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The Influence Of Digital Marketing And Electronic Word Of Mouth On Netflix Subscription Purchase Decisions With Customer Satisfaction As A Mediating Variable From An Islamic Business Perspective (A Study Of Generation Z Netflix Users In Bandar Lampung)

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Abstract

The development of digital technology has changed consumer behavior, including in the use of streaming services such as Netflix. Digital Marketing and Electronic Word Of Mouth (E-WOM) have become widely used marketing strategies to influence consumer purchase decisions, particularly among Generation Z. This study aims to analyze the effect of Digital Marketing and Electronic Word Of Mouth on the Purchase Decision of Netflix subscription packages, with Customer Satisfaction as a mediating variable, from an Islamic business perspective among Generation Z Netflix users in Bandar Lampung. This study uses a quantitative approach with a survey method through an online questionnaire. The population consists of Generation Z in Bandar Lampung City, totaling 287,604 people, with a sample of 100 respondents determined using the Slovin formula and purposive sampling technique. The data were analyzed using Partial Least Square Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The results show that Digital Marketing and Electronic Word Of Mouth each have a positive and significant effect on Purchase Decision and Customer Satisfaction. Customer Satisfaction also has a positive and significant effect on Purchase Decision, and is proven to partially mediate the effect of Digital Marketing and Electronic Word Of Mouth on Purchase Decision. The R-Square value indicates that

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Digital Marketing, Electronic Word Of Mouth, and Customer Satisfaction together explain 69.4% of the variation in Purchase Decision. These findings also indicate that honest, transparent marketing strategies oriented toward customer satisfaction are in line with the principles of Islamic business.

Keywords: Customer Satisfaction, Digital Marketing, Electronic Word Of Mouth, Purchase Decision

INTRODUCTION

The development of digital technology has transformed various aspects of life, including consumption patterns and corporate marketing strategies. The presence of the internet, social media, artificial intelligence, and other digital technologies allows companies to reach consumers more widely, quickly, and personally. These changes have made digital marketing a crucial strategy for building relationships with consumers and increasing marketing effectiveness.(E. Setiawati & Al Qoodir, 2021);(Lubis et al., 2024).

The phenomenon of internet development is also evident in the increasing use of social media and digital entertainment services. One growing platform in the streaming industry is Netflix, which offers a variety of films, series, and documentaries through its video-on-demand service. Netflix leverages digital technology and an artificial intelligence-based recommendation system to deliver content tailored to user preferences, and utilizes various social media platforms for marketing and consumer engagement (Zilwa, 2024);(Nurhaqiqi, 2023).

This phenomenon is increasingly relevant for Generation Z, known as digital natives and with high internet penetration. Generation Z tends to obtain information, follow trends, compare services, and make choices through digital media. This condition is also related to the emergence of Fear of Missing Out (FOMO), a compulsion to follow trends, recommendations, and experiences that develop in the digital environment, which can influence consumption behavior and purchasing decisions (Tuada & Raihani, 2025);(Fahrizal & Prasetyo, 2023).

Bandar Lampung City is a relevant context due to its large Generation Z population. Data from the Central Statistics Agency (BPS) of Bandar Lampung City shows that the number of Generation Z, based on 2024 population data, reached 287,604, while projections for 2026 show that the age group encompassing Generation

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Z reached 368,140. This large population indicates that Generation Z is a potential group in digital consumption activities, including the use of streaming services like Netflix.

In the digital service purchasing decision process, digital marketing and electronic word of mouth (e-WOM) are important factors. Digital marketing can convey information about products, prices, and service benefits quickly and interactively, while e-WOM, in the form of reviews, recommendations, and consumer experiences, can shape the perceptions and trust of potential consumers. When digital information is perceived as credible and relevant, consumers tend to be more confident in evaluating and making purchasing decisions.(IB Setiawati & Ismail, 2025);(Meiliana, 2022);(Hartin, 2023).

The urgency of this research is growing because purchasing decisions are influenced not only by marketing information and consumer recommendations, but also by customer satisfaction. Satisfaction arises from comparing consumer expectations with the service performance received and can encourage consumers to repurchase or recommend the service to others. In the context of Netflix, customer satisfaction has the potential to be a mechanism that explains how digital marketing and e-WOM can influence purchasing decisions.(Pradita, 2024);(Siswadi et al., 2021).

Previous research has shown that digital marketing and e-WOM have been widely studied in relation to purchasing decisions and customer satisfaction. However, most studies still focus on the direct influence between variables, while research that places customer satisfaction as a mediating variable, particularly among Generation Z Netflix users in Bandar Lampung City, is still limited. Therefore, this study is important to analyze the influence of digital marketing and e-WOM on purchasing decisions with customer satisfaction as a mediating variable from an Islamic business perspective, while also strengthening digital marketing studies based on honesty, fairness, trustworthiness, and responsibility.

METHODOLOGY

This study uses a quantitative approach with a survey method to analyze the influence of Digital Marketing and Electronic Word of Mouth on Netflix subscription purchase decisions with customer satisfaction as a mediating variable. The study was conducted in Bandar Lampung City, with data collection conducted online through Google Forms. The study population was Generation Z in Bandar Lampung City, totaling 287,604 people. Based on calculations using the Slovin formula with a 10% error rate, a sample size of 100 respondents was obtained. The sampling technique used purposive sampling with the criteria for respondents being Generation Z aged 12–27

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years who live in Bandar Lampung, have or are currently subscribing to Netflix, have been exposed to Netflix Digital Marketing, know or have been influenced by Electronic Word of Mouth, and are willing to complete the questionnaire completely.

Data collection was conducted through observation and questionnaires distributed online using Google Forms. The research instrument was structured based on the indicators of each variable and used an appropriate measurement scale to obtain quantitative data. The collected data were then analyzed using SmartPLS 4 through several stages, namely testing the validity and reliability of the instrument, analyzing the measurement model (outer model), analyzing the structural model (inner model), and testing the hypothesis through bootstrapping and t-tests. In addition, a determination coefficient (R^2) test was conducted to determine the ability of the independent variables to explain the dependent variable and a mediation test to determine the role of customer satisfaction in mediating the influence of Digital Marketing and Electronic Word of Mouth on Netflix subscription purchase decisions.

RESULTS AND DISCUSSION

Measurement Model (Outer Model)

1. Validity Test

Table 1. Convergent Validity Results

Variables	Indicator	*Convergent Validity*	Note:
(X1)	X1.1	0.837	Valid
	X1.2	0.855	Valid
	X1.3	0.848	Valid
	X1.4	0.890	Valid
	X1.5	0.707	Valid
(X2)	X2.1	0.776	Valid
	X2.2	0.816	Valid
	X2.3	0.859	Valid
	X2.4	0.766	Valid
	X2.5	0.717	Valid
(Y)	Y1	0.734	Valid
	Y2	0.719	Valid
	Y3	0.846	Valid

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	Y4	0.813	Valid
	Y5	0.788	Valid
(M)	M1	0.834	Valid
	M2	0.746	Valid
	M3	0.860	Valid
	M4	0.838	Valid
	M5	0.725	Valid

Source: SmartPLS 4 output.

Based on the data above, it can be seen that the research statement items have met the requirements for assessing convergent validity by looking at the outer loading which is more than 0.6.

2. Reliability Test

a. *Composite Reliability*

Table 2. Compsite Reliability, Cronbach's Alpha and Average Variance Extracted (AVE)

Variables	*Composite Reliability*	*Cronbach Alpha*	AVE
(X1)	0.888	0.885	0.688
(X2)	0.847	0.846	0.621
(M)	0.881	0.862	0.644
(Y)	0.847	0.840	0.610

Source: Primary data processed using SmartPLS 4, 2026

Based on the data that has been conducted by the researcher, it shows that each variable in this study has fulfilled the requirements for the composite reliability test, so it can be concluded that all variables in this study are suitable for further testing.

b. Cronbach's alpha

Based on the research results in the table above, the variable will be said to be reliable and pass the Cronbach's alpha test, so it must have a value of more than 0.70.[1]From the table above, it can be concluded that the variables in this study have met Cronbach's alpha requirements, and all variables have a high level of reliability. Furthermore, the average variance extracted (AVE) value is >0.5. Based on the table above, it can be seen that all variables have passed the test.

[1]Suryani; Hendryadi. Quantitative Research Methods: Theory and Application in Research in the Field of Islamic Management and Economics / Suryani, Hendryadi. 2015. p. 141

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Structural Model Evaluation (Inner Model)
Hypothesis Testing

Table 3. Direct Effect Hypothesis Test

Variables	Original Sample	Sample Mean	Standard Deviation	T-statistic	P-value
X1-Y	0.368	0.364	0.064	5,709	0.000
X2-Y	0.358	0.361	0.065	5,550	0.000
X1-M	0.192	0.192	0.091	2.107	0.035
X2-M	0.404	0.413	0.087	4,631	0.000
M-Y	0.325	0.329	0.072	4,508	0.000

Source: Primary data processed using SmartPLS 4, 2026

1. **Partial Test (T)**
   a. Hypothesis 1: Direct influence of digital marketing (X1) on purchasing decisions (Y)

      The influence of Digital Marketing (X1) on Purchasing Decisions (Y) has a path coefficient of 0.368. This influence has a probability value (p-value) of 0.000 < 0.05, meaning that Digital Marketing has a significant influence on Purchasing Decisions among Generation Z who subscribe to Netflix in Bandar Lampung.

   b. Hypothesis 2: Direct influence of Electronic Word of Mouth (X2) on Purchasing Decisions (Y)

      The influence of Electronic Word Of Mouth (X2) on Purchasing Decisions (Y) has a path coefficient of 0.358. This influence has a probability value (p-value) of 0.000 < 0.05, meaning that Electronic Word Of Mouth has a significant influence on purchasing decisions among Generation Z who subscribe to Netflix in Bandar Lampung.

   c. Hypothesis 3: The Influence of Digital Marketing (X1) on Customer Satisfaction (M)

      The influence of digital marketing (X1) on customer satisfaction (M) has a path coefficient of 0.192. This influence has a probability value (p-value) of 0.035 < 0.05, meaning that digital marketing has a significant influence on customer satisfaction among Generation Z who subscribe to Netflix in Bandar Lampung.

   d. Hypothesis 4: The Influence of Electronic Word of Mouth (X2) on Customer Satisfaction (M)

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The influence of Electronic Word Of Mouth (X2) on customer satisfaction (M) has a path coefficient of 0.404. This influence has a probability value (p-value) of 0.000 < 0.05, meaning that Electronic Word Of Mouth has a significant influence on customer satisfaction in Generation Z who subscribe to Netflix in Bandar Lampung.

e. Hypothesis 5: Influence of Customer Satisfaction (M) on Purchasing Decisions (Y)

The influence of Customer Satisfaction (M) on Purchasing Decisions (Y) has a path coefficient of 0.325. This influence has a probability value (p-value) of 0.000 < 0.05, meaning that Customer Satisfaction has a significant influence on Purchasing Decisions in Generation Z who subscribe to Netflix in Bandar Lampung.

2. Coefficient of Determination (R2)

Table 4. R-Square

Variables	R-Square
Y	0.694
M	0.270

Source: Primary data processed using SmartPLS 4, 2026

Based on Table 4, the R-Square value for the Purchase Decision variable (Y) is 0.694. This value indicates that the variables Digital Marketing (X1), Electronic Word of Mouth (X2), and Customer Satisfaction (M) together are able to explain 69.4% of the variation in Purchase Decisions. Meanwhile, the remaining 30.6% is influenced by other variables not included in this research model. Thus, the research model has a fairly good ability to explain variations in Purchase Decisions among Generation Z who subscribe to Netflix in Bandar Lampung.

Furthermore, the R-Square value for the Customer Satisfaction variable (M) is 0.270. This indicates that the Digital Marketing (X1) and Electronic Word of Mouth (X2) variables are able to explain 27.0% of the variation in Customer Satisfaction, while the remaining 73.0% is influenced by other variables outside the research model. Thus, it can be concluded that the ability of the Digital Marketing and Electronic Word of Mouth variables to explain Customer Satisfaction is in the relatively low category, so there are still other factors that are more dominant in influencing Customer Satisfaction that have not been studied.

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3. Path Coefficient

Table 5. Path Coefficient

Variables	Original Sample (O)	Direction of Relationship
Digital Marketing (X1) → Purchase Decision (Y)	0.368	Positive
Electronic Word Of Mouth (X2) → Purchase Decision (Y)	0.358	Positive
Customer Satisfaction (M) → Purchase Decision (Y)	0.325	Positive
Digital Marketing (X1) → Customer Satisfaction (M)	0.192	Positive
Electronic Word Of Mouth (X2) → Customer Satisfaction (M)	0.404	Positive

Source: Primary data processed using SmartPLS 4, 2026

4. Mediation Test

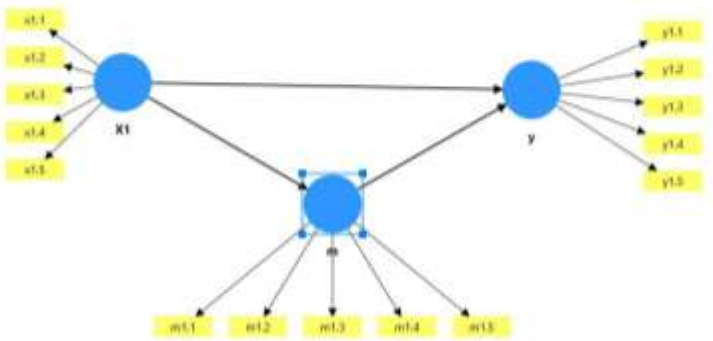


Figure 1. Outer Model Measurement View (Outer Model)

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Three regression equations that must be present in the Causal Step strategy:

a. A simple regression equation of the independent variable digital marketing (X1) on the dependent variable purchasing decision (Y). The analysis results found evidence of digital marketing having a positive and significant effect on purchasing decisions with a significance value of 5.709 > 1.96, a regression coefficient of 0.368, and a P-value of 0.000 < 0.05.
b. Simple regression equation of independent variable digital marketing (X1) on mediating variable customer satisfaction (M). The analysis results found evidence that digital marketing has a positive and significant effect on customer satisfaction with a significance value of 2.107 > 1.96, a regression coefficient of 0.192 and a P-value of 0.035 < 0.05.
c. The multiple regression equation of digital marketing variable (X1) on the dependent variable of purchasing decision (Y) passes through the mediating variable of customer satisfaction (M). The results of the analysis found that the digital marketing variable is significant on the purchasing decision variable after being encouraged by the customer satisfaction variable with a significance value of 2.044 > 1.96 and a regression coefficient of 0.062 and a P-value of 0.041 < 0.05.
d. Furthermore, it was found in the direct effect of 0.368 which is greater than the indirect effect of 0.062, the influence of digital marketing variables on purchasing decisions before being mediated by customer satisfaction variables, the results were significant as seen from the results of the statistical T test of 5.709> 1.96, and the p-value of 0.000 <0.05. And after being mediated by customer satisfaction variables, the results remained significant as seen from the results of the statistical T test of 2.044> 1.96 and the p-value of 0.041 <0.05, it can be concluded that this model is included in partial mediation or mediates partially or not fully, where the Digital Marketing variable when not mediated by customer satisfaction has a significant effect on purchasing decisions, and when mediated by customer satisfaction, the Digital Marketing variable still has a significant effect on purchasing decisions. So it can be said that the customer satisfaction variable is able to mediate the relationship between Digital Marketing and purchasing decisions in a partial mediation manner.

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Table 6. Total Effect of Customer Satisfaction Between Digital Marketing and Purchasing Decisions

Variables	Original Sample	Sample Mean	Standard Deviation	T-statistic	P-value
X1-Y	0.368	0.364	0.064	5,709	0.000
X1-M-Y	0.062	0.061	0.030	2,044	0.041

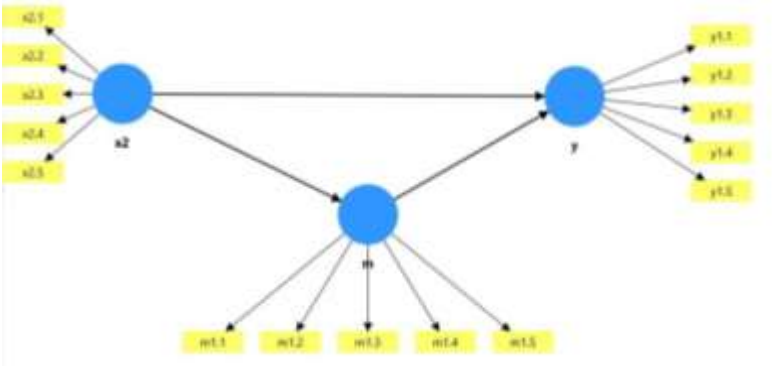


Figure 2. Total effect M between X2 and Y

Three regression equations that must be present in the Causal Step strategy:

1. Simple regression equation of the independent variable Electronic Word Of Mouth (X2) against the dependent variable Purchasing Decision (Y). The results of the analysis found evidence that Electronic Word Of Mouth has a positive and significant effect on purchasing decisions with a significance value of 5.550 > 1.96, a regression coefficient of 0.358 and a P-value of 0.000 < 0.05.
2. Simple regression equation of the Independent variable Electronic Word Of Mouth (X2) on the mediating variable customer satisfaction (M). The results of the analysis found evidence that Electronic Word Of Mouth has a positive and significant effect on Customer Satisfaction with a significance value of 4.631 > 1.96, a regression coefficient of 0.404 and a P-value of 0.000 < 0.05.
3. The multiple regression equation of the Electronic Word Of Mouth variable (X2) against the dependent variable of Purchase Decision (Y) passes through the mediation variable of Customer Satisfaction (M). The results of the analysis found that the Electronic Word Of Mouth variable is significant towards the Purchase Decision variable after being encouraged by the Customer Satisfaction variable with a significance value of 3.339 > 1.96 and a regression coefficient of 0.131 and a P-value of 0.001 < 0.05.

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4. Furthermore, it was found that the direct effect was 0.358 which was greater than the indirect effect of 0.131. The influence of the Electronic Word Of Mouth (X2) variable on the Purchasing Decision (Y) before being mediated by the Customer Satisfaction (M) variable was significant as seen from the results of the statistical T test of 5.550> 1.96, and the p-value of 0.000 <0.05. And after being mediated by the Customer Satisfaction (M) variable, the results remained significant as seen from the results of the statistical T test of 3.339> 1.96 and the p-value of 0.001 <0.05. It can be concluded that this model is included in partial mediation or mediates partially or not fully, where the Electronic Word Of Mouth (X2) variable when not mediated by Customer Satisfaction (M) already had a significant effect on the Purchasing Decision (Y), and when mediated by organizational commitment, the Electronic Word Of Mouth (X2) variable still had a significant effect on the Purchasing Decision (Y). So it can be said that the Customer Satisfaction variable (M) is able to mediate the relationship between Electronic Word of Mouth (X2) and Purchasing Decisions (Y) through partial mediation.

Table 7. Total Effect of Customer Satisfaction Between Electronic Word of Mouth and Purchasing Decisions

Variables	Original Sample	Sample Mean	Standard Deviation	T-statistic	P-value
X2-Y	0.358	0.361	0.065	5,550	0.000
X2-M-Y	0.131	0.135	0.039	3,339	0.001

DISCUSSION

The Influence of Digital Marketing on Netflix Subscription Purchase Decisions among Generation Z in Bandar Lampung

The results of the research that has been conducted show that Digital Marketing (X1) has a positive and significant effect on the Purchase Decision (Y) of Netflix subscription packages for Generation Z in Bandar Lampung. The results of the analysis using the Partial Least Square (PLS-SEM) method show that Digital Marketing has a direct influence on Purchase Decisions with an Original Sample (O) value of 0.368, T-statistics of 5.709 > 1.96, and P-values of 0.000 < 0.05. These results prove that Hypothesis 1 (H1) is accepted, so it can be concluded that the better the implementation of the Digital Marketing strategy carried out by Netflix, the higher the decision of Generation Z in Bandar Lampung to purchase a Netflix subscription package. This finding shows that digital marketing activities are able to provide relevant, interesting,

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and easily accessible information so as to encourage consumers to make purchasing decisions. These results are in line with research(Putri & Marlien, 2022)which states that digital marketing has a positive and significant influence on consumer purchasing decisions.

The results of this study are also in line with research(Merdiani & Suhardi, 2023)which concluded that digital marketing through digital media has a positive influence on purchasing decisions because it can improve the quality of information and consumer experience in the purchasing process. In addition, research(Andrianti & Oetardjo, 2022)also found that digital marketing has a positive and significant impact on purchasing decisions. The more effective a company's digital marketing strategy, the higher the consumer's likelihood of making a purchase. Therefore, this study confirms that digital marketing is a key factor in increasing Netflix subscription purchase decisions among Generation Z in Bandar Lampung.

The Influence of Electronic Word of Mouth on Netflix Subscription Purchase Decisions among Generation Z in Bandar Lampung

The results of the research that has been conducted show that Electronic Word of Mouth (X2) has a positive and significant effect on the Purchase Decision (Y) of Netflix subscription packages for Generation Z in Bandar Lampung. The results of the analysis using the Partial Least Square (PLS-SEM) method show that Electronic Word of Mouth has a direct influence on Purchase Decisions with an Original Sample (O) value of 0.358, T-statistics of 5.550 > 1.96, and P-values of 0.000 < 0.05. These results prove that Hypothesis 2 (H2) is accepted, so it can be concluded that the better the Electronic Word of Mouth regarding Netflix services received by consumers, the higher the decision of Generation Z in Bandar Lampung to purchase a Netflix subscription package. These findings indicate that reviews, comments, recommendations, and user experiences spread through digital media can influence consumer confidence in determining purchasing decisions. The results of this study are in line with the research of Devi and Maszudi (2023) which states that electronic word of mouth has a positive and significant effect on consumer purchasing decisions.

The results of this study also align with those of Firmansyah and Arif (2023), who concluded that electronic word of mouth positively influences purchasing decisions because it increases consumer trust and confidence in a product or service. Furthermore, research by Prasetyo and Utama (2024) shows that the dissemination of positive information through digital media is a factor that can increase purchasing

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decisions for digital-based services. Therefore, these results confirm that electronic word of mouth is a significant factor in increasing Netflix subscription purchase decisions among Generation Z in Bandar Lampung.

The Influence of Digital Marketing on Netflix Subscription Customer Satisfaction among Generation Z in Bandar Lampung

Based on the results of the research that has been conducted, it shows that Digital Marketing (X1) has a positive and significant effect on Customer Satisfaction (M) of Netflix subscription packages among Generation Z in Bandar Lampung. The results of the analysis using the Partial Least Square (PLS-SEM) method show that Digital Marketing has a direct effect on Customer Satisfaction with an Original Sample (O) value of 0.192, T-statistics of 2.107 > 1.96, and P-values of 0.035 < 0.05. These results prove that Hypothesis 3 (H3) is accepted, so it can be concluded that the better the Digital Marketing strategy implemented by Netflix, the higher the level of customer satisfaction. This shows that informative, interesting, and easily accessible digital marketing activities can provide a positive experience for customers, thereby increasing the level of satisfaction with the services received. The results of this study are in line with the research of Suhendar and Fernanda (2023) which states that digital marketing has a positive and significant effect on customer satisfaction.

The results of this study also align with those of Misidawati et al. (2023), who concluded that digital marketing positively impacts customer satisfaction by improving the quality of interactions between companies and consumers through digital media. Furthermore, research by Kwok et al. (2026) also found that effective digital marketing strategies can increase customer satisfaction through the delivery of fast, accurate, and easy-to-understand information. Therefore, these results confirm that digital marketing is a factor in increasing Netflix subscription customer satisfaction among Generation Z in Bandar Lampung.

The Influence of Electronic Word of Mouth on Netflix Subscription Customer Satisfaction among Generation Z in Bandar Lampung

Based on the results of the research that has been conducted, it shows that Electronic Word of Mouth (X2) has a positive and significant effect on Customer Satisfaction (M) of Netflix subscription packages for Generation Z in Bandar Lampung. The results of the analysis using the Partial Least Square (PLS-SEM) method show that Electronic Word of Mouth has a direct effect on Customer Satisfaction with an Original

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Sample (O) value of 0.404, T-statistics of 4.631 > 1.96, and P-values of 0.000 < 0.05. These results prove that Hypothesis 4 (H4) is accepted, so it can be concluded that the more positive Electronic Word of Mouth regarding Netflix services, the higher the level of customer satisfaction. This shows that information in the form of reviews, comments, recommendations, and user experiences spread through digital media can shape positive consumer perceptions of Netflix services, thereby increasing satisfaction after using the service. The results of this study are in line with research(Rizkyta et al., 2024)which states that electronic word of mouth has a positive and significant influence on customer satisfaction.

The results of this study are also in line with research(Meiliana, 2022)which concluded that electronic word of mouth has a positive influence on customer satisfaction because it can increase consumer trust in a product or service before making a purchase. In addition, research(Rifandi Septianta, 2022)also found that the more positive information consumers received through digital media, the higher their perceived satisfaction after using the product or service. Thus, this study confirms that electronic word of mouth is a factor in increasing Netflix subscription satisfaction among Generation Z in Bandar Lampung.

The Influence of Customer Satisfaction on Netflix Subscription Purchase Decisions among Generation Z in Bandar Lampung

Based on the results of the research that has been conducted, it shows that Customer Satisfaction (M) has a positive and significant effect on the Purchase Decision (Y) of Netflix subscription packages for Generation Z in Bandar Lampung. The results of the analysis using the Partial Least Square (PLS-SEM) method show that Customer Satisfaction has a direct influence on Purchase Decisions with an Original Sample (O) value of 0.325, T-statistics of 4.508> 1.96, and P-values of 0.000 <0.05. These results prove that Hypothesis 5 (H5) is accepted, so it can be concluded that the higher the level of customer satisfaction with Netflix services, the higher the customer's decision to purchase or continue the Netflix subscription package. The satisfaction felt by customers after using the service is one of the important factors that influence purchasing decisions, because satisfied customers tend to have the desire to continue using the service and recommend it to others.

The results of this study are in line with research(Saputro & Sukirman, 2026)which states that customer satisfaction has a positive and significant influence on purchasing decisions because satisfied customers tend to have the confidence to make purchases

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or repeat purchases. In addition, research(Putu et al., 2025)also found that customer satisfaction is a significant factor influencing purchasing decisions for digital services. Therefore, this study confirms that customer satisfaction is a factor that can increase Netflix subscription purchase decisions among Generation Z in Bandar Lampung.

Customer Satisfaction Mediates the Influence of Digital Marketing on Netflix Subscription Purchase Decisions among Generation Z in Bandar Lampung

Based on the results of research conducted on 100 Generation Z respondents in Bandar Lampung, it shows that Customer Satisfaction (M) is able to mediate the influence of Digital Marketing (X1) on Purchasing Decisions (Y) of Netflix subscription packages. The results of the analysis using the Partial Least Square (PLS-SEM) method show that the indirect effect of Digital Marketing on Purchasing Decisions through Customer Satisfaction has an Original Sample (O) value of 0.062, T-statistics of 2.044> 1.96, and P-values of 0.041 <0.05. In addition, the test results show that the direct effect of Digital Marketing on Purchasing Decisions remains significant with an Original Sample (O) value of 0.368, T-statistics of 5.709> 1.96, and P-values of 0.000 <0.05. Thus, it can be concluded that Customer Satisfaction partially mediates the relationship between Digital Marketing and Purchasing Decisions, so that Hypothesis 6 (H6) is accepted.

Based on the research results, it can be explained that the Digital Marketing strategy implemented by Netflix is not only able to directly influence purchasing decisions, but also able to increase customer satisfaction, which ultimately encourages consumers to decide to subscribe to Netflix. Digital marketing activities that are informative, interactive, easily accessible, and in accordance with the needs of Generation Z are able to create a positive experience from the information search process to using the service. This positive experience increases customer satisfaction, so that customers have higher confidence in making purchases or continuing Netflix subscriptions. In other words, customer satisfaction is a mechanism that strengthens the influence of Digital Marketing on Purchasing Decisions.

The results of this study are in line with research(Aini & Nugrahanto, 2026)which states that an effective digital marketing strategy can increase customer satisfaction, which in turn has an impact on increasing purchasing decisions. In addition, research(Saputra & Rangkuti, 2022)also shows that customer satisfaction acts as a mediating variable in the relationship between digital marketing and purchasing decisions, so that the better the digital marketing activities carried out by the company, the higher the customer satisfaction and the greater the tendency of consumers to make

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purchases. Thus, the results of this study confirm that Customer Satisfaction is a mediating variable that can strengthen the influence of Digital Marketing on Netflix subscription purchase decisions among Generation Z in Bandar Lampung.

Customer Satisfaction Mediates the Influence of Electronic Word of Mouth on Netflix Subscription Purchase Decisions among Generation Z in Bandar Lampung

Based on the results of research conducted on 100 Generation Z respondents in Bandar Lampung, it shows that Customer Satisfaction (M) is able to mediate the influence of Electronic Word of Mouth (X2) on Purchasing Decisions (Y) of Netflix subscription packages. The results of the analysis using the Partial Least Square (PLS-SEM) method show that the indirect effect of Electronic Word of Mouth on Purchasing Decisions through Customer Satisfaction has an Original Sample (O) value of 0.131, T-statistics of 3.339> 1.96, and P-values of 0.001 <0.05. In addition, the test results show that the direct effect of Electronic Word of Mouth on Purchasing Decisions remains significant with an Original Sample (O) value of 0.358, T-statistics of 5.550> 1.96, and P-values of 0.000 <0.05. Thus, it can be concluded that Customer Satisfaction partially mediates the relationship between Electronic Word of Mouth and Purchasing Decisions, so that Hypothesis 7 (H7) is accepted.

Based on the research results, it can be explained that positive information obtained by consumers through Electronic word of mouth, such as reviews, comments, recommendations, and other user experiences on social media and digital platforms, not only directly influences purchasing decisions but also increases customer satisfaction after using Netflix services. The more positive information consumers receive, the higher their expectations of Netflix service quality. If the perceived experience meets or even exceeds these expectations, customers will feel satisfied and more confident in making or continuing to purchase a Netflix subscription package. Thus, customer satisfaction becomes a mechanism that strengthens the relationship between Electronic word of mouth and purchasing decisions.

The results of this study are in line with research(Sari & Setiyati, 2025)which states that electronic word of mouth has a positive influence on purchasing decisions through customer satisfaction as a mediating variable. In addition, research(Saputra & Rangkuti, 2022)also found that customer satisfaction is able to mediate the influence of Electronic word of mouth on purchasing decisions, where the more positive information consumers receive through digital media, the higher the level of customer satisfaction which ultimately encourages increased purchasing decisions. Thus, the results of this

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study strengthen that Customer Satisfaction is a mediating variable that can strengthen the influence of Electronic Word of Mouth on Netflix subscription package purchasing decisions among Generation Z in Bandar Lampung.

CONCLUSION

Based on the research results and discussion, it can be concluded that Digital Marketing and Electronic Word of Mouth have a positive and significant effect on Netflix subscription package purchasing decisions and customer satisfaction. Customer satisfaction also has a positive and significant effect on purchasing decisions, indicating that the better the consumer experience and satisfaction, the higher the tendency to make a purchase or repeat purchase. In addition, customer satisfaction is proven to partially mediate the relationship between Digital Marketing and Electronic Word of Mouth on purchasing decisions. Thus, the effectiveness of digital marketing and information from other consumers not only drives purchasing decisions directly, but also through increased customer satisfaction.

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