THE INFLUENCE OF VIRAL MARKETING AND ELECTRONIC-WORD OF MOUTH ON THE DECISION TO SUBSCRIBE TO THE NETFLIX APP (Survey on Instagram Followers @netflixid)

*Yashin Hilmy Ananto[1], Ina Ratnasari[2]

[1] (Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Singaperbangsa Karawang, Karawang, Indonesian`
[2] (Manajemen, Fakultas Ekonomi dan Bisnis, Universitas Singaperbangsa Karawang, Karawang, Indonesian)
Correspondence*:
Addres: Kel. Ciseureuh Kec. Purwakarta, Purwakarta | e-mail: yashin17737@gmail.com
Address: Dusun Cirejag 02 RT01 RW04 Desa Cibalongsari, Klari, Karawang | e-mail: ina.ratnasari@fe.unsika.ac.id

Abstract

Objectives: This research aims to test and analyze the effect of viral marketing and electronic word of mouth on the Netflix application purchasing decision. This study uses primary data obtained from the results of distributing questionnaires to Netflix Indonesia Instagram followers (@netflixid)

Design/Methods/Approach: The method used is descriptive and verification with a quantitative approach. The sample in this study were 384 samples from 1,400,000 population taken using nonprobability sampling method with purposive sampling technique. The analysis technique used in this research is scale range analysis and multiple linear regression analysis and SPSS 26 Software.

Findings: The results showed that viral marketing, electronic word of mouth, and subscription decisions in the Netflix application are in the excellent category, meaning that the viral marketing run by Netflix is considered capable of satisfying its users so that these users share their experiences online and influence other users to decide to subscribe. Partially, viral marketing has a positive and significant effect on subscription decisions, electronic word of mouth has a positive and significant effect on subscription decisions.

Originality/Value: No previous studies on viral marketing and electronic word of mouth have been conducted on Netflix application subscribe decision.

Practical/Policy Implication: Improving the quality of the reviews displayed and their relation to user preferences, Netflix can generate more positive responses and increase the overall positive perception of the app and content. Netflix can improve the quality and variety of its content by ensuring that the content presented has consistency in terms of story, cinematography, and genre diversity. Strategies such as providing original content relevant to local preferences can be implemented to attract subscribers so that users will feel more confident and satisfied with their decision to subscribe. In addition, free trials or subscription discounts can be offered to encourage hesitant subscribers.

Keywords: Viral Marketing, Electronic Word of Mouth, Decision

Introduction

Badan Pusat Statistik (BPS) reported that due to the Covid-19 pandemic, in 2020, 93.7% of movie theaters in Indonesia sold less than 250,000 tickets. This figure is higher than in 2019, where 68.14% of theaters sold the same number of tickets. In 2020, around 0.75% of cinemas sold tickets between 250,000 and 500,000, while in 2019, the percentage of cinemas in this category reached 20.4%. Meanwhile, only 5.55% of theaters sold more than 500,000 tickets in 2020, a decrease compared to 11.46% in 2019.

To anticipate the condition of not being able to go to the movies, many people try to find ways to entertain themselves in an effective way by watching movies in streaming that can be done anywhere (Daini, 2021). Video streaming is a technology for sending video, data, and audio that has been compressed through an internet network that is displayed in realtime (Wijaya, 2022).

Netflix is in the first position as a paid streaming application chosen by people in Indonesia. To maintain consumer advantage compared to these other competitors, one of the factors is to increase sales promotions attractively. To build good relationships with customers, companies need to design marketing communication strategies (promotions) that can increase customer value (Abdurrahman, 2018; 155). One of the marketing communication strategies that can be applied is to utilize the concepts of viral marketing and e-wom.

Viral marketing refers to an internet-based marketing campaign that aims to generate media coverage through stories or talking points that are worth many times more than the advertising budget provided by the company. With the help of the internet, viral marketing has become a huge success because it can reach a lot of people in a very short time.

The main strength of viral marketing is its ability to gain a large amount of interest using low costs. It refers to the idea that people will forward and share content that is interesting and entertaining. This can be done by a brand that wants to build awareness of a product or service with video clips, images, and even text (Rakic, 2015). This matter is in line with previous research conducted by (Marchapada & Wijaksana, 2021) with the title The Effect of Viral Marketing on Consumer Purchase Interest in Netflix Video On Demand (VOD) Services conducted in 2021, Viral Marketing has a significant influence on consumer buying interest in Netflix services.

Apart from viral marketing, one factor that is proven to have a significant influence on subscription decisions is e-wom. E-WoM is a new phenomenon in influencing companies in making marketing strategies, which considers that communication through eWOM is more trustworthy than conventional media and the information provided by companies also has an impact on consumer decision making.

Previous research has proven the meaningful influence of eWOM communication in consumer behavior towards products and services, purchase decisions, and increased sales. While eWOM provides marketers with tremendous opportunities, it also presents new challenges. As a result, in order to utilize this phenomenon successfully, understanding the different factors that influence eWOM communication is very important (Ismagilova et al., 2017).

Based on the introduction described for this phenomenon, researchers are interested in conducting research on factors that influence Subscription Decisions for Video on Demand-based services. Therefore this study is entitled "**THE INFLUENCE OF VIRAL MARKETING AND ELECTRONIC-WORD OF MOUTH ON THE DECISION TO SUBSCRIBE TO THE NETFLIX APP**".

This research aims to determine, analyze, and explain the description of viral marketing and the description of eWOM on the Netflix application, and to determine, analyze, and explain the description of subscription decisions on the Netflix application, as well as to determine, analyze, and explain the partial and simultaneous influence between viral marketing and eWOM on Netflix application subscription decisions.

Literature Review
Viral Marketing

Viral Marketing is a marketing technique in delivering messages delivered from one consumer to another through digital means in the form of writings and videos uploaded to the internet. According to Armstrong & Kotler (2004) in (Glennardo, 2016), the concept of viral marketing is like the spread of a virus that reproduces itself. A consumer who is satisfied with a product or service that suits their wishes, will voluntarily disseminate information from the product.

According to (Skrob, 2005), viral marketing is divided into 2 types of basic structures, namely:

1. *Active Viral Marketing is similar to the traditional word-of-mouth concept in that it involves active participation from users in reaching new consumers.*
2. *Frictionless Viral Marketing is different because it does not require direct involvement from consumers to spread information or promote products. In this method, the product will automatically send promotional messages to the intended target, with the company as the initial trigger to make it viral.*
   He also classifies Viral Marketing in general into two groups based on the level of consumer involvement in the marketing process, namely:
1. *Low Integration Strategy: In this strategy, consumers are only marginally involved in the information dissemination process, usually only through email. An example is the "send to a friend" button on a web page.*

2. *High Integration Strategy: Unlike the previous strategy, in this strategy consumers are directly involved in efforts to reach new consumers.*

In Viral Marketing, there are several instruments that can stimulate the success of this marketing, including customer recommendations, link strategies, newsletters, affiliate programs, communities, reference lists, sweepstakes, free offers, product texts, lists of potential buyers, chat rooms, and search engines.

Electronic Word of Mouth

Kotler and Keller (2018) explain that Word of Mouth (WOM) is a form of marketing carried out through communication between individuals, either in person, in writing, or through electronic media, which focuses on the experience of using a product. WOM is part of a promotional strategy to increase product awareness and drive increased sales.

Major changes in technology and the rapid spread of the internet have made it easier for consumers to communicate and share recommendations regarding products or services through online activities (Elseidi, 2016). This phenomenon is known as electronic word of mouth (eWOM), which is a new form of traditional WOM. eWOM can contain positive or negative opinions from potential consumers, regular consumers, and former consumers about the promoted product or service, which are spread on the internet (Hennig-Thurau et al., 2004). Potential consumers are those who have the potential to buy products but are not yet customers, while regular consumers are those who are already customers, and former consumers are those who were once customers but stopped buying certain products for certain reasons (Suryana, 2012).

The eWOM process begins when consumers realize their needs or wants and identify the problem at hand. After that, consumers will seek information from various sources, both internal and external. Seeking opinions or reviews from other consumers online has become an important part of consumer purchasing behavior, especially those using social media (Pitta & Flower, 2005).

At this stage, eWOM allows consumers to compare alternatives about products or services after information search. And at the final stage of the purchase decision which includes product or service choice, brand choice, and retailer selection, eWOM reduces risks that have a major impact on consumer decisions.

Research Methods

This research uses descriptive and verification methods with a quantitative approach. Research design based on the approach, this research is included in research with a quantitative approach, where this research uses statistical formulas to analyze data in the form of numbers which are then interpreted. In this study, the population that the researchers used was the followers of the Netflix Indonesia Instagram account (netflixid) which amounted to 1,400,000 followers.

Research design based on objectives, this research focuses on solving practical problems, meaning that this research was conducted with the existing reality of Netflix subscribers regarding viral marketing variables, eWOM and subscription decisions. Research design based on analytical methods and analytical tools, this research uses a type of multiple linear regression analysis method with analysis using tools in the form of SPSS version 26 to analyze data.

Research design based on the level of exploration, this research is included in descriptive and verification research. This research aims to obtain an overview of viral marketing and eWOM variables on purchasing decisions and to test the truth of the hypothesis. Research design based on the type of data, this research uses primary and secondary data. Primary data is obtained from collecting and processing data using questionnaires distributed to Netflix customer respondents, then secondary data is obtained from journals, books, and other reading sources related to the topic being studied.

Result and Discussion

Viral Marketing Overview and Electronic Word of Mouth Overview on the Netflix App

Viral marketing is a marketing strategy that aims to create content or messages that can spread quickly among people through various information voluntarily. The main concept behind viral marketing is to create content that is so interesting, funny, controversial, or useful that people feel like sharing it with others.

According to Kaplan and Haenlein (2010), there are 3 dimensions that can create also become

indicators of success in Viral Marketing, namely:

1. *Messenger: An important element in viral marketing is choosing the right people to spread the message. There are 3 groups that play a role in ensuring the message becomes a viral phenomenon: market experts, individuals with extensive social networks, and sellers.*
2. *Message: Only messages that are interesting, memorable, and powerful enough will be passed on to others, thus triggering viral marketing.*
3. *Environment: In addition to delivering the message to the right people, environmental conditions also affect the success or failure of viral marketing. Therefore, key measurements should take into account the goals that have been set in the viral campaign.*

To operationalize these dimensions, an ordinal Likert scale is used. Respondents' assessment scores will be obtained after distributing questionnaires that measure the level of agreement or disagreement with various aspects of viral marketing.

In this research, the criteria that have the opportunity to become members of the population in this study are users of the Netflix application and also followers of the official Netflix Indonesia Instagram account (netflixid) which totals 1,400,000 followers.

Based on the results of the questionnaire distributed to @netflixid Instagram followers about the Netflix application, the sample size was 384 respondents with various statuses ranging from students, private employees, civil servants, etc. The characteristics of respondents in this study are categorized by age.

The external data filled in includes a questionnaire distributed to respondents who use the Netflix application who also follow the Netflix Instagram account and are over 17 years old.

Characteristics of Respondents Based on Age

No.	Age	Total	Percentage
1	17-20 tahun	60	16%
2	21-25 tahun	236	61%
3	26-29 tahun	62	16%
4	>30 tahun	26	7%
Total		384	100%

Source: Processed by Researcher, 2024

Looking at the data above, it can be seen that the most dominating age of respondents is respondents aged 21-25 years with 236 people (61%), and the age category over 30 years is the least respondent who answered with 26 people (7%).

Next, we will discuss the data from the recapitulation of viral marketing variables as follows:

Viral Marketing Variables Recapitulation (X1)

No.	Indicator	Skor	Kriteria
1	Social Media Impression Information	1.691	Strogly Agree
2	Impression Information Uploading Photos	1.722	Strogly Agree
3	Recommendations Through Others	1.736	Strogly Agree
4	Easy-to-understand impression information	1.707	Strogly Agree
5	Impression Excellence Information	1.728	Strogly Agree
6	Show Series Information	1.702	Strogly Agree
7	Interesting Viewing Information	1.690	Strogly Agree
8	Good Netflix Show Review	1.545	Strogly Agree
9	Delivery of Impression Information	1.687	Strogly Agree
SUM		15.208	Strogly Agree
AVARAGE		1.690	

Sumber: Processed by Researcher, 2024

In this research, the criteria that have the opportunity to become members of the population in the study The data above shows the results of the recapitulation of respondents' responses regarding viral marketing variables, where the total score is 15,208 with an average of 1,690 in the strongly agree score.

The lowest value is in the indicator of good reviews about Netflix shows with a score of 1,545 in the agree category, while the highest value is the indicator of recommendations through other people with a score of 1,736 in the strongly agree criteria. This shows that the Netflix viral marketing variable is perceived very well by its users.

Based on the research results obtained with a total of 9 indicators, the opinion is strongly agreed. The results showed that viral marketing on the Netflix application obtained a score of 15,208 with an average value of 1,609, which is in the criteria strongly agree. The highest indicator is in the recommendation statement item through other people getting a score of 1,736 with strongly agreeing criteria. Meanwhile, the lowest indicator is in the statement giving a good review of Netflix shows getting a score of 1,545 with the criteria agree.

According to (Kaplan & Haenlein, 2010) viral marketing is used as a strategy designed to spread messages quickly and widely through social networks, by utilizing content that is interesting, entertaining, and motivates audiences to share voluntarily.

An important element of viral marketing involves creating emotionally appealing, unique and shareable content, which is then spread through digital platforms such as social media. With these steps, Netflix can not only strengthen viral marketing elements that are already successful but also increase the effectiveness of aspects that are still less than optimal (Robles, 2020).

Meanwhile, Electronic Word of Mouth (e-WOM) is a term that refers to the process of disseminating information, recommendations, reviews, or communication from consumer to consumer through digital media, especially through social media platforms, review websites, email and text messages. The concept of e-WOM describes how people use digital technology to talk about their experiences with a product or service to others.

According to Goyette et al., in measuring the effect of Electronic Word of Mouth (e-WoM), there are several dimensions used, namely:

1. Intensity in e-WoM: Refers to the number of opinions or opinions shared by consumers on social networking sites. This intensity indicator is divided into two, namely the frequency of access to information on social networking sites, which measures how often potential customers search for information about online stores and products through mobile browsing, and the frequency of interaction with other users on social networking sites, which measures how often potential customers interact in online communities or blogs, sometimes by leaving comments in the form of questions or statements.

2. Opinion Valence: Looks at consumer opinion views that can be positive or negative about a product, service, or brand. This opinion valence takes two forms, namely positive and negative comments. The number of reviews written by users tends to relate to the likelihood of negative or positive comments.

To measure these dimensions, a ranked Likert scale (ordinal) is used, where the scale range and respondent assessment scores will be obtained after distributing questionnaires that measure the level of agreement or disagreement with aspects of eWOM.

The following data will discuss the recapitulation results of the electronic word of mouth variable, which are as follows:

Electronic Word of Mouth (E-WoM) Variable Recapitulation

No.	Indicator	Skor	Criterion
1	Netflix information on various social media	1.686	Strongly Agree
2	Interact on social media about Netflix	1.704	Strongly Agree
3	Information about Netflix based on other people's reviews	1.689	Strongly Agree
4	Netflix recommendations via social media	1.700	Strongly Agree
5	Positive comments	1.706	Strongly Agree
6	Negative comments	1.711	Strongly Agree
7	Getting information through social media	1.705	Strongly Agree
8	Netflix show is in the news	1.723	Strongly Agree
9	Information Delivery	1.734	Strongly Agree
SUM		**15.401**	
Average		**1.711**	**Sangat Setuju**

Sumber: Processed by Researcher, 2024

The data above shows the recapitulation of respondents' responses to the electronic word of

mouth (e-wom) variable, where the total score of 15,401 with an average of 1,711 is in the strongly agree score. The lowest value is in the Netflix information indicator on various social media with a score of 1,686 in the strongly agree category, while the highest value is the information indicator on the package options offered with a score of 1,734 in the strongly agree category. This shows that the conversation about Netflix is perceived very well by its users.

Based on the results of the analysis, it is known that the Electronic Word of Mouth variable in the Netflix application obtained a total score of 15,401 with an average of 1,711, which is in the criteria strongly agree. Based on the 9 indicators contained in the electronic word of mouth variable, the netflix information indicator on various social media is at the lowest score with a score of 1,686, which is in the strongly agree criteria, this lower score indicates that customers have not fully received information about Netflix as a whole.

According to (Ismagilova, 2017) the concept of electronic word of mouth (EWoM) leads to communication and exchange of opinions made by consumers online about products or services. EWoM has a major influence on consumer decisions because it is fast, widely accessible, and often considered more credible than conventional advertising.

Electronic Word of Mouth on Netflix on social media is strengthened by increasing the frequency and quality of content presented on various platforms. To achieve this, snippets of recent content, infographics or short promotional videos can be utilized to convey messages more effectively. In addition, segmented marketing campaigns need to be implemented to ensure that Netflix's messages reach the right target audience. Utilizing customer data is important in creating more relevant and personalized messages, so as to attract consumers more optimally.

Not only that, Netflix's active participation in fan communities should also be done to expand the organic spread of information. With this approach, Netflix can maximize the potential of social media as a strategic tool in increasing user engagement and disseminating information about its services and content (Chu & Kim, 2018).

Overview of Subscription Decision on the Netflix App

Purchasing decisions are a process that is carried out when someone chooses and buys products and services to meet their needs and desires.

According to Kotler and Keller (2016), there are 6 things that influence consumer decisions in making purchases, namely:
1. Product Choice: Consumers make decisions to buy products or services with a specific purpose. In this case, companies must focus on consumers who are interested in the products they offer.
2. Brand Choice: Consumers need to choose the brand of product or service to buy, because each brand has different characteristics.
3. Choice of Distributor: Consumers decide which distributor or place to use to buy products or services. The criteria for choosing a distributor can vary, such as location, lower prices, complete product availability, convenience, or space.
4. Purchase Amount: Consumers determine the number of products or services to be purchased at a given time. Purchases may be made in more than one unit.
5. Time of Purchase: Consumer decisions in choosing the time of purchase may vary, such as visiting the store daily, weekly, monthly, or even annually.
6. Payment Method: Consumers have to decide on the method of payment when purchasing a product or service. Payment is often made in cash, although other methods can also be chosen.

To measure these dimensions, a ranked Likert scale (ordinal) is used, where the scale range and respondent assessment scores are obtained after distributing questionnaires that reveal the level of agreement or disagreement with various aspects of purchasing decisions.
Next, we will discuss the recapitulation data for the subscription decision variable as follows:

Rekapitulasi Variabel Keputusan Berlangganan

No.	Indicator	Skor	Criterion
1	Impression Quality	1.661	Strongly agree
2	Diversity of Impressions	1.701	Strongly agree
3	Subscribe to be the app of choice	1.691	Strongly agree
4	Subscriptions are known to many people	1.707	Strongly agree
5	Easy to buy	1.726	Strongly agree
6	Can be purchased as needed	1.727	Strongly agree
7	Can be purchased at any time	1.752	Strongly agree
8	Multiple payment method options	1.688	Strongly agree
	SUM	**13.653**	
	Average	**1.707**	Strongly agree

Source: Processed by Researcher, 2024

The data above shows the recapitulation of respondents' responses regarding the subscription decision variable, where the total score of 13,653 with an average of 1,707 is in the strongly agree score. The lowest value is in the show quality indicator with a score of 1,686 in the strongly agree category, while the highest value is the indicator of choosing a variety of payment methods with a score of 1,723 in the strongly agree criteria. This shows that the Netflix subscription decision variable is perceived very highly by its users.

Based on the results of the analysis, it is known that the subscription decision variable in the Netflix application obtained a total score of 13,653 with an average value of 1,707, which is in the strongly agree criteria. Based on the 8 indicators contained in the subscription decision variable, the show quality indicator is at the lowest score with a score of 1,661, which is in the criterion of strongly agreeing, which means that customers are not too interested in subscribing because the quality of the shows is not as expected.

According to (Schiffman & Kanuk; 2010) subscription decisions involve a decision-making process that is influenced by various factors, including perceived value, service quality, trust, consumer reviews, and user experience. Subscription decisions are complex and include rational and emotional aspects. Factors such as perceived benefits, competitive prices, positive experiences, and relationships with brands greatly influence consumers' decisions to choose and continue to subscribe to a service.

Netflix needs to ensure the quality of the shows presented has consistency in terms of story, cinematography, and genre diversity. A strategy of providing original content that is relevant to local tastes can be implemented to attract more subscribers. In addition, transparency and communication with subscribers should be improved through actively communicating Netflix's efforts to improve the quality of its shows, including the introduction of new features or content updates.

Offers such as free trials or subscription discounts can also be made to encourage hesitant customers, allowing them to explore the quality of the service without any major risks. An emotional connection with customers can be created through evocative content narratives and marketing campaigns that highlight the benefits of the Netflix service experience. It is also important to actively collect feedback so that aspects that require improvement can be quickly identified and rectified. Finally, the subscription price needs to be kept competitive and in line with the perceived value of the customer, so that the attractiveness of Netflix to potential customers can be continuously improved (Parasari & Pratyahara, 2024).

Partial and Simultaneous Influence of Viral Marketing and eWOM on Subscription Decisions on the Netflix Application

This research uses three variables, which include 2 independent variables, namely Viral Marketing (X1) and eWOM variables (X2), and 1 dependent variable (dependent) variable Subscription Purchase Decision on the Netflix application (Y).

Hypothesis testing based on the t Statistical Test is basically carried out to test the effect of each

independent variable on the dependent variable. The independent variables are viral marketing and eWOM, while the dependent variable is the subscription decision. In this study, researchers used an error significance level (alpha) of 5% or 0.05 with degree of freedom (df) = k-2. Based on this description in this study, several hypotheses are formed as follows:

- Partial Effect of Viral Marketing on Purchasing Decisions

Viral Marketing variable hypothesis (X1) on the partial effect of viral marketing variables on Subscription Decisions (Y):

Multiple Linear Regression Test Results X1 Variable Towards Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,528	1,505		4,337	,000
Viral_Marketing	,395	,043	,415	9,262	,000

a. Dependent Variable: Keputusan_Berlangganan
Source: Processed by Researcher, 2024

In the data above, the sig value of viral marketing is 0.00 <0.05. Shows that H0 is rejected, which means that viral marketing has a partial influence on subscription decisions.
The effect of viral marketing (X1) partially on subscription decisions (Y) can be known through statistical testing with the hypothesis:
H0: $\rho yX1$ = 0 There is no partial influence between viral marketing on subscription decisions.
H1: $\rho yX2$ ≠ 0 There is a partial influence between viral marketing on subscription decisions.
The effect of X1 partially on Y can be seen in the following data:

The Effect of Viral Marketing on Subcription Decision

Struktur	Sig.	α	Conclusion
$\rho yX1$	0,00	0,05	H0 rejected

Source; Processed by Researcher, 2024

Based on the data above, it shows that the significance value < α (0.05), so H0 is rejected. With that means viral marketing has a positive influence on subscription decisions.

- Partial Effect of Electronic Word of Mouth on Purchasing Decisions

Hypothesis Variable eWOM (X2) on the Partial influence of Electronic Word of Mouth (X2) on Subscription Decisions (Y)

Multiple Linear Regression Test Results X2 Variable Toward Y

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	6,528	1,505		4,337	,000
EWoM	,335	,040	,376	8,410	,000

a. Dependent Variable: Keputusan_Berlangganan
Source: Processed by Researcher, 2024

In the data above, it is known that the sig value of electronic word of mouth is 0.00 <0.05. So it is concluded that H0 is rejected, meaning that electronic word of mouth has a partial influence on subscription decisions.

The effect of electronic word of mouth (X2) partially on subscription decisions (Y) can be found through statistical testing with the hypothesis:

H0: $\rho y X1 = 0$ There is no partial influence between electronic word of mouth on subscription decisions.

H1: $\rho y X2 \neq 0$ There is a partial influence between electronic word of mouth on subscription decisions.

The effect of X2 partially toward Y can be seen in the following table:

The Effect of Electronic Word of Mouth on Subcription Decisions

Structure	Sig.	α	Conclusion
$\rho y X2$	0,00	0,05	H0 rejected

Source: Processed by Researcher, 2024

Based on the data above, it shows that the significance value < α (0.05), so H0 is rejected. With that means electronic word of mouth has a positive influence on subscription decisions.

Simultaneous Effect of Viral Marketing and Electronic Word of Mouth on Purchasing Decisions

The F Statistical test is needed to determine the simultaneous influence of all the independent variables formulated on the dependent variable. The significance level of error or alpha used in this study is 0.05 with degree of freedom (df) = k: n - k so that decision making on the hypothesis is explained that:

H0 : If the value of F count < F table, it means that there is no significant influence between Viral Marketing and eWOM on Subscription Decisions.

The influence of viral marketing variables (X1) and electronic word of mouth (X2) on subscription decisions (Y):

Hasil Uji F (Simultan)

ANOVAª

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	841,774	2	420,887	186,663	,000ᵇ
Residual	859,078	381	2,255		
Total	1700,852	383			

a. Dependent Variable: Keputusan_Berlangganan

b. Predictors: (Constant), EWoM, Viral_Marketing

Source: Processed by Researcher, 2024

In the data above, it is known that the significance value is 0.00 which is less than 0.05. This shows that H0 is rejected, which means that viral marketing and electronic word of mouth have a joint (simultaneous) effect on subscription decisions.

From the test results, the Fcount value is 186.663 with a significance of 0.000. Because the significance value is smaller than 0.05, it can be seen that this study has succeeded in proving the third hypothesis which shows "There is a positive effect of viral marketing quality (X1), and electronic word of mouth (X2) on subscription decisions (Y) Netflix application.

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	6,528	1,505		4,337	,000
Viral_Marketing	,395	,043	,415	9,262	,000
EwoM	,335	,040	,376	8,410	,000

a. Dependent Variable: Result_Subscription
Source: Processed by Researcher, 2024

The results showed that the viral marketing variable produced a t value of 9.262 with a significance value of 0.000, which is smaller than 0.05, and a positive regression coefficient of 0.395. Thus, this study succeeded in proving the first hypothesis which states that there is a positive influence of viral marketing on the decision to subscribe to the Netflix application.

In addition, the results also prove that the electronic word of mouth variable has a calculated t value of 8.410 with a significance value of 0.000, which is smaller than 0.05, and a positive regression coefficient of 0.335. This proves the second hypothesis which states that there is a positive influence of electronic word of mouth on the decision to subscribe to the Netflix application.

This research is also in line with previous research, such as that conducted by Parasari & Pratyahara (2024), which shows that viral marketing has a positive and significant effect on subscription decisions. Another study by Furqon (2020) also shows similar results, where viral marketing has a positive and significant effect on subscription decisions. Likewise, research conducted by Marchapada & Wjaksana (2021), which found that viral marketing has a positive and significant effect on subscription decisions. Overall, the higher the viral marketing value, the greater the subscription to decision.

Viral marketing plays an important role as a factor influencing subscription decisions. Companies looking to increase their customer base may consider strengthening their viral marketing strategy, as well as demonstrating that the positive impact of viral marketing is widespread and can be applied in a variety of digital business contexts (Sung, 2021).

Electronic word of mouth has significant implications for the digital marketing strategies of companies like Netflix. A focus on e-WoM can help strengthen consumers' decision to subscribe. This strategy can include managing user reviews, campaigns that encourage consumers to share positive experiences, and collaboration with influencers who can shape public opinion on social media and other platforms. As EWoM is more organic and comes from direct consumer experiences, positive reviews have great power in influencing potential customers' perceptions (Chu & Kim, 2018).

The results of this study support the findings of previous research conducted by Tapparan (2022), which explains that viral marketing and e-WOM have a positive and significant influence on purchasing decisions. Other research conducted by Fajriyah et al. (2022) also explains that viral marketing and e-WOM have a positive and significant effect on purchasing decisions. This matter was also found in the research of Rakhmawati et al. (2019), which also shows that viral marketing and e-WOM have a positive and significant effect on purchasing decisions. Therefore, it can be concluded that the higher the value of viral marketing and electronic word of mouth, the greater the decision to subscribe.

This indicates that viral marketing in particular has an important role in making purchasing decisions and e-wom is one of the determining references for consumers to decide to buy. These results show that when viral marketing is done well and accompanied by positive reviews from e-WoM, the influence on subscription decisions is even stronger. This combination creates a synergistic effect where consumers are not only attracted by attractive promotional campaigns but also get support from other consumer reviews that strengthen their trust.

Viral marketing and e-WoM are two complementary factors that also have a significant influence on Netflix app subscription decisions. These findings suggest that companies looking to increase subscriber numbers need to adopt strategies that strengthen both of these aspects. Companies can design attractive viral campaigns while ensuring that positive user experiences are promoted through online reviews and recommendations, making a combination of strategies that have proven to be very effective in influencing consumer decisions (Salam, 2020).

Conclusion

Summary

Based on the results of the analysis and discussion described regarding the effect of viral marketing and electronic word of mouth on subscription decisions for the Netflix application, it can be concluded that:

Based on the results of the analysis, it shows that the Viral Marketing variable in the Netflix application is rated very well by users, this matter can be seen from the acquisition of a score of 15,208 with an average value of 1,690, which is in the criteria strongly agree, which means that Viral Marketing to Netflix users is very good.

Based on the results of the analysis, it is known that the Electronic Word of Mouth variable in the Netflix application obtained a total score of 15,401 with an average of 1,711, which is in the strongly agree criteria, meaning that the Electronic Word of Mouth on Netflix users is very good.

Based on the results of the analysis, it is known that the subscription decision variable on the Netflix application obtained a total score of 3,653 with an average value of 1,707, which is in the strongly agree criteria, meaning that the subscription decision for Netflix users is very high.

Viral marketing partially affects the Netflix application subscription decision. Electronic word of mouth partially affects the application subscription decision. Viral marketing and electronic word of mouth simultaneously influence the Netflix application subscription decision.

Advice

Based on the results of the study, the authors would like to put forward suggestions that can be taken into consideration by companies in the future, namely:

Based on the responses given by respondents, it shows that viral marketing on the Netfliix application is in the strongly agree criteria, which means that viral marketing on Netflix is very good. However, there is the lowest score, namely in the indicator of good reviews of netflix shows, meaning that good reviews for Netflix shows are indicators that can be optimized to improve Netflix's viral marketing strategy. By improving the quality of the reviews displayed and their relation to user preferences, Netflix can generate more positive responses and increase the overall positive perception of the app and content.

Based on the responses given by respondents, it shows that the electronic word of mouth of the Netflix application is in the strongly agree criteria, which means that the electronic word of mouth on Netflix is very good. However, there is the lowest score on the indicator of netflix information on various social media, this lower score indicates an opportunity for Netflix to improve the quality and attractiveness of content on social media to motivate users to share more. To achieve this providing snippets of the latest content, infographics or short promotional videos can be utilized to ensure the message is delivered more effectively. In addition, segmented marketing campaigns need to be implemented so that the right target audience can be reached by Netflix messages. Customer data should be utilized to create more relevant and personalized messages, so that consumer interest can be attracted more optimally. Active participation in fan communities on social media such as Instagram, Twitter(X) or Facebook should also be undertaken to ensure the organic spread of information is expanded. With this approach, the potential of social media as a strategic tool in increasing user engagement and disseminating information about Netflix services and content can be maximized.

Based on the responses given by respondents, it shows that the decision to subscribe to the Netflix application is in the strongly agree criteria, which means that the Netflix subscription decision is very good. However, there is the lowest score in the show quality indicator, indicating an opportunity for Netflix to improve the quality and variety of its content by ensuring that the content presented has consistency in terms of story, cinematography, and genre diversity. Strategies such as providing original content relevant to local preferences can be implemented to attract subscribers so that users will feel more confident and

satisfied with their decision to subscribe. In addition, free trials or subscription discounts can be offered to encourage hesitant subscribers.

Bibliography Journal

Abdurrahman, N. H. (2018). *Manajemen Strategi Pemasaran*. CV Pustaka Setia.

Aminah, S., & Riduwan, A. (2015). Manfaat laba dan arus kas dalam menentukan prediksi kondisi financial distress. Jurnal Ilmu dan Riset Akuntansi (JIRA), 4(5).

Carolina, V., Marpaung, E. I., & Pratama, D. (2017). Analisis rasio keuangan untuk memprediksi kondisi financial distress (Studi empiris pada perusahaan manufaktur yang terdaftar di Bursa Efek Indonesia periode 2014-2015). *Jurnal Akuntansi*, 9(2).

Chu, S.-C., & Kim, J. (2018). *The Current State of Knowledge on Electronic word-of-mouth in advertising research*. International Journal of Advertising, 37(1), 1–13. https://doi.org/https://doi.org/10.1080/02650487.2017.1407061

Daini. (2021). *Pengaruh Psikografis Terhadap Minat Menonton Film Platfrom Streaming Indonesia Pada Masa Pandemi Covid-19 Di Pekanbaru.*

Fadhilah, & Saputra, G. G. (2021). *Pengaruh Content Marketing Dan E-Wom Pada Media Sosial Tiktok Terhadap Keputusan Pembelian Generasi Z*. Inovasi, 17(3), 505–512. http://journal.feb.unmul.ac.id/index.php/INOVASI

Fajriyah, A., Nandang, ;, & Karnowati, B. (2022). *Pengaruh Viral Marketing, Electronic Word Of Mouth, dan Kepercayaan terhadap Keputusan Pembelian di Bangi Cafe Cilacap.* University Research Colloqium, 98–112.

Glennardo, Y. (2016). Viral Marketing Sebagai Media Pemasaran Sosial Dalam Mendongkrak Kesadaran Masyarakat Untuk Berperan Aktif Dan Bergabung Dengan Organisasi Non Profit/Niarlaba. *Journal of Management Studies*, *10*(2), 196.

Ismagilova, E., Slade, E., Dwivedi, Y. K., & Williams, M. D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Direction*. Springer Nature.

Kaplan, A. M., & Haenlein, M. (2010). *Users of the world, unite! The challenges and opportunities of Social Media*. BusinessHorizons, 53, 59–58. https://doi.org/10.1016/j.bushor.2009.09.003

Marchapada, S., & Wjaksana, I. (2021). *Pengaruh Viral Marketing Terhadap Minat Beli Konsumen Pada Layanan Video on Demand (Vod) Netflix*. 8(5), 6518–6535.

Skrob, J. R. (2005). Open Source and Viral Marketing (The Viral Marketing Concept as a Model for Open Source Software to Reach the Critical Mass for Global Brand Awareness Based on Example of TYPH03). *Www.Fh-Kufstein.Ac.At*, 29. http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.494.8779&rep=rep1&type=pdf

Sung, E. (Christine). (2021). *The effects of augmented reality mobile app advertising: Viral marketing via shared social experience*. Journal of Business Research, 122(September 2019), 75–87. https://doi.org/10.1016/j.jbusres.2020.08.034

Book

Kotler, P., & Armstrong, G. (2019). *Prinsiop-prinsip Pemasaran edisi 12* (keduabelas). Penerbit Erlangga.

Parasari, M., & Pratyahara, Y. (2024). *Kepercayaan Konsumen Sebagai Mediasi Antara Sosial Media Marketing dan Viral Marketing Terhadap Keputusan Pembelian Pada Prime Video Indonesia*. EconBank: Journal of Economics and Banking, 6(2).

Priansa, D. J. (2021). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer (2nd ed.)*. CV Alfabeta.

Rakhmawati, A., Nizar, M., & Murtadlo, K. (2019). *Pengaruh Electronic Word Of Mouth (E-WOM) dan Viral Marketing Terhadap Minat Berkunjung dan Keputusan Berkunjung.* Sketsa Bisnis, 6(1), 13–21.

Salam, K. negara. (2020). *Manajemen Pemasaran dan Perilaku Konsumen : Prinsip Dasar, Strategi dan Implementasi*. CV. DIandra Primamitra Media.