

# ***THE INFLUENCE OF E-WOM, PERCEIVED PRICE, AND BRAND IMAGE ON PURCHASE DECISION OF NETFLIX***

***By Aisya Shavira***

## ***Abstract***

*Technological advancements have the potential to address the challenges of societal movement due to the Covid-19 pandemic, and one notable solution is the availability of alternative entertainment options such as Netflix. As a company providing Video on Demand services, Netflix has emerged as a primary innovation in delivering flexible and accessible entertainment content that can be enjoyed anytime, anywhere. The purpose of this research is to determine, analyze, and prove the influence of E-WOM, perceived price, and brand image on purchase decision. The population in this study are subscribers or users of Netflix who live in South Jakarta. This research is a quantitative research with a purposive sampling method using 100 respondents. The research was processed using SmartPLS 4.0 software. The analysis results obtained are: (1) E-WOM has a significant influence with a coefficient of 0.268 on the purchase decision, (2) Perceived price does not have a significant influence with a coefficient of 0.184 on the purchase decision, (3) Brand image has a significant influence with a coefficient of 0.371 on the purchase decision. The adjusted R-square value shows that collectively, E-WOM, perceived price, and brand image contribute 54.2%, while the remaining 45.8% is influenced by other variables outside the model of this study.*

***Keywords:*** *E-WOM, Perceived Price, Brand Image, Purchase Decision, Netflix*

# **PENGARUH *E-WOM*, *PERCEIVED PRICE*, DAN *BRAND IMAGE* TERHADAP *PURCHASE DECISION* NETFLIX**

**Oleh Aisya Shavira**

## **Abstrak**

Kemajuan teknologi dapat mengatasi masalah pergerakan masyarakat akibat adanya Pandemi Covid-19, salah satunya adalah adanya alternatif hiburan yaitu Netflix sebagai perusahaan yang menyediakan layanan *Video on Demand* yang telah menjadi inovasi utama dalam menyediakan konten hiburan yang dapat dinikmati dimana saja secara fleksibel. Tujuan dilakukan penelitian ini adalah untuk mengetahui, menganalisis, dan membuktikan pengaruh *E-WOM*, *perceived price*, dan *brand image* terhadap *purchase decision*. Populasi yang digunakan adalah pengguna layanan Netflix yang ada di Jakarta Selatan. Penelitian ini menggunakan penelitian kuantitatif dengan metode *purposive sampling* dan menggunakan sebanyak 100 responden. Pengolahan penelitian ini menggunakan *software* SmartPLS 4.0. Hasil analisis yang didapatkan adalah (1) *E-WOM* berpengaruh signifikan dengan koefisien 0.268 terhadap *purchase decision*, (2) *Perceived price* tidak berpengaruh signifikan dengan koefisien 0.184 terhadap *purchase decision*, (3) *Brand image* berpengaruh signifikan dengan koefisien 0.371 terhadap *purchase decision*. Adapun nilai *adjusted R-square* menunjukkan secara bersama-sama *E-WOM*, *perceived price*, dan *brand image* memberikan kontribusi sebesar 54.2% sedangkan sisanya 45.8% disebabkan oleh variabel lain diluar model penelitian ini.

**Kata Kunci:** *E-WOM*, *Perceived Price*, *Brand Image*, *Purchase Decision*, Netflix