

ABSTRACT

The development of information technology and telecommunications has an impact on the development of internet users affecting the development of the world of entertainment, one of which is in the field of entertainment such as watching movies. With the continued increase in the number of Netflix users, this can indicate a high level of Continuance Intention from Netflix subscribers, which is driven by the motivation generated by the subscribers themselves. Purchase and consumption motivations are oriented to two motivations, namely Utilitarian and Hedonic.

This study aims to analyze the effect of Hedonic and utilitarian motivation on consumer satisfaction in forming continuance intention netfix. This research is a type of quantitative research with descriptive - causal method. The population in this study are all people who use Netflix with nonprobability sampling and purposive sampling method in determining the sample. Questionnaires were distributed to 100 respondents. This study uses path analysis.

The results of the study stated that Hedonic Motivation and Utilitarian Motivation had an effect on Consumer Satisfaction with a significance value of 0.002 and 0.008. The effect of Hedonic Motivation and Utilitarian Motivation is partially insignificant on Continuance intention. The variable of Consumer Satisfaction with Continuance intention is not significant with a significance value of 0.868, which is greater than the probability value of 0.05.

Keywords: Hedonic Motivation, Utility Motivation. Consumer Satisfaction, Continuance intention