

ABSTRACT

This study was conducted to determine the results of the research on the Effect of Attitude and Perceived Behavioral Control on Behavioral Intention in Netflix Users in Indonesia, in this study there is a phenomenon that there is a growing demand for netflix which can affect attitude toward behavior, perceived behavioral control and behavioral intention. this research was conducted using descriptive methods using quantitative methods.

The sampling technique used in this study used the Slovin formula, so that the total sample used in this study was 99.9 respondents rounded up to 100 respondents. The data analysis technique used is descriptive analysis technique and using the T test method.

Based on the results of the descriptive analysis that has been conducted, it can be seen that the assessment of respondents who are 100 Netflix users in Indonesia towards attitude toward behavior, perceived behavioral control and behavioral intention are in the good / high category, so it can be stated that the attitudes and behavior of the users after watching Netflix is in the good category, and the users' desire to behave after watching Netflix is in the good / high category.

Based on the results of research on "the influence of attitude toward behavior and perceived behavioral control on behavioral intention on Netflix users in Indonesia", it can be concluded that Attitude toward behavior from Netflix users in Indonesia is in a good category, Perceived behavioral control from Netflix users in Indonesia is In the good category, the Behavioral intention of Netflix users in Indonesia is in the good category, Attitude toward behavior partially has a significant effect on behavioral intention, with a significant contribution of 35.41% and perceived behavioral control partially has a significant effect on behavioral intention. with the size of the contribution of the influence of 33.27%, Attitude toward behavior and perceived behavioral control simultaneously have a significant effect on behavioral intention, with the magnitude of the contribution of the effect of 68.7%. Based on the results of the research, the researcher provides several suggestions, as follows, the need for Netflix to provide positive-content views to its users, and also the need for supervision from the government in this case the Communication and Information Technology, supervising in regulating and supervising subscription film service business activities through the media internet, one of which is Netflix, so as not to have a negative impact on viewers or the public, Netflix needs to add new features in it, in order to provide convenience and comfort for users, such as a warning feature for the threat of health problems if they have watched a lot of movies in a row with excessive duration and adding educational content and also adding Indonesian-speaking voice actors, for further research interested in similar research, it is suggested to deepen the research results using other methods and other approaches, so that the results elitian is more detailed and varied.

Keywords: *Attitude toward behavior, behavioral intention, perceived behavioral control.*