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Explaining Brand Loyalty through Brand Quality: Brand Trust as Mediator and Brand Love as Moderator

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Abstract

This study examines the effect of brand quality on brand trust and brand loyalty among Netflix customers in Kendari City. It also investigates the mediating role of brand trust in the relationship between brand quality and brand loyalty, as well as the moderating role of brand love in the relationship between brand trust and brand loyalty. A quantitative explanatory design was employed using survey data from 160 Netflix customers selected through purposive sampling. The research instrument used a five-point Likert scale, and the data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). The results show that brand quality has a positive and significant effect on brand trust and brand loyalty. Brand trust also has a positive and significant effect on brand loyalty. Furthermore, brand trust mediates the effect of brand quality on brand loyalty, while brand love strengthens the relationship between brand trust and brand loyalty. These findings indicate that Netflix customer loyalty is formed through a combination of quality-based evaluation, trust-based confidence, and emotion-based attachment. Practically, Netflix needs to maintain content quality, application stability, account security, and service consistency while strengthening emotional connections through personalized experiences and engaging content. Academically, this study contributes to branding literature by integrating mediation and moderation mechanisms in explaining loyalty toward digital streaming services.

Keywords: *Brand Quality; Brand Trust; Brand Loyalty; Brand Love*

1. Introduction

The rapid growth of digital streaming services has transformed the way consumers access entertainment, evaluate media brands, and develop long-term relationships with digital platforms [1]. Streaming customers no longer rely only on traditional broadcasting schedules or physical media because digital platforms allow them to consume entertainment at any time, through multiple devices, and with personalized recommendations [2, 3]. In this environment, a brand is not merely a name, logo, or subscription service, but a set of accumulated customer experiences, expectations, associations, and emotional meanings that influence consumer choice and loyalty [4]. Strong brands are formed through positive associations, perceived quality, and customer confidence, which can influence consumer choice and loyalty [5, 6].

Netflix has become one of the most visible global streaming brands because it combines content variety, technology-based recommendation systems, digital convenience, and a strong international brand image [7]. However, the streaming market has become increasingly competitive due to the presence of various alternatives such as Disney+, Amazon Prime Video, Viu, iQIYI, YouTube Premium, and other local and international platforms [8]. In a competitive subscription market, customers can easily switch platforms when they perceive that the content, price, application quality, or user experience no longer matches their expectations. Customer loyalty is formed through repeated positive experiences, perceived quality, satisfaction, trust, and emotional attachment, so Netflix customer loyalty can be understood as a multidimensional phenomenon involving both rational evaluation and affective connection [9].

Brand quality plays an important role in shaping customer evaluation of digital services [10, 11]. In the Netflix context, brand quality can be understood through the availability of attractive content, ease of application use, streaming stability, clarity of subscription packages, subtitle quality, personalization, and the overall reputation of the platform. Perceived quality can function as an important brand signal because it helps consumers reduce uncertainty and develop stronger confidence in a brand. In service-based and digital-based consumption, quality becomes especially important because customers continuously evaluate the brand through repeated usage experiences [12, 13]. When customers perceive Netflix as reliable, easy to use, rich in content, and consistent in performance, they are more likely to believe that the brand is capable of fulfilling its promise.

Brand trust is also crucial in digital streaming services because customers interact with Netflix through subscription payments, account management, personal data, and platform-based access [14]. Trust reflects customer confidence that a brand is reliable, honest, safe, and capable of delivering expected value. In the digital service context, trust reduces perceived risk and increases customer willingness to continue using the service. Trust becomes even more important for Netflix customers because they must repeatedly renew subscriptions and rely on the platform to provide consistent access to entertainment. Thus, brand trust can serve as a psychological bridge that connects brand quality with brand loyalty [15].

In addition to quality and trust, emotional attachment also matters in the formation of customer loyalty. Brand love reflects a deep emotional bond, affection, and passion that customers feel toward a brand. Consumers who love a brand do not only evaluate it based on functional benefits, but also feel pleasure, pride, closeness, and symbolic meaning when using the brand [16]. In the case of Netflix, brand love may emerge from memorable series, original content, personalized viewing habits, social conversations about films, and the feeling that Netflix is part of a modern digital lifestyle. Brand love can strengthen customer-brand relationships, increase loyalty, and reduce the tendency to switch to competing brands [17].

Although previous studies have examined perceived quality, trust, love, and loyalty in many brand contexts, there is still a need to examine these variables in digital streaming services in local urban markets. Many studies have focused on broad e-commerce, hospitality, cosmetics, and retail services, while fewer studies have integrated brand quality, brand trust, brand loyalty, and brand love in the streaming service context [18, 19]. The local context of Kendari City is also important because consumer digital behavior in growing urban areas may differ from that in large metropolitan markets. Customers in Kendari may evaluate Netflix based on content relevance, price sensitivity, internet access, family usage patterns, and the symbolic value of using a global digital platform. These conditions create a research gap that this study attempts to address.

The main problem addressed in this study is how Netflix customer loyalty in Kendari City can be explained through the interaction of brand quality, brand trust, and brand love. The availability of many streaming alternatives makes customer loyalty increasingly fragile because customers can easily stop subscribing or move to competing platforms when the quality of the service does not meet expectations. At the same time, perceived brand quality may not automatically create loyalty if customers do not trust the brand or do not feel emotionally attached to it. Loyalty in digital services is not formed only by technical quality, but also by trust-based and emotion-based customer-brand relationships.

This study aims to provide a comprehensive explanation of the formation of Netflix customer loyalty in Kendari City by analyzing the direct, mediating, and moderating relationships among the research variables. Specifically, this study examines the effect of brand quality on brand trust, the effect of brand quality on brand loyalty, and the effect of brand trust on brand loyalty. Furthermore, this study investigates the mediating role of brand trust in the relationship between brand quality and brand loyalty and tests whether brand love strengthens the relationship between brand trust and brand loyalty. Through this objective, the study is expected to enrich branding literature in digital services and provide practical insight for strengthening customer loyalty through quality, trust, and emotional attachment.

2. Research Methods

This study uses a quantitative research design with an explanatory survey approach. This design is appropriate because the study aims to test causal relationships among latent variables and to examine both mediation and moderation effects statistically. The population of this study consists of Netflix customers in Kendari City. The sample consisted of 160 respondents selected using purposive sampling. The criteria for respondents were that they had used or were currently subscribing to Netflix, lived in Kendari City, and were willing to complete the research questionnaire. Purposive sampling was used to ensure that the respondents had sufficient experience with Netflix to evaluate brand quality, brand trust, brand loyalty, and brand love.

Data were collected using a structured questionnaire distributed to respondents. Each statement was measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree. Brand quality was measured through content quality, application convenience, service stability, and brand reputation. Brand trust was measured through reliability, security, consistency, and brand honesty. Brand loyalty was measured through subscription renewal intention, recommendation, preference, and resistance to competitors. Brand love was measured through pleasure, pride, emotional closeness, and the feeling of loss if the service is unavailable. The

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data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), because this method is suitable for predictive models, latent variables, complex structural relationships, mediation, and moderation testing.

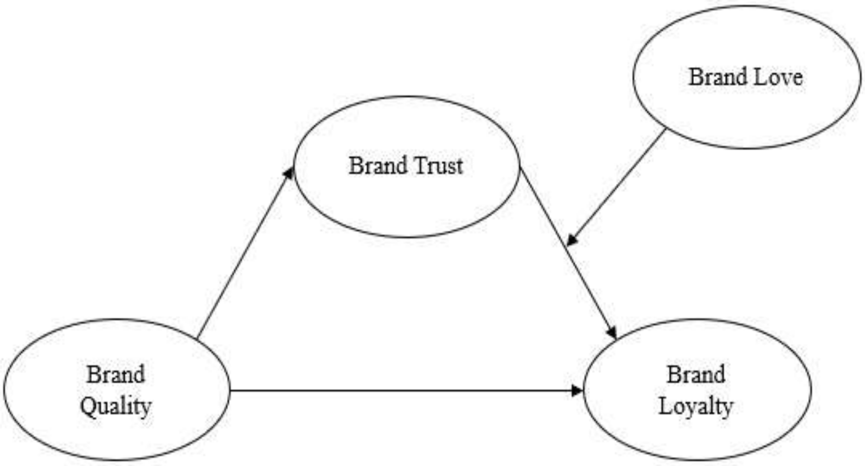

Figure 1. Conceptual Framework

3. Results and Discussions

Based on the descriptive analysis of 160 respondents, the majority of Netflix customers in this study were female, totaling 91 respondents or 56.87%, while male respondents totaled 69 respondents or 43.13%. This composition shows that female respondents were slightly more dominant in this study. The difference in gender distribution indicates that Netflix is used by both male and female customers, although women represented a larger proportion of the sample. This condition also suggests that digital streaming services such as Netflix have become part of daily entertainment consumption across gender groups.

In terms of age, the respondents were dominated by the 17–25 age group, with 72 respondents or 45.00%. This was followed by the 26–35 age group, with 58 respondents or 36.25%, and respondents aged above 35 years old, with 30 respondents or 18.75%. These results indicate that most Netflix customers in Kendari City in this study came from young and productive age groups. Respondents in these age categories are generally more familiar with digital technology, mobile applications, online payment systems, and subscription-based entertainment platforms. Therefore, they are more likely to use Netflix as part of their regular entertainment activities. The dominance of young users also reflects the growing role of digital streaming services in replacing or complementing conventional entertainment media.

Regarding the length of Netflix use, 73 respondents or 45.63% had used Netflix for one to two years, making this the largest group in the sample. Meanwhile, 46 respondents or 28.75% had used Netflix for more than two years, and 41 respondents or 25.62% had used Netflix for less than one year. This finding shows that most respondents had already gained sufficient experience in using Netflix. Customers who have used the platform for at least one year are generally more capable of evaluating the service based on their actual experience, including content quality, application performance, subscription value, service reliability, and overall satisfaction.

Overall, the respondent profile is considered relevant to the objectives of this study. The respondents were not only familiar with Netflix as a digital streaming platform, but also had enough usage experience to assess important aspects of the brand. Their experience allows them to evaluate brand quality, determine whether they trust the brand, express their level of brand loyalty, and show whether they have developed emotional attachment or brand love toward Netflix. Therefore, the characteristics of the respondents provide a strong basis for analyzing customer-brand relationships in the digital streaming service context, particularly among Netflix customers in Kendari City.

Table 1. Demographic Profile of Respondents

Category	Classification	Frequency	Percentage (%)
Gender	Male	69	43.13

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Gender	Female	91	56.87
Age	17-25 years	72	45.00
Age	26-35 years	58	36.25
Age	>35 years	30	18.75
Length of Netflix Use	<1 year	41	25.62
Length of Netflix Use	1-2 years	73	45.63
Length of Netflix Use	>2 years	46	28.75

The first stage of PLS-SEM analysis was the evaluation of the measurement model. This stage was conducted to determine whether all indicators were able to measure their respective latent constructs validly and reliably. Similar to the PLS data presentation style in the comparison article, the measurement model is presented through item loading, Cronbach alpha, composite reliability, and Average Variance Extracted (AVE). The use of these criteria is consistent with the PLS-SEM guideline that indicators should ideally have loading values above 0.70, constructs should have Cronbach alpha and composite reliability above 0.70, and AVE should be above 0.50.

Table 2. Results of the Measurement Model

Variable	Items	Loading	Cronbach alpha	Composite reliability	Average variance extracted
Brand Quality	BQ1	0.812	0.873	0.913	0.724
	BQ2	0.846			
	BQ3	0.874			
	BQ4	0.891			
Brand Trust	BT1	0.801	0.860	0.905	0.704
	BT2	0.834			
	BT3	0.861			
	BT4	0.879			
Brand Loyalty	BL1	0.824	0.881	0.918	0.738
	BL2	0.856			
	BL3	0.889			
	BL4	0.902			
Brand Love	BLV1	0.795	0.867	0.909	0.714
	BLV2	0.842			
	BLV3	0.866			

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BLV4	0.884

Based on the measurement model results in Table 3, all indicators have loading factor values above 0.70. The loading values of Brand Quality range from 0.812 to 0.891, Brand Trust ranges from 0.801 to 0.879, Brand Loyalty ranges from 0.824 to 0.902, and Brand Love ranges from 0.795 to 0.884. These results indicate that all indicators have good convergent validity because each indicator is strongly associated with the construct it measures. The AVE values of all constructs are also above 0.50, namely 0.724 for Brand Quality, 0.704 for Brand Trust, 0.738 for Brand Loyalty, and 0.714 for Brand Love. This means that each construct can explain more than half of the variance of its indicators.

The reliability results also show that all constructs meet the required criteria. Cronbach alpha values range from 0.860 to 0.881, while composite reliability values range from 0.905 to 0.918. These values exceed the minimum threshold of 0.70, indicating strong internal consistency. Therefore, the measurement model can be considered valid and reliable. These results allow the analysis to proceed to discriminant validity and structural model evaluation because the indicators used in the study have sufficiently represented the theoretical constructs of brand quality, brand trust, brand loyalty, and brand love.

After convergent validity and reliability were established, discriminant validity was evaluated using the Heterotrait-Monotrait Ratio (HTMT). HTMT is considered a more rigorous approach for assessing discriminant validity because it evaluates whether constructs that should be conceptually different are also empirically distinct. In PLS-SEM, HTMT values below 0.90 generally indicate that discriminant validity has been achieved (Hair et al., 2022).

Table 3. HTMT Result

Variable	1	2	3	4
1 Brand Quality				
2 Brand Trust	0.768			
3 Brand Loyalty	0.694	0.721		
4 Brand Love	0.616	0.665	0.782	

Based on the HTMT results in Table 4, all values between constructs are below the recommended threshold of 0.90. The HTMT value between Brand Quality and Brand Trust is 0.768, between Brand Quality and Brand Loyalty is 0.694, between Brand Quality and Brand Love is 0.616, between Brand Trust and Brand Loyalty is 0.721, between Brand Trust and Brand Love is 0.665, and between Brand Loyalty and Brand Love is 0.782. Although some constructs are theoretically related, their HTMT values remain below the recommended limit. These findings indicate that each construct has adequate discriminant validity and is empirically distinct from the other constructs in the model.

The next stage of analysis was the evaluation of the structural model through R-square and Q^2predict values. The R-square value shows the explanatory power of the independent variables in predicting endogenous variables, while Q^2predict indicates whether the model has predictive relevance. A Q^2predict value greater than zero indicates that the model has predictive capability for the endogenous construct. This presentation follows the pattern of the reference PLS article, where the R-square and Q^2predict values are presented together before the hypothesis testing table.

Table 4. Goodness of Fit Index Calculation

Variable	R-square	Q^2predict
Brand Trust	0.587	0.515
Brand Loyalty	0.642	0.569

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Table 5 shows that Brand Trust has an R-square value of 0.587, which means that 58.7% of the variance in Brand Trust can be explained by Brand Quality. This value is categorized as moderate, indicating that brand quality has a meaningful explanatory contribution to customer trust in Netflix. Meanwhile, Brand Loyalty has an R-square value of 0.642, which means that 64.2% of the variance in Brand Loyalty can be explained by Brand Quality, Brand Trust, Brand Love, and the interaction effect. This value can be interpreted as moderate to strong, suggesting that the research model has a good ability to explain Netflix customer loyalty in Kendari City.

The Q^2predict values for Brand Trust and Brand Loyalty are 0.515 and 0.569, respectively, both of which are greater than zero. These values indicate that the model has good predictive relevance. In other words, the structural model not only explains the relationships among variables statistically, but also has predictive capability for the endogenous constructs. Overall, the combination of R-square and Q^2predict values supports the feasibility of the model for hypothesis testing and further interpretation.

Hypothesis testing was carried out by examining the original sample coefficient and p-value for each structural path. A relationship is considered significant when the p-value is below 0.05. The results of hypothesis testing are presented in Table 6 using the PLS-SEM presentation style shown in the reference article, which emphasizes path relationships, original sample values, and p-values.

Table 5. Results of the Hypothesis Tests

Path	Original sample	P values
Brand Quality -> Brand Trust	0.766	0.000
Brand Quality -> Brand Loyalty	0.287	0.000
Brand Trust -> Brand Loyalty	0.438	0.000
Brand Quality -> Brand Trust -> Brand Loyalty	0.335	0.000
Brand Trust x Brand Love -> Brand Loyalty	0.156	0.013

Based on the hypothesis testing results, Brand Quality has a positive and significant effect on Brand Trust, with a coefficient of 0.766 and a p-value of 0.000. This finding supports H1 and indicates that the better customers perceive Netflix's brand quality, the higher their level of trust in the brand. In this context, brand quality can be seen from several aspects, such as the variety and attractiveness of content, ease of application use, streaming stability, visual and audio quality, and Netflix's overall reputation as a digital streaming service. When customers feel that Netflix consistently provides reliable and satisfying service quality, they are more likely to believe that the brand can meet their entertainment needs. Therefore, strong brand quality becomes an important foundation for building customer trust.

The results also show that Brand Quality has a positive and significant effect on Brand Loyalty, with a coefficient of 0.287 and a p-value of 0.000. This finding supports H2 and indicates that customers who perceive Netflix as having higher brand quality tend to show stronger loyalty toward the service. Loyal customers are more likely to continue their subscriptions, reuse the platform, recommend Netflix to others, and make Netflix their preferred streaming service. In the digital streaming industry, brand quality plays an important role because customers have many alternative platforms and can easily switch from one service to another. Therefore, maintaining content quality, application reliability, and service consistency is essential to keep customers loyal.

Brand Trust has a positive and significant effect on Brand Loyalty, with a coefficient of 0.438 and a p-value of 0.000. This finding supports H3 and shows that trust is an important factor in encouraging customer loyalty. Customers who trust Netflix are more confident in continuing to use the service because they believe that Netflix can provide consistent entertainment, secure account access, stable service performance, and content that matches their expectations. Trust also reduces customer doubt when making subscription decisions. When customers feel comfortable and confident in a brand, they are less likely to move to competing platforms. Thus, brand trust strengthens the relationship between customers and Netflix and encourages long-term loyalty.

The indirect effect test shows that Brand Trust significantly mediates the effect of Brand Quality on Brand Loyalty, with a coefficient of 0.335 and a p-value of 0.000. This finding supports H4 and indicates that brand quality does

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not only influence loyalty directly, but also indirectly through customer trust. In other words, good brand quality will be more effective in creating loyal customers when it first builds trust. Customers may recognize that Netflix has high-quality content and reliable service, but loyalty becomes stronger when they also believe that Netflix is dependable, consistent, and capable of fulfilling their expectations over time. This means that trust acts as an important bridge between perceived brand quality and customer loyalty.

Finally, the moderation result shows that the interaction between Brand Trust and Brand Love has a positive and significant effect on Brand Loyalty, with a coefficient of 0.156 and a p-value of 0.013. This finding supports H5 and indicates that Brand Love strengthens the relationship between Brand Trust and Brand Loyalty. Customers who trust Netflix will become more loyal when they also have emotional attachment, affection, and positive feelings toward the brand. In this case, loyalty is not only formed because customers believe Netflix is reliable, but also because they feel connected to the brand and enjoy the experience it provides. Therefore, customer loyalty in digital streaming services is shaped by both rational factors, such as trust and quality, and emotional factors, such as brand love.

Discussions

The findings of this study indicate that Brand Quality has a positive and significant effect on Brand Trust. This means that the better customers perceive the quality of Netflix, the stronger their trust in the brand. In the context of digital streaming services, brand quality is not only related to the availability of movies and series, but also to the overall experience felt by customers when using the platform [20, 21] . Customers may evaluate Netflix through the diversity of its content, the attractiveness of its original programs, the ease of using the application, the stability of streaming services, the clarity of audio and visual quality, the reliability of account access, and the overall reputation of the brand as a global streaming platform.

This finding shows that quality is an important basis for building customer confidence. When customers feel that Netflix consistently provides enjoyable content and reliable service, they are more likely to believe that the brand is capable of meeting their entertainment needs [9]. Trust does not appear instantly, but is formed through repeated positive experiences. In subscription-based digital services, customers continuously assess whether the service they receive is worth the cost they pay. Therefore, when Netflix is able to maintain quality in content, technology, and service experience, customers will develop stronger trust toward the brand [12]. Positive brand associations, strong brand performance, and perceived quality can shape favorable customer responses and strengthen customer trust because quality reflects the ability of a brand to provide consistent value.

The findings also show that Brand Quality has a positive and significant effect on Brand Loyalty. This indicates that customers who perceive Netflix as a high-quality brand are more likely to remain loyal to the platform. In the digital streaming industry, loyalty is highly important because customers have many alternative platforms that offer similar services [22]. Customers can easily compare one platform with another based on content, price, application performance, viewing comfort, and subscription flexibility. Therefore, if Netflix is perceived as having better quality than its competitors, customers will have stronger reasons to continue using the service.

Brand quality can encourage loyalty because customers tend to stay with a brand that consistently provides satisfying experiences [23]. When Netflix offers attractive content, smooth streaming performance, user-friendly features, and reliable service, customers may feel that the platform is suitable for their entertainment needs. This experience encourages customers to continue their subscriptions, reuse the service, recommend it to others, and make Netflix their preferred streaming platform. In this sense, loyalty is not only created through brand popularity, but also through the real benefits and experiences that customers receive [24]. Brand quality, positive brand experience, and perceived brand value play an important role in strengthening customer evaluation, brand preference, and loyalty behavior. Furthermore, the results indicate that Brand Trust has a positive and significant effect on Brand Loyalty. This finding confirms that trust is one of the most important elements in maintaining customer loyalty. Customers who trust Netflix are more likely to continue using the platform because they believe that Netflix can provide stable service, secure access, reliable payment systems, and content that meets their expectations. In digital services, trust becomes very important because customers depend on the platform not only for entertainment, but also for personal data security, account protection, and service consistency [5].

Brand trust helps reduce customer uncertainty. When customers believe that Netflix is dependable, they feel more confident in renewing their subscriptions and less interested in switching to other streaming services [12]. Trust also creates a sense of comfort because customers feel that the brand understands their needs and can provide a consistent experience over time. In this context, loyalty is formed when customers believe that the brand will continue to deliver value in the future. Brand trust contributes to loyalty by strengthening customer commitment,

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encouraging repeated purchase behavior, reducing perceived risk, and maintaining long-term customer relationships in service and digital brand contexts.

The findings further show that Brand Trust mediates the relationship between Brand Quality and Brand Loyalty. This means that brand quality does not only influence loyalty directly, but also works through the formation of trust. In other words, customers may first evaluate Netflix based on the quality of its content, application performance, and service reliability. When these quality aspects are perceived positively and consistently, customers begin to trust the brand. This trust then encourages them to become more loyal.

The mediating role of brand trust is important because it explains how quality can be transformed into loyalty. High brand quality may attract customers, but trust is needed to maintain the relationship over time. In a competitive streaming market, many platforms may offer attractive content and advanced features [11]. However, customers are more likely to stay with a platform when they believe that the brand is reliable, consistent, and capable of fulfilling its promises. Therefore, Netflix needs to ensure that the quality experienced by customers creates confidence and not only temporary satisfaction. Trust can function as an important mechanism that links positive brand evaluation and loyalty, while perceived quality can lead to stronger loyalty when customers develop confidence in the brand [25].

Finally, the findings indicate that Brand Love strengthens the relationship between Brand Trust and Brand Loyalty [17]. This means that customers who trust Netflix will become more loyal when they also have emotional attachment to the brand. In this context, loyalty is not only formed through rational considerations such as quality, reliability, and trust, but also through emotional feelings such as affection, enjoyment, attachment, and personal connection with the brand. Customers may continue using Netflix not only because they believe it is dependable, but also because they enjoy the experience and feel emotionally connected to the content and the brand.

Brand love strengthens loyalty because emotional attachment gives customers a deeper reason to maintain their relationship with the brand. When customers feel that Netflix is part of their lifestyle, entertainment routine, or personal preference, they are more likely to stay loyal even when other streaming platforms offer similar services. Emotional attachment can also make customers more willing to recommend Netflix, defend the brand, and continue subscribing despite competition. Brand love reflects a strong emotional bond between customers and brands, and this emotional bond can strengthen customer-brand relationships and encourage loyalty behavior [17].

Overall, the findings of this study show that Netflix customer loyalty is formed through a combination of rational and emotional factors. Brand quality provides the basis for customer evaluation, brand trust strengthens customer confidence, and brand love deepens the emotional connection between customers and the brand. Therefore, Netflix should not only focus on maintaining technical and content quality, but also on building customer trust and emotional engagement. In practical terms, this can be done by maintaining content variety, improving application stability, ensuring account security, providing personalized recommendations, and creating meaningful viewing experiences. From an academic perspective, this study contributes to branding literature by showing that loyalty toward digital streaming services can be better understood through the integration of quality-based evaluation, trust-based confidence, and emotion-based attachment.

4. Conclusion

This study concludes that brand quality has a positive and significant effect on brand trust and brand loyalty among Netflix customers in Kendari City. Brand trust also has a positive and significant effect on brand loyalty. Furthermore, brand trust mediates the relationship between brand quality and brand loyalty, while brand love moderates the relationship between brand trust and brand loyalty. These findings indicate that Netflix customer loyalty is formed through a combination of quality-based evaluation, trust-based confidence, and emotion-based attachment. In practical terms, Netflix needs to maintain content quality, application stability, account security, and service consistency while also strengthening emotional connections through personalized experiences and engaging content. From an academic perspective, this study contributes to branding literature by integrating mediation and moderation mechanisms in explaining loyalty toward digital streaming services. This study has several limitations. First, the sample was limited to Netflix customers in Kendari City, so the findings may not fully represent customers in other regions. Second, the study used cross-sectional survey data, which limits the ability to observe changes in loyalty over time. Third, the model focused only on brand quality, brand trust, brand loyalty, and brand love, while other variables such as customer satisfaction, perceived value, price fairness, switching cost, and e-service quality may also explain loyalty in whether they trust the brand and feel comfortable relying on it over time. Streaming services. Future research is recommended to expand the research location,

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compare several streaming platforms, and include additional variables to obtain a more comprehensive understanding of digital brand loyalty.

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