THE ROLE OF BRAND PREFERENCE IN MEDIATING THE INFLUENCE OF PERCEIVED PRICE ON REPURCHASE INTENTION
(Study of Netflix Streaming Service Consumers in Denpasar City)

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ABSTRACT
One act of using the internet with the most time spent is watching services in video form, such as watching films or drama series. Various brands of subscription video service providers are offered on the market, one of which is the Netflix brand which is known as a pioneer. This research aims to determine the effect of perceived price on repurchase intention through brand preference among Netflix streaming service consumers in Denpasar City. This research used a purposive sampling technique with a sample size of 120 respondents. Data was collected using a questionnaire and analyzed using path analysis techniques, Sobel test, and Variance Accounted For (VAF). The research results show that perceived price and brand preference have a positive and significant effect on repurchase intention; perceived price influences brand preference; and brand preference is able to partially mediate the influence of perceived price on repurchase intention. The theoretical implications of this research are to add to empirical studies and confirm the influence of brand preference in mediating the influence of perceived price on repurchase intention. From these results, it is recommended that Netflix improve and maintain competitive pricing strategies and continue to innovate to strengthen brand preferences, thereby increasing repurchase intentions among consumers.
Keywords: Repurchase intention, Brand preference, Perceived price

INTRODUCTION

Technological developments in the era of globalization have brought many benefits in various fields, including making it easier for people to solve problems or communicate. The existence of an internet network makes the use of technology in everyday life more effective (Dzaki & Zuliestiana, 2022). Based on data from We Are Social & Hootsuite (2022), the number of internet users in Indonesia increased from 132 million in 2018 to 204 million in 2022. The average user spends 8 hours 36 minutes per day to

access the internet, by watching services streaming or broadcasting is the activity most often carried out after accessing social media.

One popular type of service is Subscription Video on Demand (SVoD). This service allows users to watch video content freely by paying a monthly subscription fee (Wayne, 2018). Some well-known SVoD platforms in Indonesia include Netflix, Disney+ Hotstar, Viu, and Vidio. According to Media Partners Asia research (2021), total SVoD subscribers in Indonesia reached around 7 million in early 2021, with the top four platforms accounting for 83% of total subscribers: Disney+ Hotstar (2.5 million), Viu (1.5 million), Vidio (1.1 million), and Netflix (0.85 million).

Netflix is a subscription-based online service that allows members to watch TV shows and films without advertising (Sudarsono et al., 2021). However, since entering the Indonesian market in 2016, Netflix has faced regulatory challenges and tough competition from other platforms. If viewed globally, data from Antenna shows that in 2021, Netflix experienced a large revenue loss because it lost 200,000 subscribers in the first quarter of 2021 (Forbes, 2022). Then in the first quarter of 2022, 3.6 million customers canceled their Netflix subscriptionsthem (Kompas.com, 2022).

Graph 1 Indonesian Netflix Streaming Subscribers 2018-2021

Source: Databoks.katadata, 2020 & AMPD Research by MPA, 2021

Graph 1 shows that in 2021, Netflix experienced a decline in market share in Indonesia. After an increase in subscriber numbers in early 2020, Netflix subscribers fell to 850K in 2021, while competitors such as Disney+ Hotstar and Viu accumulated more than 1 million subscribers due to opportunities arising from the Covid-19 pandemic. Based on Media Partner Asia (MPA) data for the second quarter of 2022, Netflix is not included in the top three platforms with the most service users in Indonesia. However, MPA did not

release exact figures for Vidio, Disney+ Hotstar, WeTV and Netflix subscribers, so additional data is needed, especially in Denpasar City, to confirm this phenomenon.

A preliminary survey conducted on 20 respondents in Denpasar City showed that 100% of respondents had subscribed to Netflix, but only 55% intended to make a repeat purchase. As many as 65% of respondents felt that the prices offered by Netflix were not commensurate with the overall perceived value, and only 50% had a positive preference for the Netflix brand. This shows that there are problems related to perceived price and brand preference which influence repurchase intention among Netflix consumers in Denpasar City.

Growing consumer interest in repurchasing (repurchase intention) in business is very important for business sustainability and long-term profits. Repurchase intention, consumer behavior to buy or use a product or service again, is influenced by the consumer's perceived value. According to Kotler (2016), retaining existing customers is more profitable than looking for new customers because of lower costs.

Perceived price is an important factor in repurchase intention. Netflix faces challenges in maintaining customer interest amidst stiff competition from Disney+ Hotstar, Viu, and Vidio. Netflix subscription prices range from 54 thousand to 186 thousand rupiah per month, higher than its competitors. Nevertheless, Netflix offers a lot of content, worth the money customers spend. According to Populix (2022), the majority of Indonesians spend 100-250 thousand rupiah for SVoD entertainment shows, indicating that Netflix prices are still within a reasonable range. However, as previously explained, it turns out that this is still not able to increase the perceived price for consumers in Denpasar City, which will influence repurchase intention for Netflix services.

Price perception is seen from the consumer's perspective as an indicator of value when compared with perceived benefits (Nguyen et al., 2015). Gosal & Setiobudi's (2020) research shows that price perceptions have a positive effect on repurchase intentions. However, several other studies, such as those conducted by Kevin & Tjokrosaputro (2021), show different results. This misalignment requires a mediating variable solution, and this research uses brand preference as a mediator between perceived price and repurchase intention.

Brand preference is a consumer's preference for a particular brand due to a positive assessment of that brand (Wenas, 2017). Netflix, as a pioneer of SVoD, has built a strong brand image through numerous awards and quality content. Brand preference has been proven to increase repurchase intentions, and price perception is also related to brand preference, where consumers are willing to pay more for brands that have high value for them (Swastika & Hartono, 2023). Based on this background, researchers are interested in conducting research on the role of brand preference in mediating the influence of

perceived price on repurchase intention among consumers of the Netflix streaming service in Denpasar City.

The theory underlying this research is consumer behavior which studies how individuals and groups choose, buy, and use products or services to fulfill their needs and desires (Kotler & Keller, 2016). This study focuses on the decision patterns taken by consumers, influenced by economic, cultural and technological factors, as well as considering psychological aspects and personal characteristics. In this context, perceived price and brand preference play an important role in forming repurchase intention. Positive price perceptions can increase brand preference, which in turn encourages consumers' intention to make repeat purchases.

Price perception is a consumer's perception of the price of a product or service which, if considered in accordance with the benefits obtained, can increase brand preference which is the consumer's tendency to like a particular brand because of a positive experience. Strong brand preference, which is influenced by positive price perceptions, ultimately drives repurchase intentions. This research examines how price perceptions and brand preferences influence repurchase intentions among Netflix users in Denpasar, with a focus on how initial stimuli such as price are processed by consumers to produce positive brand preferences and repurchase intentions.

Gosal and Setiobudi (2020) found that perceived price has a positive and significant influence on repurchase intention. Research by Adinata & Yasa (2019) also supports that perceived price has a positive effect on repurchase intention on the Lazada site. Moreno et al. (2023) stated that price perceptions influence repurchase intentions for SVoD services.

H1: Perceived price has a positive and significant effect on repurchase intention.

Eprilliana & Ellyawati (2016) found that perceived price has a positive and significant effect on brand preference. Berliana & Hartono's (2023) research also shows that price perceptions can have a positive and significant effect on brand preference.

H2: Perceived price has a positive and significant effect on brand preference.

Hartono & Sofia (2022) stated that the higher the brand preference felt by consumers, the higher their intention to make repeat purchases. Ebrahim et al. (2016) also found that brand preference has a significant influence on repurchase intention.

H3: Brand preference has a positive and significant effect on repurchase intention.

Almukarim & Yasri (2022) explain that perceived price has a positive influence on repurchase intention with brand preference as an intervening variable. Likewise, research by Ebrahim et al. (2015) and Yasri et al. (2020) which states that brand preference successfully mediates the influence of perceived price on repurchase intention.
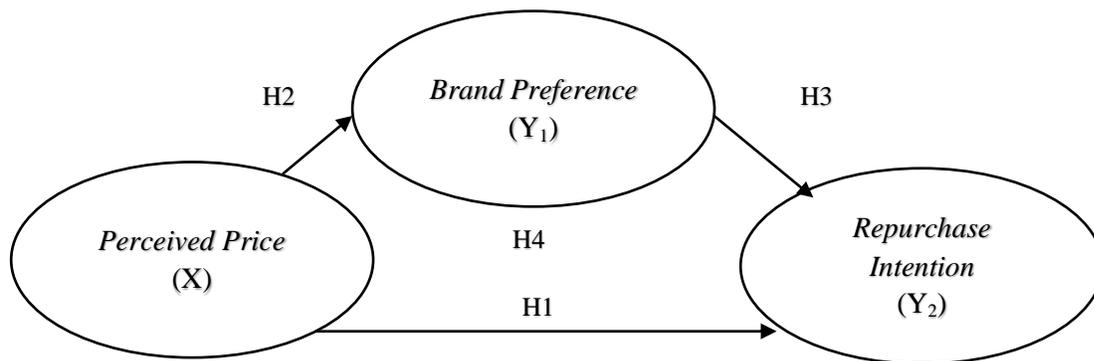
Figure 1. Conceptual Framework

RESEARCH METHODS

This research uses an associative quantitative approach to examine the relationship between perceived price, brand preference, and repurchase intention among Netflix consumers in Denpasar. This research is causal in nature, using a questionnaire as a tool. The research location is Denpasar City, with a population of all residents who have subscribed to Netflix. The sample was selected using purposive sampling with the criteria of being at least 17 years old, having a high school/vocational school education, and having subscribed to Netflix in the last three months. The research involved 120 respondents.

Primary data was obtained through questionnaires distributed directly and online. Validity and reliability tests were carried out, with the results of all instruments being valid and reliable.

Table 1 Validity Test Results of Research Instruments

Variable	Instrument	Pearson Correlation	Sig.	Information
Perceived price(X)	X1	0.795	0,000	Valid
	X2	0.799	0,000	Valid
	X3	0.879	0,000	Valid
	X4	0.880	0,000	Valid
Brand preferences(Y1)	Y11	0.777	0,000	Valid
	Y12	0.828	0,000	Valid
	Y13	0.907	0,000	Valid
	Y14	0.803	0,000	Valid

	Y21	0.787	0,000	Valid
Repurchase	Y22	0.861	0,000	Valid
Intention(Y2)	Y23	0.829	0,000	Valid
	Y24	0.770	0,000	Valid

Source: Primary data processed, 2024

Table 1 shows the results that all research variable instruments are declared valid with a Pearson Correlation value greater than 0.30

Table 2 Reliability Test Results of Research Instruments

Variable	*Cronbach's Alpha*	Information
Perceived price(X)	0.859	Reliable
Brand preferences(M)	0.846	Reliable
Repurchase Intention(Y)	0.827	Reliable

Source: Primary data processed, 2024

Table 2 shows that the reliability test for each variable is at a point above 0.60 which is shown in the Cronbach's Alpha results, so it can be said that all instruments have met the reliability requirements so they can be used to conduct research.

In addition, a classical assumption test is carried out which is useful to ensure that the regression model meets the assumptions of normality, the absence of multicollinearity and the absence of heteroscedasticity. Data analysis was carried out using descriptive analysis, path analysis, Sobel test, and Variance Accounted For (VAF) test.

RESULTS AND DISCUSSION

Netflix, Inc. was founded in 1997 by Reed Hastings and Marc Randolph in Los Gatos, California, with the initial idea of providing a DVD rental service by mail. In 1998, Netflix launched the world's first DVD sales and rental site, Netflix.com. In 1999, a monthly subscription service with no time limits and late fees was introduced, attracting 600,000 subscribers in the United States. In 2007, Netflix introduced a film and TV series streaming service, which was later expanded to devices such as iPads and game consoles in 2010, as well as to various regions of the world.

In 2016, Netflix was available in 190 countries, including Indonesia. Despite facing stiff competition and regulatory challenges, Netflix continues to grow by releasing quality original content that has won numerous international awards. Strong adaptability and innovation make Netflix one of the leaders in the global streaming industry.

Table 3 Characteristics of Respondents

No	Information	Classification	Number of people)	Percentage (%)
1	Gender	Man	53	44.2
		Woman	67	55.8
	Amount		**120**	**100**
2	Age	17-24 years old	95	79.2
		25-32 years old	22	18.3
		33-40 years old	3	2.5
		≥41 years	0	0
	Amount		**120**	**100**
3	Last education completed	High School/Equivalent	87	72.5
		Diploma	11	9.2
		Bachelor	21	17.5
		Postgraduate	1	0.8
	Amount		**120**	**100**
4	Main job or activity	Student/Students	85	70.8
		Private employees	21	17.5
		Government employees	4	3.3
		Businessman	8	6,7
		Other	2	1.7
	Amount		**120**	**100**
5	Average monthly pocket money or income	<Rp 1,000,000	22	18.3
		IDR 1,000,000 – IDR 3,000,000	69	57.5
		>Rp. 3,000,000 – Rp. 5,000,000	20	16.7
		>Rp 5,000,000	9	7.5
	Amount		**120**	**100**

Source: Primary data processed, 2024

Based on Table 3, of the total of 120 Netflix consumers in Denpasar City who were sampled, women dominate as users of Netflix services. This shows that Netflix services are more popular with women than men because this platform offers a lot of interesting content for the female segment, such as drama, romance and popular series. The majority of consumers are in the 17-24 year age range, indicating Netflix's popularity among

teenagers and young adults who are more adaptive to digital technology. Most consumers have a high school education or equivalent, indicating that Netflix users have generally completed secondary education and may be continuing their education or starting a career. The majority of consumers are students or university students, reflecting the use of Netflix by individuals who are still studying.

Most Netflix consumers in Denpasar City have a monthly income of between IDR 1,000,000 to IDR 3,000,000, reaching a percentage of 57.5 percent. This shows that Netflix is able to reach various economic layers, even though the majority of users have lower middle income. Netflix's popularity among lower-middle income groups is due to its flexibility in choosing a subscription package that suits your budget. Additionally, Netflix offers diverse and accessible payment methods, such as digital wallets and direct deductions from bank accounts, making it easy for consumers to stay subscribed. This data provides a clear picture of Netflix users in Denpasar City, highlighting demographic preferences, education, main activities and economic conditions.

The classical assumption test is used as a condition so that the regression model can be said to be a good model. A regression model will theoretically produce appropriate estimator parameters if it meets the classical assumptions of regression, namely: normality, multicollinearity and heteroscedasticity tests.

Table 4 Normality Test Results (One-Sample Kolmogorov-Smirnov)

Equality	*Asymp. Sig. (2-tailed)* *Kolmogorov-Smirnov*
Substructure 1	0.200
Substructure 2	0.084

Source: Primary data processed, 2024

Table 4 shows that the value of Asymp Sig. (2-tailed) Kolmogorov-Smirnov are 0.200 and 0.084 respectively. This value is greater than the alpha value of 0.05, indicating that the data used in this research is normally distributed.

Table 5 Results of Multicollinearity Test Structure 1

Variable	*Tolerance*	VIF
Perceived Price(X)	1,000	1,000

Source: Primary data processed, 2024

Table 5 shows the VIF and tolerance values of the perceived price variable in structural regression equation 1 showing that the VIF value of 1,000 is less than 10.00 (1,000 < 10.00) and the tolerance value for the perceived price variable of 1,000 is greater than 0.10 (1,000 > 0.10). This means that the regression equation model is free from multicollinearity.

Table 6 Multicollinearity Test Results for Structure 2

Variable	Tolerance	VIF
Brand preferences(Y1)	0.303	3,304
Perceived price(X)	0.303	3,304

Source: Primary data processed, 2024 (Appendix 6)

Table 6 shows the VIF and tolerance values of the brand preference variable and perceived price variable in the structural regression equation 2, each of which shows a VIF value of 3.304 which is smaller than 10.00 (3.304 < 10.00) and a tolerance value of 0.303 which is greater than 0.10 (0.303 > 0.10). This means that the regression equation model is free from multicollinearity.

Table 7. Heteroscedasticity Test Results (Glejser Test)

Equality	Model	t	Sig.
Substructure 1	Perceived price	-1,473	0.143
Substructure 2	Perceived price	0.442	0.660
	Brand preference	-1,698	0.092

Source: Primary data processed, 2024 (Appendix 6)

Table 7 shows that each model has a significance value of 0.143, 0.660 and 0.092. This value is greater than 0.05, which means there is no influence between the independent variables on the absolute residual. This means that the research model does not contain symptoms of heteroscedasticity.

Classification of the average scores of respondents' answers to research variables was carried out based on five categories, with class intervals calculated as follows:

Table 8. Variable Description Category

Average Score	Criteria	
	Perceived Price	Brand Preference & Repurchase Intention
1.00 - 1.80	Very bad	Very low
1.81 – 2.60	Bad	Low
2.61 - 3.40	Enough	Enough
3.41 - 4.20	Good	Tall
4.21 - 5.00	Very good	Very high

The variable perceived price (X) is measured with four statements on a five-point Likert scale. The average score for this variable is 3.74, which is in the good category. The statement with the highest average is "The subscription price offered by Netflix is in line with the perceived quality" (mean 4.00), indicating that the majority of respondents feel that the Netflix subscription price is commensurate with the quality received. The

statement "The subscription price offered by Netflix is in line with the perceived benefits" received an average of 3.99, also in the good category. The statement "The subscription price offered by Netflix is affordable according to my budget" received an average of 3.65, which, although good, is still below the overall average. The statement "The subscription price offered by Netflix is cheaper than competitors" received an average of 3.33, in the fair category, indicating that Netflix's prices are not yet competitive compared to competitors. Pricing strategies need to be further improved to improve price perception.

The brand preference variable (Y1) is measured with four statements on a five-point Likert scale. The average score for this variable is 3.88, which is in the high category. The statement "Netflix is an attractive brand" received a mean of 4.09, indicating that respondents felt Netflix was an attractive brand. The statement "Netflix is superior to competing brands" received a mean of 3.98, indicating that respondents consider Netflix to be superior. The statement "I prefer Netflix over other brands" received an average of 3.83, indicating that the brand preference enhancement strategy needs to be further improved, as it is below the overall average. The statement "I would choose Netflix over other brands" received an average of 3.60, indicating that there is an opportunity for competitors to attract Netflix consumers.

The repurchase intention variable (Y2) is measured with four statements on a five-point Likert scale. The average score for this variable is 3.9, which is in the high category. The statement "I will look for the latest information regarding the advantages offered by Netflix" received an average of 4.06, indicating that the majority of respondents actively follow updates from Netflix. The statement "I intend to repurchase a Netflix subscription in the future" received a mean of 3.95, indicating that most respondents have a strong intention to maintain a Netflix subscription. The statement "I would recommend using Netflix to others" received an average of 3.86, indicating that although high, it is still below the overall average, so Netflix needs to improve its strategy to strengthen repurchase intention. The statement "When looking to buy another streaming service, Netflix is the first choice" received an average of 3.72, indicating that Netflix needs to increase the value it offers compared to competitors.

This research uses path analysis techniques to test the influence of the relationship between variables, namely perceived price on brand preference and repurchase intention. This research also tests the mediating variable brand preference in mediating the relationship between perceived price and repurchase intention. Below are shown the results of the calculation of the path analysis of the first regression equation.

Table 9. Results of Model 1 Path Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,952	0.775		3,807	0,000
	Perceived Price	0.838	0.051	0.835	16,488	0,000

R Square	0.697
Adjusted R Square	0.695
F Statistics	271,850
Significance of F test	0,000

Dependent Variable: Brand preference

Source: Primary data processed, 2024

Based on the results of the path analysis in Table 9, the F coefficient value is 271.850 with a significance of 0.000 < 0.05, which means that the equation is valid or appropriate to explain the influence of the perceived price variable on brand preference.

The regression coefficient value for the perceived price variable is 0.835 with a significance of 0.000 <0.05, which means that the perceived price variable has a positive and significant effect on brand preference. The total determination value (R Square) is 0.697 or 69.7 percent. This means that 69.7 percent of the variation in brand preference is influenced by variations in perceived price, while the remaining 30.3 percent is influenced by other factors outside the research model.

The structural equation 1 obtained is as follows:.

Y1 = 0.835X + e1

Table 10. Results of Model 2 Path Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,012	0.792		2,540	0.012

	0.320	0.089	0.318	3,594	0,000
Perceived Price	0.320	0.089	0.318	3,594	0,000
Brand Preference	0.566	0.089	0.566	6,382	0,000
R Square	0.722				
Adjusted R Square	0.717				
F Statistics	151,907				
Significance of F test	0,000				

Dependent Variable: Repurchase intention

Based on the results of the path analysis in Table 10, the F coefficient value is 151.907 with a significance of 0.000 < 0.05, which means that the equation is valid or feasible to explain the influence of the perceived price and brand preference variables on repurchase intention.

The regression coefficient value for the perceived price variable is 0.318 with a significance of 0.000 <0.05, which means that the perceived price variable has a positive and significant effect on repurchase intention. The brand preference variable has a coefficient of 0.566 with a significance of 0.000 <0.05, which means that the brand preference variable has a positive and significant effect on repurchase intention. The total determination value (R Square) is the magnitude of the influence of the independent variable on the dependent variable, namely 0.722 or 72.2 percent. This means that 72.2 percent of the variation in repurchase intention is influenced by variations in perceived price and brand preference, while the remaining 27.8 percent is influenced by other factors outside the research model.

The structural equation 2 obtained is as follows:

Y2 = 0.318X + 0.566Y1 + e2

Based on structural equations 1 and 2, you can then construct a path coefficient diagram model. However, it is necessary to calculate the standard error value first with the following formula:

$e_i = \sqrt{1 - R^2}$

$e_1 = \sqrt{1 - R1^2} = \sqrt{1 - 0,697} = \sqrt{0,303} = 0,550$

$e_2 = \sqrt{1 - R2^2} = \sqrt{1 - 0,722} = \sqrt{0,278} = 0,527$

The result of the error effect (e1) is 0.550 and the error effect (e2) is 0.527 which is obtained from the calculation results above. Furthermore, the results of the total coefficient of determination are as follows:

$$R^2_m = 1 - (e_1)^2(e_2)^2$$
$$= 1 - (0,550)^2(0,527)^2$$
$$= 1 - (0,306)(0,278)$$
$$= 1 - 0,085 = 0,915$$

A total determination value of 0.915 means that there is 91.5 percent variation *repurchase intention* influenced by variations in perceived price and brand preference, while the remaining 8.5 percent is explained by other factors not included in the model. Below are presented the path coefficient values for each variable's influence in Figure 2.
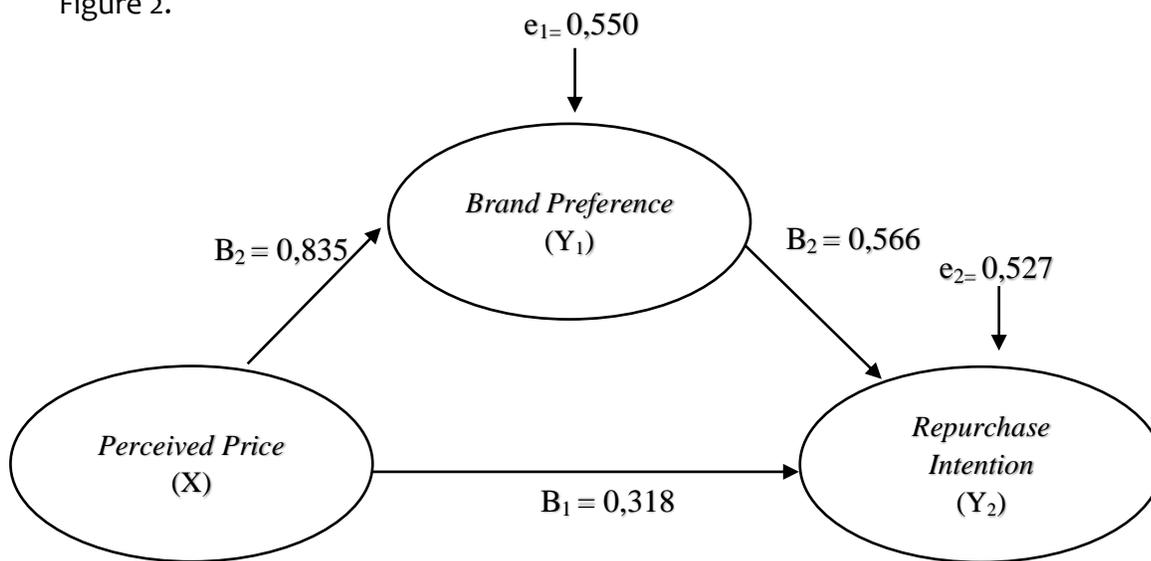
Source: Primary Data, 2024

Figure 2 Path Analysis Model

Based on the data processing and calculations above, the magnitude of the direct influence, indirect influence, and total influence between the variables perceived price, brand preference, and repurchase intention can be presented in Table 11 as follows:

Table 11. Direct Effect, Indirect Effect, and Total Effect

Influence of Variables	Direct Influence	Indirect Influence Through *Brand Preference* ($\beta_2 \times \beta_3$)	Total influence
X → Y2	0.318	0.473	0.791
X → Y1	0.835	-	0.835
Y1 → Y2	0.566	-	0.566

Source: Primary data processed, 2024

Table 11 shows the summary results of each direct and indirect influence path between variables as well as the total influence on each structural equation produced through path analysis techniques. From the previous explanation, it can be concluded that the repurchase intention variable is more influenced by brand preference than perceived price and the influence of the perceived price variable on repurchase intention through brand preference is greater than the influence of the perceived price variable on repurchase intention without the brand preference variable.

The Sobel test is used to test the significance of the indirect relationship between the independent variable and the dependent variable which is mediated by the mediator variable. In this research, brand preference mediates the relationship between perceived price and repurchase intention. If the z count is > 1.96 (with a significance level of 0.05) then the mediator variable is considered to significantly mediate the relationship between the dependent variable and the independent variable. Based on calculations, the z value is 5.92 > 1.96 (with a confidence level of 95%), indicating that brand preference significantly mediates the influence of perceived price on repurchase intention.

The Variance Accounted For (VAF) test shows that the VAF value is 0.599 or 59.9 percent, which means that brand preference is a partial mediator of the relationship between perceived price and repurchase intention. Thus, the influence of perceived price on repurchase intention is partly explained through brand preference.

The results of the analysis show that perceived price has a positive and significant effect on repurchase intention ($\beta = 0.318$, $p < 0.05$), indicating that the better the perceived price of Netflix services, the higher the consumer's intention to repurchase. Netflix has succeeded in building positive price perceptions by providing flexible subscription package options and improving service quality.

Apart from that, perceived price also has a positive and significant effect on brand preference ($\beta = 0.835$, $p < 0.05$). This indicates that consumers who have a positive perception of Netflix's prices tend to have a stronger preference for this brand. Netflix strengthens brand preference through high-quality original content and a satisfying viewing experience, so that consumers identify Netflix as the main choice compared to competitors.

Brand preference also proven to have a positive and significant effect on repurchase intention ($\beta = 0.566$, $p < 0.05$). This confirms that consumers who have a high preference for Netflix have a higher tendency to renew their subscription or make repeat purchases. Netflix's strategy of presenting exclusive content and personalizing services through advanced technology is effective in building emotional connections with consumers, strengthening brand preference, and increasing repurchase intention.

The Sobel Test results show that brand preference significantly mediates the relationship between perceived price and repurchase intention (Z count of 5.92 > 1.96). This shows that good perceived price influences repurchase intention through increasing brand preference. The theoretical implications of this research highlight the importance of perceived price and brand preference in the context of consumer behavior, where both play an important role in forming consumers' repurchase intentions.

Practically, Netflix management can use these findings to continue to maintain positive price perceptions by improving service quality and subscription price flexibility. Strategies to strengthen brand preference through original content and superior user experience can also be strengthened, thereby increasing consumers' repurchase intentions. Although this study has limitations in geographic coverage and cross-sectional methods, these results make a significant contribution to the understanding of consumer behavior in the context of digital subscription services.

CONCLUSION AND ADVICE

This study reveals that perceived price has a positive and significant influence on brand preference and repurchase intention of Netflix consumers in Denpasar City. This shows that increasing favorable price perceptions can strengthen brand preferences which in turn also increase repurchase intentions towards the Netflix brand. The role of brand preference is also proven to be crucial, because it mediates the relationship between perceived price and repurchase intention positively and significantly. The implication of these findings is the importance of Netflix in maintaining positive price perceptions with a more flexible pricing strategy and strengthening brand preference through high-quality original content and superior user experience.

From the results of this research, several strategic recommendations can be proposed to improve Netflix's marketing strategy and brand management in a competitive market. First, Netflix is advised to re-evaluate its pricing strategy by focusing on the added value offered and adapting more competitive pricing solutions. Second, increase interaction with users through loyalty programs and active fan communities to strengthen emotional attachment to the brand. Third, continue to innovate in features and technology to maintain Netflix's market leadership position and provide strong reasons for consumers to remain loyal.

As a suggestion for further research, it is recommended to consider the inclusion of additional variables such as content diversity and customer engagement to explore other factors that influence repurchase intention. In addition, expanding the geographical scope of research is also recommended so that the results can be generalized more widely outside Denpasar City. By implementing this strategy, it is hoped that Netflix can

strengthen perceived price value, brand preference, and ultimately increase consumers' repurchase intentions more effectively and sustainably.

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