

THE EFFECT OF ELECTRONIC WORD OF MOUTH, PRICE, AND BRAND IMAGE ON PURCHASE INTENTION OF THE NETFLIX APPLICATION FILM

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ABSTRACT

This research is entitled “The Effect of Electronic Word of Mouth, Price, and Brand Image on Purchase Intention of the Netflix Film Application” which aims to analyze the effect of Electronic Word of Mouth (eWOM), price, and Brand Image on purchase intention of the Netflix application. As one of the leading streaming platforms, Netflix offers millions of movies and series in various genres, supported by extensive eWOM, competitive pricing strategies, and a strong brand image. This study uses a quantitative approach involving 100 respondents selected using purposive sampling technique. Data was collected through an online questionnaire distributed via WhatsApp, Instagram, and Line. The analysis was carried out using the Structural Equation Modeling-Partial Least Square (SEM-PLS) method with SmartPLS 4.0 software. The results showed that the Electronic Word of Mouth and Brand Image variables had a significant effect on purchase intention, while the price variable did not have a significant effect. These findings suggest that consumers are more influenced by reviews and brand image compared to the price factor in Netflix subscription interest.

Keywords: *Brand Image, Electronic Word of Mouth, Price, Purchase Intention*

PENGARUH ELECTRONIC WORD OF MOUTH, HARGA, DAN BRAND IMAGE TERHADAP MINAT BELI APLIKASI FILM NETFLIX

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ABSTRAK

Penelitian ini berjudul “Pengaruh *Electronic Word of Mouth*, Harga, dan *Brand Image* Terhadap Minat Beli Aplikasi Film Netflix” yang bertujuan untuk menganalisis pengaruh *Electronic Word of Mouth* (eWOM), harga, dan *Brand Image* terhadap minat beli aplikasi Netflix. Sebagai salah satu platform streaming terkemuka, Netflix menawarkan jutaan film dan serial dalam berbagai genre, didukung oleh eWOM yang luas, strategi nominal harga yang cocok dengan pasar, dan eksistensi kuat. Menggunakan pendekatan kuantitatif di penelitian yang melibatkan 100 responden yang dipilih dengan menggunakan teknik *purposive sampling*. Data dikumpulkan melalui kuesioner online yang disebarluaskan melalui WhatsApp, Instagram, dan Line. Analisis dilakukan dengan menggunakan metode *Structural Equation Modeling-Partial Least Square* (SEM-PLS) dengan perangkat lunak SmartPLS 4.0. Hasil penelitian menunjukkan bahwa variabel *Electronic Word of Mouth* dan *Brand Image* mempengaruhi signifikansi terhadap minat beli, sedangkan harga yang ber-variabel tidak mempengaruhi signifikansi. Temuan ini menunjukkan bahwa konsumen lebih dipengaruhi oleh ulasan dan citra merek dibandingkan dengan faktor harga dalam minat berlangganan Netflix.

Kata kunci: *Brand Image, Electronic Word of Mouth, Harga, Minat Beli*