

ABSTRACT

Subscription decision is the determination of one or more alternative brands or products that will be subscribed by the buyer. Subscription decision has an indirect impact on the business, which is an indicator that increases or decreases sales performance. Subscription decision are influenced by several variables, namely e-WOM, content quality and brand image. The purpose of this study was to determine the significance of the variables related to the subscription decision, namely e-WOM, content quality and the intervening variable brand image on SVOD services from Indonesia, namely Genflix.

The number of respondents used in this research is 102 students of Diponegoro University using the judgement sampling method which is a representative or sample from the young segment in this research. The method used is SEM quantitative method using AMOSv24. The reason for choosing this method is so that this research can be carried out in depth to analyze problems related to the subscription decision for Genflix products.

The results of the research shows that several variables have significance, especially on brand image which has the highest significance value on subscription decision. while the e-WOM variable has no effect on subscription decision and has the lowest effect on brand image. In addition, the brand image variable can mediate the effect of content quality on subscription decision and e-WOM on subscription decision for Genflix SVOD services.

Keywords: Subscription Decision, Electronic Word of Mouth, Content Quality, Brand Image, SEM