ABSTRACT

Watching movies or tv series can be access in video on demand service. Video on demand service made an easier way to access movies or tv series anywhere anytime. Video on demand service in Indonesia has been growing continuously due to consumer behaviour to choose streaming service than cinemas. The purpose of this research is to analyse factors influencing Netflix purchase intention in Indonesia using Value-Based Adoption Model (VAM). Variable perceived usefulness, perceived enjoyment, perceived ease of use and perceived price as independent variable and perceived value as intervening variable.

The population used in this research are customers who have used Netflix video on demand service in Indonesia. The sample was 138 respondents who have used free trial 30 days Netflix service. The sample collection methods used purposive sampling. The data collection method was questionnaires. Structural Equation Model (SEM) with AMOS software was used for data analyse.

The results of this research indicate that perceived usefulness, perceived enjoyment, perceived ease of use and perceived price have a positive and significant effect on perceived value. Perceived value has a positive and significant effect on purchase intention.

Keywords: consumer behaviour, video on demand, value based adoption, perceived usefulness, perceived enjoyment, perceived ease of use, perceived price, perceived value, purchase intention