

**PENGARUH *ELECTRONIC WORD-OF-MOUTH* TERHADAP
SUBSCRIPTION INTENTION LAYANAN *STREAMING* NETFLIX DI
KALANGAN GEN Z**

SKRIPSI

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PADANG

2026

ABSTRAK

Sektor *Subscription Video-on-Demand* (SVOD) di Indonesia tumbuh pesat dengan Gen Z sebagai pasar utama Netflix. Namun, paradoks muncul akibat sensitivitas harga dan fenomena *Fear of Missing Out* (FoMO) yang memicu maraknya penggunaan akun ilegal. Di tengah skeptisisme terhadap iklan konvensional, *Electronic Word-of-Mouth* (e-WOM) menjadi alternatif kredibel berbasis *peer-to-peer*. Penelitian kuantitatif asosiatif ini bertujuan menguji pengaruh e-WOM terhadap *subscription intention* layanan Netflix pada Gen Z yang belum pernah berlangganan secara legal. Data primer dikumpulkan melalui survei daring terhadap 100 responden dan dianalisis menggunakan regresi linier sederhana melalui SPSS 32. Hasil penelitian menunjukkan bahwa e-WOM memberikan kontribusi positif dan signifikan dalam mendorong niat berlangganan Netflix pada Gen Z, dengan koefisien determinasi sebesar 51,2%, sementara 48,8% sisanya dipengaruhi oleh variabel lain di luar penelitian ini. Temuan ini mengindikasikan bahwa *subscription intention* pada Gen Z sangat didorong oleh kebutuhan akan validasi sosial dan *digital trust* terhadap layanan yang bersifat *intangible*. Melalui paparan testimoni dan diskusi e-WOM di media sosial, responden mampu membangun kepercayaan digital yang mengaburkan keraguan terhadap risiko finansial sebelum memutuskan untuk berlangganan. Dengan demikian, pengaruh e-WOM terbukti krusial dalam membentuk persepsi bahwa konsumsi Netflix merupakan langkah yang tepat untuk tetap relevan dalam lingkungan sosial mereka.

Kata Kunci: *Electronic Word-of-Mouth (e-WOM), Subscription Intention, SVOD, Netflix, Gen Z*

ABSTRACT

The Subscription Video-on-Demand (SVOD) sector in Indonesia is experiencing rapid growth, with Generation Z serving as Netflix's primary target market; however, a paradox emerges due to high price sensitivity and the Fear of Missing Out (FoMO) phenomenon, which drives the widespread use of unauthorized accounts. Amid growing skepticism toward conventional advertising, Electronic Word-of-Mouth (e-WOM) has emerged as a credible peer-to-peer alternative. This quantitative associative study aims to examine the effect of e-WOM on subscription intention toward Netflix services among Gen Z individuals who have never legally subscribed. Primary data were collected through an online survey of 100 respondents and analyzed using simple linear regression via SPSS 32. The findings indicate that e-WOM exerts a positive and significant influence on driving Netflix subscription intention among Gen Z. The coefficient of determination test demonstrates that e-WOM accounts for 51.2% of the variance, while the remaining 48.8% is influenced by other variables beyond the scope of this study. These findings indicate that subscription intention among Gen Z is heavily driven by the need for social validation and digital trust toward intangible services. Through exposure to e-WOM testimonials and social media discussions, respondents build digital trust that mitigates perceived financial risks prior to making a subscription decision. Consequently, e-WOM proves crucial in shaping the perception that consuming Netflix is an essential step to remaining relevant within their social circles.

Keywords: *Electronic Word-of-Mouth (e-WOM), Subscription Intention, SVOD, Netflix, Gen Z.*