

## **ABSTRACT**

*Business developments in the world have been running rapidly, supported by technological improvements, one of which is in the video on demand (VoD) industry. The Video on demand (VoD) streaming service was first introduced by Netflix as an online streaming service provider company based on subscription fees that are billed. Netflix is a leading video streaming company with the highest number of subscribers, however in the first quarter of 2022 Netflix experienced a decline in subscribers of 200 thousand subscribers globally, as well as in Indonesia, where in 2021 Netflix already has the lowest subscribers compared to other similar platforms in Indonesia. Initially, Netflix was the ruler of the video streaming service market, this was influenced by the price of Netflix, which has the highest price compared to similar services and the quality of electronic services provided by Netflix, which many customers complained about.*

*This study aim to determine of how much influence Netflix price and e-service quality dimensions have on purchasing decisions for Netflix service users.*

*The research method in this study uses quantitative methods with descriptive research purposes. The data used data obtained from questionnaires, the number of questionnaires was determined using non-probability sampling by purposive sampling, so that the number of research respondents was 400 respondents. Then the data analysis technique used is the Method of Successive Interval (MSI) analysis, normality test, heteroscedasticity test, multicollinearity test, and perform multiple linear regression analysis.*

*The results of this study indicate that the price has a negative but not significant effect on purchasing decisions of Netflix's Video on Demand (VoD) streaming service. While e-service quality has a positive and significant influence on purchasing decisions of Netflix's Video on Demand (VoD) streaming service. Simultaneously, price and e-service quality do not significantly influence the purchase decision of Netflix's Video on Demand (VoD) streaming service.*

**Keywords:** *Price, E-Service Quality, Purchase Decision, Method of Successive Interval.*