

ABSTRACT

Factors influencing interest in subscribing to Netflix's video on demand service by taking into account several factors, namely service quality, perceived price, promotions, customer service, interest in subscribing, as well as the effect of service quality, perceived price, promotions and customer care/service on interest in subscribing to video services on demand.

The method used is a quantitative method. Based on conclusive objectives, survey research strategies, types of causal investigations, based on individual units of analysis, the involvement of researchers did not intervene in the data, non-contrive background and time of implementation of cross-sectional research

The results showed that tcount service quality on subscription interest was 9,992, tcount price perception on subscription interest was 1,999, tcount promotion on subscription interest was 10,889 and tcount customer care/service was 4,933. Based on the results of the study, it was concluded that the variables of Service Quality, Perceived Price, Promotion and Customer Care/Service have a positive effect on Interest in Subscribing to Video On Demand Netflix.

Keywords: *Service Quality, Price Perception, Promotion, Customer Service/Care, Intention to Subscribe*