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The Nexus of Price Perception, Lifestyle, and Word of Mouth: Influencing Purchasing Decisions for Netflix Subscription Packages in Denpasar City

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ABSTRACT
Consumers' decisions to purchase products or services are crucial to the success of a business. Therefore, businesses must identify and understand the factors that influence customer satisfaction to effectively engage and support customers. This study aims to analyze the influence of price perception, lifestyle, and word-of-mouth (WOM) on the decision to purchase a Netflix subscription in Denpasar. The study involved 96 respondents selected using purposive sampling. Data were collected using a Likert-scale questionnaire and analyzed using multiple linear regression. The results revealed that the purchase decision was positively and significantly influenced by price perception. The decision to purchase a Netflix subscription was also positively and significantly influenced by lifestyle and word-of-mouth. It is important to note that these findings are unique to Denpasar and may not be applicable to other regions due to variations in local market dynamics and customer behavior. This emphasizes the need for further studies to examine similar elements in various contexts.

Keywords: lifestyle, price perception, purchasing decision, word of mouth.

ABSTRAK
Keputusan konsumen untuk membeli produk atau jasa sangat penting dalam menentukan keberhasilan suatu bisnis. Oleh karena itu, bisnis harus mengidentifikasi dan memahami faktor-faktor yang memengaruhi kepuasan pelanggan agar dapat secara efektif melibatkan dan mendukung pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi harga, gaya hidup, dan word-of-mouth (WOM) terhadap keputusan untuk membeli langganan Netflix di Denpasar. Penelitian ini melibatkan 96 responden yang dipilih menggunakan purposive sampling. Data dikumpulkan menggunakan kuesioner skala Likert dan dianalisis menggunakan regresi linier berganda. Hasil penelitian mengungkapkan bahwa keputusan pembelian dipengaruhi secara positif dan signifikan oleh persepsi harga. Keputusan untuk membeli paket langganan Netflix juga dipengaruhi secara positif dan signifikan oleh gaya hidup dan word-of-mouth. Penting untuk diketahui bahwa temuan ini unik untuk Denpasar dan mungkin tidak berlaku untuk daerah lain karena variasi dalam dinamika pasar lokal dan perilaku pelanggan. Hal ini menekankan perlunya studi lebih lanjut untuk melihat elemen serupa dalam berbagai konteks.

Kata kunci: gaya hidup, persepsi harga, keputusan pembelian, word-of-mouth

INTRODUCTION

There has been a significant change in the way people access and enjoy movies and videos due to advancements in technology and increased internet access. Initially, movies could only be enjoyed through movie theaters, television, or offline movie rentals. However, technological advancements now allow viewers to enjoy movies easily through websites, smartphone downloads, or video on demand streaming services that can be accessed directly through the internet. A video on demand (VOD) service refers to a digital platform that allows users to access and watch video content online, without dependence on traditional physical players such as DVDs (Ananda & Nama, 2024).

Unlike conventional television with time-bound broadcast schedules, VOD gives users the flexibility to select and watch content at any time through various types of devices (Subkhan & Barrygian, 2024).

Based on data obtained by Techinasia (2024), Indonesia is the country with the highest revenue from the video on demand sector in 2023 at 72%, beating Korea, Thailand, India, Australia and Japan. Based on the Most Popular Apps report released by Business of Apps through GoodStats (2024), Netflix was named the most popular entertainment app globally in 2023. The platform offers streaming and downloading services for content such as Korean movies, series, and dramas, which were downloaded 169 million times during the year.

Netflix is an entertainment platform that originally operated as a DVD rental service like Blockbuster. With the innovation of mail-order and a subscription-based business model, Netflix allowed customers to rent DVDs at their convenience. In 2007, Netflix introduced a video streaming platform that allowed users to enjoy movies and television shows with great flexibility, without being tied to time or place, in a more practical manner. In 2013, Netflix introduced Netflix Originals, starting with the launch of House of Cards which was a huge success and marked an important step in the production of original content. This success motivated competitors such as Amazon (Prime Video), Disney (Disney+), and HBO (HBO Max) to follow Netflix's lead (Tridenstechnology, 2024).

Although in 2023 globally the number of Netflix users has increased and has succeeded in becoming the most popular entertainment application in the world, in Indonesia itself Netflix's popularity is still inferior to the Video application (DailySocial, 2023). By 2023, Video will be the most popular video on demand app in Indonesia with more than 4 million subscribers. Netflix is in fourth place with more than 2 million subscribers.

Netflix's subscriber decline was influenced by several factors, including inflation that increased subscription prices (GlobalData, 2022). In addition, intense competition in the video on demand (VOD) sector played a role. In Indonesia, Netflix lost popularity to Vidio due to a lack of investment in local content (Liputan6, 2022). According to a BBC interview (2022), customers are also leaving Netflix because they find the shows on offer less interesting and the quality inconsistent. In addition, some people think Netflix has lost its premium feel, as they only watch series that people are talking about. The use of shared accounts, the unavailability of certain movies, the preference for free content such as YouTube, the lack of live broadcasts are also the main reasons for the decline in Netflix subscribers (Tridenstechnology, 2024).

Based on data obtained from Bali BPS (2024), Denpasar obtained the highest percentage with 87.54%. Therefore, it can be said that Denpasar had the most internet users in Bali in 2023 in that year. Today's consumers tend to be selective in choosing a product or service, including considering quality and price before deciding on a purchase. Price perception, as defined by Schiffman & Kanuk (2021), is the consumer's assessment of a product's worth based on price, and it plays an essential part in influencing decisions to buy. Studies from Winarsih et al. (2022); Baehaqi et al. (2022); Clarita & Khalid (2023); Abimanyu & Hermana (2023); and Rangian et al. (2022) show a significant positive effect. In contrast, Salsabila & Maskur (2021) and Mendur, et al. (2021) concluded that purchasing decisions are not significantly affected and even tend to have a negative relationship.

Lifestyle factors, apart from price perception, also play an important role and have a real influence on the purchasing decision-making process. According to Minarti & Nainggolan (2020), Lifestyle is a pattern of behavior formed from an individual's view of himself, his environment, and things that are considered important. This opinion is in line with Kotler & Keller (2016), which states that Lifestyle is reflected in consumption actions, such as the habit of buying or using products and services. Research conducted by Saputra & Sudarwanto (2023); Nomleni, et al. (2023); Siregar et al. (2023); Kaharuddin et al. (2023); and Prawanto & Rojuaniah (2023), Lifestyle has a real contribution to purchasing decisions. However, different findings were found by Faulina & Susanti (2023) and Damayanti & Sulaeman (2023), who found different results, where they stated that Lifestyle did not show a real impact on a person's decision to buy.

In addition to views on price and consumer Lifestyle, the influence of communication between consumers, known as Word of mouth (WOM), also influences the decision-making process to buy. WOM is the term used to describe the information that customers share about their experiences using a specific product or service, which may ultimately impact other customers'

decisions to buy (Perwithasari & Kurniawan, 2022). Research by Tjokro (2020); Hadi et al. (2022); Perwithasari & Kurniawan (2022); Indriani et al. (2024); and Wati et al. (2023) found that WOM significantly influences purchasing decisions, with a positive impact on the decision-making process. Meanwhile, Pangabean & Manullang (2023) and Bakti et al. (2023) revealed that WOM has no effect. Based on the existing phenomenon, this study aims to analyze the influence of price perception, lifestyle, and word of mouth variables on the decision to purchase a Netflix subscription package in Denpasar.

Literature Review

Theory of Planned Behavior

In the domain of psychology, this theory clarifies how beliefs and conduct are related. By obtaining knowledge about potential behaviors, both overtly and implicitly, and then evaluating the effects of these acts, this theory makes the assumption that people typically act rationally (Ajzen, 1991).

Price Perception

Price perception refers to the way individuals view the amount of money that is considered reasonable to exchange in order to obtain the desired product or service (Senggetang, et al., 2019). Kotler & Armstrong (2016) identify 4 factors used in assessing price perceptions, one of which is the ability to reach the price offered, the match between price and product quality, the level of price competition, and the match between price and benefits received. These indicators are used to evaluate whether the price set provides appropriate value for consumers.

Lifestyle

Lifestyle refers to an individual's way of life that reflects the values, interests, and habits that shape their interactions with the environment (Khoirudin & Qalyubi, 2021). Setiadi (2019) suggests that there are a number of factors that can be used to assess Lifestyle, namely activities, interests, and opinions.

Word of Mouth

Refers to the process of conveying information about products or services through verbal recommendations between individuals or groups with the aim of sharing personal experiences (Lupiyoadi, 2016). Ali (2021) suggests three important factors that can be used as a reference in assessing Word of mouth, namely experience, recommendation, and encouragement.

Purchase decision

The purchase decision-making process is a mechanism that involves using knowledge to compare two or more courses of action, with the aim of choosing the option that is considered the most appropriate (Suardhika, et al., 2023). The decision to buy can appear suddenly when consumers respond positively or are interested in the offer provided by the seller (Atmaja, et al., 2022). Thompson & Peteraf (2016) there are four important aspects used to assess purchasing decisions, including the extent to which the product meets needs, the benefits received, the accuracy of product selection, and the likelihood of repeat purchases.

Research Hypothesis

The Effect of Price Perception on Purchasing Decisions

Price perception describes how consumers value a product based on various factors. In the context of the theory of planned behavior (TPB), price perception has an influence on attitudes, social influence, and control perceived by consumers, which ultimately influences purchasing decisions. These results are reinforced by research conducted by Winarsih et al. (2022); Baehaqi et al. (2022); Clarita & Khalid (2023); Abhimanyu & Hermana (2023); and Rangian et al. (2022), Based on these findings, price perception is proven to have a strong and real impact on purchasing decisions, which then becomes the basis for formulating the hypothesis.

H_1: Price perception has a positive effect on purchasing decisions.

The Influence of Lifestyle on Purchasing Decisions

Lifestyle reflects the way a person organizes their activities, interests and priorities in life, which can be seen from habits such as buying or using products and services. In the theory of planned behavior, Lifestyle can shape attitudes towards an action, influence social norms that develop in the surrounding environment, and strengthen individual beliefs about their ability to carry out certain actions. Therefore, Lifestyle has a real role in influencing a person's intention to make decisions, including in terms of purchasing. This is supported by studies conducted by Saputra & Sudarwanto (2023); Nomleni et al. (2023); Siregar et al. (2023); Kaharuddin et al. (2023); and Prawanto & Rojuaniah (2023) showing that Lifestyle has a strong and real impact on a person's purchasing decisions. Based on these findings, the hypothesis can be formulated as follows.

H_2: Lifestyle has a positive effect on purchasing decisions.

The Influence of Word of Mouth on Purchasing Decisions.

Word of mouth (WOM) influences consumer purchasing decisions, as the information conveyed often comes from personal experience, which increases the level of trust. In the TPB perspective, WOM plays a role in shaping individual views of products, which can create positive or negative impressions based on the stories received. In addition, WOM also influences subjective norms, which are views that develop from the opinions of people around, which can encourage individuals to follow the advice. Furthermore, WOM strengthens consumer confidence in making purchasing decisions, thanks to recommendations from parties who are considered trustworthy. Research by Tjokro (2020), Hadi et al. (2022), Perwithasari & Kurniawan (2022), Indriani et al. (2024), and Wati et al. (2023) who demonstrate that WOM has a significant and favorable influence on purchasing decisions. The theory can be organized as follows in light of these.

H_3: Word of mouth has a positive effect on purchasing decisions.

METHODS

This study was conducted in Denpasar, focusing on Netflix users in the area to examine how price perception, lifestyle, and consumer communication influence purchasing decisions. The research population consisted of all Netflix subscribers residing in Denpasar. Using Cochran's method (1977), the sample size was calculated to be 96 respondents. The study used a purposive sampling technique to find Denpasar locals who had been Netflix users for more than a year. Respondents received survey forms as part of the data collection process, and multiple linear regression analysis was used to examine the findings.

RESULT

Based on the results of the instrument variable testing using validity and reliability tests, it is clear that:

1) Validity Test. Each statement item used in this study obtained a correlation value above 0.3. Thus, these items can be considered valid and ready for further analysis.
2) Reliability Test. This research instrument proved reliable and consistent in measuring the research variables, as evidenced by a Cronbach's Alpha value exceeding 0.6.
3) Meanwhile, the results of the Classical Assumption Test conducted on this research model explain that:
4) Normality Test. The research data were analyzed using the Kolmogorov-Smirnov method, yielding a value of $0.200 > 0.05$. It can be concluded that the data distribution is normal, making it suitable for further analysis.
5) Multicollinearity Test. The multicollinearity assessment yielded findings indicating that each independent variable had a VIF less than 10 and a tolerance value greater than 0.10. These results indicate no indication of problematic multicollinearity in the regression model.
6) Heteroscedasticity Test. The heteroscedasticity test yielded significance values of 0.055, 0.468, and 0.436. Since all these values exceed 0.05, it can be concluded that the regression model is not affected by heteroscedasticity.

Table 1
Multiple Linear Regression Analysis Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-0,120	0,278		-0,430	0,668
Price Perception	0,315	0,040	0,449	7,799	0,000
Lifestyle	0,407	0,047	0,501	8,609	0,000
Word of Mouth	0,284	0,051	0,312	5,591	0,000
F Statistics	9,288				
Sig F	0,000				
Adjusted R^2	0,712				

Source: procesing data

Table 1 shows the results of the Model Fit Test, explaining that:

1) Determination Test. The factors of price perception, lifestyle, and word-of-mouth account for 71,2% of the decision to buy the Netflix package in Denpasar, according to the coefficient of determination (R2), which was found to be 0,712. Other factors not covered in this study account for the remaining 28,8%.
2) F test. The F-statistic value was calculated as 79,288, with a significance level of 0,000, which is below the 0,05 threshold. This result indicates that price perception, lifestyle, and word of mouth collectively have a significant impact on the decision to purchase a Netflix package in Denpasar.

Furthermore, Table 1 also explains the results of Multiple Linear Regression Analysis which produces the following model equation: $Y = -0,120 + 0,315X_1 + 0,407X_2 + 0284X_3$. This equation indicates that,

- a = -0,120 indicates that if the three independent variables do not provide variations or are equal to 0 (zero), the decision to purchase a Netflix subscription package in Denpasar will decrease by 0,120.
- β1 = 0,315 shows that price perception has a positive influence on purchasing decisions. This shows that if the price perception increases, it will be able to increase the purchase decision for the Netflix subscription package in Denpasar.
- β2 = 0,407 shows that Lifestyle has a positive influence on purchasing decisions. This shows that if Lifestyle increases, it will be able to increase the purchase decision for the Netflix subscription package in Denpasar.
- β3 = 0,284 shows that Word of mouth has a positive influence on purchasing decisions. This shows that if Word of mouth increases, it will be able to increase the purchase decision for the Netflix subscription package in Denpasar.

To assess each independent variable's partial impact on the dependent variable, the t-statistic test is employed. Below is a description of the findings from the analysis of each variable.

1) Price Perception. The t-count is 7,799; the sig value is 0,000; and the regression coefficient for price perception is 0,315. Given that the sig. value is less than 0.05, it is evident that price perception influences Netflix package purchases in Denpasar in a favorable and significant way.
2) Lifestyle. The lifestyle variable had a t-count value of 8,609; a sig. of 0.000; and a regression coefficient of 0,407. The alternative hypothesis is thus accepted, indicating that lifestyle genuinely and favorably influences a person's choice to purchase a Netflix subscription package.
3) Word of Mouth. A t-value of 5,591; a regression coefficient of 0,284; and a significance value of 0,000 are displayed for the word of mouth variable. According to these results, WOM significantly and favorably influences Denpasar consumers' decisions to become Netflix subscribers.

The Effect of Price Perception on Purchasing Decisions.

This study reveals that price perception contributes positively and significantly to consumer decisions in buying Netflix packages in Denpasar. Consumers tend to be more motivated to make purchases when they feel the price offered is reasonable or in line with their expectations. These results are consistent with studies conducted by Winarsih et al. (2022); Baehaqi et al. (2022); Clarita & Khalid (2023); Abhimanyu & Hermana (2023); and Rangian et al. (2022) which concluded that

there is a positive and real relationship between price perceptions and consumer decisions to make purchases.

The Influence of Lifestyle on Purchasing Decisions

This study identifies that Lifestyle has a significant contribution in influencing purchasing decisions. Consumers who feel that Netflix services match their Lifestyle tend to be more interested in buying a Netflix subscription package in Denpasar. The results of this study are consistent with previous research, including studies conducted by Saputra & Sudarwanto (2023); Nomleni et al. (2023); Siregar et al. (2023); Kaharuddin et al. (2023); and Prawanto & Rojuaniah (2023). These studies also show that Lifestyle significantly influences a person's decision to buy with a positive direction of influence.

The Effect of Word of Mouth on Purchasing Decisions

This study reveals that Word of mouth (WOM) makes a real and positive contribution to purchasing decisions. With the increasing number of recommendations or positive experiences about Netflix received by consumers, the likelihood of choosing a Netflix subscription package in Denpasar becomes greater. These results are consistent with previous research, including by Tjokro (2020); Hadi et al. (2022); Perwithasari & Kurniawan (2022); Indriani et al. (2024); and Wati et al. (2023) who concluded that WOM has a significant relationship with a positive direction to one's buying decision.

CONCLUSION

Based on the previously outlined investigation, a number of inferences can be drawn. First, when consumers in Denpasar are selecting a Netflix subscription bundle, pricing perception has a beneficial impact. The likelihood of a purchase is increased when customers believe the pricing is fair or meets their expectations. Second, lifestyle influences purchases in a favorable way. Customers are more likely to sign up for a Netflix subscription if they believe the service fits their lifestyle. Third, word-of-mouth (WOM) plays a big part in determining what people buy. Customers who read favorable evaluations or suggestions regarding Netflix are more likely to select the service. According to this research, perceived cost, lifestyle, and word-of-mouth (WOM) all play a role in Denpasar residents' decisions to purchase a Netflix bundle. The variables examined account for the majority of the purchasing decision, with a coefficient of determination (R^2) of 71,2%, with other factors not included in the analysis influencing the remaining 28,8%. The study's findings cannot be applied to other areas or cities because they are specific to the Denpasar region.

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