

ABSTRAK

Perkembangan teknologi digital mendorong pesatnya pertumbuhan layanan *Video on Demand* (VoD), dengan Netflix sebagai salah satu penyedia dominan di Indonesia meskipun menerapkan harga langganan yang relatif lebih tinggi dibanding kompetitornya. Penelitian ini bertujuan untuk menganalisis dan membuktikan pengaruh Harga dan Citra Merek terhadap Keputusan Pembelian, baik secara langsung maupun melalui Minat Beli sebagai variabel mediasi, pada layanan Netflix di kalangan Mahasiswa Universitas Trunodjoyo Madura. Penelitian ini menggunakan pendekatan kuantitatif dengan populasi Mahasiswa S1 Universitas Trunodjoyo Madura yang pernah berlangganan Netflix. Sampel ditentukan menggunakan formula Lemeshow dan teknik purposive sampling, sehingga diperoleh 96 responden. Data primer dikumpulkan melalui kuesioner daring dan dianalisis menggunakan metode *Structural Equation Modeling* berbasis *Partial Least Square* (SEM-PLS). Hasil penelitian menunjukkan bahwa Harga dan Citra Merek masing-masing berpengaruh positif dan signifikan terhadap Minat Beli maupun Keputusan Pembelian secara langsung. Selain itu, Minat Beli terbukti memediasi secara signifikan pengaruh Harga terhadap Keputusan Pembelian, serta pengaruh Citra Merek terhadap Keputusan Pembelian. Citra Merek merupakan variabel dengan pengaruh langsung terkuat terhadap Minat Beli, menunjukkan pentingnya reputasi dan keunikan konten Netflix dalam membangun ketertarikan konsumen sebelum memutuskan untuk berlangganan.

Kata Kunci: Harga, Citra Merek, Minat Beli, Keputusan Pembelian.

ABSTRACT

The growth of digital technology has accelerated the expansion of Video on Demand (VoD) services, with Netflix as one of the dominant providers in Indonesia despite charging relatively higher subscription prices than its competitors. This study aims to analyze and verify the effect of Price and Brand Image on Purchase Decision, both directly and through Purchase Interest as a mediating variable, for Netflix subscriptions among students of Universitas Trunodjoyo Madura. This research employs a quantitative approach with a population of undergraduate students at Universitas Trunodjoyo Madura who have subscribed to Netflix. The sample size was determined using the Lemeshow formula combined with purposive sampling, resulting in 96 respondents. Primary data were collected through an online questionnaire and analyzed using Structural Equation Modeling based on Partial Least Squares (SEM-PLS). The results show that Price and Brand Image each have a positive and significant effect on both Purchase Interest and Purchase Decision directly. Furthermore, Purchase Interest significantly mediates the effect of Price on Purchase Decision, as well as the effect of Brand Image on Purchase Decision. Brand Image is the variable with the strongest direct effect on Purchase Interest, highlighting the importance of Netflix's reputation and original content in building consumer interest prior to subscription decisions.

Keywords: Price, Brand Image, Purchase Interest, Purchase Decision