ABSTRACT

Netflix is one of the most widely used subscription video on demand service providers in Indonesia. But in 2022 it lost 200k subscribers, one of the reasons for the drop in subscriber numbers due to stiff competition from other Video on Demand (VoD) platforms. Fluctuations in the number of Netflix subscribers are of course influenced by consumers' decision to buy subscription packages, one of the factors being electronic word of mouth and product features. So this study aims to determine and analyze the effect of electronic word of mouth and product features on purchasing decision for Netflix services.

The research method used in this study is a quantitative method with a descriptive-causality type of research. Sampling was carried out by non-probability sampling with purposive sampling of 109 consumer respondents who had subscribed to Netflix. While the data analysis technique used is descriptive analysis and multiple linear regression analysis.

The results of the research based on descriptive analysis show that electronic word of mouth, product features and purchasing decisions are in the very good category. Based on the regression analysis, it shows that electronic word of mouth and product features have a significant effect on purchasing decisions with a magnitude of 63.4% and the rest are influenced by other factors not examined in this study.

Keywords: Electronic Word Of Mouth, Product Features and Purchase Decision.