

ABSTRACT

Research on this background with the growth of digital in Indonesia the more increased rapidly, especially in the field of video streaming or on- demand video services. Development platforms or websites that provide paid movies continue to increase and become fairly rapid competition in Indonesia. With This condition makes competition which strict, business people always think creatively in carrying out strategies which appropriate for interesting attention consumers and maintain consumers not to turn to other on-demand video service brands, therefore business people must increase brand loyalty in order to maintain customer loyalty for Netflix on-demand video service users. Implementation Startegy of Marketing Mix and Brand loyalty are things that can influence consumer purchasing decisions, so this can be used as a differentiator by consumers on service quality. This study aims to determine and analyze the influence of Digital Marketing and Brand Loyalty on the decision to purchase Netflix's on-demand video services.

The research method used in this research is quantitative with analysis descriptive and causality. The population from the study is consumers who have used Netflix's on-demand video services. The sampling technique uses non-probability sampling with the type of purposive sampling and the number of respondents as many as 131 respondents. Technique analysis data which used is analysis descriptive and analysis regression linear multiple.

The influence of Digital Marketing reaches a value of 73.9%, which shows that Digital Marketing is in a good category. Consumer brand loyalty to Netflix reaches a value of 75%, which is a suitable category. Consumer purchasing decisions for Netflix's on-demand video service reached a value of

75.8%; of was in a suitable category.

Results from the study show that based on variables that are measured simultaneously that is Marketing Mix Strategy and Brand Loyalty take an effect on positive and significant decision purchases. Temporary that variable which is measured by Partial that is Marketing Mix Strategy and Brand Loyalty affect purchasing decisions by 39.8% while the remaining 60.2% is influenced by other factors not examined in this study.

Keyword: Digital Marketing, Brand Loyalty, Decision Purchase.