

**THE IMPACT OF DIGITAL MARKETING TO PURCHASE INTENTION WITH
CONSUMER ENGAGEMENT AND BRAND IMAGE AS INTERVENING VARIABLE
(STUDY OF NETFLIX STREAMING SERVICE)**

Thesis

Presented as Partial Fulfillment of the Requirement for the Degree of Sarjana Manajemen (S1)

In International Business and Management Program Faculty of Business and Economics

Universitas Atma Jaya Yogyakarta



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INTERNATIONAL BUSINESS AND MANAGEMENT PROGRAM

FACULTY OF BUSINESS AND ECONOMICS

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Yogyakarta, 18th of July 2023

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LETTER OF STATEMENT

AUTHENTICITY ACKNOWLEDGEMENT

I, Surya Sakagiri, declare that I have compiled and completed my undergraduate thesis with the title of:

THE IMPACT OF DIGITAL MARKETING TO PURCHASE INTENTION WITH CONSUMER ENGAGEMENT AND BRAND IMAGE AS INTERVENING VARIABLE (STUDY OF NETFLIX STREAMING SERVICE)

And it is fully created and written by myself as the researcher. All the references and sources has been cited and stated properly in the form of bibliography. It is proven to be original writing of this final project with no plagiarism.

Yogyakarta, 12th june 2023

The Researcher

Surya Sakagiri

MOTTO

“There is something you get pass and there is something you live through, therefore learn to accept, be kind, and thankful”

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First of all, the researcher would like to thank God almighty, because of His grace the researcher can stand strong to complete undergraduate thesis well. This thesis is used to meet the requirements for completing undergraduate education at the International Business and Management Program at Atma Jaya University, Yogyakarta with the title:

THE IMPACT OF DIGITAL MARKETING TO PURCHASE INTENTION WITH CONSUMER ENGAGEMENT AND BRAND IMAGE AS INTERVENING VARIABLE (STUDY OF NETFLIX STREAMING SERVICE)

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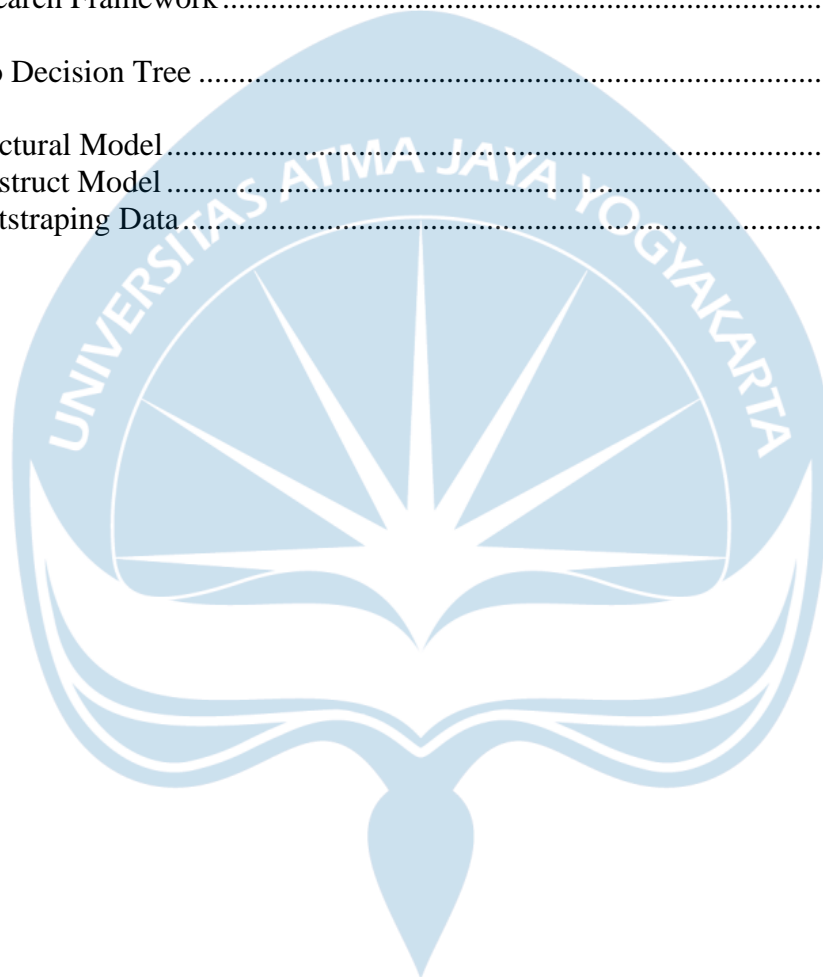
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ABSTRACT

The use of the internet and other digital technologies has increased exponentially, impacting the daily lives of billions of people worldwide. Customers can access movies and TV shows through over-the-top (OTT) services, which are sent directly over the Internet. The importance of digital marketing done by Netflix has increased significantly due to its application in internet-based companies and its capacity to engage customers, brand image, and purchase intention. It is taken from Habib, Hamandeh, Hassan's on the journal titled The Relationship Between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platform (2021). Through the use of efficient and personalized promotion content that is done by Netlix, they can now reach millions of potential consumers at low cost thanks to the development of the Internet as well as digital marketing. Using questionnaire that is shared via social media and all the data that is analyzed using SmartPLS, this study proves how consumer engagement, brand image, and purchase intention with Netflix relate to digital media marketing (DMM) with their own significant data. Additionally, this thesis is made to complete the research taken from the journal above, namely the data from Indonesian perspective to look deeper into the pattern.

Keywords: Digital Marketing, Netflix, Consumer Engagement, Purchase Intention, Brand Image.