

ABSTRAK

Regina Emmanuela Arvy Siregar (01619220067)

MENGGAKI PENGARUH *PERCEIVED ENJOYMENT*, *PERCEIVED (CONTENT) QUALITY*, DAN *PERCEIVED BENEFITS* TERHADAP *INTENTION TO CONTINUE SUBSCRIBE*: PERAN *PERCEIVED VALUE*, *CUSTOMER SATISFACTION*, DAN *BRAND IMAGE* PADA NETFLIX

(xv + 95 halaman; 4 gambar; 24 tabel; 4 lampiran)

Internet telah mengubah cara masyarakat mengonsumsi konten, dengan platform SVOD (*subscription video-on-demand*) seperti Netflix menjadi semakin populer. Di Indonesia, pasar SVOD mengalami pertumbuhan pesat, dengan Netflix sebagai platform yang paling banyak digunakan. Namun, Netflix juga mengalami tingkat *churn rate* yang tinggi dan perlu beradaptasi dengan perubahan perilaku konsumen. Pemahaman tentang faktor-faktor yang memengaruhi keberlanjutan keputusan pengguna dalam berlangganan Netflix menjadi penting. Penelitian ini bertujuan untuk mengkaji pengaruh *perceived enjoyment*, *perceived (content) quality*, dan *perceived benefits* terhadap *intention to continue subscribe* dimana peran *perceived value*, *customer satisfaction*, dan *brand image* sebagai variabel mediasi. Penelitian ini menggunakan metode kuantitatif dengan teknik survei *online*. Data dikumpulkan dari 450 responden di Indonesia yang menggunakan Netflix. Data dianalisis dengan menggunakan Partial Least Square-Structural Equation Modelling (PLS-SEM) dengan bantuan SmartPLS 4.0. Hasil penelitian menunjukkan bahwa ketujuh hipotesis didukung.

Kata Kunci: *SVOD, Netflix, Kenikmatan yang Dirasakan, Kualitas Konten yang Dirasakan, Manfaat yang Dirasakan, Niat untuk Terus Berlangganan, Nilai yang Dirasakan, Kepuasan Pelanggan, Citra Merek*

Referensi: 99 (1988-2024)

ABSTRACT

Regina Emmanuela Arvy Siregar (01619220067)

THE IMPACT OF PERCEIVED ENJOYMENT, PERCEIVED CONTENT QUALITY, AND PERCEIVED BENEFITS ON INTENTION TO CONTINUE SUBSCRIBE: THE ROLE OF PERCEIVED VALUE, CUSTOMER SATISFACTION, AND BRAND IMAGE ON NETFLIX

(xv + 95 pages; 4 figures; 24 tables; 4 appendices)

The internet has revolutionized the way people consume content, with subscription video-on-demand (SVOD) platforms like Netflix becoming increasingly popular. In Indonesia, the SVOD market is experiencing rapid growth, with Netflix as the most widely used platform. However, Netflix also faces high churn rates and needs to adapt to changing consumer behavior. Understanding the factors that influence users' continued subscription decisions is crucial. This study aims to examine the impact of perceived enjoyment, perceived content quality, and perceived benefits on intention to continue subscribe, where perceived value, customer satisfaction, and brand image play a mediating role. Employing a quantitative method with an online survey technique, data was collected from 450 Netflix users in Indonesia. Partial Least Square-Structural Equation Modelling (PLS-SEM) was utilized for data analysis using SmartPLS 4.0. The findings support all seven hypotheses.

Keywords: *SVOD, Netflix, Perceived Enjoyment, Perceived Content Quality, Perceived Benefits, Intention to Continue Subscribe, Perceived Value, Customer Satisfaction, Brand Image*

References: *99 (1988-2024)*