

ABSTRACT

In this digital era, there is a change in people's behavior in meeting their needs. One of the uses of the internet, in Indonesia currently the use of the internet is recorded to have increased. Results Based on the Indonesian Polling study in collaboration with the Indonesian Internet Service Providers Association (APJII), in 2018 the number of internet users in Indonesia has reached 171.17 million people. This figure is equivalent to 64.8% of Indonesia's total population of 264.16 million people.

This is supported because more and more people are using the internet to get entertainment in the form of video streaming. This is in line with the quote in the article entitled "Video Streaming is Increasingly Popular" which was published in the oketchno article that technology is growing in Indonesia so that it allows users to use the internet to access television programs via mobile devices.

Keywords : Buying Decision