

## **FACTORS AFFECTING REPURCHASE INTENTION ON NETFLIX VIDEO ON DEMAND SUBSCRIBERS**

**Maria Paskahlina AR**

*Universitas Trisakti*

*[maria122011910036@std.trisakti.ac.id](mailto:maria122011910036@std.trisakti.ac.id)*

### **ABSTRACT**

This study aims to analyze the factors that influence *repurchase intention* in Netflix *video-on-demand* subscribers. The data used in this study is primary data taken from the results of filling out questionnaires of research respondents distributed by researchers online through online survey media platforms. The research sample was selected using the *purposive sampling* method so that a sample of 270 respondents was obtained. The data processing technique used in this study is using *SEM* which is assisted by using *lisrel* as software from the *structural equation model*. The results showed that *eWOM* affects the brand image, brand *trust*, and brand *engagement*. Furthermore, the results of this study also show that brand image, brand *trust*, and brand *engagement* can affect *repurchase intention*. This research is expected to be an input in increasing a good brand for *video-on-demand* users. In addition, it is also expected to continue to provide what consumers need so that what consumers expect can be fulfilled which in turn can increase consumer trust in Netflix. *Video on demand* managers are also expected to continue to engage through various ways, including through online media owned by the company so that this will also cause good *eWOM* for consumers so that new and old consumers will submit good comments on Netflix. This study has several limitations so it is expected that future researchers will conduct research on other *video-on-demand* users so that they have a larger number of respondents and are more accurate in their research results. In addition, further research is expected to examine other variables that can affect *repurchase intention* in *video on demand* users.

**Keywords:** *eWOM, Brand Image, Brand Trust, Brand Engagement, Repurchase Intention*

This article is licensed under CC BY-SA 4.0 

## **INTRODUCTION**

The development of internet technology that occurs today also affects consumer behavior and attitudes in choosing something and the big role that participates in consumer selection in digital marketing includes word-of-mouth communication carried out electronically or called *eWOM* and this must also be considered by the company as a step so that the company gets new customers as well as to retain old customers to become customers who faithful (Cox et al., 2013). Previous research on the role of *eWOM* in digital marketing was previously conducted by Heryana (2020), who found that *eWOM* can have a direct and indirect effect on *repurchase intention* with *brand attitude* as an intervening variable. Another study conducted by several researchers that *eWOM* not only affects *brand attitude*. Other studies have also shown that *eWOM* can affect brand *image* (Abubakar et al., 2016), *brand trust* (Haikal et al., 2018), and *engagement* (Seifert & Kwon, 2020). Consumers are not only influenced by *eWOM* because there are several studies that show that there are other variables that affect *repurchase intention* including brand *image* (Saleem et al., 2017), *brand trust* (Han et al., 2019), and *brand engagement* (Cheung et al., 2020).

### **eWOM**

*eWOM* is a statement from potential consumers and consumers who are still using products or services where the consumer statement can be in the form of positive or negative delivered through internet media so that in this way the search for information carried out by consumers is also faster and more convenient (Ngarmwongnoi et al., 2020).

### **Brand Image**

*Brand image* is a perception that arises in the minds of consumers in considering products from a *brand* (Erdil, 2015). *Brand image* is also defined as the image of a manufacturer with other manufacturers and this *brand image* distinguishes products from companies with competing companies. Creating a good brand image is the main key to instilling a better understanding of the *brand image* in consumers and can be a basis for strengthening marketing development (Rosmayani & Mardhatillah, 2020).

### **Brand Trust**

Trust is one important part of shaping consumer behavior, including habits in shopping for online products. The trust that exists in consumers in quality service will lead to loyalty to consumers, including shopping time (Tasin, 2017).

### **Brand Engagement**

*Engagement* is a distinction between individuals who show a tendency for consumers to include important *brands* as part of how they see themselves (Goldsmith et al., 2014). "Engagement" is currently getting the attention of several academic studies, including social psychology and organizational behavior, and is now being commonly included in marketing concepts. *Engagement* is a promising concept in providing better predictions and the main explanatory power of behavioral outcomes from consumers, including *brand loyalty* (Alalwan et al., 2020).

### **Repurchase Intention**

A circumstance when a customer is expected to re-engage in a future transaction is known as *online repurchase intention*. According to Chiu et al. in Lin (2022), defines *repurchase intention* as the willingness of consumers to buy back an online product controlled by a platform. In the study conducted by Lin (2022), repurchase intention is also used as a variable to be measured in his research.

## **METHOD**

The study uses a *testing hypothesis* and data analysis unit. This research is individuals as *Netflix video-on-demand* subscribers and this research will be conducted cross-sectionally with data collected for 1 (one) month. While the answer to the formulation of the problem in the research is formulated on the basis of a conceptual framework, then the *hypothesis* will be tested. This research is quantitative research conducted to test a *hypothesis* about the influence between variables that have something to do with other factors and as a study that aims to examine the extent of the role of *eWOM*, *brand image*, *brand trust*, and *brand engagement* on *repurchase intention*.

## RESULTS AND DISCUSSION

Test the hypothesis			
Hypothesis	$\beta$	t statistic	Decision
H1: There is an influence of <i>eWOM</i> on <i>brand image</i>	0,88	14,18	H1 : Supported
H2: There is an influence of <i>eWOM</i> on <i>brand trust</i>	0,91	15,50	H2 : Supported
H3: There is an influence of <i>eWOM</i> on <i>brand engagement</i>	0,96	14,71	H3 : Supported
H4: There is an influence of <i>brand image</i> on <i>repurchase intention</i>	0,26	3,63	H4 : Supported
H5: There is an effect of <i>brand trust</i> on <i>repurchase intention</i>	0,30	3,63	H5 : Supported
H6: There is an influence of <i>brand engagement</i> on <i>repurchase intention</i>	0,66	6,56	H6 : Supported

Source: Lisrel Data Processing Results (Attached)

The results of the hypothesis test show that *eWOM* can affect *brand image*, *brand trust*, and *brand engagement*. Furthermore, *brand image*, *brand trust*, and *brand engagement* affect *repurchase intention*.

## CONCLUSION

Based on the results of research and hypothesis testing that has been explained in the previous chapter, it can be concluded that all hypotheses consisting of 6 hypotheses show that the hypothesis is accepted, namely H1 explains that *eWOM* affects *brand image*, H2 explains that *eWOM* affects *brand trust*, H3 explains that *eWOM* affects *brand engagement*, H4 explains that *brand image* affects *repurchase intention*, H5 explains that *brand trust* affects *repurchase intention*, and H6 explains that *brand engagement* affects *repurchase intention*.

## REFERENCES

Abubakar, A. M., Ilkan, M., & Sahin, P. (2016). *eWOM, eReferral and gender in the virtual community*. *Marketing Intelligence and Planning*, 34(5), 692–710. <https://doi.org/10.1108/MIP-05-2015-0090>

Alalwan, A. A., Algharabat, R. S., Baabdullah, A. M., Rana, N. P., Qasem, Z., & Dwivedi, Y. K. (2020). Examining the impact of mobile interactivity on customer engagement in the context of mobile shopping. *Journal of Enterprise Information Management*, 33(3), 627–653. <https://doi.org/10.1108/JEIM-07-2019-0194>

Cheung, M. L., Pires, G., Rosenberger, P. J., & De Oliveira, M. J. (2020). Driving consumer–brand engagement and co-creation by brand interactivity. *Marketing Intelligence and Planning*, 38(4), 523–541. <https://doi.org/10.1108/MIP-12-2018-0587>

Cox, J., Griffith, S., Giorgi, S., & King, G. (2013). Consumer understanding of product lifetimes. *Resources, Conservation and Recycling*, 79, 21–29.

Erdil, T. S. (2015). Effects of customer brand perceptions on store image and purchase intention: An application in apparel clothing. *Procedia-Social and Behavioral Sciences*, 207, 196–205.

Goldsmith, R. E., Flynn, L. R., & Clark, R. A. (2014). The etiology of the frugal consumer. *Journal of Retailing and Consumer Services*, 21(2), 175–184.

Haikal, R., Yogyakarta, U. M., Handayani, S. D., Yogyakarta, U. M., & Yogyakarta, U. M. (2018). The Influence of Electronic Word of Mouth on Brand Image and Brand Trust and its Impact on Purchase Intention (Empirical Study on Mi Fans Yogyakarta Community). *ISSN No : 2349-5677*, 4, 22–29.

Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase: Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588–1608. <https://doi.org/10.1108/IJCHM-05-2018-0376>

Heryana, D. K. (2020). Effect of electronic word of mouth on repurchase intention mediated by brand attitude. *International Research Journal of Management, IT and Social Sciences*, 7(2), 9–20. <https://doi.org/10.21744/irjmis.v7n2.854>

Lin, S.-C., Tseng, H.-T., & Shirazi, F. (2022). Consumer decision journey for online group buying: psychological and intentional procedure perspectives. *British Food Journal*, *ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/bfj-12-2021-1277>

Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37(7), 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>

Rosmayani, & Mardhatillah, A. (2020). Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia. *Journal of Islamic Marketing*, 11(6), 1419–1441. <https://doi.org/10.1108/JIMA-09-2018-0159>

Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159. <https://doi.org/10.1108/APJML-10-2016-0192>

Seifert, C., & Kwon, W. S. (2020). SNS eWOM sentiment: impacts on brand value co-creation and trust. *Marketing Intelligence and Planning*, 38(1), 89–102. <https://doi.org/10.1108/MIP-11-2018-0533>

Tasin, N. B. (2017). Factors Influencing Customer's Trust in Online Shopping Among Executives in a Bank. *Malaysian Journal of Social Sciences and Humanities (MJSSH)*, 2(3), 46–59.