

## ABSTRACT

Yizzi Weny Putri      01011170125

### **The Power of Brand Passion towards Global Brand: Netflix**

(XV + 164 pages + 4 figures + 43 tables + 5 appendices)

This research aims to analyze and test the impact of brand passion towards attitudinal brand loyalty, brand advocacy, social media following, sense of community, willingness to pay a premium price and alternative devaluation. The approach of this study is quantitative research with data collection method using electronic questionnaire of Google forms. This study conducted in Indonesia, which the Indonesian Netflix's users become the respondents of the research. The measurement of the outer and inner model is calculated by SmartPLS 3.3.2. Structural Equation Modelling was performed to test the construct relations in the theoretical framework of this study. The findings of this study found that brand passion positively affect attitudinal brand loyalty, brand advocacy, sense of community, alternative devaluation and attitudinal brand loyalty both direct and indirect affect the brand advocacy, social media following, sense of community, willingness to pay a premium price and alternative devaluation. For further research, we recommend to enlarge the sample size with different culture background.

**Keywords:** *Brand passion; Attitudinal Brand Loyalty; Brand Advocacy; Social Media Following; Willingness to Pay a Premium Price; Alternative Devaluation; Emotional Value.*

**References:** 163 (1993 – 2020)