



Antecedents of stream services purchase decision

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ABSTRACT

Purpose-Consumer decisions in choosing and buying a product are influenced by various internal and external factors. These factors can encourage or even reduce consumers' intention to buy a desired product. This study chose brand image, brand image, and electronic word-of-mouth factors as determinants of consumer decisions to buy a product.

Design/Methodology/Approach-This study chose consumers or users of Netflix streaming services in Yogyakarta as the respondents. The respondents used in this study were 130 respondents. The data obtained were processed using SPSS statistical tools to test the validity, reliability, and hypotheses.

Findings-This study proves that brand image, brand trust, and electronic word-of-mouth have a positive influence on consumers' purchase decisions. With these results, it can be seen that to encourage consumers to make purchases, there needs to be a positive image of the products offered, thus affecting consumer confidence in buying these products. These three aspects have been achieved, and consumers will influence other consumers to make purchases: in other words, electronic word-of-mouth affects purchasing decisions.

Research limitations/implications- Consumer purchasing decisions in this study are influenced by brand image, brand trust, and electronic word-of-mouth. These three factors have been shown to have positive influences. That is, to encourage consumers to make product purchases, the image of the product and the trust of consumers must be maintained so that consumers remain encouraged to make purchases. When the image and trust are well maintained, consumers do not hesitate to influence other consumers to buy the product, so that electronic word-of-mouth can be achieved.

Originality/value-This study discusses consumer behavior in terms of purchasing decisions regarding Netflix streaming services in Yogyakarta. Similar studies have been conducted using different variables and objects.

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1. The Introduction

Purchasing decisions are important factors that must be considered before consumers purchase products. Before making a purchase decision, consumers are faced with various alternatives. This is in line with Schiffman et al. (2008) opinion that purchasing decisions are a process of choosing two or more alternative options. Many alternative choices make consumers consider various factors before purchasing. See-To and Ho (2014) and Onurlubaş (2019) proved that brand image, brand trust, and electronic word-of-mouth are factors that influence purchasing decisions.

The relationship between brand image and purchasing decisions. Brand image is one factor that can influence consumers before making a purchase decision (Raj & Roy, 2015). Brand image is a component used by consumers to assess certain brands (Foster, 2018). Therefore, brand image encourages consumers to buy alternative products (Mubarak, 2018). A brand image is a concept that is easy to understand but difficult to explain systematically because of its abstract nature. Brand image relates to attitudes in the form of beliefs and preferences towards a brand, related to thoughts and purchase intentions towards a brand (Huang & Liu, 2020). According to Schiffman et al. (2008), consumers tend to trust products with preferred or well-known brands; in other words, brand image affects their level of trust. The company strives to strengthen the positive brand image of the products it produces to be trusted by its consumers. Through brand image, consumers are able to recognize a product, evaluate its quality, reduce purchase risk, and gain experience and satisfaction from the product they buy (N. H. Lin & Lin, 2007). Research by Malik et al. (2013) and Shahlaee (2014) proves that brand image has a positive effect on purchasing decisions.

The relationship between brand trust and purchase decisions. Dumortier et al. (2017) state that trust in a product's brand can be a determinant of consumers' purchase of a product. Consumers who feel confident about a product will decide to buy it for reasons according to their wishes and expectations. Lodorfos et al. (2006) revealed that trust is one of the determining factors for purchasing a product. Brand trust plays an important role in consumer purchasing decisions because brands with a positive image can guarantee product quality. Consumers buy products that meet their needs and expectations because the products they will buy are closely related to their perception of the brand offered. Research by Chinomona (2016) and Song et al. (2019) proves that brand trust has a positive effect on purchasing decisions.

Relationship between electronic word-of-mouth and purchasing decisions. Word-of-mouth is an important part of marketing because verbal communication can influence consumers' purchasing decisions. According to Stein and Ramaseshan (2016), word-of-mouth is a message from a product or company about product functionality, ease of use, and other things that consumers will receive. Electronic word-of-mouth through various online media has become a major phenomenon (Pour & Lotfiyan, 2020). According to Sulthana and Vasantha (2019), electronic word-of-mouth is a positive or negative statement made by consumers about products consumed and then shared with other consumers through online media. Electronic word-of-mouth is informal communication addressed to consumers through Internet-based technology (Litvin et al., 2008). Büyükdag (2021) and Hasan and Sohail (2020) research shows that electronic word-of-mouth has a positive influence on purchasing decisions.

The increase in the number of Internet users has led to the emergence of new innovations such as Internet-based services including buying and selling (e-commerce), news (e-news), social media, and streaming services. One of the activities that is often done by Internet users is to enjoy streaming services such as movies, music, shows, and others. This causes streaming service provider companies to continue to develop and innovate in providing streaming services. Streaming itself is the process of transferring data directly from an Internet server to a host or user. The COVID-19 pandemic has caused a surge in the use of streaming services. Netflix is a streaming service provider that has been widely used or accessed by users during the COVID-19 pandemic. This is evidenced by the increase in the number of new users of Netflix streaming service by 36.6 million during the COVID-19 pandemic. Research targeting Netflix streaming

service users has been conducted by several researchers, including Walker et al. (2017), Voigt et al. (2017), and Stefanny et al. (2022). They proved that brand image, brand trust, and electronic word-of-mouth have a positive influence on the purchase decisions of Netflix streaming services. However, Girsang et al. (2020) show that electronic word-of-mouth has an insignificant influence on the purchase decisions of Netflix streaming services. Based on the two inconsistent findings, the researcher is interested in conducting further research to find updated results.

2. Literature Review and Hypothesis Development

Brand image is the perception that consumers have of a brand (Latief et al., 2022). Consumer relationships with a brand will be stronger if they are based on experience and obtain a lot of information on this information (Errajaa et al., 2020). The image formed from this perception underlies the purchase decision. Brand image includes knowledge and beliefs about product attributes (cognitive aspects), consequences of product use, and appropriate use situations, as well as evaluations, feelings, and emotions (Balmer et al., 2020). The set of beliefs held about a particular brand is known as the brand image (Sanny et al., 2020). A positive brand image will make consumers like products with relevant brands in the future, whereas a good brand image for manufacturers helps in competition. When brand image is able to build product character and provide value proposition as well as uniquely convey product character to its consumers, it means that the brand has provided emotional power more than the rational power possessed by the product (Errajaa et al., 2020). Khan et al. (2012) and Watson et al. (2015) showed that brand image has a positive influence on purchasing decisions. **H₁: Brand Image Has a Positive Effect on Purchase Decision**

Brand trust is a consumer's view of a particular brand (Morgan & Hunt, 1994; Pavlou et al., 2007). Consumer perception is based on the information and experience that leads to product performance. Brand trust refers to consumer expectations that a product can fulfill its promises to consumers (Han & Sung, 2008). Alwi et al. (2016) also agreed that brand trust has a positive effect on purchasing decisions. Trust is an important factor that influences consumers. Consumers buy products to meet their needs; however, the products they buy are closely related to their trust in the products offered. According to Chaudhuri and Holbrook (2001), brand trust refers to consumers' willingness to rely on the ability of a product to carry out all its uses or functions. Furthermore, Chaudhuri and Holbrook (2001) add that trust can reduce consumer concerns. **H₂: Brand Trust Has a Positive Effect on Purchase Decision**

Mathews et al. (2022) found that brands or companies that proactively manage electronic word-of-mouth, in turn provide positive benefits for increasing the reputation of the brand or company. Some inputs were also conveyed by Cheng and Ho (2015), who found that the importance of electronic word-of-mouth is greater for first-time purchases than for repeat purchases. Third, we find that consumers seek information from diverse sources. Ilhamalimy and Ali (2021) argued that consumers gain trust and perception of products, one of which is through electronic word-of-mouth. In addition, consumers prefer to read product reviews before making a purchase decision, rather than relying solely on advertising (Kang et al., 2020). According to Choi (2020), electronic word-of-mouth is similar to comments and ratings, so it is one of the important factors for consumers before making a purchase decision. The results of research by Prasad et al. (2017) prove that electronic word-of-mouth has a positive effect on purchasing decisions. **H₃: Electronic Word-of-Mouth Has a Positive Effect on Purchase Decision**

Figure 1 is a conceptual image of this study, namely, the antecedents shaping the purchasing decisions of Netflix streaming service consumers in the Yogyakarta. These antecedents include brand image, brand trust, and electronic word-of-mouth, which are thought to have a positive influence on purchasing decisions.

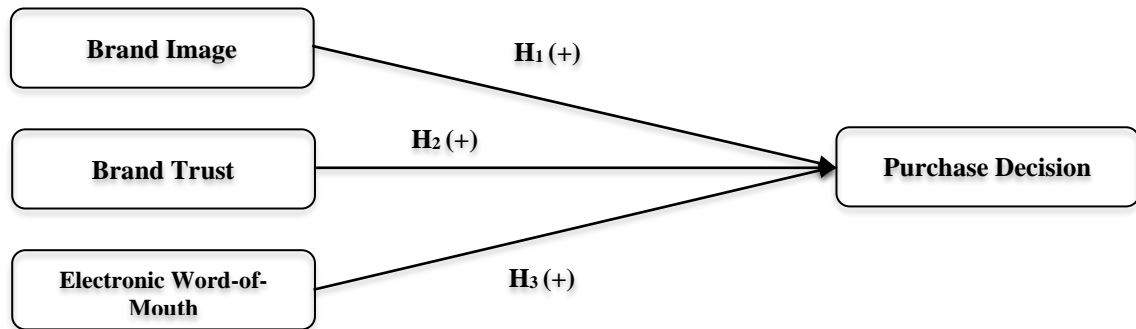


Figure 1. Research Framework

3. Research Methodology

The population in this study is all people in the Yogyakarta who are or have subscribed to Netflix. This study used a sample of a portion of the population. The determination of the number of samples is taken from Hair et al. (2010), which states that the representative sample size is based on the number of question indicators multiplied by 5. Thus, the sample used in this study was as many as 130 respondents, and the sample criteria were people who were or had subscribed to Netflix streaming services and were at least 17 years old because at that age they were considered to already have a legal understanding (Hurlock, 2010) related to the use of streaming services.

Research data were collected using questionnaire dissemination techniques using a five-point Likert scale. The statement indicator for the variable purchase decision (PD) was adopted from Shareef et al. (2008), with five indicators. Brand image (BI) variables were adopted from Lin et al. (2021) with as many as seven indicators. The brand trust (BT) variable was adopted from Delgado-Ballester and Munuera-Alemán (2005) as many as eight indicators. Finally, the electronic word-of-mouth (EWOM) variable was adopted from Jeong and Jang (2011) for as many as six indicators.

Data processing was performed using the SPSS statistical tool. Tests carried out included validity, reliability, and hypothesis tests. Validity was assessed based on the value of the loading factor for each variable indicator. If the loading factor value is greater than 0.5, the indicator is considered valid (Ghozali, 2018). After the indicators for each variable were declared valid, reliability tests were performed. Reliability testing was performed based on the Cronbach's alpha value for each variable. If the Cronbach's alpha value for the variable is above 0.6, then the variable is declared reliable (Ghozali, 2018). The last stage is the hypothesis testing stage to prove whether the research hypothesis is accepted. The research hypothesis is said to be accepted or supported if it has a significance value of less than 0.05 (Ghozali, 2018), while if more.

4. Result and Discussion

Validity Test

Table 1 show the results of the validity testing. Based on these results, it can be concluded that each indicator of brand image, brand trust, electronic word-of-mouth, and purchase intention is valid, as evidenced by a loading factor value greater than 0.5.

Table 1. Validity Test Result

Indicator	Brand Image	Brand Trust	Electronic Word-of-Mouth	Purchase Decision
BI 1	0.692			
BI 2	0.750			
BI 3	0.574			
BI 4	0.569			
BI 5	0.571			
BI 6	0.823			
BI 7	0.633			

Indicator	Brand Image	Brand Trust	Electronic Word-of-Mouth	Purchase Decision
BT 1		0.653		
BT 2		0.752		
BT 3		0.742		
BT 4		0.735		
BT 5		0.717		
BT 6		0.741		
BT 7		0.656		
BT 8		0.727		
EWOM 1			0.757	
EWOM 2			0.795	
EWOM 3			0.752	
EWOM 4			0.698	
EWOM 5			0.675	
EWOM 6			0.602	
PD 1				0.738
PD 2				0.734
PD 3				0.752
PD 4				0.777
PD 5				0.677

Reliability Test

Reliability tests were performed using Cronbach's alpha values. A research variable was considered reliable when it had a Cronbach's alpha value greater than 0.6. The reliability test results in Table 2 show that all study variables have Cronbach's alpha values of more than 0.6.

Table 2. Reliability Test Result

Variable	Cronbach's Alpha
Brand Image	0.784
Brand Trust	0.862
Electronic Word-of-Mouth	0.806
Purchase Decision	0.777

Hypothesis Test

Table 3. Hypothesis Test

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
Brand Image → Purchase Decisions	0.268	0.060	0.368	4.446	0.001
Brand Trust → Purchase Decisions	0.174	0.043	0.292	4.038	0.001
Electronic Word-of-Mouth → Purchase Decisions	0.227	0.067	0.284	3.375	0.001

Hypothesis testing in this study was based on the magnitude of the significance value of each hypothesis. A hypothesis can be said to be accepted or supported if it has a significance value of less than 0.05. The test results in Table 3 show that all three research hypotheses are accepted.

Discussion

The Effect of Brand Image on Purchase Decision

The results show that brand image positively influences purchasing decisions. The results of this study are in line with those of previous research conducted by Kim and Chao (2019) and Hien et al. (2020) that brand image has a positive effect on purchasing decisions. That is, products that have a good image and reputation will be easily trusted by consumers and will encourage

consumers to purchase these products. Conversely, if companies are not able to manage their brand image well, they will reduce trust and consumer impulse to buy their products. Brand image is the result of consumer perception of a product derived from experience in using the product (Dwivedi et al., 2015). Products that can meet consumer needs even exceed consumer expectations will create a positive image for consumers and vice versa (Latiff et al., 2016). Ryu et al. (2008) argued that brand image is a determinant that affects consumer perception and becomes a cue when consumers evaluate a product before buying (Zeithaml, 1988). Brand image plays an important role in helping consumers decide on purchases (Bian & Moutinho, 2011). Brand image can also serve as a tool for retaining consumers, thereby creating loyalty (Sweeney & Swait, 2008). Brand image can also help consumers identify needs and wants as well as differentiate the brand of a product from other competitors (Anwar et al., 2011).

The Effect of Brand Trust on Purchase Decision

The results show that brand trust has a positive effect on purchase decisions. This is also in line with previous research conducted by Sanny et al. (2020) and Dam (2020), that brand trust has a positive effect on purchasing decisions. That is, products that can provide strong trust for consumers by not disappointing have a good track record and are able to provide service solutions to consumers. In the branding literature, the concept of brand trust is based on the perspective of a brand-consumer relationship (Zehir et al., 2011). Trust is an important element in building long-term and reliable relationships. Trust is often used to describe the relationship between brands and consumers (Fournier, 1998). In this case, trust becomes important for building relationships between a product's brand and consumers (Aydin et al., 2014).

The Effect of Electronic Word of Mouth on Purchase Decision

The results showed that electronic word-of-mouth had a positive effect on purchase decisions. Research conducted by Tien et al. (2019) and Büyükdağ (2021) proved that electronic word-of-mouth has a positive effect on purchase decisions. That is, the higher or positive the electronic word-of-mouth obtained by consumers, the more consumer purchasing decisions will increase. Purchasing decisions are influenced by electronic word-of-mouth because consumers believe in positive or negative comments given by other consumers with the aim of obtaining information before finally deciding to buy a product. Strong brands have greater marketing effectiveness because they are potentially better protected from negative information (Severi et al., 2014). Products that provide a positive consumer experience trigger a positive electronic word-of-mouth and have a significant influence on the decision (Jiménez & Mendoza, 2013).

5. Conclusion

Based on the results of the research that has been obtained, it can be concluded that the antecedents of the purchase decision of Netflix streaming service services, namely brand image, brand trust, and electronics, proved to have a positive influence. Netflix has a brand image that is already known by consumers as a well-known streaming service provider in Indonesia because it can meet consumer desires in terms of watching live shows, movies, or music. Netflix also builds consumer trust by providing maximum service for consumers who are or have subscribed, do not wait, and are able to meet consumer desires. Thus, the brand image and brand trust built by Netflix can create word-of-mouth or testimonials between consumers or recommendations from Netflix service users, so that it can influence new consumers to buy these services.

The limitation of this study lies in the number of respondents who are still too minimalist, covering only regional areas, namely, Netflix consumers in Yogyakarta. Based on these two factors, the results of this study can still be said to be suboptimal or cannot be generalized to determine the reasons consumers use Netflix streaming services as a whole. Therefore, this limitation can be an encouragement as well as a reason for future researchers to conduct similar studies by considering the limitations of this study. Future research can increase the number of respondents and the coverage of respondents' electoral areas. In addition, future research may include other variables that are thought to have an effect on purchase decisions.

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