



**FACTORS INFLUENCING INDONESIAN GEN Z
REPURCHASE INTENTION: A STUDY ON NETFLIX
STREAMING SERVICE**

Undergraduate Thesis

Submitted as one of the requirements to obtain

Sarjana Manajemen

By:

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ABSTRACT

Technology developments and the internet have changed how we live. Consumer purchase patterns also change in response to the demands of the modernization era. For instance, there has been a significant rise in recent years in the use of streaming services. In addition, many people, especially those in Indonesia, are obligated to spend their spare time at home in order to stop the spread of the COVID-19 due to societal obligations, COVID-19, and the need to stay at home. As everyone must stay at home due to the COVID-19 pandemic, watching television or paid movies online has risen. One example is Netflix. This study shows what influences a customer's intention to repurchase Netflix after the COVID-19 pandemic now that the pandemic situation is improving. Content Richness and Perceived Enjoyment were the independent variables employed in this study, Customer Satisfaction was the intervening variable, and Repurchase Intention was the dependent variable. With 229 respondents in Indonesia, SmartPLS 4 (Partial Least Square-Structural Equation Model) was used in this quantitative study. Six hypotheses are confirmed by the findings. This study therefore explains that Content Richness and Perceived Enjoyment will raise Customer Satisfaction, which will then raise Repurchase Intention for Netflix.

Keywords: *Streaming Service, Content Richness, Perceived Enjoyment, Customer Satisfaction, Repurchase Intention*

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Cikarang, April 13th, 2023



Naufal Fauzan Al-Hilal Hammam

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