

ABSTRACT

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**COMPARATIVE ANALYSIS OF NETFLIX AND VIU SERVICE QUALITY
USING SERVQUAL METHOD**

Due to the COVID-19 pandemic that is currently engulfing the world, governments in various countries are urging people to stay at home, making VoD (Video on Demand) streaming activities as an alternative entertainment for the majority of the population experience an increase. The purpose of this research is to perform a comparative analysis of service quality on two VoD platforms, namely Netflix and Viu using the Servqual (Service Quality) method. The research was conducted by distributing questionnaires through online media to 157 Netflix and Viu users. Service quality in this study was measured using the Servqual method consisting of Tangible, Reliability, Responsiveness, Assurance, and Empathy. Cartesian diagram is used to identify indicators of the five dimensions of service quality of the Servqual method that need to be prioritized for optimization. The results of the study show that the average gap on Netflix and Viu's service quality is positive, which means that Netflix and Viu subscribers are satisfied with the services of the two platforms. The results of the comparison of the two services show that there is a difference in service quality between Netflix and Viu.

Keywords: Service Quality, Netflix, Servqual, Viu
Bibliography (1965 – 2021)