IMPACT OF DIGITAL MARKETING STRATEGIES, BRAND IMAGE, AND INFLUENCERS ON NETFLIX PURCHASE DECISIONS

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Abstract

The research was conducted to analyze the influence of digital marketing strategies, brand image, and influencers on purchasing decisions for Netflix products. The study was analyzed using the questionnaire spread method to find out the significant outcomes of Netflix usage decisions as well as the impact of brand image and digital marketing on the social community. The results of this study showed that each variable has a strong influence on Netflix usage decisions. This can be seen from the results of acquisition and data processes that show significant value, starting with digital marketing that is well branded by the influencer so that Netflix users get information digitally easily

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Keywords: Strategic of Digital Marketing, Brand Image, Impact Influencer, Purchase Decision.

INTRODUCTION

New innovations from service providers, including e-commerce, online news portals, and video streaming services better known as Video On Demand (VOD), are also facilitated by the expansion of Internet users[1] (Azalia and Magnadi 2020). VOD providers continue to develop devices that are accessible to users as the role of television as a source of information and entertainment changes. Netflix is a VoD- based video streaming service (Video on Demand), It's an interactive television system allowing the user to select a movie using a streaming video subscription or the series you want to watch (Sari 2022).

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[1] D W Azalia and R H Magnadi, 'Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Pembelian Pada Layanan Video On Demand (Studi Pada Pengguna Netflix)', *Diponegoro Journal of ...*, 9 (2020), 1–12 <https://ejournal3.undip.ac.id/index.php/djom/article/view/30302>.
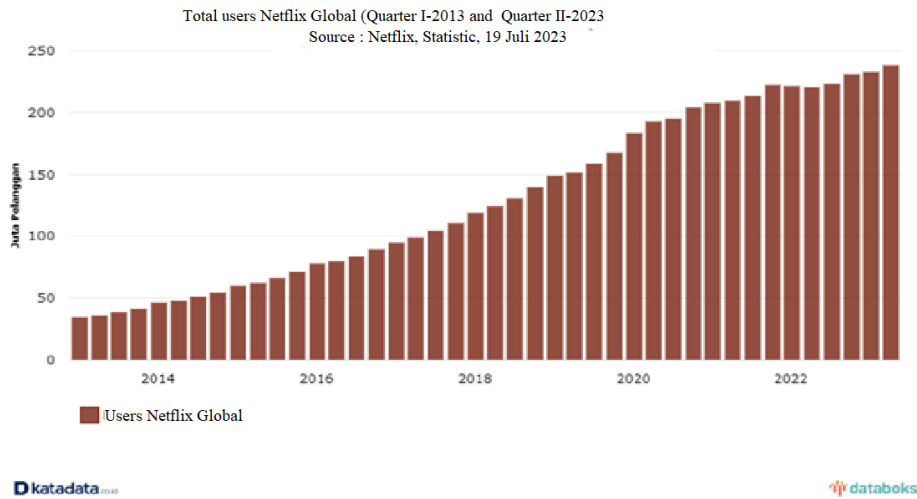
Figure 1. Global Netflix Subscribers

Data Source : KataData.co.id, Result Data 2023

The number of users of the Netflix video streaming app is steadily rising. Netflix had 238.39 million users worldwide in the second quarter of 2023, according to the most recent figures. Global Netflix subscriptions reached 220.67 million at the same time last year, up 8,03% year over year. North America, the Middle East, and Africa had the greatest proportion of Netflix subscribers in the third quarter. The region's Netflix user base totals 79.81 million. The next largest Netflix subscriber was in the United States and Canada, with 75.57 million subscribers in the same period, followed by 42.47 million in Latin America.Meanwhile, the number of Netflix subscribers in the Asia-Pacific region is the least compared to the three regions above, which is only 40.55 million.

Digital marketing is marketing through electronic or print media using social media platforms and websites that can be accessed with internet. Netflix has the same strategy as its rivals in that it uses its platform to show advertisements to viewers in an effort to lower membership fees and improve marketing strategies for profitable recovery and regaining market share. In order to increase brand awareness and internet user interaction and make the Netflix brand more recognizable, the company heavily leverages social media in its marketing campaigns[2] (Rahmadini 2023).

To essentially surround the Netflix brand with a range of obstacles, including, naturally, utilizing influencers in addition to the platform for marketing purposes in order to pique public interest[3] (Jamil et al. 2023). Since each influencer has a different fee, this naturally helps Netflix increase revenues despite spending a significant amount of money.

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[2] Ita Rahmadini, 'PENGARUH DIGITAL MARKETING DAN ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN MELALUI BRAND AWARENESS PADA LAYANAN STREAMING DIGITAL NETFLIX (Studi Pada Mahasiswa STIESIA Surabaya) Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA) Surabaya', *Jurnal Ilmu Dan Riset Manajemen*, 12.1 (2023).

[3] Raja Ahmed Jamil and others, 'Impact of Social Media Influencers on Consumers' Well-Being and Purchase Intention: A TikTok Perspective', *European Journal of Management and Business Economics*, 2023 <https://doi.org/10.1108/EJMBE-08-2022-0270>.

Additionally, they are associating Netflix with a major brand that will put pressure on the influencers directly. Because it essentially offers a range of movie genres that are catered to Netflix subscribers, Netflix's market share also differs over the age range[4] (Chang and Wu 2023). Influencers play a crucial role in the digital age marketing landscape by serving as a key source of social media promotion. The SPSS Version 23 program has been used in research projects by Widya Novitasari and Muhammad Al Assad[5] (Sari 2022).

The data processing findings that are to be immediately studied are based on many indicators and dependant factors thanks to the researchers' use of SmartPLS4. Researchers Sofianisa Rahmawati, Tandiyo Pradekso, and Djoko Setyabudi (Hendrawan 2022) said in a prior survey that Netflix was still not the top choice for Indonesian society, Generation Z, and millennial respondents. In contrast to influencer beauty, it's simple because an influencer is essentially someone who cultivates a positive brand image and motivates others. This also holds true for Hendrawan's. study[6] (Rufaida 2021) which tries to ascertain how items, discounts, costs, and localities affect Netflix package repurchases. The study's findings, which were obtained using a double linear regression analysis with SPSS version 23, indicate that price, location, and promotional factors do not significantly affect Netflix consumers' decisions to resell their Netflix packages.

RESEARCH METHODS

The research uses quantitative methodology, which emphasizes the analysis of numerical data (numbers) that has been statistically processed. Inferential research (on the testing of hypotheses) basically uses quantitative techniques that are based on conclusions about the possibility of making a mistake when rejecting a zero hypothesis. The significance of group differences or relationships between the variables studied is expressed by a quantitative approach. In this work, we use a survey method, which is a data collection technique that involves sampling from a single population[7] (Hosain and Mamun 2023) claims that a questionnaire survey approach requires respondents to have specific information questions and receive written responses so that researchers can solve problems . In this study, the researchers used a causal research design, where the main

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[4] Sue-Ting Chang and Jia-Jhou Wu, 'A Content-Based Metric for Social Media Influencer Marketing', *Industrial Management & Data Systems*, 2023 <https://doi.org/10.1108/imds-05-2022-0303>.

[5] Widya Novita Sari, 'Pengaruh Brand Image Squid Game Terhadap Loyalitas Pelanggan Netflix Pada Remaja Di Kota Bandung', *Open Library Telkom University*, 9.2 (2022), 1264–74 <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/178202/slug/pengaruh-brand-image-squid-game-terhadap-loyalitas-pelanggan-netflix-pada-remaja-di-kota-bandung.html>.

[6] Bakrie Rufaida, 'Pengaruh Ewom, Brand Image, Dan Brand Trust Terhadap Keputusan Pembelian VOD Netflix', *Syntax Literate : Jurnal Ilmiah Indonesia*, 6.11 (2021), 5911–27.

[7] Md Sajjad Hosain and Abdullah Mohammad Ahshanul Mamun, 'The Nexus between Social Media Advertising and Customers' Purchase Intention with the Mediating Role of Customers' Brand Consciousness: Evidence from Three South Asian Countries', *Business Analyst Journal*, 44.2 (2023), 84–105 <https://doi.org/10.1108/baj-06-2023-0053>.

purpose of this design is to identify possible causal and consequential relationships between various variables[8] (Rahmawati et al. 2023).

A population is an item or person who has identifiable, comprehensive, and different qualities that can be investigated. Analysis units, or population elements, are things or values that should be studied in a population. According to Hasan in[9] (Kamanda 2023), thus the population of this study is the entire decision of Netflix users in the Sidoarjo region and has not yet been able to determine its population. The random sampling taken in this study did not have a certain number of populations taken and used the random sampling technique. Some of the population is seen in a certain way and also has a number of characteristics, and comprehensive characteristics can be said to represent the entire population. is a method of random sampling that relies on an accidental encounter with a researcher who is considered eligible to be used as a data source. The number of samples to be taken in this study cannot be determined.

Table 1. Variable Instruments, Dimensions and Research Inicators

Variable/Dimensions	Indicators
Strategy Digital **Marketing** [10]	1. Businesses may easily contact consumers
	2. websites make it simpler for customers to obtain information
	3. businesses frequently use them, particularly digital marketers
	11
Brand Image	1. level of uniqueness of a brand that has authenticity
	2.Brand association is implemented through marketing communication
(Moumtaza 2022) [12]	3. public can be informed about the brand will determine its delivery
Influencer	1. Indonesian businessmen to market their products on social media
	2. Influencer literally comes from the word influencer
Produk Purchase Decision	1. Consumer purchasing form the basis of purchasing decisions.

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[8] Sofianisa Rahmawati, Tandiyo Pradekso, and Djoko Setyabudi, 'Pengaruh Brand Image Dan Persepsi Harga Terhadap Keputusan Pembelian Layanan Subscription Video On-Demand (SVOD) Netflix', *Interaksi Online*, 11.1 (2023), 1–21 <https://www.fisip.undip.ac.id>.

[9] Shandrya Victor Kamanda, 'Jurnal Mantik The Effect of Price and Service Quality on the Decision to Choose Shopee E-Commerce in Kibing Village Batam', 7.2 (2023).

[10] Emilio Pirraglia and others, 'The Role of Emotions in B2B Product Advertising on Social Media: A Family Business Case Study', *Journal of Family Business Management*, 13.1 (2023), 146–65 <https://doi.org/10.1108/JFBM-12-2021-0157>.

[11] Pirraglia and others.

[12] Elena Pilipets, 'From Netflix Streaming to Netflix and Chill: The (Dis)Connected Body of Serial Binge-Viewer', *Social Media and Society*, 5.4 (2019), 2019 <https://doi.org/10.1177/2056305119883426>.

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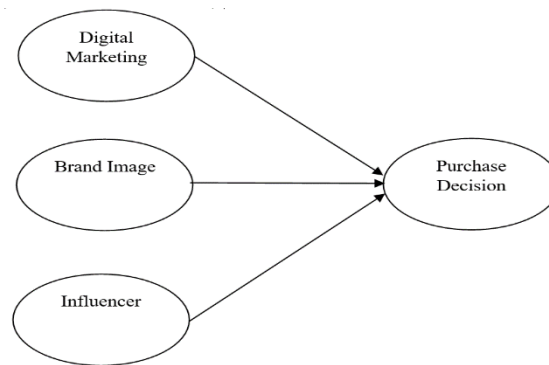2. the reliability of the purchase after knowing about the product.

Figure 2. Conceptual Framework

A hypothesis is a temporary answer to an assumption of research to be carried out that needs to be tested for truth. The hypotheses put forward are as follows in figure 1:
H1: The purchase of Netflix products is positively influenced by digital marketing.
H2: Consumer decisions to buy Netflix products are positively influenced by brand image.
H3: Consumer decisions to buy Netflix products are affected by

Data Resource

Primary data and secondary data are two types of data used in this research. Primary data is information that has been collected from its original source or while working in the field. Core data from this research comes from surveys that will be sent to the general public and ask about Netflix brand knowledge, gender identification as part of the millennial generation, and user decisions. Secondary information is obtained from books, journals, and other sources, according to Netflix.

RESULT AND DISCUSSION

Descriptive Analysis
Outer Model

Table 1. First Outer Loading First

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[13] Karina Saskia. Fauzita, 'Pengaruh Electronic Service Quality Terhadap Keputusan Pembelian Dan Dampaknya Pada Kepuasan Layanan VIDEO ON-DEMAND NETFLIX (Studi Pada Mahasiswa Di Kota Bandung)', *Diponegoro Journal of Accounting*, 2.1 (2022), 2–6 <http://i-lib.ugm.ac.id/jurnal/download.php?dataId=2227%0A???%0Ahttps://ejournal.unisba.ac.id/index.php/kajian_akuntansi/article/view/3307%0Ahttp://publicacoes.cardiol.br/portal/ijcs/portugues/2018/v3103/pdf/3103009.pdf%0Ahttp://www.scielo.org.co/scielo.ph>.

	Digital Marketing (DM)	Brand Image (BI)	Influencer (INFL)	Purchase Decision (NTFX)
DM.1	0.652			
DM.2	0.787			
DM.3	0.822			
BM.1		0.846		
BM.2		0.875		
BM.3		0.875		
INFL.1			0.820	
INFL.2			0.892	
INFL.3			0.934	
NTFX.1				0.853
NTFX.2				0.799
NTFX.3				0.916

Source : Data Processing SmartPLS 3

The indicator DM1 has a loading factor < 0.7 (Table 1). This means that the indicator is invalid for measuring the structure and must be removed. After doing the recalculation PLS showed the result as follows:

Table 2. Second Outer Loading

	Digital Marketing (DM)	Brand Image (BM)	Influencer (INFL)	Purchase Decision (NTFX)
DM1.2	0.833			
DM1.3	0.873			
BM2.1		0.846		
BM2.2		0.875		
BM2.3		0.876		
INFL.1			0.820	
INFL.2			0.892	
INFL.3			0.935	
NTFX.1				0.853
NTFX.2				0.803
NTFX.3				0.916

Source : *Data Processing SmartPLS 3*

Based on the table 2, if the outer louding values of all Digital Marketing (DM) variable indicators, Brand Image (BI), Influencer (INFL), and Purchase Netflix (NTFX) results are > 0.7, then all latent variable indicator values are valid.

Another way to measure converging validity is to look at the square root of the estimated variance extracted (AVE). The recommended value is above 0.5 for a good model. The next test is the composite reliability of an indicator block that measures a structure. Then it can also be seen by looking at the reliability of a structure or a latent variable measured by seeing the Cronbach's The structure is measured by the alpha value of the indicator block. If the cronbaches alpha value is more than 0.7, the structure is considered reliable. Following the execution of the Smart PLS program, the following table 3 contains loading values for the creation of research variables.:

Table 3. Composite's Reliability

Variabel	*Avarege Variance Extracted (AVE)*	*Composite Reliability*	*Cronbach's Alpha*
Digital Marketing (DM)	0.728	0.842	0.727
Brand Image (BI)	0.749	0.900	0.833
Influencer (INFL)	0.780	0.914	0.859
Purchase Decision (NTFX)	0.735	0.892	0.820

Source : Data Processing SmartPLS 3

Based on the table 3, the Avarege Variance Extracted (AVE) value of each variable, namely digital marketing, brand image, and influencer of the purchase decision, has a construction > 0.5, which means the value of the variable is reliable. Thus, it can be stated that each variable has a high discriminant validity.

The Composite Reliability value (ρc) is used to measure the consistency of the indicator blocks. The Recommended Compound Reliability value is greater than 0.6. This result shows that each variable has met the composite reliability, so it can be concluded that the whole variable possessed a great degree of realism. As a result, each research variable has satisfied the cronbach's alpha value criteria, and it can be inferred that all of the variables in the above table had a high degree of realism. Cronbach's alpha indicates that each variable provides a construction value > 0.70.

	Table 4. Avarege Variance Extracted			
	Digital Marketing	Brand Image	Influencer	Purchase Desixcion
DM.2	0.833	0.399	0.536	0.549
DM.3	0.873	0.590	0.455	0.621
BM.1	0.498	0.846	0.697	0.663
BM.2	0.555	0.875	0.606	0.642
BM.3	0.468	0.876	0.614	0.640
INFL.1	0.471	0.618	0.820	0.650
INFL.2	0.439	0.634	0.892	0.774
INFL.3	0.605	0.705	0.935	0.916
NTFX.1	0.588	0.590	0.742	0.853
NTFX.2	0.584	0.630	0.575	0.803
NTFX.3	0.603	0.705	0.935	0.916

Source : Data Processing SmartPLS 3

Based on the table 4, each of these indicators is a higher factor compared to the other methods. With these results, it can be concluded that the indicators in this variable study qualify for discriminant validity with a result value of analysis > 0.6.

The next step is to determine discrimination validity, which can be done by comparing AVE (square root of average variance extract) against each result to know the relationship between the result based on the model and other results. Any model can be said to qualify for discriminatory validity if the AVE root is greater than the value between the constructs.

Table 5. Value AVE kriteria Fornell-Larcker

	Brand Image	Digital Marketing	Influencer	Purchase Decision
Brand Image	0.866			
Digital Marketing	0.586	0.853		
Influencer	0.739	0.577	0.883	
Purchase Decision	0.749	0.688	0.895	0.857

Source : Data Processing SmartPLS 3

Based on Table 5, each of Fornell-Larckern's diagonal indicator values appears to be greater than the correlation values between structures and other structures. Thus, the calculation stated that the indicators of the Digital Marketing, Brand Image, Influencer, and Purchase Decision variables had qualified for discriminatory validity.

The converging validity of a measurement model with a reflective indicator can be seen from the correlation between the score item or indicator and the construction score. According to Hair et al. (2021) an individual indicator is considered reliable if it has a

correlation value above 0.70. However, in scale development stage research, loading 0.50 to 0.60 is still acceptable. The structural model in this study is shown in the figure 2:
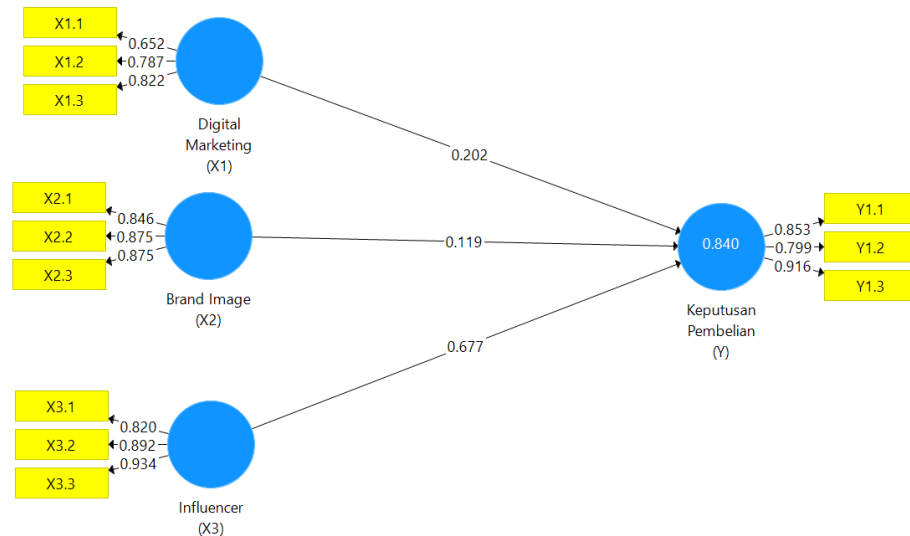
Source : Data Processing SmartPLS 3

Inner Model

To guarantee that the constructed structural model is reliable and accurate, an internal model review is done. A number of metrics, including the determination coefficient (R2), show the analysis stages carried out throughout the assessment of structural models. These are the R square values that are derived from data processing utilizing the SmartPLS 3.0 application. :

Table 6. Value *R-Square* SmartPls 3

	R Square
Decision Purchase	0.850

Source : Data Processing SmartPLS 3

Table 6 shows the value of R square for the latent variable The decision of the distributor can be explained by both the digital marketing, brand image, and influencer variables, which are 0.850. The acquisition explains that the large employee satisfaction presentation is 85.0%, and the remaining 15% is influenced by other variables.

After evaluating the inner model, the next thing is to evaluate the relationship between the latent constructs as hypothesized in this study. The PLS does not assume that the data is distributed normally and then uses the resampling technique using the bootstrapping method. The result of bootstrapping with a 500-fold bootstrapping sample is that the data has been distributed normally so that parameter testing in the model can be done with a t test. Testing the hypothesis in this study is done by looking at T-statistics and the value of P-values. Here's the result Path Coefficients direct influence:

Table 7. Hypothesis Test

Source   : Data

	Koefisien Parameter	T-Statistic	P Values	Result
Digital Marketing (DM) -> Purchase Decision (NTFX)	0.225	2.770	*0.009*	Accepted
Brand Image (BI) -> Purchase Decision (NTFX)	0.303	3.130	0.006	Accepted
Influencer (INFL) -> Purchase Decision	0.393	3.504	0.000	Accepted

Processing SmartPLS 3

Impact Digital Marketing to Decision Purchasing Netflix

The hypothesis smartPLS3 in Table 7's test results indicates that, both in the short and long term, the digital marketing variable has a favorable and significant impact on Netflix customers' decisions. Compared to the data method outlined by [14], in this case the t test calculation results are produced as thitung (6.387) ≥ ttable (1,984) with a significant value of 0,000 < 0,05 if H0 is rejected and H1 is approved. It makes sense that brand image hasn't yet had a beneficial impact. According to the experts, the impact that the Netflix brand has on the product has a major effect on sales, which means that the decision to purchase the network itself becomes more and more popular with time.

Impact Brand Image to Decision Purcashing Netflix

The [15] study, which tries to ascertain the influence of goods, promotions, costs, and locations on Netflix package repurchases, finds the same thing. Based on a double linear regression analysis conducted using SPSS version 23, the study's findings indicate that price, location, and promotional factors do not significantly affect Netflix users' decisions to resell their Netflix packages. Customers will generally give Netflix's brand image more weight; this is mostly because of the quality of the user experience this product provides. The public might start to recognize the product thanks to the strength of the company's brand image, which will help to increase its position in the market. It will assist the business in creating a successful brand image that is firmly ingrained in customers' thoughts.

Influencer and blogger collaboration is a marketing tactic used by brands to promote their products and services and increase brand awareness. Influencers and bloggers can establish a reputation for a subject based on their area of expertise using social media, websites, and blogs. Their websites, blogs, and social media accounts will all feature frequent content creation aimed at drawing in large audiences. Because influencers and bloggers have the power to start trends and persuade their audience to purchase the things they endorse, brands frequently work with them.

Impact Influencer to Decision Purchasing Netflix

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[14] Sari.

[15] Maychel Ferry Hendrawan, 'Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Ulang Paket Netflix', *JMPPK: Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 01.4 (2022), 562–71 <https://jmppk.ub.ac.id/index.php/jmppk/article/view/86>.

Researchers [16] said in a prior survey that Netflix was still not the top choice for Indonesian culture, Generation Z, and millennials. Comparing it to influencer attractiveness, it's simple because an influencer is essentially someone who inspires others and cultivates a positive brand image. This statement, compared to the researchers' trial of influencer variables, where influencers will maximize the attraction they have (individual) to influence their social media followers, has a significant influence on the decision to buy Netflix products at the table.7, suggesting that the high statistical value in.

CONCLUSION

Based on the findings of the analysis that has been carried out, the next step is to discuss the findings of this analysis. It was meant to give him an overly gambling illustration of the impact of interfactors in research. In general, consumers will prioritize the brand image presented by Netflix. The main reason for this is the experience offered by this product. The use of influencers and bloggers is a marketing strategy in which brands collaborate with influencers and bloggers to raise brand awareness and support product marketing[17]

Based on the data analysis, it is known that the variable brand image has a significant influence on the purchase decision. Reviewing the results of the data Test the hypothesis, If the brand image offered by the Netflix product is less satisfactory and attractive to the consumer, then it is highly likely that the public will use Netflix. On the other hand, if the brand image is packaged in such a way that it attracts the interest of Netflix users, they will continue subscribing. In this study, the researchers used causal research designs, where the main purpose of this design is to identify possible causal and consequential relationships between various variables. Populations are items or people that have identifiable, comprehensive, and different qualities that can be investigated.

The random sampling taken in this study has no certainty of the number of populations taken, and using the random sampling technique, some of the populations are seen in a particular way and also have a number of characteristic and comprehensive characteristics that can be said to represent the entire population. is a method of random sampling that relies on accidental encounters with researchers who are considered eligible to be used as data sources.

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