research by Limantoro (2016) which found that Functional related factors have a significant influence on consumer well-being.

The Effect of Brand Community Belongingness on Consumer Well-Being

Presented in table 6 in the partial test, it can be seen that the brand community belongingness variable has a significance value of 0.002 which is smaller than the alpha value of 0.05, meaning that there is an influence between brand community belongingness on consumer well-being. In this figure, brand community belongingness in Netflix users on consumer well-being shows a significant effect, in this case H4 is accepted. In this case, the brand acts as a partner and a brand community is formed among users of the brand. The advantage that consumers get in the brand community is the social relationships that form between community members which can improve psychological well-being. This result is in line with Sirgy and Grzeskowiak's research (2007) which found that brand community ownership has a significant influence on consumer well-being.

The Effect of Brand Loyalty Moderates the Relationship Between Self-Image Congruence and Consumer Well-Being

Presented in table 6 in the partial test, it can be seen that the brand loyalty variable has a significance value of <0.001 which is smaller than the alpha value of 0.05, meaning that there is a significant effect of brand loyalty moderating the relationship between self-image congruence and consumer well-being in Netflix users, in this case H5 is accepted. This means that brand loyalty strengthens the relationship between self-image congruence and consumer well-being. In other words, the impact of self-image congruence on consumer well-being will be stronger if there is high brand loyalty. If brand loyalty and self-image congruence are high, the level of product consumption will also be high. The more often consumers consume the product, the higher the impact of the product on consumer welfare. This result is in line with research by Sirgy and Grzeskowiak (2007) which found that the relationship between self-image fit and consumer well-being is significantly moderated by brand loyalty.

The Effect of Consumption Recency Moderating the Relationship Between Brand Community Belongingness and Consumer Well-Being

Presented in table 6 in the partial test, it can be seen that the consumption recency variable has a significance value of 0.764 which is greater than the alpha value of 0.05, meaning that there is no effect of consumption recency moderating the relationship between brand community belongingness and consumer well-being in Netflix users, in this case H6 is rejected. There are many factors that influence a person in consuming something, one of which is income. Keynes' theory explains that consumption is influenced by available income after deducting taxes or other obligations. So, if someone just bought a product, it doesn't mean he feels more connected to the brand. It's just because he has enough money to spend his money, for example on a Netflix subscription. In addition, according to Xia and Monroe (2009), if consumers do not have a specific purpose to buy a product, promotions will make them more interested in buying. In this case, Netflix, which often offers promos or special prices, has an advantage. This means that even if consumers have just bought, it does not mean they feel more attached to a brand. This result is in line with research by Hendro & Sihombing (2011) which found that consumption recency has no effect on moderating the relationship between brand community belongingness and consumer well-being.

CONCLUSION AND RECOMMENDATION

Based on the results of multiple linear regression, it can be concluded that the independent variables (self-image congruence, convenience related factors, functional related factors and brand community belongingness), as well as moderating variables (brand loyalty and consumption recency) simultaneously have a significant influence on consumer well-being. Partially, independent self-image congruence, convenience related factors, functional related factors and brand community belongingness have a significant influence on consumer well-being.

Meanwhile, the moderating variable brand loyalty has a significant effect on moderating the relationship between self-image congruence and consumer well-being. For future researchers who want to continue this research, it is hoped that they can continue it by looking for other variables or new ideas so that they can help, strengthen or correct the results of previous studies.

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