

**ABSTRAK**  
**PERAN KEPUASAN KONSUMEN DALAM MEMEDIASI HARGA,  
CITRA MEREK, DAN E-WOM TERHADAP MINAT BELI  
ULANG AKSES BERLANGGANAN NETFLIX**

Agnes Budianti  
Universitas Sanata Dharma  
Yogyakarta  
2022

Masa pandemi Covid-19 membuat kebutuhan masyarakat akan hiburan di rumah meningkat, salah satunya adalah layanan *streaming* Netflix. Penelitian ini bertujuan untuk mengetahui apakah : (1) kepuasan konsumen memediasi harga terhadap minat beli ulang, (2) kepuasan konsumen memediasi citra merek terhadap minat beli ulang, (3) kepuasan konsumen memediasi *electronic-word of mouth* terhadap minat beli ulang. Populasi dalam penelitian ini adalah konsumen atau pelanggan yang pernah membayar biaya berlangganan Netflix minimal untuk periode 2 kali, berusia diatas 15 tahun, dan berdomisili di wilayah Yogyakarta. Teknik pengambilan sampel menggunakan *purposive sampling*. Data diperoleh dengan membagikan kuesioner *online* (*google form*) kepada 100 responden. Teknik analisis data menggunakan *Partial Least Square* (PLS) dan menggunakan WarpPls 7.0. Hasil penelitian ini menunjukkan bahwa : (1) harga berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (2) citra merek berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen, (3) *electronic-word of mouth* berpengaruh positif terhadap minat beli ulang dengan dimediasi sebagian oleh kepuasan konsumen.

**Kata kunci:** Harga, Citra Merek, *Electronic-Word of Mouth*, Kepuasan Konsumen, dan Minat Beli Ulang.

**ABSTRACT**  
**THE ROLE OF CUSTOMER SATISFACTION MEDIATES OF PRICES,  
BRAND IMAGE, AND E-WOM ON REPURCHASE INTEREST IN  
NETFLIX SUBSCRIPTION ACCESS**

Agnes Budianti  
Universitas Sanata Dharma  
Yogyakarta

The Covid-19 outbreak has increased the public's demand for home entertainment services, including Netflix. The purpose of this study is to ascertain if consumer satisfaction: (1) mediates the effect of pricing on repurchase interest; (2) mediates the influence of brand image on repurchase interest; and (3) mediates the effect of electronic word-of-mouth on repurchase interest. The population in this study are consumers or customers who have paid a minimum Netflix subscription fee for a period of 2 times, are over 15 years old, and are domiciled in the Yogyakarta area. The sample method employed was purposeful sampling. Data was collected by sending 100 respondents internet surveys (using Google Forms). The technique for analyzing the data included Partial Least Square (PLS) and WarpPls 7.0. The results of this study indicate that: (1) price has a positive effect on repurchase intention partially mediated by consumer satisfaction, (2) brand image has a positive effect on repurchase interest partially mediated by consumer satisfaction, and (3) electronic-word of mouth has an effect positive effect on repurchase intention, mediated in part by consumer satisfaction.

**Keywords:** *Price, Brand Image, Electronic-Word of Mouth, Consumer Satisfaction, and Repurchase Interest.*