ABSTRAK

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PENGARUH *CUSTOMER ENGAGEMENT VIA MOBILE APP* dan *CUSTOMER EQUITY* TERHADAP *REPURCHASE INTENTION* NETFLIX di INDONESIA

Penelitian ini bertujuan untuk menganalisis pengaruh empat variabel yaitu *customer engagement via mobile app, value equity, brand equity* dan *relationship equity* terhadap *repurchase intention* Netflix di Indonesia. Hal ini disebabkan fenomena persaingan ketat yang tengah dihadapi Netflix dengan pesaing barunya seperti Disney+ Hotstar yang masuk per September 2020 namun sudah mengungguli jumlah pelanggan sebanyak 2.5 juta dibandingkan dengan Netflix yang sudah hadir di Indonesia sejak tahun 2016 namun memiliki 850,000 pelanggan per Januari 2021. Sampel yang digunakan untuk penelitian kuantitatif ini sebesar 170 pelanggan yang dilakukan melalui survei *online*. Pendekatan analisis data yang digunakan adalah PLS-SEM *(Partial Least Square-Structural Equation Modeling)* yang diolah menggunakan *software* SmartPLS versi 3.3.3. Hasil penelitian mengungkapkan bahwa *customer engagement via mobile app, value equity* dan *brand equity* berpengaruh secara positif dan signifikan terhadap *repurchase intention* sedangkan variabel *relationship equity* tidak berpengaruh secara positif maupun signifikan terhadap *repurchase intention* Netflix di Indonesia. Variabel dengan pengaruh paling besar adalah variabel *customer engagement via mobile app* di mana setiap kenaikan 1 skala *customer engagement via mobile app* memiliki pengaruh terhadap *value equity* sebesar 0.768 dalam skala Likert interval 1 – 5. Selain itu, setiap kenaikan 1 skala variabel *value equity* memiliki pengaruh terhadap *repurchase intention* sebesar 0.256 dalam skala Likert interval 1 – 5.

Kata kunci: *customer engagement via mobile app, customer equity, repurchase intention,* PLS-SEM, Netflix di Indonesia.

ABSTRACT

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THE EFFECTS OF CUSTOMER ENGAGEMENT VIA MOBILE APP AND CUSTOMER EQUITY ON NETFLIX'S REPURCHASE INTENTION IN INDONESIA

The purpose of this study aims to analyze the effect of four variables, namely customer engagement via mobile app, value equity, brand equity and relationship equity on Netflix repurchase intention in Indonesia. This is due to the intense competition that Netflix is facing with its new competitors such as Disney+ Hotstar, which entered as of September 2020 but has outperformed the number of subscribers by 2.5 million compared to Netflix, which has been present in Indonesia since 2016 but has 850,000 subscribers as of January 2021. The sample used for this quantitative study was 170 customers which was conducted through an online survey. The data analysis approach used is PLS-SEM (Partial Least Square-Structural Equation Modeling) which was processed using SmartPLS software version 3.3.3. The results of the study reveal that customer engagement via mobile app, value equity and brand equity have a positive and significant effect on repurchase intention, while the relationship equity does not have a positive nor significant effect on Netflix's repurchase intention in Indonesia. The variable with the greatest influence is the customer engagement variable via mobile app in which each 1 scale of customer engagement increases has an effect on value equity of 0.768 on a Likert interval scale of 1 – 5. In addition, each 1 scale of value equity increases has an effect on repurchase intention of 0.256 on a Likert scale interval 1 – 5.

Keywords: *customer engagement via mobile app, customer equity, repurchase intention,* PLS-SEM, Netflix in Indonesia.