

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *Reference Group*, *Perceived Security*, *Perceived Ease Of Use* dan *Perceived Value* Terhadap *Purchase Decision* Pada Layanan Video Streaming Netflix. Populasi dari penelitian ini adalah pengguna maupun calon pengguna Netflix di Indonesia khususnya kota besar, dengan jumlah sampel sebanyak 270 responden. Metode analisis data menggunakan Structural Equation Model- Partial Least Square (SEM-PLS). Hasil penelitian menemukan bahwa *Reference group* ditemukan memiliki pengaruh positif dan signifikan terhadap *purchase decision*. *Perceived security* ditemukan memiliki pengaruh positif dan signifikan terhadap *purchase decision*. *Perceived ease of use* ditemukan memiliki pengaruh positif dan signifikan terhadap *purchase decision*. *Perceived value* ditemukan memiliki pengaruh positif dan signifikan terhadap *purchase decision*.

**Kata Kunci : Reference Group, Perceived Security, Perceived Ease of Use, Perceived Value, Purchase Decision, Video Streaming**



## ABSTRACT

*The study aims to analyze the Influence of Reference Group, Perceived Security, Perceived Ease Of Use and Perceived Value On Purchase Decisions on Netflix Video Streaming Service. The population of this study is users and prospective Netflix users in Indonesia, especially big cities, with a sample number of 270 respondents. The data analysis method uses the Structural Equation Model- Partial Least Square (SEM-PLS). The results of the study found that reference groups were found to have a positive and significant influence on purchase decisions. Perceived security was found to have a positive and significant influence on purchase decisions. Perceived ease of use was found to have a positive and significant influence on purchase decisions. Perceived value was found to have a positive and significant influence on purchase decisions.*

***Keywords: Reference Group, Perceived Security, Perceived Ease of Use, Perceived Value, Purchase Decision, Video Streaming***

