

ABSTRACT

The development of the internet causes small changes in one's lifestyle or behavior, such as when enjoying online entertainment by streaming videos online. Data shows that Netflix is the most preferred streaming service for Indonesians.

Netflix expands its market reach by uploading memes derived from film cuts that can attract the attention of subscribers. The more often a film is discussed, because it has good ratings and is shared by audiences on social media, the more viewers want to watch the film.

This study aims to find out the description of Electronic Word Of Mouth (e-WOM) on e-WOM Adoption in Purchase Intention to Subscribe to Netflix and also to find out how the effect of Electronic Word of Mouth (e WOM) on e-WOM Adoption in Purchase Intention To Subscribe to Netflix in Indonesia

This research is included in the category of quantitative research using non-probability sampling techniques. Data collection uses primary data by distributing questionnaires to 155 respondents. Data analysis uses PLS-SEM to be able to analyze several variables simultaneously with smartPLS. The results of the study show that source credibility, source style, discussion quality, and homophily have a positive effect on e-WOM credibility. Furthermore, e-WOM credibility has a positive effect on e-WOM adoption and e-WOM adoption has a positive effect on purchase intention to subscribe to Netflix.

The results of this study are expected to be a reference on e-WOM-related purchase intention, e-WOM credibility, and e-WOM adoption so it is hoped that this research will become a basis for further research.

Keywords: e-WOM, e-WOM credibility, e-WOM Adoption, Purchase Intention