

## ABSTRAK

Judul : Pengaruh *Electronic Word Of Mouth* (Ewom) Dan *Perceived Value* Terhadap *Purchase Intention* Melalui *Brand Image* Sebagai Variabel Intervening Pada Layanan *Streaming* Netflix.

Nama : Fikria Agista

Program Studi : S1 Manajemen

Pembimbing : Ir. Jatmiko, MM., MBA

Penelitian ini bertujuan untuk mengetahui Pengaruh *Electronic Word of Mouth* dan *Perceived Value* terhadap *Purchase Intention* melalui *Brand Image*. Populasi dalam penelitian ini adalah pengguna aplikasi Netflix yang sudah pernah berlangganan layanan streaming Netflix. Metode pengambilannya melalui teknik *purposive sampling* dengan pengambilan data menggunakan kuisioner dengan kriteria minimal berusia 15 tahun, pengguna aplikasi layanan *streaming* yang menggunakan aplikasi Netflix, pengguna yang berlangganan di Netflix satu kali berlangganan dalam satu bulan. Diperoleh sampel sebanyak 135 orang. Alat statistik yang digunakan adalah Analisis Jalur (Path Analysis). Pengolahan data menggunakan software SPSS Sttistic 23. Hasil penelitian ini mengindikasikan bahwa *Electronic Word of Mouth* dan *Perceived Value* berpengaruh positif terhadap *Brand Image*. Kemudian *Perceived Value* dan *Brand Image* berpengaruh positif terhadap *Purchase Intention*. Kemudian *Electronic Word of Mouth* dan *Brand Image* berpengaruh terhadap *Purchase Intention*.

## ABSTRAK

Title : *The Effect of Electronic Word Of Mouth (Ewom) And Perceived Value On Purchase Intention Through Brand Image As Intervening Variable In Netflix Streaming Service.*

Name : Fikria Agista

Study Program : *S1 Management*

Supervisor : Ir. Jatmiko, MM., MBA

*This study aims to determine the effect of Electronic Word of Mouth and Perceived Value on Purchase Intention through Brand Image. The population in this study are users of the Netflix application who have subscribed to the Netflix streaming service. The retrieval method is through a purposive sampling technique with data collection using a questionnaire with the criteria of being at least 15 years old, users of streaming service applications using the Netflix application, users who subscribe to Netflix once a month. Obtained a sample of 135 people. The statistical tool used is Path Analysis (Path Analysis). Data processing uses SPSS Stistic 23 software. The results of this study develop that Electronic Word of Mouth and Perceived Value have an effect on Brand Image. Then Perceived Value and Brand Image have a positive effect on Purchase Intention. Then Electronic Word of Mouth and Brand Image have an effect on Purchase Intention.*