

## ABSTRACT

*The emergence of Over-The-Top (OTT) services based on applications has transformed the entertainment industry in Indonesia, particularly in DKI Jakarta. Netflix has revolutionized the way people consume films and TV series by providing unlimited access to a wide range of content, creating a more flexible and personalized viewing experience. This convenience has led people to increasingly prefer OTT platforms for watching movies. The purpose of this study is to examine the impact of perceived value through social identity on behavioral intention, using age as a moderator.*

*Using a descriptive and quantitative methodology, the study included 250 respondents who completed online questionnaires distributed via social media. Non-probability sampling is the method used, and the G-power application facilitates it. Software called SmartPLS version 3 was used to analyse the data.*

*The findings show that perceived value has a positive and significant impact on social identity. Perceived value also has a strong and positive impact on behavioural intention. Moreover, behavioural intention is positively and strongly influenced by social identity. Through social identity, perceived value significantly and positively influences behavioural intention. Both the relationship between perceived value and behavioural intention as well as the association between social identity and behavioural intention are moderated by age.*

**Keywords :** *Perceived Value, Social Identity, Behavioral Intention, and Age*