Model of the intention of registration on video-on-demand streaming services: A Perspective of brand image and e-WOM in Netflix Indonesia

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ABSTRACT

Business competition in the era of globalization is increasingly dynamic and complex, especially in the video-on-demand entertainment industry. The increasing number of competitors nowadays makes the company look for strategies to capture and maintain market share. Likewise, it is also easy to find information with increasingly sophisticated internet technology. VOD companies are very active in marketing their products through social media. With so many VOD brands, the researcher wanted to see brand image, e-WOM, and the intention of registration for potential consumers. The first is to find out how the effect of the brand image on the intention of registration. Second, to find out how e-WOM influences register intent. Third, to determine the impact of brand image and e-WOM on the intention of registration— the model tests in major cities in Indonesia with online questionnaire survey techniques. Then use PLS analysis with quantitative methods. The result shows that brand image affects the intention of registration, e-WOM affects the intention of registration and brand image, and e-WOM together strongly affects the customers’ intention of registration.

Introduction

Along with the development of increasingly varied communication media technologies, they are familiar with communication media such as newspapers, radio, television, print media, and the internet. This shows that the world no longer knows boundaries, distances, space, and time (Margareth, 2017). One that is considered quite busy in the business industry today is a business in entertainment in cinema, especially in the video-on-demand streaming service in the future abbreviated as VOD. The VOD system allows consumers to select and watch videos accessed on the network as part of an interactive system for a subscription fee. Likewise, with today's all-digital era, it is easier for people to access information about a product or service they are looking for, coupled with the incessant promotion conducted by the VOD company in offering various kinds of facilities for the community.

According to data from Hootsuite and We Are Social (2020), it can be described that as of January in Indonesia, the total population is 272 million people, an increase of 1.1% compared to 2019, mobile phone connections as many as 338 million people, an increase of 4.6% compared to 2019. Internet users numbered 175 million people compared to the previous year, an increase of 17%, and 160 million active users on social media, an increase of 8.1% compared to last year. This underlies service provider companies to continue developing and innovating in video streaming applications. The VOD company also markets its products through social media like Facebook, Instagram, and Twitter. Many active social media users make it an opportunity for companies in the entertainment industry to attract consumer attention by sharing information related to products offered to influence consumer purchase intention.
GetCraft (2017) claims that social media (paid or organic) is an effective digital channel for marketing activities. Active users of social media in Indonesia compared to a total population of 112 million or 59%, audience involvement, cost-effectiveness, and so on are the reasons why social media is the most effective marketing channel. According to DailySocial.id (2020), there are various VOD services in Indonesia, including Netflix, HOOQ, Viu, Iflix, and Catchplay. Likewise, a survey conducted by Nielsen Consumer Media View of 11 cities in Indonesia reported that access to videos and films via VOD such as the HOOQ, Netflix, Iflix, and others applications increased from the previous year to 28% in 2017 (DailySocial.id, 2018)

The company that is the object or unit of analysis in this research is the streaming company VOD Netflix Indonesia. Netflix is a streaming service that offers award-winning TV shows, films, anime, documentaries, and more on thousands of internet-connected devices for a subscription fee. As for Biddle's opinion (2017), the Netflix brand has been running for the last twenty years, evolved from an e-commerce DVD rental site to a worldwide internet TV company. Today, Netflix is a world-class company with advantages that are not easy to imitate for its competitors.

DailySocial.id (2020) reports that Netflix experienced a surge in new users in the first quarter of 2020 by 15 million new paid consumers, which is more than double the number they predicted. This illustrates 175 million internet users in Indonesia, with users of the Netflix VOD streaming service currently only absorbing 8.6% of the total internet users in Indonesia. The data above reveals that there is still a potential absorption of 160 million people who have not used Netflix’s VOD streaming service or 91.4%. Regarding the above, this will then become a target market opportunity for Indonesian Netflix VODs to become consumers of the Netflix VOD streaming service. People who have used the internet but have not signed up for the Netflix service are opportunities that the company will take advantage of. Netflix has been known worldwide and even in Indonesia regarding DeLane's (2020) opinion, which states that the Netflix brand is a monthly subscription service for films and TV. The Netflix brand is fast, easy, entertaining, and affordable. Has a straightforward and attractive personality. All of that is the brand association coverage that Netflix has acquired. This shows that the brand image owned by Netflix shows its identity in business competition. e-WOM is used to make potential consumers generate interest in registering for the Netflix VOD service in the future. The social media used by Netflix consists of Facebook, Instagram, and Twitter, with varying numbers of followers. Consumers can quickly issue opinions or statements in the comments column to make it easier for companies to get positive or negative e-WOM feedback and potential consumers to consider before making a purchase.

In this study, the intention of registration refers to buying interest according to the context of VOD streaming services, where consumers will decide to register for VOD streaming. Researchers want to find out how the brand image and e-WOM can lead to the high desire of potential customers to register for the Netflix VOD service.

Based on the phenomena, the author is interested in exploring and providing the right solution to answer the problems above.

**Literature Review**

**Conceptual Background and Hypothesis Development**

**Purchase Intention**

Purchase intention has a critical role in a company, including companies engaged in the VOD streaming service. To determine the intensity of consumers in making purchases to create profit or profit in a company. In this study, the intention of registration refers to purchase intent. The VOD streaming service process carries out the registration stage by filling in personal information up to a credit card number billed monthly to consumers after registering on the Netflix VOD streaming service. Kotler, Bowen, and Makens (1999) mentioned that the definition of consumer purchase intention is an alternative evaluation process in selecting products to buy concerning brands and interests. Fishbein & Icek (1975) also argue that consumers have preferences for certain products, which is a significant factor in predicting consumer behavior. Kotler and Armstrong (2012), Purchase intention arises after receiving stimulation from a seen product, and then a desire to buy and own it appears. According to Armstrong (2000), purchase intention can provide benefits such as predicting sales of existing products and services, making various managerial decisions, and estimating demand for new products. Purchase intention shows the possibility that consumers will plan or be willing to buy certain products or services in the future (Wu, Yeh, & Hsiao, 2011). Factors affecting purchase intention in VOD streaming services include functional value and epistemic value (Hsu & Lin, 2015).

**Brand Image**

A brand image represents all aspects of the point of view concerning a brand formed from information and knowledge in the past related to the brand. A brand image can be assumed as a set of brand associations collected in the minds of consumers (Mowen & Minor, 2001). Brand image refers to a memory scheme for a brand, which contains consumer interpretations of the attributes, advantages, uses, situations, users, and characteristics of marketers and the manufacturer of the product or brand. Brand image is everything consumers remember (Hawkins, Del I, Roger J. Best, 1998). (Alfian, 2012), a brand needs an image to communicate to the general public. In this case, the target market, about the values contained therein. Brand image is an impression of the integrity of the brand's position in its competition with other brands known to consumers, whether consumers see the brand as a strong brand.
The brand image does strengthen by brand communication such as packaging, advertising, promotion, consumer service, word of mouth, and other aspects of the brand experience (Ulusu, 2011). Walters Glenn (1974) argues that environmental and personal factors are important as the initial brand image formation because personal and ecological factors affect perceptions. A favorable brand image is a critical factor in purchase intention and a cause of consumer purchase intention (Keller, 1993; Jo, Myung-Soo, Nakamoto, K. and Nelson, 2003; Shen, Ching-cheng and Chou, 2006). After understanding its value, consumers tend to appear purchase intentions (Lin, L. Y., & Chen, 2006) that brand image plays a vital role in purchasing decisions. In addition, a well-known brand image can be the primary choice in purchasing certain products (Macdonald, E.K. and Sharp, 2000), so that brand image affects purchase intention (Hsueh, Chiung-Chuan and Lee, 2008). However, the brand image represents the consumer's perspective that they will choose products with a favorable business image. A symbolic brand image can increase consumer purchase intention. Lien, C. H., Wen, M. J., Huang, L. C., & Wu. (2015) reported the results of their research that brand image affects purchase intention. Forming a positive brand image will be essential to generate purchase intention. Meanwhile, Resmowa (2017) stated that brand image influences purchase intent. The better the brand image, the better it can increase consumer purchase intentions.

Electronic Word of Mouth (e-WOM)

e-WOM is a positive or negative statement made by potential consumers, actual consumers, and former consumers about a product or company via the internet (Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, 2004). Consumers use social media to share their own experiences with a brand, product, or service that they have experienced themselves. Through social media, companies can promote a product and form an online community or group for consumers who like the brands used (Kaplan, A. M., & Haenlein, 2010). When there is an exchange of information via e-WOM, consumers will evaluate the product. e-WOM is currently very relevant given the massive internet use and various social media platforms (Cheung, C. M., & Thadani, 2012). Price information, perceived quality, and consumer value do obtain through these media. e-WOM can certainly persuade potential consumers and influence consumer perceptions of product reviews or products recommended by other consumers (Zhang, J. Q., Craciun, G., & Shin, 2010). In short, e-WOM is considered a source that demands consumers to make their purchasing decisions (Arndt, 1967). e-WOM is an essential way consumers can collect information about any product or service (Chevalier, J.A. and Mayzlin, 2006). e-WOM or online reviews help consumers to feel confident in their purchasing decisions. When consumers show a positive attitude towards e-WOM, they most likely intend to buy the product. Research has shown that e-WOM affects consumer purchasing behavior, especially online shopping (Chevalier, J.A. and Mayzlin, 2006). The research results of Tariq, M., Abbas, T., Abrar, M., & Iqbal (2017) reveal that e-WOM affects purchase intention. A positive e-WOM can generate and increase purchase intention in consumers to buy a product. Then Cheung, C. M., & Lee (2012) found that the relationship between e-WOM and purchase intention influences. The quantity of e-WOM has a relationship with consumer purchase intention.

Research model

Based on the variable construct built from the concept and theoretical review above and the relationship between brand image, e-WOM, and the intention of registration variables on consumer interest in the Netflix application in Indonesia, a research model image can be formulated, described in the following figure.

![Figure 1: Research Model](image)

Research Hypothesis

Based on the literature review, the research model described above, and the research hypothesis can be formulated as follows:

H1: Brand Image affected the intention of registration for Netflix VOD streaming services in Indonesia
H2: e-WOM affected the intention of registration for Netflix VOD streaming services in Indonesia
H3: Brand Image and e-WOM simultaneously affected the intention for registration of Netflix VOD streaming services in Indonesia

Research and Methodology

This research describes quantitative research through descriptive and verification (Nazir, 2014; Sugiyono, 2018). The object of this research is internet users in Indonesia as potential consumers of the Netflix VOD streaming service. This method can determine how much influence the independent variable has on the dependent variable. The independent variable (independent) for this study is Brand Image as X1 and e-WOM as X2, while the dependent variable in this study is the intention of registration as Y. The research method used is an explanatory survey. The measurement method used in this study is the Likert scale, Sugiyono (2014). Respondents
will answer questions or statements using verbal categories from "strongly disagree" to "strongly agree." In this study, the researcher does ask questions using the google form via the available internet media. The statements in the questionnaire do use a Likert scale of 1 - 5. The population in this study is 160 million internet users in Indonesia who have not or prospective consumers of the Netflix VOD streaming service. The researchers conducted a sampling of 100 internet users in Indonesia who are potential consumers of the Netflix VOD streaming service. The analytical tool used to prove the hypothesis in this study is the Partial Least Square (PLS) Ghozali, Imam & Latan (2015).

**Table 1: Operational Research**

<table>
<thead>
<tr>
<th>Definition</th>
<th>Dimensions</th>
<th>Indicator</th>
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<tbody>
<tr>
<td>Brand Image (X1)</td>
<td></td>
<td>1. Function</td>
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<td></td>
<td></td>
<td>2. Symbolism</td>
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<td>Brand image is a response to brands and</td>
<td>3. Empirical</td>
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<td>brand associations that exist in the</td>
<td></td>
<td>1. Netflix products are available on various electronic devices.</td>
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<td>memory of consumers. (Lee and Tan, 2003)</td>
<td>(Lo &amp; Lin (2020))</td>
<td>1.2 Netflix products have a complete movie collection.</td>
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<td></td>
<td></td>
<td>1.3 Netflix products have good picture quality.</td>
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<td></td>
<td></td>
<td>1.4 Netflix products have good audio quality.</td>
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<td></td>
<td></td>
<td>2.1 The Netflix brand is iconic and straightforward.</td>
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<td></td>
<td></td>
<td>2.2 The Netflix brand as a premium brand.</td>
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<td></td>
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<td>2.3 The Netflix brand as the entertainment industry standard.</td>
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<td>2.4 The Netflix brand creates original/original content.</td>
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<td>e-WOM (X2)</td>
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<td>3.1 The Netflix brand reflects the marathon viewing style.</td>
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<td>e-WOM evaluates the exchange of</td>
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<td>3.2 Netflix movies can provide a variety of emotions.</td>
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<td>products or services between people who meet,</td>
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<td>3.3 Netflix prices are pretty affordable.</td>
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<td>talk, and text each other in</td>
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<td>cyberspace. (Yoon, 2012; Barreto, 2014; King, R.A.,</td>
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<td>Racherla, P., Bush, 2014)</td>
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<td>The intention of registration (Y)</td>
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<td>Purchase intention indicates the probability</td>
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<td>that a consumer will plan or be willing to buy</td>
<td>1. Attention</td>
<td></td>
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<tr>
<td>a particular product or service in the future.</td>
<td>2. Interest</td>
<td>1.1 Attention to the product.</td>
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<td>(Wu, P., Yeh, G., &amp; Hsiao, 2011)</td>
<td>3. Desire</td>
<td>1.2 Good perception of the product.</td>
</tr>
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<td></td>
<td>4. Conviction</td>
<td>2.1 Interest in registering VOD services.</td>
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<td></td>
<td></td>
<td>3.1 The desire to register for the VOD service.</td>
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<tr>
<td></td>
<td></td>
<td>4.1 conviction in the product.</td>
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<td></td>
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<td>4.2 conviction products are gaining popularity.</td>
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</tbody>
</table>
Results and Discussions

Netflix Brand Image

The first variable is brand image, regarding the reputation and credibility of the Netflix VOD streaming service brand, which then becomes a guideline for potential consumers to try or use the Indonesian Netflix VOD streaming service. In this study, brand image is an independent variable measured using a questionnaire on prospective consumers of the Netflix VOD streaming service in Indonesia. The data shows that the indicators of the dimensions of the brand image variable use.

The dimensions of function for the first indicator measure the level of availability with a value of 81.6 percent in the very high category. Potential consumers perceive that the Netflix brand image is well known for its availability or can be found on various electronic devices such as android, ios, and windows. It can be accessed via smartphones, tablets, laptops, computers, game consoles, even on TV, all of which require internet technology support.

Furthermore, the second indicator is the measurement of the level of completeness with a value of 77.6 percent in the high category. It is perceived by potential consumers that the Netflix brand image is well known for its complete collection of films ranging from documentaries, series, TV shows, anime, and many more with various genres, not only international but also local films.

Furthermore, the third indicator, measuring image quality, has a value of 86 percent with a very high category. Potential consumers perceive that the Netflix brand image is famous for its high-resolution image quality. Potential consumers will feel comfortable watching movies on Netflix and adjusting each prospective consumer’s internet connection capabilities when watching movies on Netflix.

Furthermore, the fourth indicator, measuring audio quality, has a value of 86.8 percent in the very high category. Potential consumers perceive that the Netflix brand image is famous for its audio quality because Netflix is supported by audio with a bitrate of up to 640 kbps, and those who use a 5.1 surround capability TV supported by Dolby Atmos audio bitrate can reach 768 kbps. Bitrate is a term to describe the amount of data stored per second the media is played. The higher the bitrate value, the better the audio quality. Kbps indicates the speed at which the file has been read by the device, and the audio quality is the main factor behind this kbps.

Then the results of collecting indicator data from the symbolism dimension of the brand image variable can be seen. From the symbolism dimension, the fifth indicator measuring the level of simplicity and brand iconic has a value of 83.6 percent in the very high category. Potential consumers perceive that the Netflix brand image is a simple brand because it is easy to understand and use. Netflix's red color is very iconic because of the traditional theater curtain in America.

Furthermore, the sixth indicator with the measurement of the premium level has a value of 85.8 percent in the very high category. Potential consumers perceive that the Netflix brand image is well known for its premium, and the Netflix brand logo on a black background creates a premium cinematic feel.

The seventh indicator measuring the entertainment industry standard level has 79 percent in the high category. Potential consumers perceive that Netflix's brand image is known as the entertainment industry's standard with all their qualities.

The eighth indicator with a measurement of authenticity has a value of 84.6 percent with a very high category. Potential consumers perceive that the Netflix brand image is well known for their self-produced films or the so-called original content with the various film awards they have until now.

Then the results of collecting indicator data from the empirical dimensions of brand image variables can be seen for the ninth indicator with a measurement of the style level of watching the marathon. It has a value of 80.8 percent in the high category. Potential consumers perceive that the Netflix brand image is well-known by offering a marathon viewing style. If the prospective consumers have completed one film, it will continue until the following films to watched.

The ninth indicator with a measurement of the style level of watching the marathon has a value of 80.8 percent in the high category. Potential consumers perceive that the Netflix brand image is well-known by offering a marathon viewing style. If the prospective consumers have completed one film, it will continue until the following films to watched.

Furthermore, the tenth indicator measuring emotional diversity has a value of 84 percent with a very high category. Potential consumers perceive that the Netflix brand image is famous for offering a variety of emotions. When watching movies on Netflix, viewers will feel various emotions ranging from sad, happy, anger, tension, and other emotions.

Meanwhile, the eleventh indicator measuring price affordability has a value of 69.4 percent in the high category. Potential consumers perceive that the Netflix brand image is well-known at an affordable price for its services to enjoy.

With the above calculations, it can be seen that the brand image variable has a value of 74.3 percent, which means that the value has a high category. Thus, the results of this study embody the representation of all the recognition variables for the Netflix brand image that occur from information on the Netflix brand. Netflix in this study has a positive or good appearance for potential consumers.
e-WOM

The data collection results can be seen as indicators of the intensity dimensions of the e-WOM variable. It can be seen that the measurement of intensity, the first indicator by measuring the frequency of accessing information, has a value of 71.2 percent in the high category. It is perceived that potential consumers often read various information about Netflix on social networks.

Furthermore, by measuring the level of interaction frequency, the second indicator has a value of 60.8 percent, which is categorized as relatively high. It is perceived that potential consumers interact or discuss pretty often to discuss Netflix through social networks.

The third indicator, measuring the number of reviews, has a value of 61.2 percent in the high category. Potential consumers perceive that the number of studies on social networks can be used as evaluation material before deciding.

Then the results of collecting indicator data from the valence dimension of the e-WOM variable opinion can be seen in the valence of the argument; the fourth indicator with the measurement of the positive comment rate has a value of 74.4 percent in the high category. Potential consumers perceive many positive comments regarding Netflix products on social networks.

Furthermore, the fifth indicator with the measurement of the recommendation level has a value of 78.2 percent in the high category. It is perceived by potential consumers that the high recommendation of Netflix products that potential consumers receive on social networks.

The sixth indicator with a rating level measurement has a value of 80.2 percent in the high category. Potential consumers perceive that they are informed that the films owned by Netflix are films with high ratings.

Then the results of collecting indicator data from the dimensions of the e-WOM variable content can be seen that the seventh indicator with the measurement of the information level of the type of film has a value of 81.6 percent with a very high category. Potential consumers perceive that they are getting information on social networks regarding the kinds of movies available on Netflix.

Furthermore, the eighth indicator measuring the level of quality information has a value of 79 percent in the high category. It is perceived by potential consumers that there is much information regarding the quality of Netflix on social networks.

The ninth indicator with a measurement of the price information level has a value of 77.6 percent in the high category. It is perceived by potential consumers that they are getting information about Netflix prices through social networks.

With the above calculations, it can be seen that the e-WOM variable has a value of 73.8 percent, which means that the value is in a high category. That way, the e-WOM variable in this study is positive or good, affecting the perception of potential consumers of a product review or product recommended by other potential customers. e-WOM is an essential way for potential consumers to gather information about Netflix products to make their purchase decisions.

The intention of registration

In this study, the intention of registration is the dependent variable measured using a questionnaire to potential consumers of the Netflix VOD streaming service in Indonesia. From the data collection results, it can be seen that the indicators of the attention dimensions of the intention of registration variable. The dimension of attention, the first indicator with the measurement of attention, has a value of 72.2 percent in the high category. Potential consumers perceive that they pay more attention to Netflix than competing brands.

Furthermore, the second indicator, measuring the level of good perception, has a value of 77.4 percent in the high category. Potential consumers perceive that they have a better perception of Netflix products than competing brands.

Then the results of collecting indicator data from the dimension of interest in the intention of registration variable can be seen that measuring the level of interest in registering it has a value of 75.6 percent with a high category. Potential consumers perceive that they are interested in signing up for Netflix's video-on-demand streaming service compared to competing brands due to its advantages.

Furthermore, the fourth indicator with a uniqueness measurement has a value of 78.6 percent with a high category. Potential consumers perceive that Netflix creates an incredibly unique cinematic experience and allows people to watch as much TV and movies as they like in the comfort of their homes.

Then the results of data collection indicators from the dimension of the desire of the intention of registration variable, it is known that the measurement of passion, the fifth indicator by measuring the level of desire to register, has a value of 75.2 percent with the high category. It is perceived by potential consumers that there is a high response from them to want to sign up for Netflix's video-on-demand streaming service compared to competing brands.

The confidence dimension, the sixth indicator measuring the product confidence level, has 77.4 percent in the high category. Potential consumers perceive that they are very good at Netflix having a perfect product than competing brands in all its qualities.

Furthermore, the seventh indicator measuring the level of popular belief has a value of 81.2 percent in the very high category. It is perceived by potential consumers that they believe that Netflix will be more popular than competing brands.
With the above calculations, it can be seen that the intention of registration variable has a value of 76.8 percent, which means that the value is in a high category. Thus, the intention of registration variable in this study has an essential role in determining the intensity of potential consumers registering after an alternative evaluation process for Netflix products that are willing to be purchased based on brand or attention.

**Discussion**

In the eyes of potential consumers, Netflix's image is as a VOD streaming movie service provider whose complete collection, updates, high-quality images and sound, available various devices, iconic, premium, simple, original, marathon, entertainment industry standards, and affordable prices can encourage candidates. Consumers to register. In line with the results of previous research that brand image has an affected on the intention of registration (Pujadi, 2010; Bhakar, S.S., Bhakar, S & Bhakar, 2013; Lien, C. H., Wen, M. J., Huang, L. C., & Wu, 2015; Resmawa, 2017).

e-WOM conducted by potential consumers illustrates their interest in seeking information about Netflix, such as the intensity of seeking knowledge, interacting, following reviews, positive comments, recommendations, quality, types of films, and prices, which can encourage potential consumers to register. Following the research findings, e-WOM affects the intention of registration (Cheung, C. M., & Lee, 2012; Bong, 2017; Tariq, M., Abbas, T., Abrar, M., & Iqbal, 2017; Atika, A., Kusumawati, A., & Iqbal, 2018).

Netflix's image in the eyes of potential consumers, namely as a provider of VOD streaming film services with complete collections, updates, high-quality images, and sound, available various devices, iconic, premium, simple, original, marathon, entertainment industry standards, and affordable prices can encourage potential consumers to register.

The e-WOM conducted by potential consumers illustrates their interest in searching for information about Netflix, such as the intensity of seeking knowledge, interacting, following reviews, positive comments, recommendations, quality, types of films, and prices that can also encourage potential consumers to register.

According to the results of previous research, brand image and e-WOM together have a significant effect on the intention of registration (Agatha, C., Tumbel, A., & Soepeno, 2019; Benowati, S. G., & Purba, 2020).

**Conclusion**

According to the result and discussion, it can be concluded that the Netflix brand image is a VOD streaming movie service provider with a complete collection, original, good picture, sound quality, and affordable prices. e-WOM for Netflix produces positive information, many recommendations, and the high intensity of potential consumers in searching for Netflix information. Brand image has a substantial affected on the intention of registration. A strong Netflix image is generated by usability, symbolism, and empirical indicators to encourage potential consumers to register. e-WOM has a robust affected on the intention of registration. A strong e-WOM is illustrated by intensity indicators, the valence of opinion, and content that can encourage potential customers to register. Brand image and e-WOM together affected the intention of registration. The strong Netflix and e-WOM brand images are generated from various uses to encourage potential consumers to register.

Related to conclusions, several suggestions can be made. Based on the above findings, it is suggested that further researchers add other independent variables such as culture, belief, convenience, and lifestyle to explain the dependent variable better. In addition, it can also be tested on the intention of registration variable from the perspective of brand image and e-WOM by using other methods. In addition, because there is still little research related to VOD streaming services, especially the entertainment industry in the film world via digital, analysis from a marketing management perspective, new research and ongoing research in this field are needed.

For practitioners in the entertainment industry, especially the film industry through the VOD digital streaming service, it can be seen that brand image and e-WOM are an essential part of building the interest of potential consumers to register for Netflix's VOD streaming service in Indonesia to increase company revenue in the future.

Therefore, researchers suggest that brand image and e-WOM can be considered in developing a marketing development strategy for VOD digital streaming services to reach a bigger potential market than before.

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**Data Availability Statement:** The data presented in this study are available on request from H.L.S. The data are not publicly available due to restrictions.
Conflicts of Interest: The authors declare no conflict of interest.

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