

ABSTRAK

Ferdinar Satria Husada, 2024. **Pengaruh eWOM Influence terhadap Subscribe Intention dan Attitude Towards Original Content Netflix pada Generasi Z.** Tugas Akhir, Program Studi Sistem Informasi (S1), Sekolah Tinggi Informatika & Komputer Indonesia, Pembimbing: Jozua F. Palandi.

Kata kunci: *Pengaruh eWOM, Niat Berlangganan, Sikap Terhadap Konten Original, Netflix, Generasi Z*

Penelitian ini bertujuan untuk menguji pengaruh electronic word of mouth (*eWOM influence*) terhadap *subscribe intention* dan *attitude towards original content* di kalangan Generasi Z pengguna *Netflix* di Indonesia. Latar belakang penelitian ini didasarkan pada meningkatnya konsumsi konten OTT dan peran penting eWOM dalam mempengaruhi keputusan berlangganan. Hipotesis awal menyatakan bahwa eWOM memiliki pengaruh signifikan terhadap sikap dan niat berlangganan. Analisis dilakukan menggunakan metode Partial Least Squares Structural Equation Modeling (PLS-SEM) untuk menguji hubungan antara variabel independen, mediasi, dan dependen. Hasil penelitian menunjukkan bahwa eWOM secara signifikan mempengaruhi *attitude towards original content* dan *subscribe intention*, dengan sikap terhadap konten original berperan sebagai mediasi. Kesimpulan dari penelitian ini adalah bahwa eWOM memainkan peran penting dalam membentuk sikap dan niat berlangganan Generasi Z terhadap *Netflix*. Saran yang diberikan adalah agar *Netflix* memanfaatkan eWOM dalam strategi pemasarannya untuk meningkatkan sikap positif dan niat berlangganan. Penelitian ini memberikan wawasan bagi penyedia layanan OTT tentang pentingnya eWOM dalam strategi pemasaran mereka. Dengan demikian, penelitian ini diharapkan dapat menjadi referensi bagi penelitian lebih lanjut di bidang pemasaran digital dan perilaku konsumen.

ABSTRACT

Ferdinar Satria Husada, 2024. **The Effect of eWOM Influence on Subscribe Intention and Attitude Towards Original Content Netflix for Generation Z.** Final Project, Information Systems (S1) Study Programme, Sekolah Tinggi Informatika & Komputer Indonesia, Advisor: Jozua F. Palandi.

Keywords: *eWOM Influence, Subscribe Intention, Attitude Towards Original Content, Netflix, Generation Z*

This study aims to examine the effect of electronic word of mouth (*eWOM influence*) on *subscription intention* and *attitude towards original content* among Generation Z *Netflix* users in Indonesia. The background of this study is based on the increasing consumption of OTT content and the important role of eWOM in influencing subscription decisions. The initial hypothesis states that eWOM has a significant influence on *attitude* and *subscription intention*. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) method to test the relationship between independent, mediating, and dependent variables. The results showed that eWOM significantly influenced *attitude towards original content* and *subscription intention*, with *attitude towards original content* playing a mediating role. The conclusion of this study is that eWOM plays an important role in shaping Generation Z's attitude and *subscription intention* towards *Netflix*. It is suggested that *Netflix* should utilise eWOM in its marketing strategy to increase positive attitudes and *subscription intentions*. This research provides insights for OTT service providers on the importance of eWOM in their marketing strategies. Thus, this research is expected to be a reference for further research in the field of digital marketing and consumer behaviour.