

ABSTRACT

Millennial or Y Generation is often described as a generation that growing up with instant satisfaction through technology because they live alongside with rapidly growth of technology and internet so they forming modern patterns of behavior. The growth of technology and changes in modern behavior have made society open to global products and change their lifestyle which is almost completely online, including in accessing entertainment such as online video streaming. This phenomenon has an impact for Netflix's popularity in Indonesia as a leader streaming entertainment service provider that has succeeded in winning over other platforms in Indonesia by having the largest number of subscribers, namely more than 900,000 subscribers. The purpose of this research was to determine the effect of conformity to social norms, quality perception, social prestige, internet technology readiness and brand credibility which are variables in the concept of Susceptibility to Global Consumer Culture (SGCC) on purchase intention of Netflix in millennial generation.

This research used quantitative methods with descriptive and causal research types, and data analysis techniques used multiple linear regression analysis. Population and sample was conducted using a non-probability sampling method, purposive sampling type, and with a total of 100 millennial respondents.

Based on the results of descriptive analyzes of conformity to social norms, quality perception, social prestige, internet technology readiness and brand credibility were in the good category. The result of T-test analysis showed conformity to social norms and social prestige partially has no effect on purchase intention, while quality perception, internet technology readiness and brand credibility partially has an effect on purchase intention of Netflix in millennial generation. Based on the coefficient of determination, it is known that the effect of conformity to social norms, quality perception, social prestige, internet technology readiness and brand credibility simultaneously on purchase intention of Netflix in millennial generation is 74.3% and the remaining 25.7% was influenced by other variables which are not examined in this research, such as Consumer Ethnocentrism and Consumer Innovation.

Keywords: *Conformity to Social Norms, Quality Perception, Social Prestige, Internet Technology Readiness, Brand Credibility, Purchase Intention, Millennial Generation.*