

ABSTRACT

Along with the development of technology in various aspects and the easier the gadgets to use, make everything transform into digital. The process of digitization occurs in almost everything. The cinema that has turned into an over the top service in the form of streaming videos like Netflix. Based on data from Netflix Indonesia's streaming subscribers in 2017-2020 from databox.katadata, it reached around 907,000 subscribers.

The high number of Netflix subscribers illustrates that people's Purchase Intention of Netflix is very high. An increase in the number of people using the Netflix application or often said to be streaming refers to streaming subscribers and subscriber accounts that can be billed individually, meaning that it is the people who subscribe to the high or low streaming rates of the Netflix application.

One of the factors in purchasing intention is the ease of obtaining product-related information via the internet, namely electronic word of mouth. The trust that consumers create from reviews read by potential buyers will increase purchase interest as well as positive comments from consumers. The presence of a social network called Twitter can now help the implementation and application of eWOM as a marketing strategy to be more efficient and faster.

The purpose of this study was to determine the effect of Electronic word of mouth on the Brand attitude and purchase intention of Indonesian Netflix Twitter. The research method used is a quantitative method. The population in this study are Indonesian Netflix Twitter followers who interesting to subscribe Netflix application. The sampling technique used in this study is a non-probability sampling technique, with a total of 110 respondents. The data analysis technique in this study is a multivariate technique through the Structural Equation Modeling (SEM) data analysis tool which is processed using the SmartPLS 3 application.

The results in this study are Electronic Word of Mouth has a significant positive effect on Brand Attitude and Purchase Intention, Brand Attitude on Purchase Intentions and Electronic Word of Mouth on Purchase Intentions which are intervening by Brand Attitude. Based on the results of hypothesis testing which has the most influence is Brand Attitude, it is expected that the company can maintain and build a good and positive Brand Attitude to add more potential consumers, also for further researchers are expected to examine social media with a wider scope besides Twitter.

Keyword: *brand attitude, eWOM, purchase intention, structural equation modeling (SEM)*