

ABSTRACT

Technological developments are undeniably moving very rapidly, be it in communication, trade, and daily life. This technology encourages business people to be able to compete better, they must strive for innovation and creativity respectively. One of the giant companies in the field of video on demand, namely Netflix, has taken a marketing step in advancing technology, namely carrying out digital marketing. Netflix as a video on demand service from America is doing digital marketing because it makes it easier for customers to find information about Netflix. With digital marketing, it will also connect a lot of companies with their customers and this relationship will strengthen and make customers have the decision to subscribe.

The purpose of this study is to determine the effect of digital marketing on willingness to subscribe, digital marketing on electronic word of mouth, electronic word of mouth on willingness to subscribe and digital marketing on willingness to subscribe through electronic word of mouth. This type of research carries a quantitative method using descriptive data analysis techniques using a path analysis model with a total sample of 100 respondents. Data analysis was carried out with the help of IBM SPSS version 25 application.

The results in this study indicate that digital marketing has a significant and significant effect on willingness to subscribe, digital marketing has a significant and significant effect on electronic word of mouth, electronic word of mouth has a significant and significant effect on willingness to subscribe and digital marketing has a significant and significant effect on willingness to subscribe via electronic word of mouth.

Keywords: *Digital Marketing, Electronic Word Of Mouth, Willingness To Subscribe, Netflix*