

## **CHAPTER V**

### **CONCLUSION AND MANAGERIAL IMPLICATIONS**

#### **5.1 Conclusion**

##### **5.1.1 Analysis of Respondents profile**

1. The number of respondents who filled the questionnaire is 168 with 39 not fulfilling the criteria, therefore there are 129 accepted respondents.
2. Based on the data, the most Netflix subscribers are between 21-30 years old with 79 respondents.
3. Most of Netflix viewers taken from the data are college students with a total of 75 respondents.
4. Most of the respondents saw online advertisements 1 - 2 times a day, it concluded 54 respondents.
5. Digital marketing method that Most of the respondents see online is social media marketing with 124 respondents (out of 129).

##### **5.2.2 Analysis According to PLS-SEM**

1. It can be concluded that hypothesis 1 (H1) regarding the relation between digital marketing and purchase intention has a positive effect, the journal taken from Alghizzawi (2019) in this case is proven to be right and accepted meaning the data conducted by the research is valid, so it can be said that the higher the digital marketing method being done by Netflix, the higher the willingness of customers to purchase Netflix's subscription.
2. Hypothesis 2 (H2) regarding the relation between digital marketing and consumer engagement has a positive result, the journal taken from Syridal and Bridge (2018) is proven to be right and accepted and the data taken according to the journal is valid, therefore the higher the digital marketing aspects being done by Netflix, the higher the consumer engagement as well.
3. The journal taken from Shattuc (2020) in this case is proven to be invalid and unaccepted, meaning the research's collected data is rejected. It can therefore be concluded that hypothesis 3 (H3) regarding the relationship between consumer engagement and purchase

intention does not have a positive effect. Therefore, it can be said that Netflix's increased consumer engagement does not necessarily translate into increased purchase intent.

4. Hypothesis 4 (H4), which states that there is a positive relationship between digital marketing and brand image, is supported. The journal cited in this case, Silvia (2019), has been shown to be accurate and accepted, indicating that the research's collected data is reliable. Therefore, it can be said that the likelihood of Netflix being recognized increases with the amount of digital marketing the Netflix executes.
5. It can be concluded that hypothesis 5 (H5), which states that there is a positive correlation between brand image and purchase intention, is true in this instance. This means that the research's collected data is reliable. Therefore, it can be said that customers are more likely to make a purchase when their perception of Netflix's brand image is higher.
6. The journal used in this instance, which was taken from Martins (2019), has been shown to be inaccurate and not accepted, meaning the research's data has been disregarded. Therefore, it can be said that H6 regarding the mediating variable of consumer engagement from digital marketing towards purchase intention does not have a beneficial effect. Therefore, it can be said that consumer engagement does not always translate into increased purchase intent through digital marketing.
7. Hypothesis 7 (H7) regarding the mediating variable of brand image from digital marketing towards purchase intention has a positive effect. The journal taken from Hien (2020) in this case is proven to be right and accepted meaning the data collected by the research is valid. Therefore, it can be said that customers are more willing to subscribe to Netflix when the brand image being spread by its digital marketing factor(s) is strong.

## **5.2 Managerial Implication**

1. The point being the relation between digital marketing towards brand image. It shows as one of the hypotheses with the most positive relation out of all hypotheses written. It can be concluded that the more diligent Netflix is in developing their digital marketing using the methods listed above, especially social media, the better the brand image they create and develop. This can make people more aware of the existence of Netflix.

2. The relationship between consumer engagement and purchase intention (H3) being one the point on this part. Out the all the written hypotheses, and after all the calculation is done it can be concluded that the relationship between consumer engagement and purchase intention (H3) is rejected. The cause of this hypothesis being rejected is pricing, consumer might engage a purchase after they see the price offered, but in reality they will compare prices that are equivalent to similar products, then make a purchase (Prentice, 2018).
3. There are 2 mediating variables in this case, one with consumer engagement, and the other with brand image, the variable of consumer engagement is being rejected because of the low number showing on the relation with a P Value of 0.147. while brand image giving the variable with a P Value of 0.000 therefore brand image's variable is accepted.

### **5.3 Limitation**

1. This research uses general digital marketing activities of Netflix which not being able to assess specific digital marketing activity such as only social media, or website.
2. digital marketing has 6 dimension (consumer engagement, information security and safety, Purchase Intention, brand image, consumer-brand relationship, and convenience) which not analyze directly each to the dependent variable.

### **5.4 Suggestion for Future Research**

1. There should be more data coming from research meaning taking all of the data using Netflix's specific digital marketing sector such as social media, website, blog, and etc.
2. A deeper and completed data should be researched in terms of those 6 variables, so the data gathered will be more specific.

## BIBLIOGRAPHY

- Abdul-Ghani, E., Hyde, K. F., & Marshall, R. (2019). Conceptualising Engagement in a Consumer-to-Consumer Context. *Australasian Marketing Journal (Amj)*, 27(1), 2–13. <https://doi.org/10.1016/j.ausmj.2018.06.004>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence of Discount Framing towards Brand Reputation and Brand Image on Purchase Intention and Actual Behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Chandran, S. R., Rangarai, H., & Parayitam, S. (2020). The Effect of Brand Awareness and Use, Product Awareness and Use on Brand and Product Satisfaction: A Study of Ayurveda Products from India. *Asia-Pacific Journal of Management Research and Innovation*, 16(2), 103–121. <https://doi.org/10.1177/2319510x20925199>
- Chang, W. (2020). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209–223. <https://doi.org/10.1108/bfj-01-2020-0014>
- Chen, Y. (2019). Competitions between OTT TV platforms and traditional television in Taiwan: A Niche analysis. *Telecommunications Policy*, 43(9), 101793. <https://doi.org/10.1016/j.telpol.2018.10.006>
- Daowd, A., Hasan, R., Eldabi, T., Rafi-Ul-Shan, P. M., Cao, D., & Kasemsarn, N. (2020). Factors affecting eWOM credibility, information adoption and purchase intention on Generation Y: a case from Thailand. *Journal of Enterprise Information Management*, 34(3), 838–859. <https://doi.org/10.1108/jeim-04-2019-0118>

- Ecstasia, B. (2020). PENGARUH CITRA MEREK, DAN PERSEPSI KUALITAS LAYANAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI LOYALITAS MEREK (Studi pada Riez Palace Hotel Tegal). *Management Analysis Journal*, 7(1), 129–138. <https://doi.org/10.15294/maj.v7i1.20728>
- Farooq, M., & Raju, V. (2019). Impact of Over-the-Top (OTT) Services on the Telecom Companies in the Era of Transformative Marketing. *Global Journal of Flexible Systems Management*, 20(2), 177–188. <https://doi.org/10.1007/s40171-019-00209-6>
- Frey, M. (2021). *Netflix Recommends: Algorithms, Film Choice, and the History of Taste*. Univ of California Press.
- García, J. A., Lizcano, D., Ramos, C. M. Q., & Matos, N. (2019). Digital Marketing Actions That Achieve a Better Attraction and Loyalty of Users: An Analytical Study. *Future Internet*, 11(6), 130. <https://doi.org/10.3390/fi11060130>
- Ghotbifar, F., Marjani, M. E., & Ramazani, A. A. (2017). Identifying and assessing the factors affecting skill gap in digital marketing in communication industry companies. *Independent Journal of Management & Production*, 8(1), 1–14. <https://doi.org/10.14807/ijmp.v8i1.507>
- Habib, S., Hamadneh, N. N., & Hassan, A. (2022). The Relationship between Digital Marketing, Customer Engagement, and Purchase Intention via OTT Platforms. *Journal of Mathematics*, 2022, 1–12. <https://doi.org/10.1155/2022/5327626>
- Hadi, R., & Valenzuela, A. (2019). Good Vibrations: Consumer Responses to Technology-Mediated Haptic Feedback. *Journal of Consumer Research*, 47(2), 256–271. <https://doi.org/10.1093/jcr/ucz039>

- Hallinan, B., & Striphas, T. (2016). Recommended for you: The Netflix Prize and the production of algorithmic culture. *New Media & Society*, 18(1), 117–137. <https://doi.org/10.1177/1461444814538646>
- Harmeling, C. M., Moffett, J. W., Arnold, M. A., & Carlson, B. D. (2016). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45(3), 312–335. <https://doi.org/10.1007/s11747-016-0509-2>
- Hien, N., Phuong, N. T., Tran, T., & Thang, L. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Hollebeek, L. D., & Macky, K. (2019). Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental Propositions, and Implications. *Journal of Interactive Marketing*, 45, 27–41. <https://doi.org/10.1016/j.intmar.2018.07.003>
- Husnain, M., & Toor, A. (2017). The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as a Mediator. *Asian Journal of Business and Accounting*, 10(1), 167–199. <https://adum.um.edu.my/index.php/AJBA/article/view/3478>
- Islam, J. U., Shahid, S., Rasool, A., Rahman, Z., Khan, I., & Rather, R. A. (2020). Impact of website attributes on customer engagement in banking: a solicitation of stimulus-organism-response theory. *International Journal of Bank Marketing*, 38(6), 1279–1303. <https://doi.org/10.1108/ijbm-12-2019-0460>

- Kala, D., & Chaubey, D. S. (2018). The effect of eWOM communication on brand image and purchase intention towards lifestyle products in India. *International Journal of Services, Economics and Management*, 9(2), 143. <https://doi.org/10.1504/ijsem.2018.096077>
- Kaufmann, H. R., & Panni, M. F. a. K. (2017). Socio-Economic Perspectives on Consumer Engagement and Buying Behavior. *Advances in Marketing, Customer Relationship Management, and E-services Book Series*. <https://doi.org/10.4018/978-1-5225-2139-6>
- Kaur, G. (2017). THE IMPORTANCE OF DIGITAL MARKETING IN THE TOURISM INDUSTRY. *Digital Marketing*, 5(6), 72–77. <https://doi.org/10.29121/granthaalayah.v5.i6.2017.1998>
- Kumar, V. (2018). Transformative Marketing: The Next 20 Years. *Journal of Marketing*, 82(4), 1–12. <https://doi.org/10.1509/jm.82.41>
- Lee, D., Hosanagar, K., & Nair, H. S. (2018). Advertising Content and Consumer Engagement on Social Media: Evidence from Facebook. *Management Science*, 64(11), 5105–5131. <https://doi.org/10.1287/mnsc.2017.2902>
- Lestari, E. D., & Soesanto, O. R. C. (2020). PREDICTING FACTORS THAT INFLUENCE ATTITUDE TO USE AND ITS IMPLICATIONS ON CONTINUANCE INTENTION TO USE SVOD: STUDY ON NETFLIX USERS OF INDONESIA [PREDIKSI FAKTOR-FAKTOR YANG MEMPENGARUHI SIKAP PENGGUNAAN DAN IMPLIKASINYA TERHADAP KEBERLANJUTAN NIAT PENGGUNAAN SVOD: STUDI PADA PENGGUNA NETFLIX di INDONESIA]. *DeReMa (Development Research of Management): Jurnal Manajemen*. <https://doi.org/10.19166/derema.v15i2.2541>

- Lobato, R. (2020). Netflix Nations. In *New York University Press eBooks*.  
<https://doi.org/10.18574/nyu/9781479882281.001.0001>
- Mabkhot, H. A., Shaari, H., & Salleh, S. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study. *Jurnal Pengurusan UKM Journal of Management*, 50. <http://repo.uum.edu.my/23039/>
- Martins, M. a. J., & Riyanto, S. (2020). The Effect of User Experience on Customer Satisfaction on Netflix Streaming Services in Indonesia. *International Journal of Innovative Science and Research Technology*, 5(7), 573–577. <https://doi.org/10.38124/ijisrt20jul545>
- Memon, M. A., Ting, H., Cheah, J., Ramayah, T., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modelling*, 4(2), i–xx. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Morra, M. C., Gelosa, V., Ceruti, F., & Mazzucchelli, A. (2018). Original or counterfeit luxury fashion brands? The effect of social media on purchase intention. *Journal of Global Fashion Marketing*, 9(1), 24–39. <https://doi.org/10.1080/20932685.2017.1399079>
- Munsch, A. S. (2021). Millennial and generation Z digital marketing communication and advertising effectiveness: A qualitative exploration. *Journal of Global Scholars of Marketing Science*, 31(1), 10–29. <https://doi.org/10.1080/21639159.2020.1808812>
- Nieles, M., Dempsey, K., & Pillitteri, V. (2017). *An introduction to information security*.  
<https://doi.org/10.6028/nist.sp.800-12r1>
- Peña-García, N., Gil-Saura, I., Orejuela, A. R., & Siqueira-Júnior, J. P. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6), e04284.  
<https://doi.org/10.1016/j.heliyon.2020.e04284>



- Pilipets, E. (2019). From Netflix Streaming to Netflix and Chill: The (Dis)Connected Body of Serial Binge-Viewer. *Social Media and Society*, 5(4), 205630511988342. <https://doi.org/10.1177/2056305119883426>
- Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2017). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 13(2), 227–265. <https://doi.org/10.1007/s11846-017-0251-2>
- Prayag, G., Hassibi, S., & Nunkoo, R. (2018). A systematic review of consumer satisfaction studies in hospitality journals: conceptual development, research approaches and future prospects. *Journal of Hospitality Marketing & Management*, 28(1), 51–80. <https://doi.org/10.1080/19368623.2018.1504367>
- Prentice, C., & Loureiro, S. (2018). Consumer-based approach to customer engagement – The case of luxury brands. *Journal of Retailing and Consumer Services*, 43, 325–332. <https://doi.org/10.1016/j.jretconser.2018.05.003>
- Questionnaire design: how to plan, structure, and write survey material for effective market research. (2013). *Choice Reviews Online*, 51(02), 51–0965. <https://doi.org/10.5860/choice.51-0965>
- Saraniemi, S., & Komppula, R. (2017). The development of a destination brand identity: a story of stakeholder collaboration. *Current Issues in Tourism*, 22(9), 1116–1132. <https://doi.org/10.1080/13683500.2017.1369496>
- Sekaran, U., & Bougie, R. (2016). Research methods for business : a skill-building approach 7th edition. In *John Wiley & Sons eBooks*. <http://103.227.140.9/handle/123456789/18302>

Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01). <https://doi.org/10.4172/2168-9601.1000223>

Shattuc, J. (2020). Netflix, Inc. and Online Television. *Journal of Mathematics*, 145–164. <https://doi.org/10.1002/9781119269465.ch7>

Sundaravel, E., & Elangovan, N. (2020). Emergence and future of Over-the-top (OTT) video services in India: an analytical research. *International Journal of Business, Management and Social Research*, 8(2), 489–499. <https://doi.org/10.18801/ijbmsr.080220.50>

Syrdal, H. A., & Briggs, E. (2018). ENGAGEMENT WITH SOCIAL MEDIA CONTENT: A QUALITATIVE EXPLORATION. *The Journal of Marketing Theory and Practice*, 26(1–2), 4–22. <https://doi.org/10.1080/10696679.2017.1389243>

Viswanathan, V., Hollebeek, L. D., Malthouse, E. C., Maslowska, E., Kim, S., & Xie, W. (2017). The Dynamics of Consumer Engagement with Mobile Technologies. *Service Science*, 9(1), 36–49. <https://doi.org/10.1287/serv.2016.0161>

Wang, M., & Li, D. (2020). What motivates audience comments on live streaming platforms? *PLOS ONE*, 15(4), e0231255. <https://doi.org/10.1371/journal.pone.0231255>

Wijekoon, R., & Sabri, M. F. (2021). Determinants That Influence Green Product Purchase Intention and Behavior: A Literature Review and Guiding Framework. *Sustainability*, 13(11), 6219. <https://doi.org/10.3390/su13116219>

## APPENDIXES

### Questionnaire

#### Questionnaire Cover Letter

Responden yang terhormat,

Perkenalkan saya Surya Sakagiri dengan NPM (191225114), mahasiswa Program Studi Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk menyelesaikan skripsi jenjang S1 dengan melakukan penelitian mengenai “How Over The Top Platform Affect Netflix’s Customer Engagement, Digital Marketing, and Purchase Intention in Indonesia”. Adapun kriteria responden dalam penelitian ini:

1. Responden yang mengetahui dan familiar dengan Netflix.
2. Responden yang melakukan transaksi untuk berlangganan Netflix minimal 2 kali dalam 1 tahun terakhir.
3. Responden yang rutin menggunakan Netflix sebagai preferensi layanan *streaming* minimal 2 kali dalam 1 tahun terakhir.
4. Responden yang pernah mengakses atau mengetahui tentang Netflix.
5. Responden yang pernah terpapar iklan digital marketing milik Netflix.

Dalam hal ini, saya mohon kesediaan Bapak/Ibu/Saudara(i) untuk berpartisipasi dalam survei ini. Semua informasi yang diberikan akan diperlakukan secara rahasia dan digunakan secara eksklusif untuk tujuan penelitian. Terima kasih atas waktu dan kesediaan Bapak/Ibu/Saudara(i).

Apabila terdapat pertanyaan yang berkaitan dengan kuesioner ini, silahkan hubungi contact person melalui e-mail dibawah ini: [suryasakagiri@gmail.com](mailto:suryasakagiri@gmail.com)

Filter Questions	Answer
Apakah Anda pernah mengakses Netflix?	Yes / No
Apakah anda aktif menggunakan Netflix minimal 2 kali dalam 1 bulan terakhir?	Yes / No
Apakah anda pernah mengakses atau terpapar aktifitas digital marketing netflix (seperti email marketing, iklan online, SEO, social media, dll) minimal 1 kali?	Yes / No

Demographic Question	Answer
Umur Responden	<ul style="list-style-type: none"> <li>• ≤ 20 Tahun</li> <li>• 21 - 30 Tahun</li> <li>• 31 - 40 Tahun</li> <li>• &gt; 40 Tahun</li> </ul>
Pekerjaan	<ul style="list-style-type: none"> <li>• Pelajar</li> <li>• Mahasiswa</li> <li>• Karyawan</li> <li>• Lainnya</li> </ul>
Intensitas responden melihat iklan di media <i>online</i>	<ul style="list-style-type: none"> <li>• 1 - 2 kali / Hari</li> <li>• 2 - 4 kali / Hari</li> <li>• &gt; 4 kali / Hari</li> </ul>
Dalam bentuk apa anda pernah terpapar oleh salah satu metode iklan Netflix?	<ul style="list-style-type: none"> <li>• Sosial media yang digunakan oleh Netflix (Youtube, Instagram, Twitter, dll)</li> <li>• E-Mail marketing Netflix</li> <li>• Iklan Online Berbayar (Google, Microsoft Edge, Mozilla Firefox)</li> <li>• Blog (Netflix.com)</li> </ul>

<b>Items Indicator</b> <b>(Bahasa Indonesia)</b>	<b>Research Scale</b>
<ul style="list-style-type: none"> <li>• Pemasaran digital milik Netflix (seperti iklan online, <i>email marketing</i>, sosial media, dll) memberi saya informasi berkualitas dan terbaru.</li> <li>• Saya dapat mengakses informasi produk Netflix dan membeli produk dengan cepat..</li> <li>• Media pemasaran digital Netflix (seperti iklan online, email marketing, sosial media, dll) menawarkan saya banyak peluang untuk menemukan informasi tentang produk Netflix yang terbaru.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>
<ul style="list-style-type: none"> <li>• Saya memiliki akses secara terus menerus selama 24 × 7 ke informasi di Netflix kapanpun saya mengaksesnya.</li> <li>• Netflix merupakan sarana digital yang mudah berkomunikasi dengan saya.</li> <li>• Melalui platform pemasaran digital (seperti iklan online, email marketing, sosial media, dll), Netflix dapat menyediakan layanan yang cepat dan nyaman.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>

<ul style="list-style-type: none"> <li>Platform pemasaran digital (seperti iklan online, email marketing, sosial media, dll) membantu saya dalam menyalurkan permintaan produk Netflix.</li> <li>Platform pemasaran digital (seperti iklan online, email marketing, sosial media, dll)membuka pintu bagi saya untuk menjelajahi Netflix secara menyeluruh.</li> </ul>	
<ul style="list-style-type: none"> <li>Netflix melakukan penyesuaian privasi dan memastikan saya berbagi data dengan mudah.</li> <li>Saya merasa privasi data saya aman saat menggunakan Netflix.</li> <li>Netflix mampu memberikan kustomisasi dan informasi yang aman terhadap konsumen.</li> <li>Netflix mempermudah saya dalam membuat perbandingan produk.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>

<ul style="list-style-type: none"> <li>• Netflix mampu untuk memberikan <i>feedback</i> dalam bahasa yang mudah saya mengerti.</li> <li>• Respon aplikasi Netflix sangat membantu saya dalam memberikan pendapat tentang produk (melalui rating film dan aplikasi).</li> <li>• Netflix memfasilitasi dan menghasilkan konten yang berkualitas bagi saya.</li> <li>• Netflix memberikan saya inovasi dan perspektif baru.</li> <li>• Netflix dapat menyelesaikan permintaan produk yang saya ingin dengan cepat.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>
<ul style="list-style-type: none"> <li>• Pemasaran digital membantu saya mencari produk yang tepat sambil menjelajahi Netflix.</li> <li>• Platform pemasaran digital (seperti iklan online, email marketing, sosial media, dll) membantu</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> </ol>

<p>dalam mengembangkan hubungan antara saya dan Netflix.</p> <ul style="list-style-type: none"> <li>• Netflix membantu saya dalam mencari produk yang tepat sambil menjelajahi aplikasi dengan mudah.</li> </ul>	<p>5. Strongly Agree</p>
<ul style="list-style-type: none"> <li>• Platform pemasaran digital mendorong saya untuk terus menggunakan Netflix.</li> <li>• Waktu tidak terasa ketika saya menggunakan Netflix.</li> <li>• Pemasaran digital milik Netflix, membuat saya antusias dan bangga.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>
<ul style="list-style-type: none"> <li>• Pemasaran digital Netflix membantu pelanggan untuk pengambilan keputusan yang lebih baik</li> <li>• Saya bersedia untuk terus menjadi pelanggan Netflix.</li> <li>• Netflix langsung terlintas di benak saya ketika saya ingin membeli layanan streaming online.</li> <li>• Saya dapat memprediksi bagaimana kinerja Netflix di masa mendatang.</li> </ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"> <li>1. Strongly Disagree</li> <li>2. Disagree</li> <li>3. Neutral</li> <li>4. Agree</li> <li>5. Strongly Agree</li> </ol>



<ul style="list-style-type: none"><li>• Saya dapat mengenali Netflix dengan melihat iklan melalui media digital.</li><li>• Saya akan terus menjadi pelanggan Netflix.</li><li>• Platform media digital Netflix paling membantu dalam meningkatkan reputasi Netflix.</li></ul>	<p>5 Points - Likert Scale</p> <ol style="list-style-type: none"><li>1. Strongly Disagree</li><li>2. Disagree</li><li>3. Neutral</li><li>4. Agree</li><li>5. Strongly Agree</li></ol>
---	---

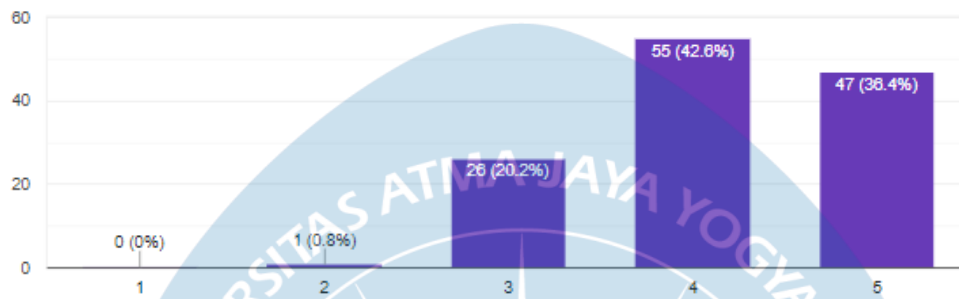


## Kesadaran Tentang Produk

Pemasaran digital milik Netflix memberi saya informasi berkualitas dan terbaru.

Copy

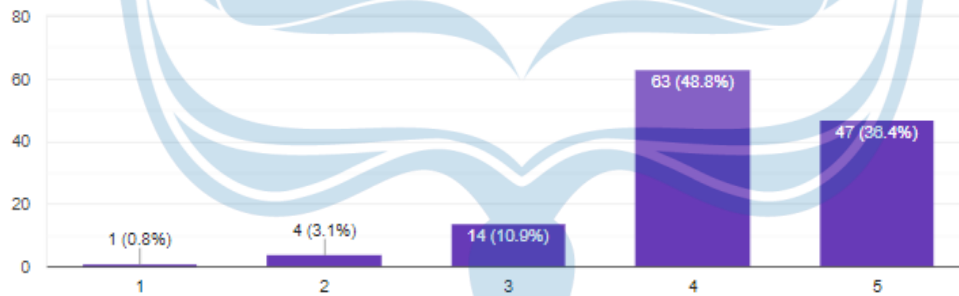
129 responses



Saya dapat mengakses informasi produk Netflix dan membeli produk dengan cepat.

Copy

129 responses

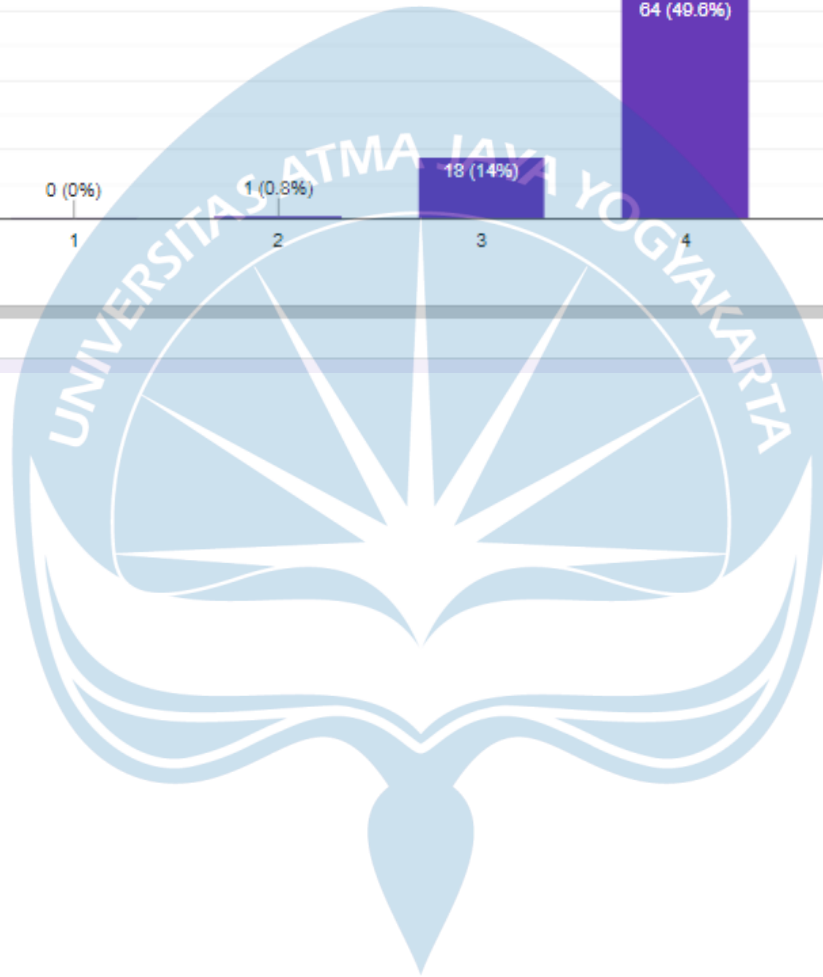
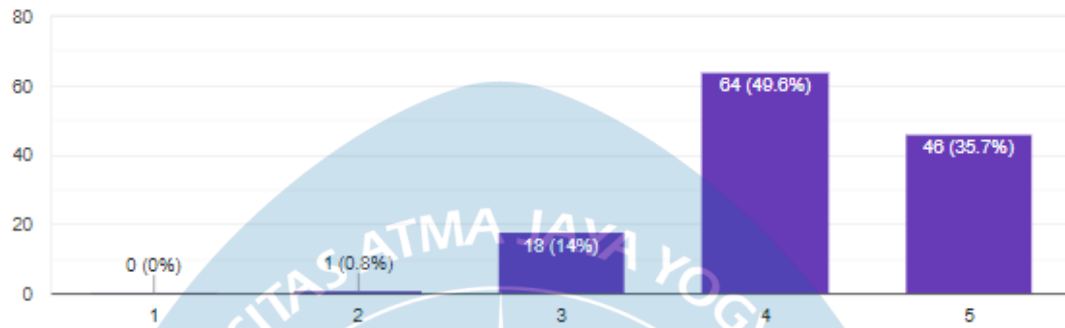


### Appendix 1 Product Awareness

Media pemasaran digital Netflix menawarkan saya banyak peluang untuk menemukan informasi tentang produk terbaru.

 Copy

129 responses

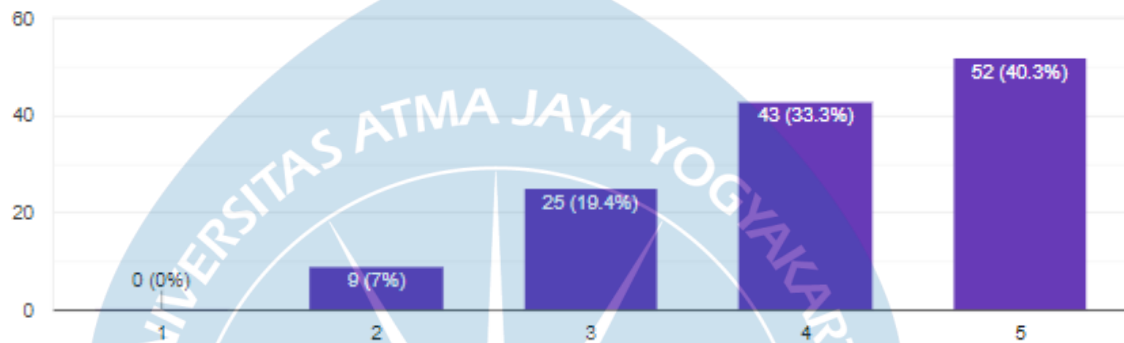


## Kenyamanan

 Copy

Saya memiliki akses secara terus menerus selama 24 x 7 hari ke informasi di Netflix kapanpun saya mengaksesnya.

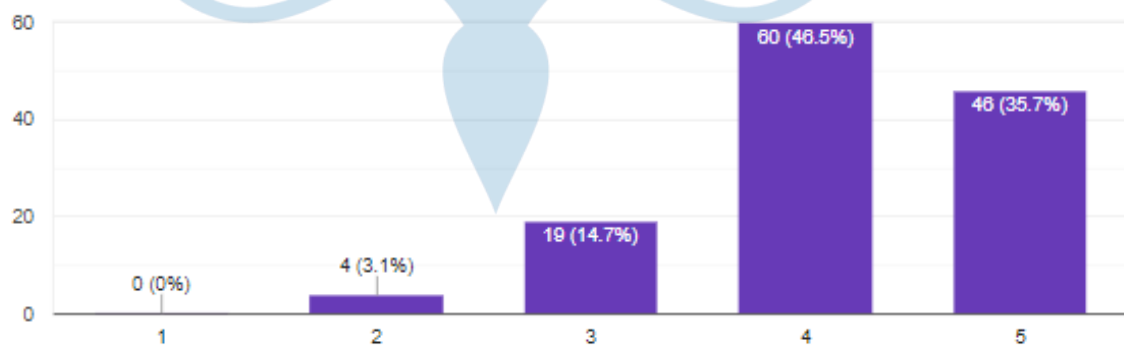
129 responses



 Copy

Pemasaran digital Netflix adalah cara terbaik untuk berkomunikasi dengan mendukung pelanggan

129 responses

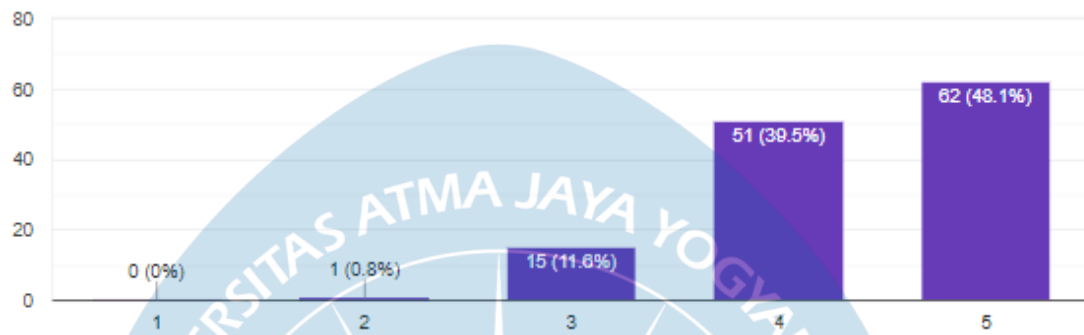


## Appendix 2 Convenience

Melalui platform pemasaran digital, Netflix dapat menyediakan layanan yang cepat dan nyaman.

 Copy

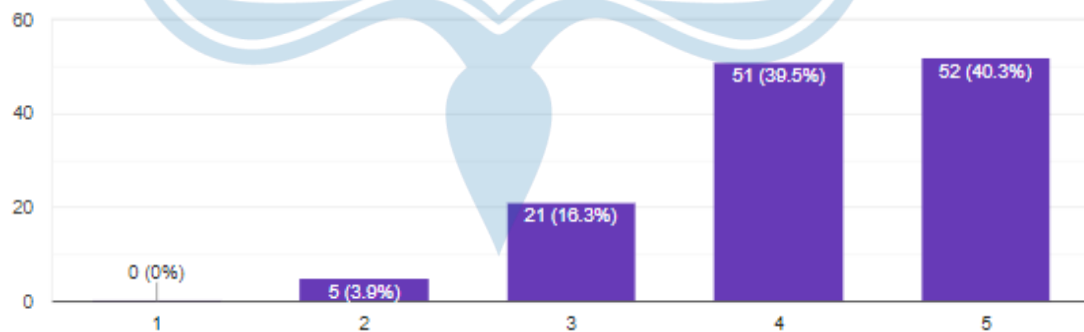
129 responses



Platform pemasaran digital membantu saya dalam menyalurkan permintaan produk Netflix.

 Copy

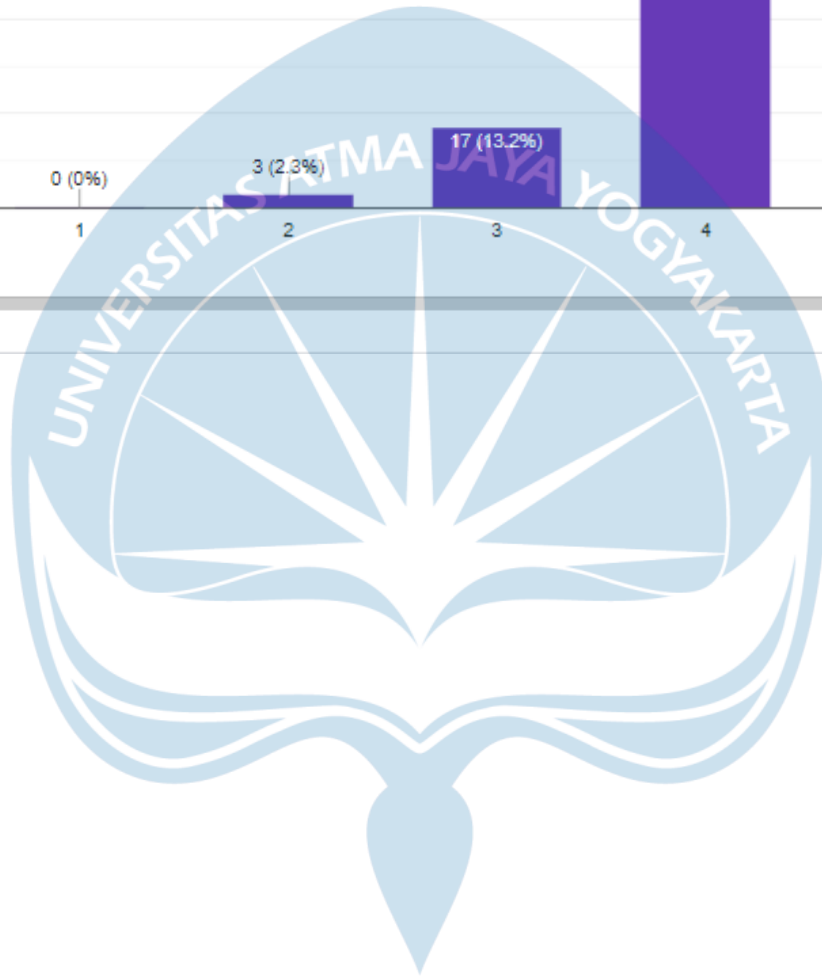
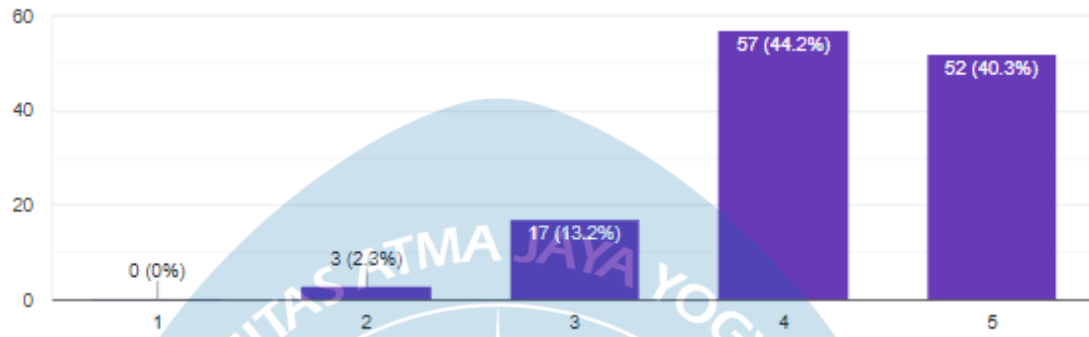
129 responses



Platform pemasaran digital membuka pintu bagi saya untuk menjelajahi Netflix secara menyeluruh.

 Copy

129 responses

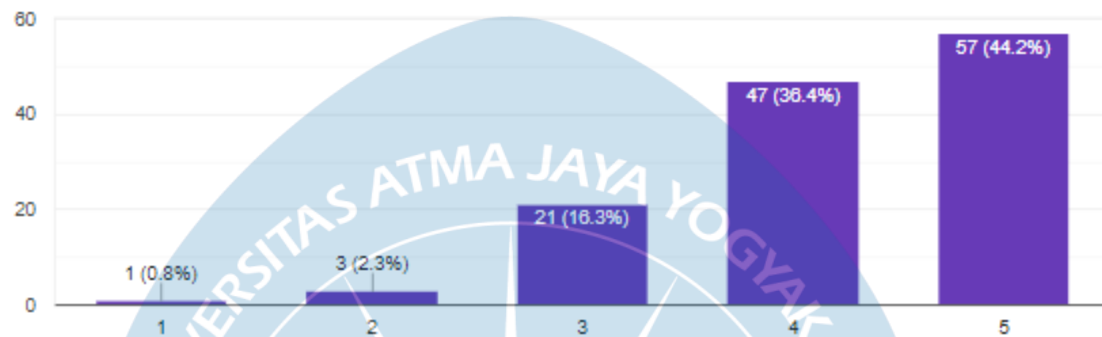


## Keamanan dan Privasi Informasi

 Copy

Netflix melakukan penyesuaian privasi dan memastikan saya berbagi data dengan mudah.

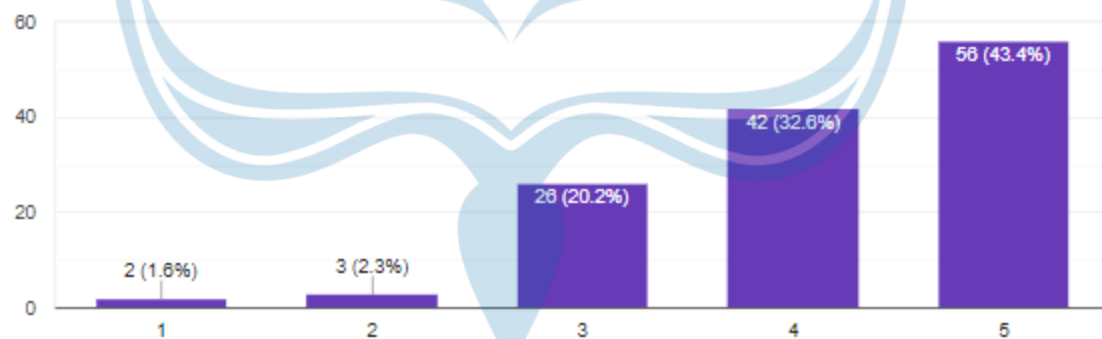
129 responses



Saya merasa privasi data saya aman saat menggunakan Netflix.

 Copy

129 responses

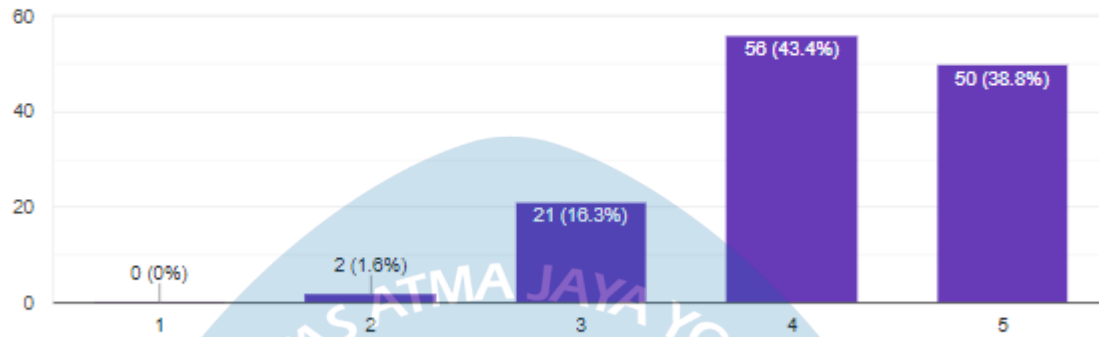


### Appendix 3 Information Security and Privacy

Netflix mampu memberikan kustomisasi dan informasi yang aman terhadap konsumen.

 Copy

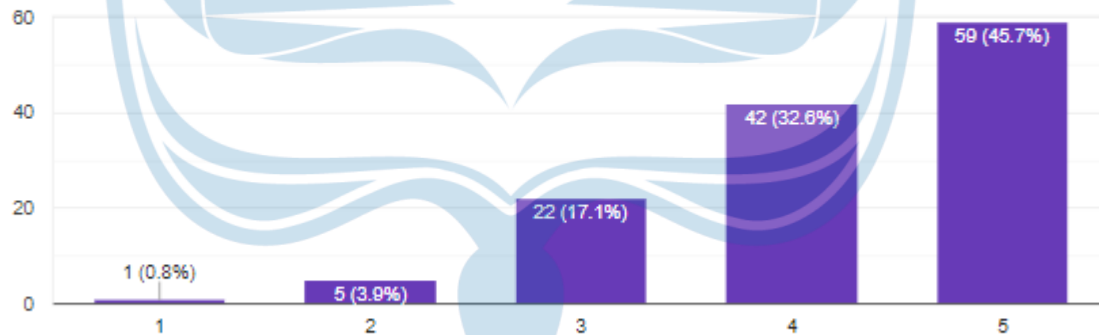
129 responses



Netflix mempermudah saya dalam membuat perbandingan produk.

 Copy

129 responses



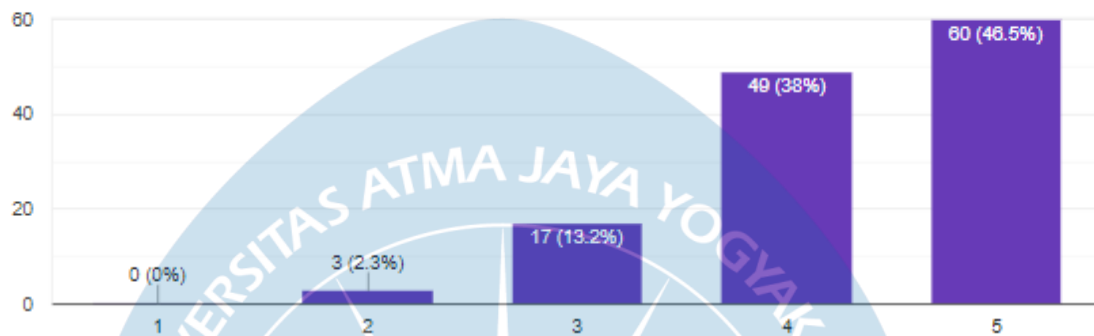


### Feedback aplikasi dan Pemenuhan Permintaan Pelanggan

 Copy

Netflix mampu untuk memberikan *feedback* dalam bahasa yang mudah saya mengerti.

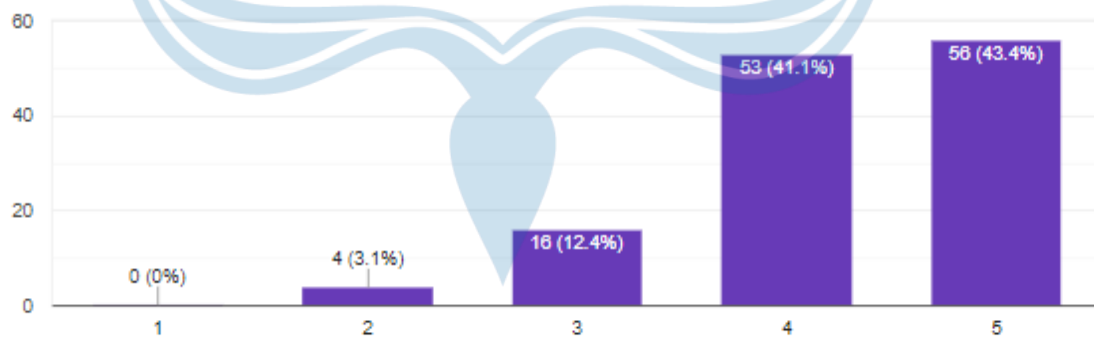
129 responses



 Copy

Respon aplikasi Netflix sangat membantu saya dalam memberikan pendapat tentang produk (melalui rating film dan aplikasi).

129 responses

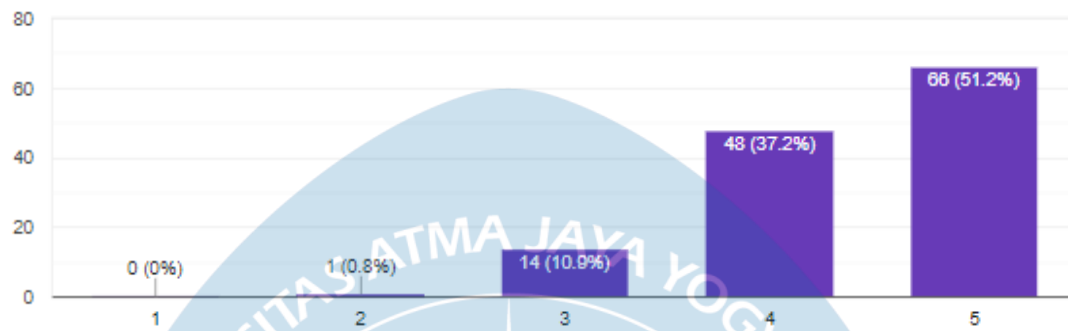


### Appendix 4 Feedback and Consumer Compliance

Netflix memfasilitasi dan menghasilkan prospek film yang berkualitas bagi saya.

 Copy

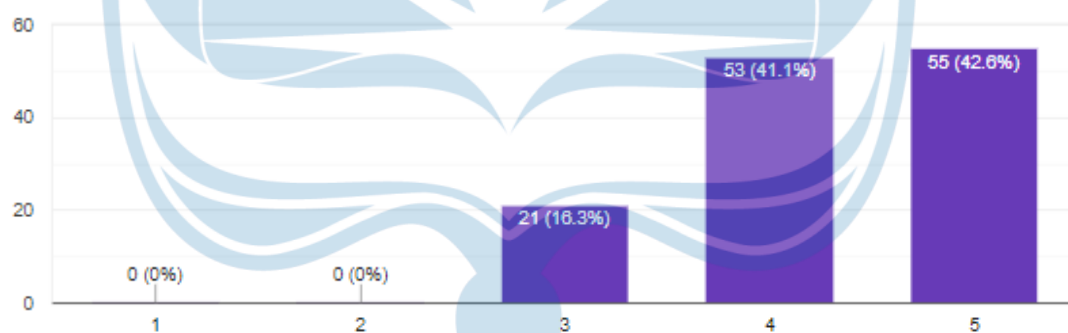
129 responses



Netflix memberikan saya inovasi dan perspektif baru.

 Copy

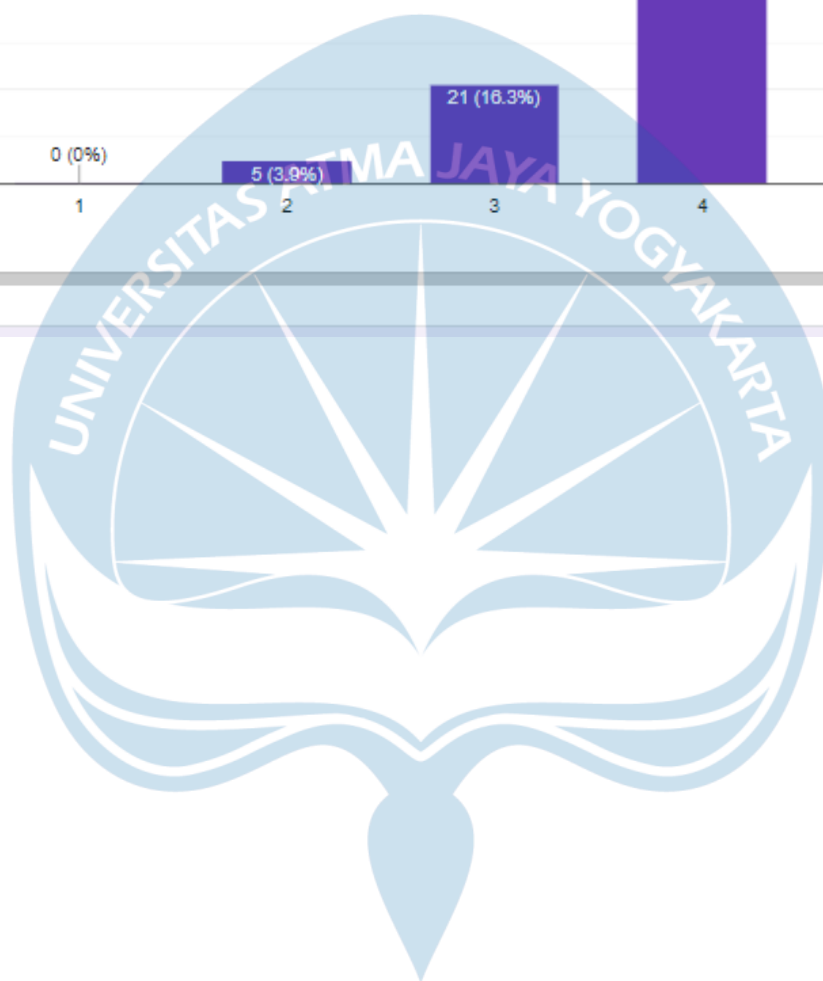
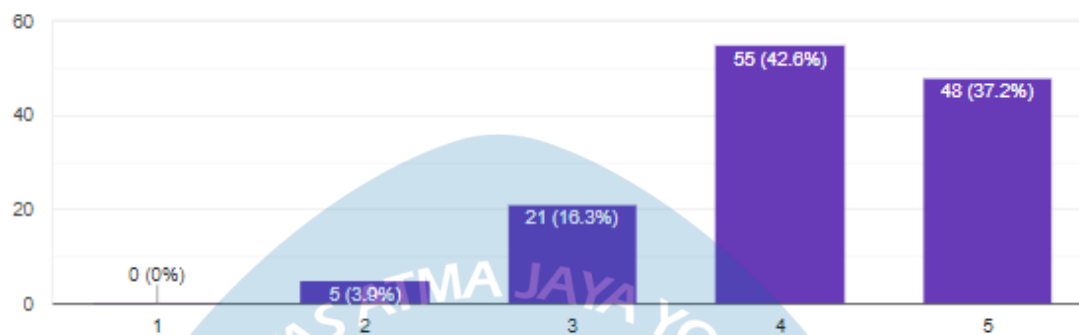
129 responses



Netflix dapat menyelesaikan permintaan produk yang saya ingin dengan cepat.

Copy

129 responses

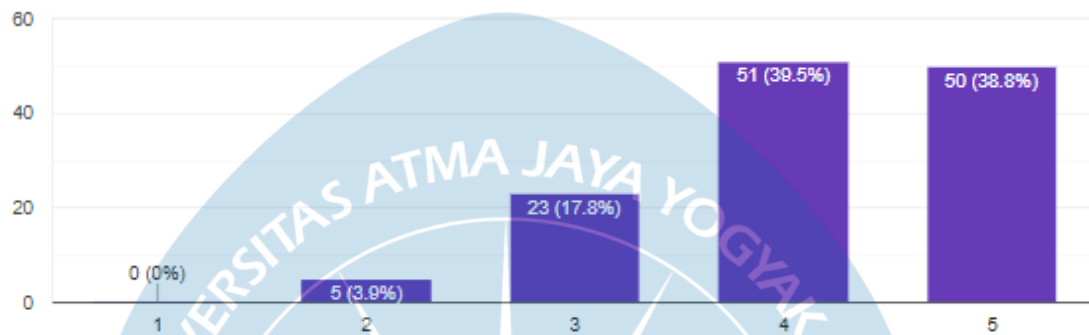


## Hubungan Antara Merek dan Pelanggan

Pemasaran digital membantu saya mencari produk yang tepat sambil menjelajahi Netflix.

 Copy

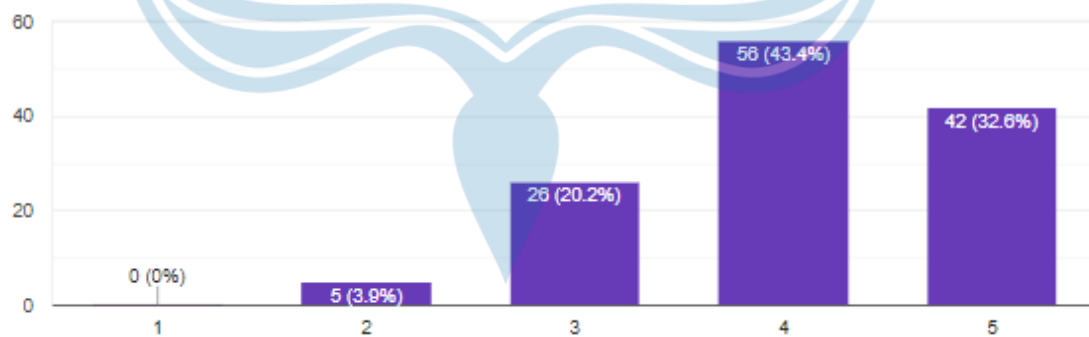
129 responses



Platform pemasaran digital membantu dalam mengembangkan hubungan antara saya dan Netflix.

 Copy

129 responses

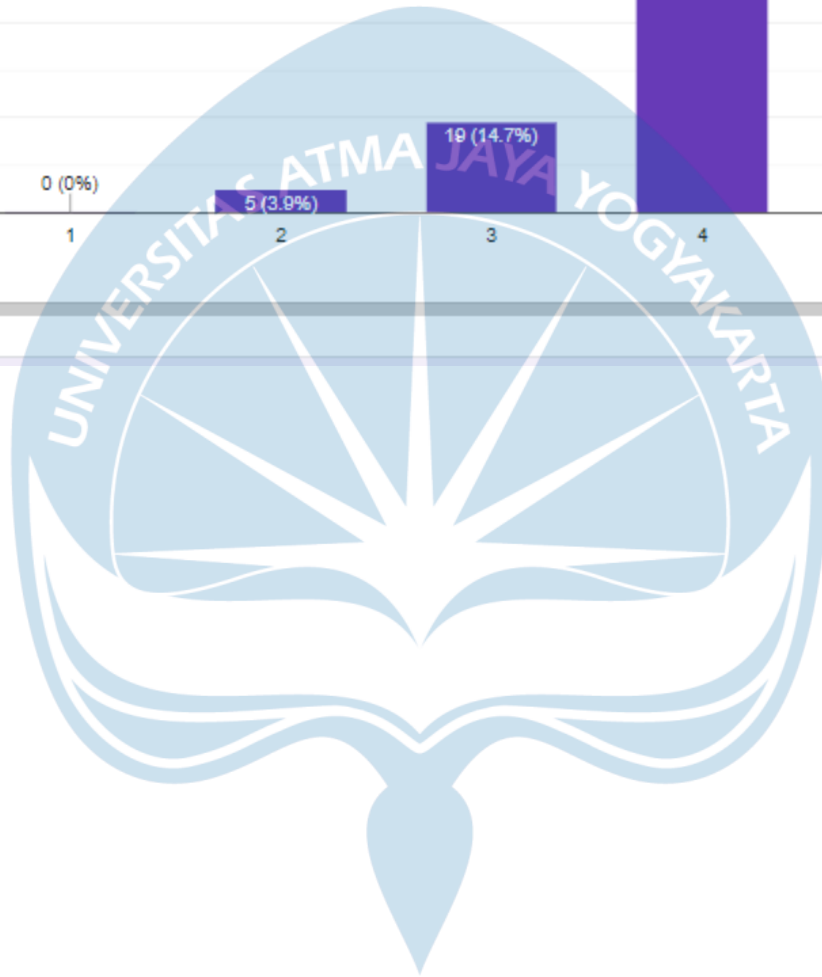
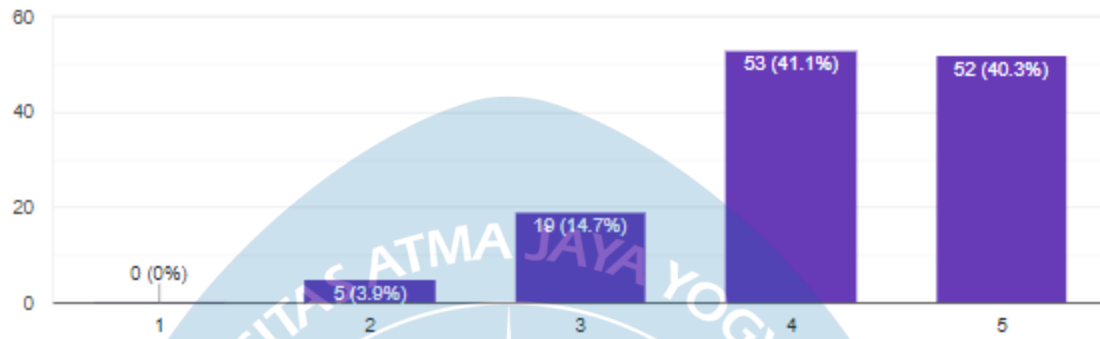


### Appendix 5 Consumer and Brand Relationship

Netflix membantu saya dalam mencari produk yang tepat sambil menjelajahi aplikasi dengan mudah .

 Copy

129 responses

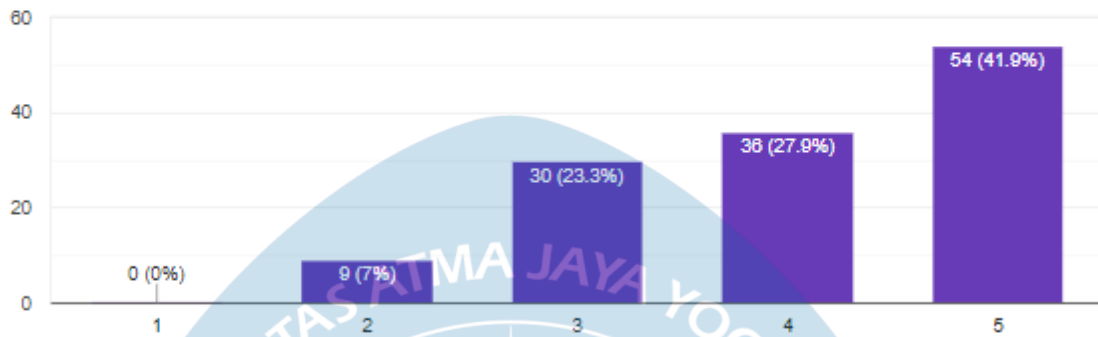


## Keterlibatan Pelanggan

Platform pemasaran digital mendorong saya untuk terus menggunakan Netflix.

 Copy

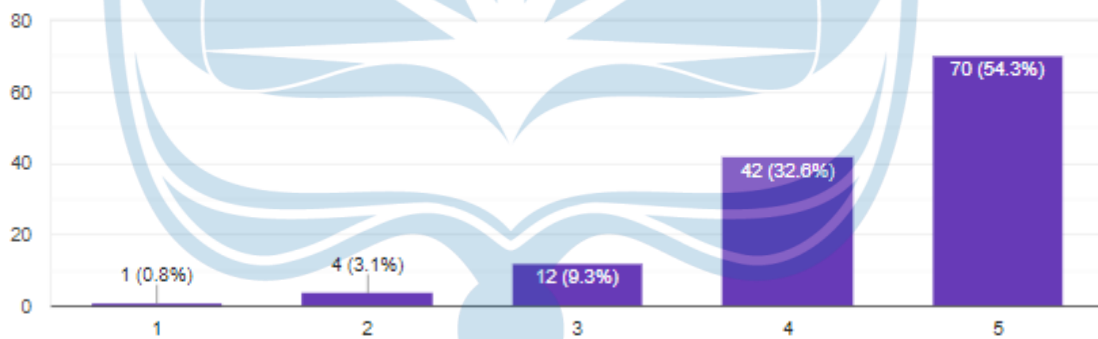
129 responses



Waktu tidak terasa ketika saya menggunakan Netflix.

 Copy

129 responses

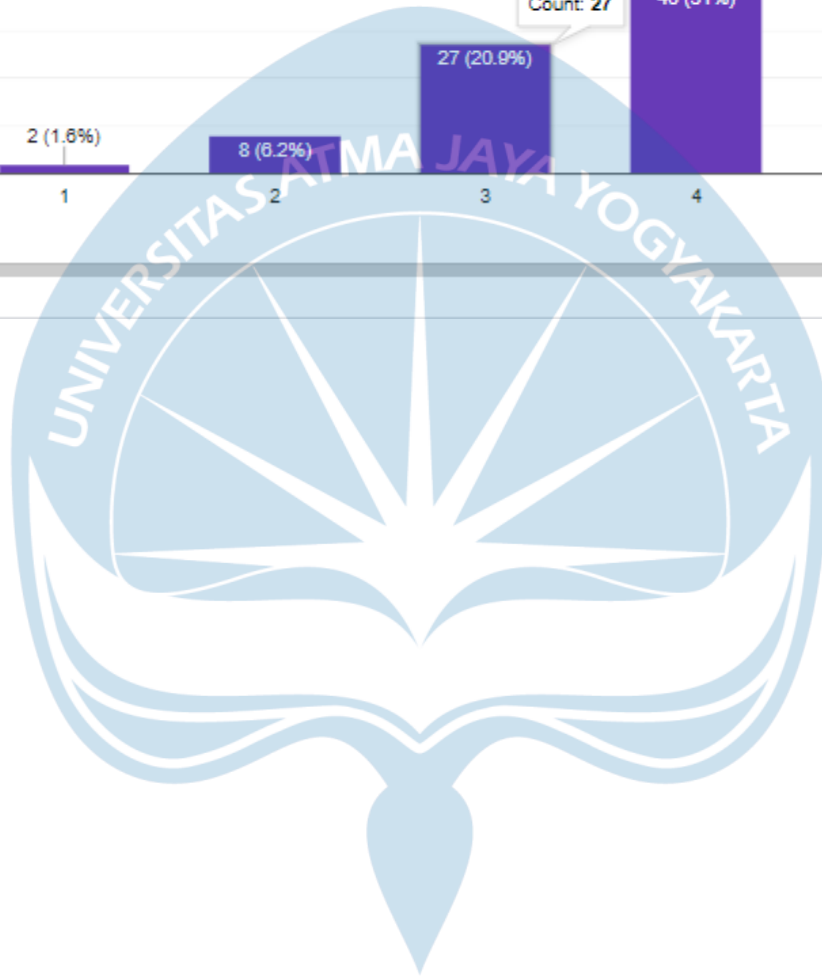
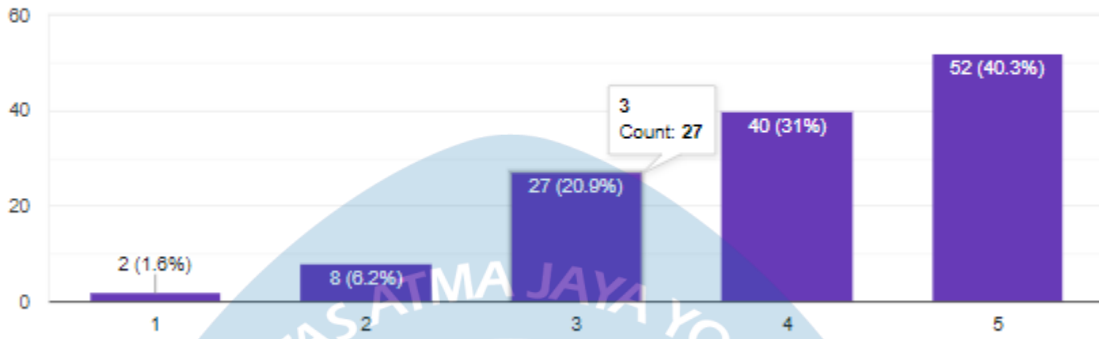


### *Appendix 6 Consumer Engagement*

Pemasaran digital milik Netflix, membuat saya antusias dan bangga

Copy

129 responses

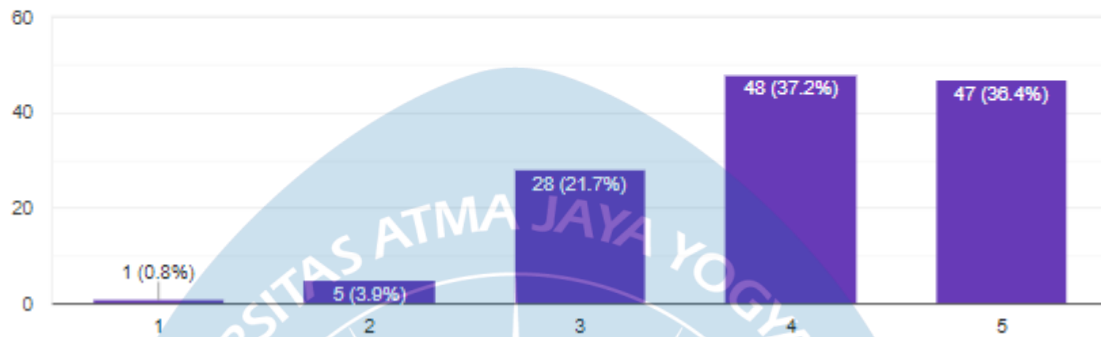


## Citra Merk

Pemasaran digital Netflix membantu pelanggan untuk pengambilan keputusan yang lebih baik

 Copy

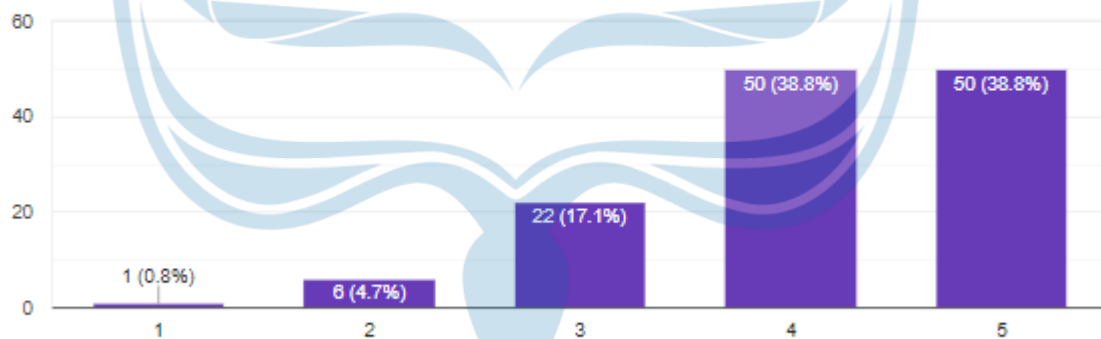
129 responses



Saya bersedia untuk terus menjadi pelanggan Netflix.

 Copy

129 responses



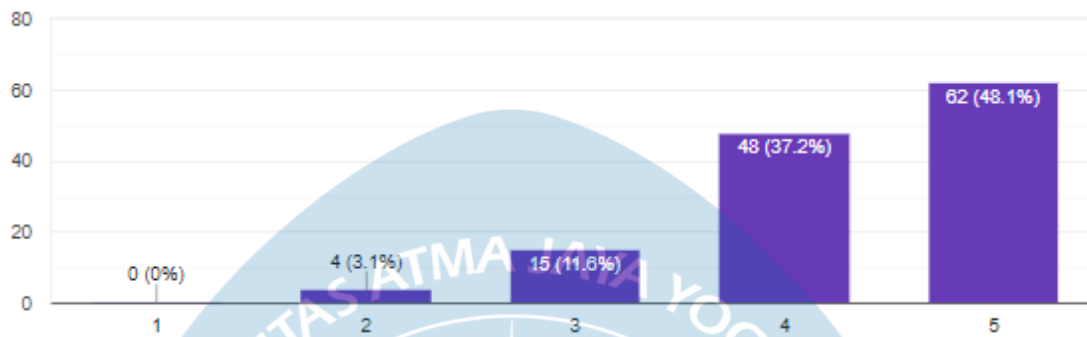
Appendix 7 Brand Image



Netflix langsung terlintas di benak saya ketika saya ingin membeli layanan streaming online.

 Copy

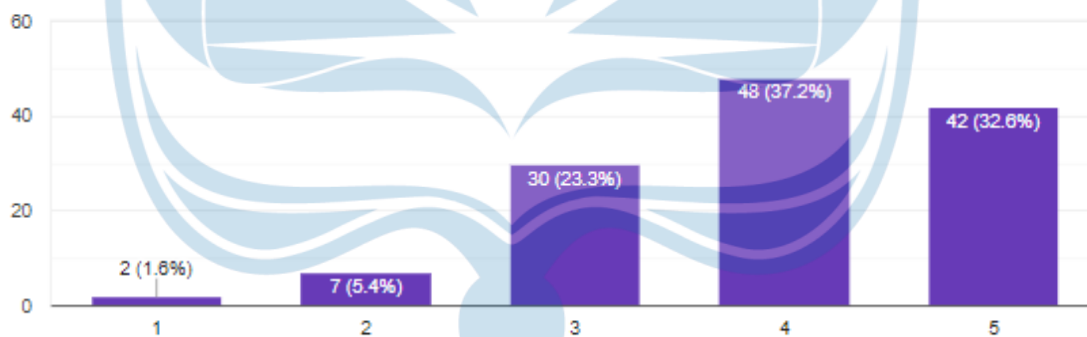
129 responses



Saya dapat memprediksi bagaimana kinerja Netflix di masa mendatang.

 Copy

129 responses

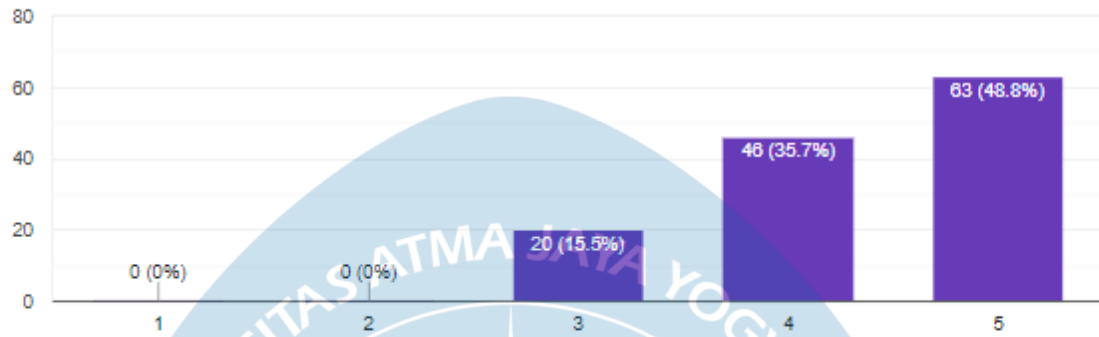


### Niat Membeli

Saya dapat mengenali Netflix dengan melihat iklan melalui media digital.

 Copy

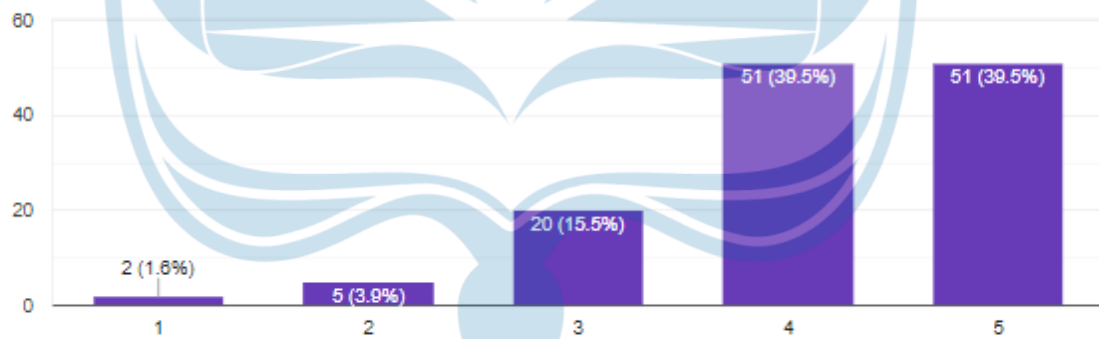
129 responses



Saya akan terus menjadi pelanggan Netflix.


 Copy

129 responses

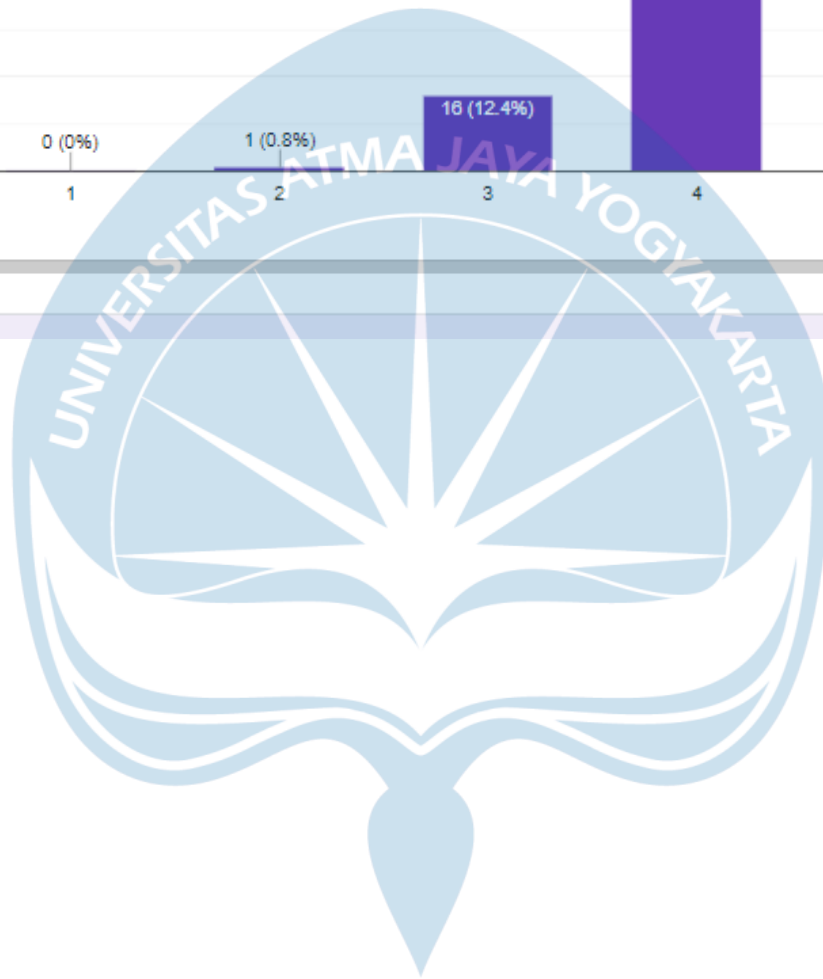
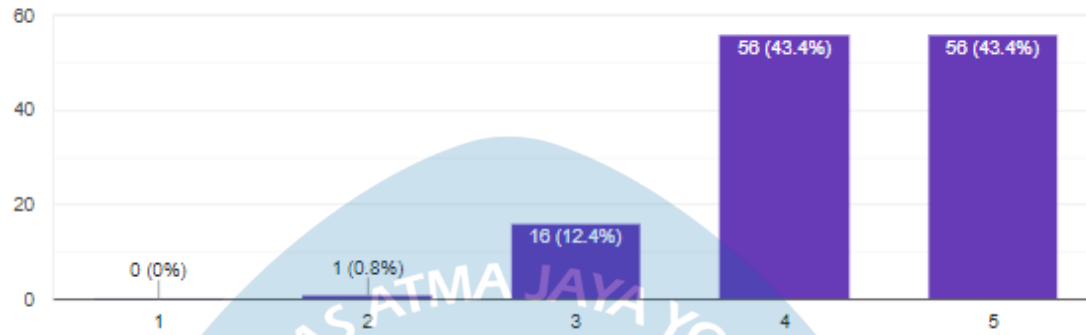


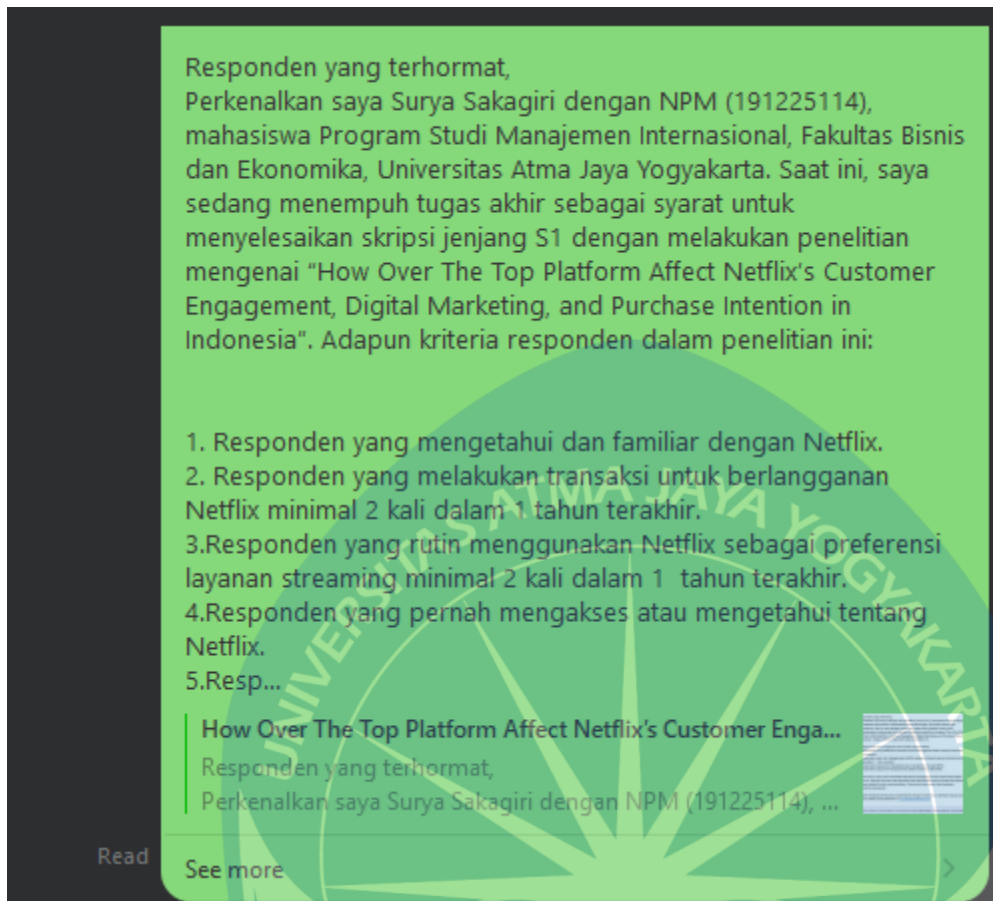
*Appendix 8 Purchase Intention*

Platform media digital membantu dalam meningkatkan reputasi Netflix.

 Copy

129 responses





*Appendix 9 Sharing Method*

How Over The Top Pla 5/25/2023 Netflix's Customer Engagement, Digital Marketing, and Purchase Intention in Indonesia  
Responden yang terhormat, Perkenalkan saya Surya Sakagiri dengan NPM docs.google.com

Responden yang terhormat,  
Perkenalkan saya Surya Sakagiri dengan NPM (191225114), mahasiswa Program Studi Manajemen Internasional, Fakultas Bisnis dan Ekonomika, Universitas Atma Jaya Yogyakarta. Saat ini, saya sedang menempuh tugas akhir sebagai syarat untuk menyelesaikan skripsi jenjang S1 dengan melakukan penelitian mengenai "How Over The Top Platform Affect Netflix's Customer Engagement, Digital Marketing, and Purchase Intention in Indonesia". Adapun kriteria responden dalam penelitian ini:

1. Responden yang mengetahui dan familiar dengan Netflix.
2. Responden yang melakukan transaksi untuk berlangganan Netflix minimal 2 kali dalam 1 tahun terakhir.
3. Responden yang rutin menggunakan Netflix sebagai preferensi layanan streaming minimal 2 kali dalam 1 ...[Read more](#)

10:20 PM ✓✓

29 May 2023, 20:12

maaf mengganggu waktunya, karena masih diperlukan penambahan data, tolong isi kuesioner skripsiku ya :D , thanks!

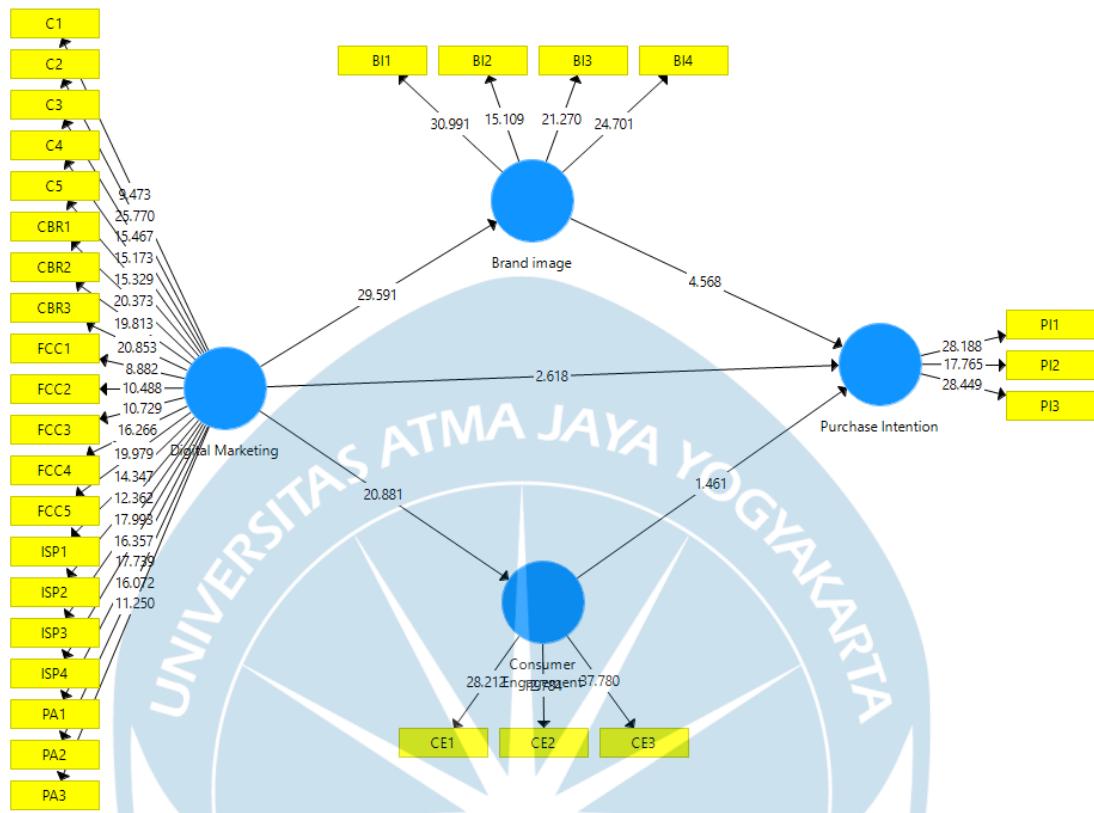
<https://bit.ly/UntukSuryaWisuda>



How Over The Top Platform Affect Netflix's Customer Engagement, Digital Marketing, and Purchase Intention in Indonesia







Appendix 12 Bootstrapping Data

	Original Sampl...	T Statistics ( O/...	P Values
Brand image -> Purchase Intention	0.473	4.568	0.000
Consumer Engagement -> Purchase Intention	0.127	1.461	0.144
Digital Marketing -> Brand image	0.826	29.591	0.000
Digital Marketing -> Consumer Engagement	0.764	20.881	0.000
Digital Marketing -> Purchase Intention	0.301	2.618	0.009

Appendix 13 Path Coefficient

	Original Sampl...	T Statistics ( O/STDEV )	P Values
Digital Marketing -> Brand image -> Purchase Intention	0.391	4.630	0.000
Digital Marketing -> Consumer Engagement -> Purchase Intention	0.097	1.435	0.151

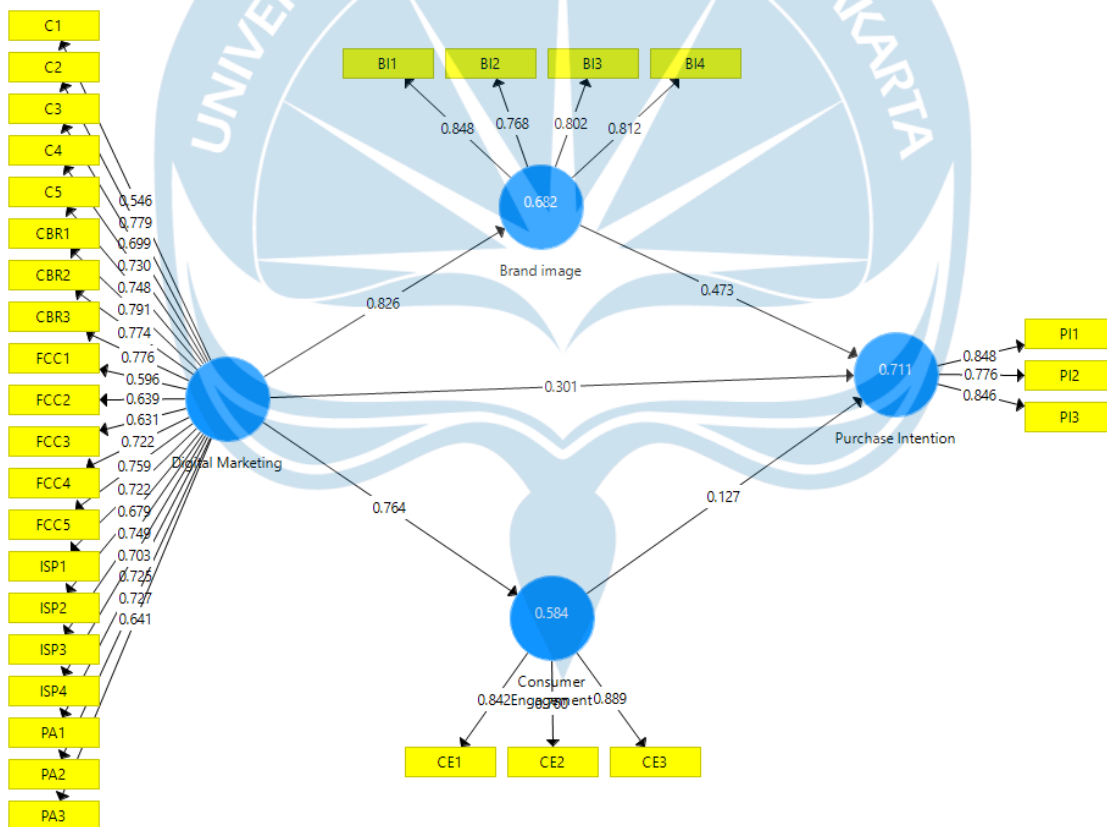
Appendix 14 Specific Indirect Effect



Total Effects

	Original Sampl...	T Statistics ( O/...	P Values
Brand image -> Purchase Intention	0.473	4.568	0.000
Consumer Engagement -> Purchase Intention	0.127	1.461	0.144
Digital Marketing -> Brand image	0.826	29.591	0.000
Digital Marketing -> Consumer Engagement	0.764	20.881	0.000
Digital Marketing -> Purchase Intention	0.788	21.938	0.000

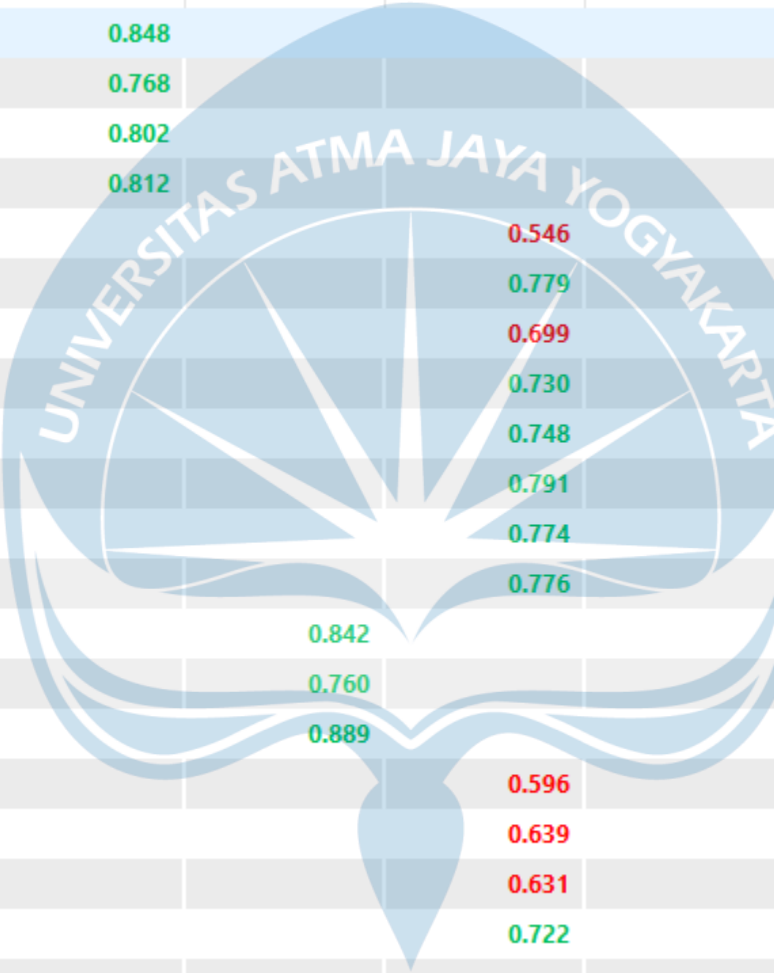
Appendix 15 Total Effects



Appendix 16 PLS Data

	No.	Missing	Mean	Median	Min	Max	Standard Devia...	Excess Kurtosis	Skewness
PA1	1	0	4.141	4.000	2.000	5.000	0.758	-0.849	-0.352
PA2	2	0	4.180	4.000	1.000	5.000	0.795	1.795	-1.092
PA3	3	0	4.203	4.000	2.000	5.000	0.700	-0.367	-0.445
C1	4	0	4.070	4.000	2.000	5.000	0.937	-0.573	-0.661
C2	5	0	4.148	4.000	2.000	5.000	0.782	0.032	-0.666
C3	6	0	4.367	4.000	3.000	5.000	0.683	-0.712	-0.623
C4	7	0	4.172	4.000	2.000	5.000	0.830	-0.104	-0.748
C5	8	0	4.219	4.000	2.000	5.000	0.760	0.083	-0.718
ISP1	9	0	4.203	4.000	1.000	5.000	0.851	0.685	-0.943
ISP2	10	0	4.133	4.000	1.000	5.000	0.922	0.628	-0.935
ISP3	11	0	4.195	4.000	2.000	5.000	0.761	-0.397	-0.563
ISP4	12	0	4.195	4.000	1.000	5.000	0.902	0.466	-0.980
FCC1	13	0	4.281	4.000	2.000	5.000	0.780	0.070	-0.842
FCC2	14	0	4.250	4.000	2.000	5.000	0.791	0.246	-0.864
FCC3	15	0	4.383	5.000	2.000	5.000	0.708	-0.043	-0.844
FCC4	16	0	4.258	4.000	3.000	5.000	0.721	-0.989	-0.435
FCC5	17	0	4.141	4.000	2.000	5.000	0.817	-0.064	-0.701
CBR1	18	0	4.148	4.000	2.000	5.000	0.821	-0.355	-0.627
CBR2	19	0	4.047	4.000	2.000	5.000	0.828	-0.413	-0.507
CBR3	20	0	4.195	4.000	2.000	5.000	0.801	-0.040	-0.740
CE1	21	0	4.039	4.000	2.000	5.000	0.963	-0.848	-0.556
CE2	22	0	4.359	5.000	1.000	5.000	0.836	1.994	-1.412
CE3	23	0	4.023	4.000	1.000	5.000	1.004	-0.043	-0.798
B11	24	0	4.062	4.000	1.000	5.000	0.882	0.052	-0.677
B12	25	0	4.102	4.000	1.000	5.000	0.900	0.328	-0.854
B13	26	0	4.320	4.000	2.000	5.000	0.770	0.312	-0.937
B14	27	0	3.945	4.000	1.000	5.000	0.955	0.118	-0.708
PI1	28	0	4.328	4.000	3.000	5.000	0.730	-0.915	-0.603
PI2	29	0	4.117	4.000	1.000	5.000	0.915	0.996	-1.040
PI3	30	0	4.289	4.000	2.000	5.000	0.709	-0.301	-0.618

*Appendix 17 Mean Median Max*



	Brand image	Consumer Eng...	Digital Marketi...	Purchase Inten...
BI1	0.848			
BI2	0.768			
BI3	0.802			
BI4	0.812			
C1			0.546	
C2			0.779	
C3			0.699	
C4			0.730	
C5			0.748	
CBR1			0.791	
CBR2			0.774	
CBR3			0.776	
CE1		0.842		
CE2		0.760		
CE3		0.889		
FCC1			0.596	
FCC2			0.639	
FCC3			0.631	
FCC4			0.722	
FCC5			0.759	
ISP1			0.722	

*Appendix 18 Outer Loading*

ISP2			<b>0.679</b>	
ISP3			<b>0.749</b>	
ISP4			<b>0.703</b>	
PA1			<b>0.725</b>	
PA2			<b>0.727</b>	
PA3			<b>0.641</b>	
PI1				<b>0.848</b>
PI2				<b>0.776</b>
PI3				<b>0.846</b>

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Brand Image	<b>0.823</b>	<b>0.826</b>	<b>0.883</b>	<b>0.653</b>
Consumer Eng...	<b>0.778</b>	<b>0.800</b>	<b>0.871</b>	<b>0.693</b>
Digital Marketi...	<b>0.947</b>	<b>0.951</b>	<b>0.953</b>	<b>0.504</b>
Purchase Inten...	<b>0.763</b>	<b>0.764</b>	<b>0.864</b>	<b>0.679</b>

*Appendix 19 Average Variance Extracted*

	Brand image	Consumer Eng...	Digital Marketi...	Purchase Inten...
Brand image	0.808			
Consumer Eng...	0.728	0.832		
Digital Marketi...	0.826	0.764	0.710	
Purchase Inten...	0.814	0.701	0.788	0.824

*Appendix 20 Discriminant Validity*

	Brand image	Consumer Eng...	Digital Marketi...	Purchase Inten...
BI1	0.848	0.683	0.748	0.692
BI2	0.768	0.578	0.663	0.719
BI3	0.802	0.496	0.590	0.601
BI4	0.812	0.576	0.654	0.603
C1	0.424	0.404	0.546	0.381
C2	0.644	0.582	0.779	0.618
C3	0.516	0.386	0.699	0.541
C4	0.619	0.515	0.730	0.661
C5	0.548	0.510	0.748	0.650
CBR1	0.701	0.650	0.791	0.642
CBR2	0.694	0.729	0.774	0.634
CBR3	0.659	0.557	0.776	0.619
CE1	0.663	0.842	0.706	0.615
CE2	0.480	0.760	0.508	0.461
CE3	0.650	0.889	0.670	0.651
FCC1	0.423	0.469	0.596	0.437
FCC2	0.455	0.463	0.639	0.485
FCC3	0.441	0.516	0.631	0.481
FCC4	0.530	0.594	0.722	0.536
FCC5	0.666	0.694	0.759	0.596
ISP1	0.650	0.486	0.722	0.569
ISP2	0.547	0.576	0.679	0.443
ISP3	0.620	0.573	0.749	0.544
ISP4	0.681	0.606	0.703	0.527
PA1	0.625	0.479	0.725	0.630
PA2	0.578	0.431	0.727	0.585
PA3	0.559	0.508	0.641	0.516
PI1	0.659	0.567	0.707	0.848
PI2	0.661	0.624	0.589	0.776
PI3	0.691	0.544	0.651	0.846

*Appendix 21 CrossLoading*

	R Square	R Square Adjus...
Brand image	0.682	0.680
Consumer Engagement	0.584	0.581
Purchase Intention	0.711	0.704

Appendix 22 Table of R Square

	Brand image	Consumer Eng...	Digital Marketi...	Purchase Inten...
Brand image				0.228
Consumer Engagement				0.021
Digital Marketing	2.148	1.403		0.082
Purchase Intention				

Appendix 23 Table of F Square

	SSO	SSE	Q <sup>2</sup> (=1-SSE/SSO)
Brand Image	512.000	289.123	0.435
Consumer Eng...	384.000	234.186	0.390
Digital Marketi...	2560.000	2560.000	
Purchase Inten...	384.000	202.209	0.473

Appendix 24 Table of Q Square

	Q <sup>2</sup> (=1-SSE/SSO)
Purchase Intention	0.473
Digital Marketing	
Consumer Engagement	0.390
Brand image	0.435

Appendix 25 Blindfolding

	Cronbach's Al...	rho_A	Composite Rel...	Average Varian...
Brand image	0.823	0.826	0.883	0.653
Consumer Engagement	0.778	0.800	0.871	0.693
Digital Marketing	0.947	0.951	0.953	0.504
Purchase Intention	0.763	0.764	0.864	0.679

*Appendix 26 Cronbach Alpha and Composite Reliability*

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
Brand image -> Purchase Intention	0.473	0.465	0.104	4.568	0.000
Consumer Engagement -> Purchase Intention	0.127	0.130	0.087	1.461	0.144
Digital Marketing -> Brand image	0.826	0.829	0.028	29.591	0.000
Digital Marketing -> Consumer Engagement	0.764	0.767	0.037	20.881	0.000
Digital Marketing -> Purchase Intention	0.301	0.307	0.115	2.618	0.009

*Appendix 27 Direct Path Coeficient*

	Original Sampl...	Sample Mean (...)	Standard Devia...	T Statistics ( O/...	P Values
Digital Marketing -> Brand image -> Purchase Intention	0.391	0.385	0.084	4.630	0.000
Digital Marketing -> Consumer Engagement -> Purchase Intention	0.097	0.100	0.067	1.435	0.151

*Appendix 28 Indirect Effect*

