

ABSTRACT

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The Impact of Perceived Functional, Experiential, Financial, and Psychosocial Benefit Towards Perceived Instrumental Value and Terminal Value (Case: Netflix customers in Indonesia)

(XII + 9 Pages; 5 figures; 47 tables; 4 appendixes)

The research aims to analyze and test the impact of customer's perceived functional, experiential, financial, and psychosocial benefit towards the customer's perceived Instrumental and Terminal Value. The study is conducted as a quantitative research with google forms as a method of electronic questionnaire data collection. This study is conducted in Indonesia, and Indonesian Netflix's users are the respondents of the research. The measurement of the outer and inner model is calculated by SmartPLS 3.3.3. Structural Equation Modelling was then performed to test the construct relations in the theoretical framework of this study. The result of the study found that for Netflix Users in Indonesia, Experiential Benefit, Financial Benefit, and Psychosocial Benefit has an effect towards Instrumental value; whilst Functional Benefit, Financial Benefit, and Psychosocial Benefit has an effect towards Terminal Value. For further research, we recommend to enlarge the sample size with different culture background.

Keywords: Perceived Benefits, Perceived Value, Netflix

Reference: 69 (2000 – 2021)