

INFLUENCE OF SOCIAL MEDIA MARKETING AND ELECTRONIC WORD OF MOUTH ON NETFLIX PURCHASING DECISION

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ABSTRACT

Today's business competition requires marketers to always innovate in implementing Social Media Marketing using ideas, goods, or services. In line with the rapid development of information technology, the exchange of information between consumers no longer occurs face to face but can also be done via the internet, resulting in the development of E-WOM. This research method is an explanatory survey method. Social media marketing influences Y by 17.2%. and Electronic word of Mouth influenced Y by 56.9%. In this research, there is a positive impact on the company. No matter how small the influence of social media marketing and electronic word of mouth will have a positive impact on the company.

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1. Introduction

In today's digital era, watching films is very easy to find in everyday life and can be enjoyed by anyone. The presence of films which have now been digitized means that films can now be played via computer/laptop devices, even via smartphone or tablet, the presence of film streaming websites is now increasingly mushrooming. The concept behind this site is that anyone who wants to enjoy films can simply access them via a computer screen and internet connection, without the need to register and it's free without paying anything. In more detail, this concept is generally someone who 'hides' behind a computer screen to download, whether videos, music, films or other digital files, across geographical boundaries anonymously.

Summarized from various sources, Netflix Inc. is a live-streaming and paid video company founded in 1997 by US entrepreneurs Reed Hastings and Marc Randolph. In 1999, Netflix began offering online subscription services via its website. Customers select movie and series titles from Netflix's Web site, which are then sent to customers on DVD. Although customers typically rented for a fixed monthly fee as many films per month as desired, the number of DVDs provided by Netflix at that time was limited.

Initially, Netflix rented DVDs to customers that could be ordered through the website. However, this business model faces quite troublesome obstacles. One of them is because sending

DVDs by post takes up to 4 working days. As a result, many customers do not want to rent DVDs on a recurring basis. Customers tend to rent the latest DVDs rather than old DVDs. For a company to make a profit, the profit margin per DVD must reach 15-20 percent.

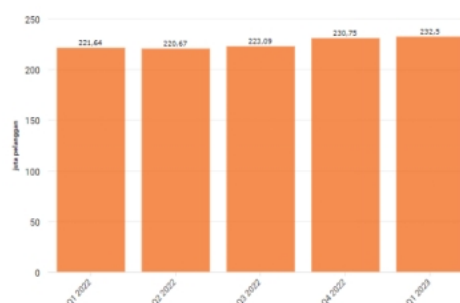
Overcoming this problem, Netflix modified its business model. Netflix applies a rental or subscription system for a longer period, for example, one year. That way, customers must pay all rental fees for a year at the start of the rental period. As a result, customers will be “locked” to the Netflix platform. Netflix also opens a queue system, where users can select the film title, they want to watch next. That way, the process of sending and returning DVDs can be accelerated. Customers are also increasingly encouraged to immediately return their old DVDs so they can receive new DVDs.

In 2000, Netflix provided a film rental program entitled "All-You-Can-Watch" for a monthly subscription fee. This package allows users to receive up to 4 DVDs at once. The company also waived late fees, shipping fees, and per-movie fees. Until now, Netflix still exists in the world of films with a more modern business model. Netflix's business model today began in 2007. At that time, the company provided live streaming services using a stable internet connection. Users are required to have an internet connection of at least 1 mbps to enjoy movie streaming services, and 3 mbps to use high quality movie streaming services.

In 2008, Netflix provided unlimited access to subscribers of its movie streaming packages. Netflix's approach to starting its streaming video service was a gradual process. Launched in January 2007, the company did not roll out its service to all its users at once, but rather gradually increased the service offering, finalizing it for all customers by June 2007. Netflix uses DRM encryption to protect its content, NetFlix DRM is one of the safest anti-piracy solutions for video premium. In August 2008, Netflix experienced a major database crash and was unable to deliver DVDs for three days. This condition became the stimulus that caused Netflix to choose to switch clouds. This cloud migration took place in the 2010-2011 period and was only completed in 2015. Until now, everyone can enjoy Netflix services by choosing a subscription package and relying on an internet connection.

Based on the 2023 Quarterly Earnings report, in the first quarter of 2023 Netflix had 232.5 million subscribers, an increase of 1.75 million subscribers compared to the previous quarter (Nabilah, 2023) which can be seen in the table below.

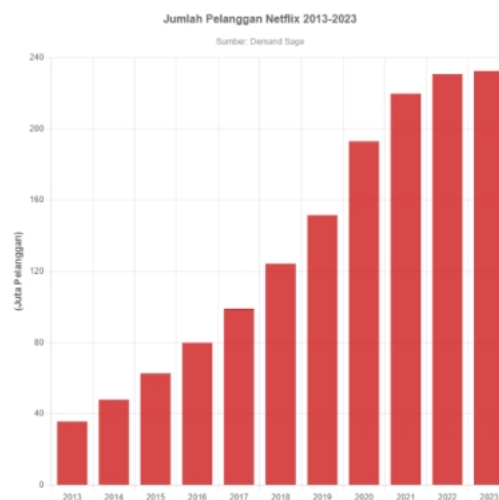
Figure 1. Number of Netflix Subscribers Worldwide First Quarter 2022- First Quarter 2023



Source: www.databoks.katadata.co.id

This is a positive development for Netflix, because in the first and second quarters of 2022 they lost hundreds of thousands of subscribers per quarter. You can also see the development of the number of Netflix subscribers over the past 10 years in the following table.

Figure 2. Number of Netflix subscribers in 2013-2023



Source : www.data.goodstats.id

If you look at the number of subscribers a decade ago, Netflix has experienced rapid development. The number of Netflix subscribers in 2013 was 35.6 million and continues to increase to this day. Even so, Netflix lost more than 2 million subscribers in the first quarter of 2022 due to inflation and the conflict between Russia and Ukraine which was currently hot. That was the first time Netflix lost subscribers since 2011.

Fortunately, even though it fell in 2022, Netflix rose again in 2023 and proved its existence by gaining 1.75 million new subscribers just at the beginning of the year. In the first quarter of this year, Netflix rose by releasing several popular shows, such as *The Glory*, the second season of *Ginny & Georgia*, *That 90s Show*, and others. As a result, in the first quarter of 2023, Netflix managed to achieve revenue of US\$8.16 billion or around Rp. 122.26 trillion (assuming an exchange rate of Rp. 14,979 per US\$), an increase of 3.7% compared to the first quarter of last year.

Competition in the business world today requires marketers to always innovate in implementing Social Media Marketing using ideas, goods or services. New ideas emerge by using social media as a new medium for presentation and non-personal Social Media Marketing of ideas, goods or services provided by certain companies which is usually referred to as Social Media Marketing. Social Media has a direct impact on consumer purchasing decisions. By using Social Media, companies can spread advertisements in the form of photos or videos to Instagram, YouTube, etc. users. which will play a very important role because photos and videos can illustrate many things, are real-time, and with Social Media the company can carry out two-way communication with consumers. Social Media can effectively influence people to make purchases if the images displayed are attractive, the captions or writings submitted contain an invitation to buy the product and maintain its existence.

According to (Susandy et al., 2023) Social media is not just for sharing, interacting, and communicating with friends, colleagues or fans, but can also be an effective platform for promoting or advertising products online and interacting directly with customers. Advertising through this media has advantages, such as being cost-effective and efficient. In addition, virtual marketing promotions can be seen directly, making it easier to attract new customers. It can also reach various consumer profiles from existing segments. In addition, it helps disseminate information widely and

quickly and keep up with the latest news and brand promotions at all times. Based on (Susandy & Prasetyo, 2019) The role of social networks is important for companies.

In line with the rapid development of information technology, the exchange of information between consumers no longer occurs face to face but can also be done via the internet, resulting in the development of E-WOM. Most of the word of mouth effect is created naturally (Ismagilova et al., 2017). Consumers start talking about the brand they use or have strong feelings about the brand.

Netflix participates in entering the market by using marketing through social media and E-WOM. By using and utilizing communication through E-WOM and social media, Netflix has increased so that purchases are made by consumers.

Considering the information presented above, the researcher decided to conduct this research with the aim of determining the impact of electronic word of mouth (E-WOM) on consumer choices regarding the decision to subscribe to Netflix or not in Indonesia and Malaysia.

Based on the above phenomenon, then can be identified as a problem as following:

1. How does social media influence Netflix purchase decisions?
2. How does E-WOM influence Netflix purchasing decisions?
3. How does social media marketing and electronic word of mouth influence Netflix purchase decisions?

Then our research purposes are to determine the influence of social media marketing on Netflix purchasing decisions as well as to determine the influence of E-WOM on Netflix purchasing decisions

2. Literature Review

2.1. Purchasing Decisions

According to Setiadi in the book (Etta Mamang Sangadji, 2013) Consumer decision is "an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them. The result of this integration process is a choice that is presented cognitively as a behavioral desire."

Based on Engel in the book (Etta Mamang Sangadji, 2013) "purchasing behavior is the process of decisions and actions of people involved in purchasing and using products".

According to Abdullah and Tantri in (Astuti et al., 2019) "buying decision" (Purchase decision) is the consumer evaluation stage in forming preferences between brands in the choice group, consumers also form purchasing interest to buy the most preferred brand."

(Amstrong, Gary & Philip, 2021) There are purchasing decision indicators including:

1. Purpose of buying a product.
2. Information processing to arrive at brand selection.
3. Stability of a product.
4. Provide recommendations to others.
5. Make repeat purchases.

2.2. Social Media Marketing

Social Media Marketing in (Susandy et al., 2023) Social media is a means for consumers to share text, images, audio and video in the form of information with each other and companies and vice versa. Social media allows marketers to develop interactive marketing communications

activities that engage customers and directly or indirectly increase awareness, improve image, or create sales of products and services.

Meanwhile, according to Neti (2010) in Amalina (2016) Social Media Marketing is an effort to use social media to persuade consumers to a company, product and/or valuable service. Based on the definition above, it can be concluded that social media marketing is an interactive marketing communication activity between a company and its customers and vice versa to create sales of products and services from the company.

(Dwyer et al., 2018) describes social media marketing or social media marketing as consisting of five dimensions, namely entertainment, interaction, trendiness, customization, and word of mouth (WOM).

Social Media Marketing Indicators (Susandy et al., 2023) there is 4 (four) social media marketing indicators, namely:

- 1) Content Creation
- 2) Content Sharing
- 3) Connecting
- 4) Community Building.

In this report, the authors expand on the potential of social media stickiness and focus on consumers who are attached to social media. Whereas social media clearly facilitates people or can be said to connect with other people, such as connections with organizations, companies and brands, it can logically become a new medium where individuals find connections that offer comfort, safety and security. Like others, we also propose that this psychological stickiness, then, produces a variety of behavioral outcomes, some of which are particularly relevant for marketers.

The communication process can influence consumers, one of which is through marketing. Social media marketing is a marketing activity that utilizes social media where social media can facilitate various two-way interactions or communications related to the products being sold between the company and consumers or potential consumer prospects so that the product can be and is increasingly known. Social media marketing does not aim to be directly creates sales of products or services, but only as marketing support by stimulating potential consumers or customers to be interested in the product or service.

Based on the description above, it can be concluded that the hypothesis is as follows:

H1. Social media marketing influences purchasing decisions.

2.3. Electronic Word of Mouth

Electronic Word of Mouth is a promotional effort carried out by consumers to potential consumers verbally and in writing via electronic media. Bad response or feedback from consumers greatly influences the level of sales, therefore e-WOM is really needed so that consumers respond to products or services voluntarily.

According to (Freddy Rangkuti, 2013) The definition of word of mouth is "marketing efforts that trigger customers to talk about, recommend, and sell a product/service/brand to other customers. Based on (Desyderya Gultom et al., 2022) The definition of word of mouth is "customers will talk to other customers or other people about their experiences using the products they purchased. So this advertisement is a reference from another person, and this reference is made by word of mouth. "If you look at it physically, this advertising activity is very simple, but it is a surefire way to sell products."

According to (Hennig-Thurau et al., 2004) electronic-Word of Mouth through the following eight dimensions:

1. Platform Assistance is the frequency of consumers visiting and writing their opinions.
2. Concern for others is the desire to help others in making purchasing decisions.
3. Economic Intensive is encouraging human behavior as a sign of appreciation from the gift giver.
4. Helping Company namely the desire to help the company as a reward for the company being satisfied with its products and services.
5. Expressing Positive Emotions namely expressing positive feelings and self-improvement after using a product or service.
6. Venting Negative Feelings namely sharing unpleasant experiences to reduce dissatisfaction.
7. Sosial Benefits, namely the assumption of receiving social benefits from community members.
8. Advice Seeking, i.e. in a webopinion-platform based context, consumption occurs when individuals read product reviews and comments written by others, which can also motivate consumers to write comments.

Based on research (Rachmah & Madiawati, 2022), There are 5 electronic-Word of Mouth indicators as follows:

1. Read online reviews of other consumer products.
2. Collect information from consumer product reviews via the internet.
3. Consult online.
4. Feelings of worry if someone doesn't read online reviews before purchasing.
5. Increased self-confidence after reading online reviews.

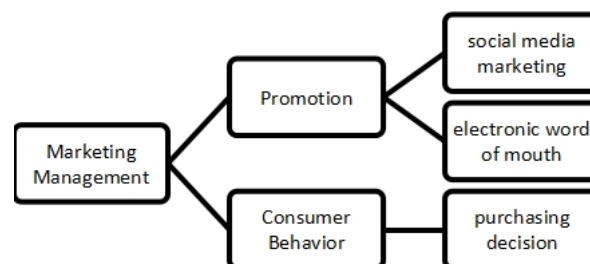
Based on (Desyderya Gultom et al., 2022) which states that the intensity dimension in electronic word of mouth influences purchasing decisions. Thus, the following hypothesis can be taken:

H2. Electronic word of mouth influences purchasing decisions.

H3. Social media marketing and Electronic word of mouth influences purchasing decisions.

Conceptual Framework

This conceptual framework analyzes the relationship between social media and electronic word of mouth as independent variables, with purchasing decisions as the dependent variable.



Previous Research

First. Based on (Susandy et al., 2023) states that in this digital era the customer decision-making process can be influenced by social media, including influencing the decision to buy a product.

This research is also supported by previous research by (Auditya & Hidayat, 2021) which shows that social media influences consumer loyalty.

Second. According (Desyderya Gultom et al., 2022) mengatakan Electronic Word of Mouth (EWOM) is “a positive or negative statement made by a potential, actual, or former customer about a product or company that is available to many people and institutions via the Internet. Meanwhile, according to Sumarwan in (Dwyer et al., 2018) interprets Word of Mouth (WOM) as the exchange of ideas, thoughts and comments between two or more consumers, and none of them is a marketer. Based on previous research by (Arsyalan et al., 2019) proves that Electronic Word of Mouth (EWOM) influences purchasing decisions.

Third. In (Ismagilova et al., 2017) said that Electronic Word Of Mouth has a positive influence on Purchasing Decisions at Shopee E-Commerce. Social Media has a positive influence on Purchasing Decisions on Shopee E-Commerce

3. Method, Data, and Analysis

Research methods

This research method is an explanatory survey method. This is a survey that is used to explain the relationship between two or more variables through hypothesis testing. The survey was carried out by taking the population, using a questionnaire as a data collection tool (Lavuri & Susandy, 2020) .

Object of Research

The object of this research is to see how social media marketing and electronic word of mouth influence Netflix purchasing decisions. The independent variables (X) from this research are (X1) social media and (X2) electronic word of mouth. Meanwhile (Y), namely purchasing decisions.

Observation Unit

This research was conducted on the official Netflix platform where various genres of films or series are available which are also classified based on the age of the customer and the Netflix social media (Instagram) account @netflixid which always uploads the latest news regarding broadcast schedules and the newest films or series.

Population

The population is the whole relating to the collection of research elements that will be determined and studied and then draw several conclusions (Sarwono, 2006). The population in this research is social media users and Netflix account users.

Sample

A sample is a portion taken from the entire object being studied and is considered to represent the entire population (Sarwono, 2006). The sample number of respondents was 100 Netflix application users in Subang (Indonesia). To analyze data from the results of measuring independent and dependent variables through questionnaires, the author uses a numerical scale/multiply rating list scale.

Data Source

The data source is primary because it is obtained directly from the object under study and secondary data is for supporting data.

Data Collection Technique

The data collection technique for this research is a questionnaire. A questionnaire is a technique for collecting data which is carried out by giving a set of questions or written statements to respondents (Sarwono, 2006). This research uses a questionnaire to collect research data.

4. Result and Discussion

4.1 Descriptive Analysis

The results of the descriptive statistical analysis of this research show that for variable Y, X1 and X2, the amount of data is 100.

The criteria for determining whether a statement item is said to be valid or not are by comparing the results of r calculation with r table where $df=n-2$ with sig 5%. =0.05 if the calculated r is greater than the r table then the statement item is considered valid.

Table 1. Validity Test

NO	Item	R Count	R Table (5%)	Remark
1.	X1.1	0.239	0,195	VALID
2.	X1.2	0,201	0,195	VALID
3.	X1.3	0,424	0,195	VALID
4.	X1.4	0,486	0,195	VALID
5.	X1.5	0,599	0,195	VALID
6.	X2.1	0,671	0,195	VALID
7.	X2.2	0.669	0,195	VALID
8.	X2.3	0,500	0,195	VALID
9.	X2.4	0,362	0,195	VALID
10.	X2.5	0.327	0,195	VALID
11.	X2.6	0,545	0,195	VALID
12.	Y.1	0,804	0,195	VALID
13.	Y.2	0,707	0,195	VALID
14.	Y.3	0,770	0,195	VALID
15.	Y.4	0,542	0,195	VALID
16.	Y.5	0.395	0,195	VALID
17.	Y.6	0.759	0,195	VALID

Source: Researcher's Process (2023)

Based on the table above, it is recorded that the calculated r table value for each question is greater than the r table. So it can be stated that all statement items are considered valid.

Table 2. Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.881	17

The SPSS output display above shows that Cronbach's Alpha Based On Standardized Items value is 0.881 or 88.1% > 0.60 which according to Nunnally's (1960) criteria can be said to be reliable.

4.2 Classic Assumption Test

Table 1. Normality Test

One-Sample Kolmogorov-Smirnov Test

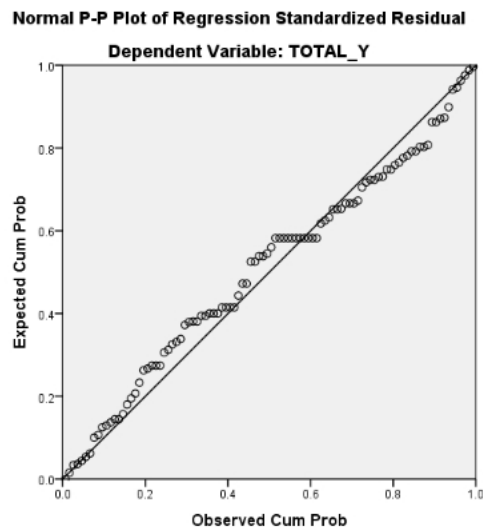
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.92394560
Most Extreme Differences	Absolute	.081
	Positive	.080
	Negative	-.081
Test Statistic		.081
Asymp. Sig. (2-tailed)		.102 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

If the significance value (Sig.) is greater than 0.05, the research data is normally distributed. Based on the results of the normality test on the data, it is said to be normal.



It is said to be normal if the significance level value is >0.05 and vice versa, if <0.05 then the variable is said to be abnormal. Based on the results of the normality test on the data, it is said to be normal at the points above following the diagonal line, so the normality test is normal.

4.3 Multicollinearity Test

VIF (Variance Inflation Factor). If the VIF is below or <10 and the tolerance value is above >0.1 then multicollinearity does not occur.

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-4.223	2.409		-1.753	.083
	TOTAL_X1	.896	.172	.503	5.216	.000
	TOTAL_X2	.356	.097	.356	3.686	.000

Coefficients^a

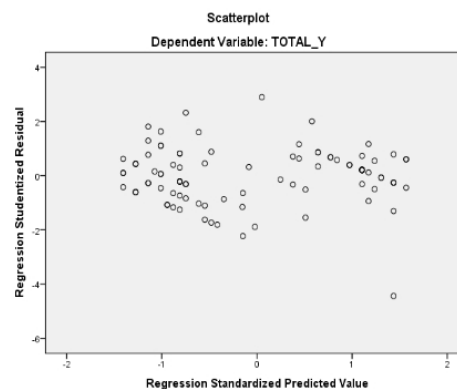
Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	TOTAL_X1	.372	2.687
	TOTAL_X2	.372	2.687

a. Dependent Variable: TOTAL_Y

It is known that the VIF value of the social media marketing (X1) and electronic word of mouth (X2) variables is $2.687 < 10$ And the tolerance value is $0.372 > 0.1$ So there is no multicollinearity in the data.

4.4 Heteroscedasticity Test

The heteroscedasticity test is to see whether there is an inequality of variance from one residual to another observation. There is no heteroscedasticity, if there is no certain pattern on the graph, such as converging in the middle, narrowing, then widening or conversely widening then narrowing (Sunjoyo, 2013:69).



This test uses a scare plot diagram where it can be concluded that if the dots spread above or below and the dots form a certain pattern then heteroscedasticity does not occur.

4.5 Autocorrelation Test

The autocorrelation test is to see whether there is a correlation between a period t and the previous period (t-1). According to Ghazali (2011; 11) there is no autocorrelation, if the Watson durbin value lies between du to $(4-du)$.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.763 ^a	.582	.573	2.167	2.130

a. Predictors: (Constant), TOTAL_X1, TOTAL_X2

b. Dependent Variable: TOTAL_Y

K(2) and N(100) with sig 5% , Du (1.7152) < durbin Watson (2.130) < 4-du (2,2875) then It can be concluded that there are no symptoms of autocorrelation.

4.5 Linearity Test

Sig score. deviation from linearity > 0.05, then there is a relationship between the independent variable and the related variable. Sig score. deviation from linearity < 0.05 then there is no relationship between the independent variable and the related variable.

X1 (Social Media Marketing)

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X1	Between Groups	(Combined)	234.029	5	46.806	5.141	.000
		Linearity	187.788	1	187.788	20.627	.000
		Deviation from Linearity	46.241	4	11.560	1.270	.287
	Within Groups	855.761	94	9.104			
Total			1089.790	99			

Sig score. deviation from linearity in X1 to Y of 0.287 > 0.05 is stated to have a linear relationship.

X2 (Electronic Word Of Mouth)

			Sum of Squares	df	Mean Square	F	Sig.
TOTAL_Y * TOTAL_X2	Between Groups	(Combined)	661.446	10	66.145	13.743	.000
		Linearity	620.565	1	620.565	128.939	.000
		Deviation from Linearity	40.881	9	4.542	.944	.492
	Within Groups	428.344	89	4.813			
Total			1089.790	99			

Sig score. deviation from linearity in X2 to Y of 0.492 > 0.05 is stated to have a linear relationship.

4.5 Regression Test

The influence of X1 (social media marketing) on Y (purchasing decision)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.969	4.801		.618	.538
	TOTAL_X1	.931	.206	.415	4.517	.000

a. Dependent Variable: TOTAL_Y

$$Y = a + b1.x1$$

$$= 2.969 + 0.931$$

The value a = 2,969. This value is a constant or condition when the purchasing decision variable (Y) has not been influenced by other variables. Namely the social media marketing variable (X1). If the independent variable does not exist then the purchasing decision variable (Y) does not change. b1.x1 (regression coefficient value X1) is 0.931. shows that the social media marketing variable (X1)

has an influence on purchasing decisions (Y), which means that every increase of 1 after the social media marketing variable will influence purchasing decisions by 0.931 assuming other variables are not examined in this research.

The influence of X2 (electronic Word of Mouth) on Y (purchasing decision)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.641	1.680		3.357	.001
	TOTAL_X2	.755	.066	.755	11.385	.000

a. Dependent Variable: TOTAL_Y

$$Y = a + b1.x2$$

$$= 5.541 + 0,755$$

The value a = 5,541. This value is a constant or condition when the purchasing decision variable (Y) has not been influenced by other variables. Namely the electronic word of mouth variable (X2). If the independent variable does not exist then the purchasing decision variable (Y) does not change. b1.x2 (regression coefficient value X2) is 0.755. shows that the electronic word of mouth variable (X2) has an influence on purchasing decisions (Y), which means that every increase of 1 after the social media marketing variable will influence purchasing decisions by 0.755 assuming other variables are not examined in this research.

T Test

Significant score < 0.05 (accepted) as well as if t count scorei > from t tabe score (accepted)

X1 (Social Media Marketing)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.969	4.801		.618	.538
	TOTAL_X1	.931	.206	.415	4.517	.000

a. Dependent Variable: TOTAL_Y

Test the hypothesis Variable X1 to Y

Significant score 0.000 < 0.05 and T count 4,517 > 1,984

In accordance with the table above, the results of the t test (partial) show that the significance value of the influence of social media marketing (X1) on purchasing decisions (Y) is 0.000 < 0.05 and the calculated t value is 4.517 > 1.984, so H01 is accepted. Ha1 is accepted. This means that there is an influence of social media marketing on decisions.

X2 (Electronic Word of Mouth)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.641	1.680		3.357	.001
	TOTAL_X2	.755	.066	.755	11.385	.000

a. Dependent Variable: TOTAL_Y

Test the hypothesis variable X2 to Y

The regression of Variable X2 to Y show the Significant score $0.000 < 0.05$ and The calculated T count is $11.385 > 1.984$

In accordance with the table above, the results of the t test (partial) show that the significance value of the influence of electronic word of mouth (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and the calculated t value is $11.385 > 1.984$, so H_0 is accepted. H_a is accepted. This means that there is a significant influence of electronic word of mouth on purchasing decisions.

F Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	634.333	2	317.167	67.548	.000 ^b
	Residual	455.457	97	4.695		
	Total	1089.790	99			

a. Dependent Variable: TOTAL_Y

b. Predictors: (Constant), TOTAL_X1, TOTAL_X2

Significant Score $0.000 < 0.05$ if count score = $67.548 > f$ table score 3.09

From the table above, it can be concluded that the influence of social media marketing (X1) electronic word of mouth (X2) on purchasing decisions (Y) is $0.000 < 0.05$ and f count is $67,548 > f$ table value 3.09. This proves that H_3 is accepted. This means that there is a significant influence of social media marketing (X1), electronic word of mouth (X2) on purchasing decisions (Y)..

Determination Coefficient

X1 (Social Media Marketing)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.415 ^a	.172	.164	3.034

a. Predictors: (Constant), TOTAL_X1

Based on the output above, it is known that the r square value is 0.172, this means that the influence of variable X1 simultaneously on variable Y is 17.2%.

X2 (Electronic Word Of Mouth)

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.755 ^a	.569	.565	2.188

a. Predictors: (Constant), TOTAL_X2

Based on the output above, it is known that the r square value is 0.569, this means that the influence of variable X2 simultaneously on variable Y is 56.9%.

5. Conclusion and Suggestion

From the results of data analysis that has been carried out using descriptive analysis and multiple linear regression analysis, it can be concluded:

1. Social media marketing has an influence on Y of 17.2%. This is evident from the results of the coefficient of determination (R Square) of 0.172, while the remaining 82.8% is influenced by other variables not discussed in this research.
2. Electronic word of mouth has an influence on Y of 56.9%. This is evident from the results of the coefficient of determination (R Square) of 0.569, while the remaining 43.1% is influenced by other variables not discussed in this research.
3. Social Media Marketing and Electronic word of mouth have an influence on Y of 58.2%. This is evident from the results of the coefficient of determination (R Square) of 0.582, while the remaining 41.8% is influenced by other variables not discussed in this research.

Implications

In this research there are implications that have a positive influence on the company. No matter how small the influence of social media marketing and electronic word of mouth will have a positive impact on the company. In the future, companies must pay attention to the attention and support from consumers given to the company via Netflix social media.

Suggestions

By referring to the results of this research, the author can take suggestions that can be useful in making company decisions and suggestions for further research who are interested in conducting research by raising similar topics or those related to social media marketing and electronic word of mouth in order to produce new and more interesting findings. deep and useful:

1. Suggestions for Companies

Companies can continue to improve the information from the content provided to their users. With the variety of content that Netflix has, perhaps Netflix can add information links regarding directors, actors/actresses, and studios that play a role in content. Apart from that, Netflix can also provide choices or options that allow users to choose content provided by Netflix in other countries.

2. Suggestions for researchers

For researchers who want to continue research on variables similar to this research, it would be better if they could look for research objects that have competitiveness so that future developments can be carried out and research results can be compared. Research objects that can be used include Viu, We TV, HBO Go, or Apple TV which are competitors of Netflix.

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