

ABSTRACT

The current internet era presents many new ways to access entertainment content. Currently, one of the entertainments that is being used and is maximizing its penetration in Indonesia is over-the-top (OTT) service. The most popular form of OTT service in recent times is video on-demand (VOD), with features for serving free and paid premium viewing that can be enjoyed on various devices. The video on demand market opportunity in Indonesia has just been formed so that the competition for penetration of video on demand is quite fierce, one form of competition that is being focused on is offering competitive prices and offering free trials from video on demand companies to consumers in order to influence consumers' psychology to interested in using the service. However, in this situation Netflix could be threatened because it has a relatively higher price and no longer offers free trial offers to consumers.

Besides, the characteristics of Indonesian consumers are different because they tend to easily turn to something that has a cheaper price and offers free use promotions. So that some of these phenomena can threaten the existence of Netflix in Indonesia. One strategy to increase value and competitive advantage is to apply brand equity.

The purpose of this study was to examine and obtain results regarding how much influence the involvement of elements or dimensions of brand equity includes variables of brand awareness, brand association, perceived quality, and brand loyalty on the overall brand equity of Netflix in Indonesia.

This research was conducted using quantitative methods with the acquisition of a sample of 400 respondents. Data was collected through the distribution of questionnaires in the form of an online google form. The analytical method used is the Structure Equation Modeling (SEM) method with Smart PLS. Data processing was carried out using SPSS 25 and SmartPLS 3 software.

After conducting the research, the results showed that the brand awareness variable had a positive but not significant effect, brand association had no positive and insignificant effect. Meanwhile, perceived quality and brand loyalty have a positive and significant effect on brand equity. Based on the results of the analysis, there are several things that need to be improved and continue to be improved by Netflix, namely Brand Loyalty where this variable has a large statistical influence but is still lacking descriptively.

Keywords: Brand Awareness, Brand Association, Quality Perception, Brand Loyalty, Brand Equity