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**THE EFFECT OF PSYCHOLOGICAL FACTORS TOWARDS CONSUMER PURCHASE  
DECISION OF NETFLIX IN PANDEMIC ERA****PENGARUH FAKTOR PSIKOLOGI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN  
NETFLIX DI ERA PANDEMI**

By:

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**Abstract:** Successful companies influence consumer buying decisions to market their products effectively and maximize sales. The purpose of this study is to determine the effect of psychological factors towards consumer purchase decision of Netflix in pandemic era. This study uses a quantitative approach. Technique analysis using multiple linear regression. The results showed that perception, motivation, learning, attitude and confidence together or simultaneously have a significant effect on consumer purchasing decisions of Netflix users at the Faculty of Economics and Business Unsrat. Perception, learning and attitude partially has no significant effect on purchasing decisions of Netflix users at the Faculty of Economics and Business Unsrat. Motivation and confidence partially have a significant effect on purchasing decisions of Netflix users at the Faculty of Economics and Business Unsrat. Companies need to consider their perceptions, learnings, or attitudes to improve their purchasing decisions.

**Keywords:** perception, learning, attitude, motivation and confidence

**Abstrak:** Perusahaan yang sukses mempengaruhi keputusan pembelian konsumen untuk memasarkan produk mereka secara efektif dan memaksimalkan penjualan. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh faktor psikologis terhadap keputusan pembelian konsumen Netflix di era pandemi. Penelitian ini menggunakan pendekatan kuantitatif. Teknik analisis menggunakan regresi linier berganda. Hasil penelitian menunjukkan bahwa persepsi, motivasi, pembelajaran, sikap dan kepercayaan diri secara bersama-sama atau simultan berpengaruh signifikan terhadap keputusan pembelian konsumen pengguna Netflix di Fakultas Ekonomi dan Bisnis Unsrat. Persepsi, pembelajaran dan sikap secara parsial tidak berpengaruh signifikan terhadap keputusan pembelian pengguna Netflix di Fakultas Ekonomi dan Bisnis Unsrat. Motivasi dan kepercayaan diri secara parsial berpengaruh signifikan terhadap keputusan pembelian pengguna Netflix di Fakultas Ekonomi dan Bisnis Unsrat. Perusahaan perlu mempertimbangkan persepsi, pembelajaran, atau sikap mereka untuk meningkatkan keputusan pembelian mereka.

**Kata Kunci:** persepsi, pembelajaran, sikap, motivasi dan keyakinan

## INTRODUCTION

### Research Background

The Covid-19 Pandemic had a substantial impact to all the sectors include business sectors and all arts sectors. Cinemas and movie theaters have been closed, festivals have been cancelled or postponed, and film release have been moved to future dates or delayed indefinitely. Due the cinemas and movie theaters closing, the streaming service users have been increasing. Along with the modern era, Internet use in the world has always been increasing every year, including in Indonesia. Until November 2020 internet users in Indonesia reached 175.4 million out of the total population of 272.1 million. This number is predicted to continue to increase every year, reaching 202.6 million people in 2021 according to Indonesian National Digital Report. The increase in the

number of internet users has led to the emergence of many new innovations from service providers such as website-based buying and selling services (e-commerce), online news portals, e-learning, social media, messaging platforms, as well as many platforms that offer streaming services such as video and also music.

One of the activities carried out by internet users is watching videos from their electronic devices. This is what underlies service provider companies to continue to develop and innovate in video streaming applications. Streaming itself means the process of streaming or transferring data from an internet server to the host directly. Thus, internet users can immediately view movies or listen to songs without having to wait or upload. Stenovec in 2015 shows an increase of nearly 30% since 2010 for people streaming video using Netflix, Youtube and Hulu. Netflix, Inc. is a digital streaming media service provider, headquartered in Los Gatos, California. Found in 1997 by Reed Hastings and Marc Randolph in Scotts Valley, California. The company's main business is a streaming subscription service, which is offered online with several film and television programs, including some created by Netflix itself. Netflix's initial business model was DVD sales and shipping by rental. One year after being founded, Netflix focused on renting DVDs rather than selling DVDs, so the DVD sales business was abandoned. In 2007, Netflix expanded its business by introducing streaming media while maintaining its DVD and Blu-ray rental services. The company is expanding its business internationally, with a streaming service available in Canada in 2010 and has continued to expand the service since then. Since January 2016, the Netflix service has operated in more than 190 countries, this service is freely available on the Internet except mainland China, Syria, the Republic of Crimea and Indonesia (some internet service providers block it due to censorship issues).

Successful businesses understand how to leverage the different factors that influence consumer purchase decision to effectively market their products and maximize sales. The psychological factors that influence an individual's decision to make a purchase are further categorized into the individual's motivations, perceptions, learning, attitudes and belief system (Callwood, 2013). Research conducted by Johanis (2016) found that psychological factors have effect on consumer purchase decisions. Likewise, the research conducted by Fitriyanti and Purwanto (2022) found that psychological factors affect consumer purchase decisions. Besides that, the same findings are from the research results of Durmaz (2014) that psychological factors had a significant effect on consumer purchase decisions. In contrast to the results of research from Soegoro and Rifaldi (2021), it shows that price, product quality and service quality had a significant effect on consumer purchase decisions. These factors contribute to the consumer purchase decision of the service which is Netflix subscription.

Previously, the government was encouraged to provide free internet quota for students to support distance learning. This is based on the different financial capabilities of each campus in supporting the distance learning process. Internet quota itself is one of the obstacles in the remote learning process during the corona pandemic. Students complain about the waste of internet quota when doing distance learning. Telkomsel noted that students use internet quota more to watch Netflix compared to accessing online learning applications during the corona pandemic. Because of their frequent use of Netflix, the researcher wants to conduct research on students of Faculty of Economics and Business Unsrat. There are several studies that have examined Consumer Purchase Decisions and then linked it to psychological factors. There are research results that find the influence between variables is positive and significant, but there are those who find the effect is not significant. On these two different findings, the researcher wants to examine the effect of Psychological Factors on Consumer Purchase Decisions of students at Faculty of Economics and Business Unsrat with the current conditions which are still in Covid-19 Pandemic Era. Based on the description above, the researcher wants to conduct further research to analyze, The Effect of Psychological Factors towards Consumer Purchase Decision of Netflix in Pandemic Era.

### **Research Objective**

Based on the above problems, the objectives of the research are as follows:

1. To analyze the Effect of Psychological Factors (Perception, Motivation, Learning, Attitude, Confidence) simultaneously on Consumer Purchase Decisions for Netflix in the Pandemic Era.
2. To analyze the Effect of Perception on Consumer Purchase Decisions for Netflix in the Pandemic Era.
3. To analyze the Effect of Motivation on Consumer Purchase Decisions for Netflix in the Pandemic Era.
4. To analyze the Effect of Learning on Consumer Purchase Decisions for Netflix in the Pandemic Era.
5. To analyze the Effect of Attitude on Consumer Purchase Decisions for Netflix in the Pandemic Era.
6. To analyze the Effect of Confidence on Consumer Purchase Decisions for Netflix in the Pandemic Era.

**Marketing**

Marketing is an activity that organizes an institution and a process that can create, communicate, deliver and exchange offers that have value for customers and society at large (Kotler and Keller, 2016:27). Marketing is a process social environment in which individuals and groups get what they want and needed through supply and they are free to exchange products and services. Marketing itself is not only the process of marketing but also what strategies are used to market a product and customer satisfaction with that product.

**Psychological Factors**

The main psychological aspects are: motivation, perception, attitude and learning (Kotler and Armstrong, 2011). Consumer behavior psychology contains basic psychological concepts that determine individual behavior and affect consumption (Schiffman and Kanuk, 2007). The individual's internal dynamics which, although not visible, by others, is important to everyone. Included in it is the process Perception is how individuals absorb and interpret information about products and other people (Solomon, 2009). Motivation as a change in energy in a person which is characterized by the emergence of feeling and preceded by a response to the existence of a goal (Djamarah, 2002:34). Attitude is a view towards a certain object accompanied by a tendency to be inconsistent with the attitude towards the object or in other words, attitude is a viewpoint and reaction to something (Gerungan, 1991:149). Confidence includes a self-perception of their individual oneself or someone, leads to a motivation and resources that owned to be applied in the form of actions in accordance with the requested task (Hendriana et al, 2014).

**Consumer Purchase Decision**

Purchasing Decision is part of consumer behavior, namely the study of how individuals, groups and organizations choose, buy, use and how goods, services, ideas or experiences to satisfy their needs and wants (Kotler and Armstrong, 2016:177). In addition, the purchasing decision is a process of evaluating and selecting from various alternatives according to with certain interests by making a choice that considered the most profitable (Machfoedz, 2013:44).

**Consumer Behavior**

Consumer behavior is a dynamic behavior between affect and cognition, behavior, and the environment in which humans do exchange activities in life (Setiadi, 2015). Kotler and Keller (2008), both agree that the theory of consumer behavior is a study that studies individuals, groups, and organizations in choosing, buying, using, and evaluating products to satisfy their needs and desires.

**Previous Research**

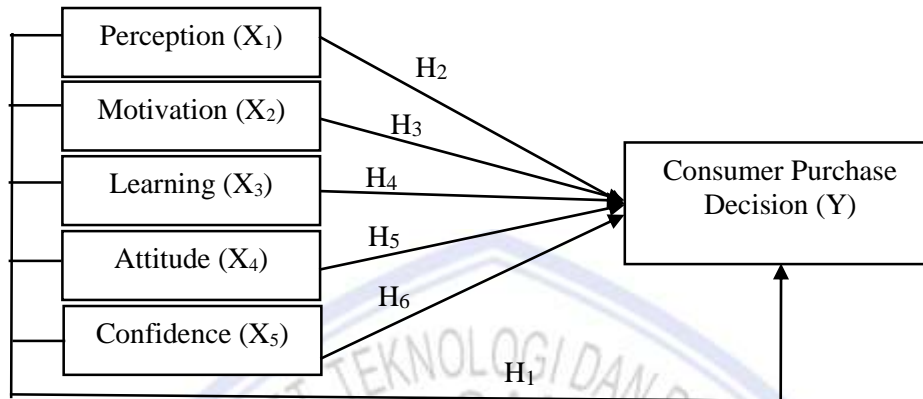
Falah (2021) analyzed whether there is the influence of social factors, personal factors and psychological factors on decisions purchase. This study uses a quantitative approach. Technique sampling using simple random sampling technique with the number of respondents is 100 people who are consumers/users the Shopee app. Data collection techniques using online questionnaires while data analysis using simple linear regression analysis and double. The results of the study show that simultaneously, social variables, personal and psychological significant and positive influence on decisions purchase, which is indicated by the significant value of the F test  $<$  the sig value is  $0.000 < 0.05$ . And partially influential social, personal and psychological variables significant and positive impact on purchasing decisions, which is indicated by value the significance of the t test for each variable  $<$  sig value is  $0.000 < 0.05$

Fandi and Juwita (2022) analyzed the effect of motivation, perception, trust and E-WOM on purchasing decisions for Netflix services in the city of Palembang. Netflix is a streaming film/drama service that has entered Indonesia since 2016 and Netflix users continue to grow. The sample used in this study was 160 using a non-purposive sampling technique with the criteria of having purchased Netflix services and residing in the city of Palembang. In this study, using multiple linear analysis techniques to test hypotheses and data processing using SPSS 22. The results showed that motivation, trust and E-WOM partially influenced the decision to purchase Netflix services in the city of Palembang, while perception had no partial effect. Simultaneously showed that there is an influence of motivation, perception, trust and E-WOM on the decision to purchase Netflix services in the city of Palembang.



Lestari and Saifuddin (2020) provided an overview of the forms of promotion carried out by companies during the COVID-19 pandemic which could not be predicted by the end of the COVID-19 pandemic. This research is a descriptive qualitative research by using literature or literature that focuses on explaining the research results obtained by researchers. The results of this study are to provide an overview of the relationship between promotions through digital marketing and purchasing decisions during the COVID-19 pandemic.

### Conceptual Framework



**Figure 1. Conceptual Framework**

Source: Theoretical Review, 2022

### Research Hypothesis

- H1: Psychological Factors simultaneously affect Consumer Purchase Decisions.
- H2: Perception have an influence on Consumer Purchase Decision simultaneously and partially.
- H3: Motivation have an influence on Consumer Purchase Decision partially.
- H4: Learning have an influence on Consumer Purchase Decision.
- H5: Attitude have an influence on Consumer Purchase Decision with positive effect and significant effect.
- H6: Confidence have an influence on Consumer Purchase Decision with significant effect.

## RESEARCH METHOD

### Research Approach

This research will use quantitative approach in order to collect the data. Quantitative research is the measurement of quantitative data and objective statistics through scientific calculations derived from a sample of people or residents who are asked to answer a number of questions about the survey to determine the frequency and percentage of their responses.

### Population, Sample, and Sampling Technique

The population in this study was students of the Faculty of Economics and Business Unsrat totaling 4,795. The data is taken from the Unsrat dashboard. The sampling technique in this research is by using accidental sampling technique. The criteria for respondents in this study were students who used Netflix willing to fill out a questionnaire. Using the Slovin formula, the sample obtained from the study amounted to 98 people.

### Data Collection Method

The primary data is taken from observation of questionnaire. The secondary data is taken from journals, documents, and literature books.

**Operational Definitions of Research Variables****Table 1. Operational Definitions of Research Variables**

Variable	Indicators
Perception (X1)	- Reception - Evaluation
Motivation (X2)	- Responsibility - Work Performance - Opportunity to Advance - Performance Recognition
Learning (X3)	- Challenging - A behavioral approach - Cognitive approach
Attitude (X4)	- Attitude consists of useful-useless, - Pleasant-unpleasant, - Good-bad, and - Enjoy-not enjoy
Confidence (X5)	- Believe in your own abilities - Independent in decision making - Have a positive self-concept
Consumer Purchase Decision (Y)	- Dare to express opinions - Product Selection. - Purchase Channel Selection - Time of purchase. - Amount of purchase - Payment Method

Source: Theoretical Review, 2022

## RESULT AND DISCUSSION

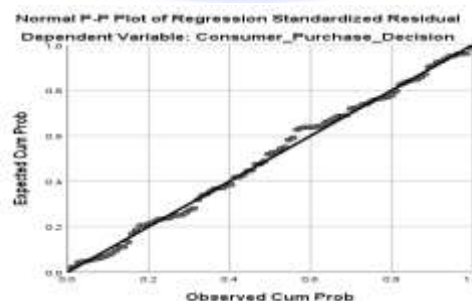
### Result

#### Validity and Reliability Test

The correlation of each item to the total score of each statement for the variables X1, X2, X3, X4, X5 and Y, all of them produce a Pearson correlation above 0.30 with a significance value less than 0.05. It means the overall item of the research variable statement is valid. The results of the reliability test show that the value of Cronbach's Alpha is 0.716, 0.853, 0.819, 0.735, 0.732 and 0.738 bigger than 0,6. So it can be said that all measuring concepts of each variable from the questionnaire are reliable.

#### Classical Assumption Test

##### Normality Test



**Figure 2. Normality Test**

Source: Data Processed, 2022

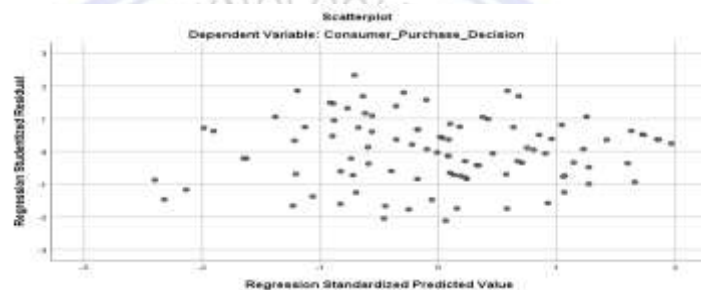
Figure 2 shows the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

**Multicollinearity Test****Table 2. Multicollinearity Test**

Model	Tolerance	VIF
(Constant)		
Perception	.831	1.203
Motivation	.477	2.095
Learning	.825	1.212
Attitude	.507	1.974
Confidence	.578	1.729

Source: Data Processed, 2022

The tolerance value of Perception 0.831, Motivation 0.477, Learning 0.825, Attitude 0.507, and Confidence 0.578 is more than 0.1. The VIF value of Perception is 1.203, Motivation 2.095, Learning 1.212, Attitude 1.974, Confidence 1.729, each variable is less than 10. It can be concluded that this research is free from multicollinearity.

**Heteroscedasticity Test****Figure 3. Heteroscedasticity Test**

Source: Data Processed, 2022

It shows on figure 3 that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

**Multiple Linear Regression Analysis****Table 3. Multiple Linear Regression Analysis**

		Coefficients <sup>a</sup>	
Model		Unstandardized Coefficients	
		B	Std. Error
1	(Constant)	5.042	1.919
	Perception	.258	.160
	Motivation	.352	.079
	Learning	.021	.203
	Attitude	.146	.108
	Confidence	.265	.095

Source: Data Processed, 2022

The analysis above can be expressed in the form of multiple linear regression equations as follows:

$$Y = 5.042 + 0.258X_1 + 0.352X_2 + 0.021X_3 + 0.146X_4 + 0.265X_5 + e$$

From the multiple linear regression equation above, it can be interpreted as the followings:

1. Constant value is 5.042 and is positive, this means that if Perception, Motivation, Learning, Attitude and Confidence are 0 (zero), then consumer purchase decisions as dependent variable will be 5.042.
2. The coefficient value for Perception variable is 0.258, this means that each increase of one unit in the Perception, while Motivation, Learning, Attitude, Confidence is assumed to be constant, consumer purchase decisions will increase by 0.258.

3. The coefficient value for Motivation variable is 0.352, this means that for every one unit increase in the Motivation while Perception, Learning, Attitude and Confidence is assumed to be constant, consumer purchase decisions will increase by 0.352.
4. The coefficient value for Learning variable is 0.021, this means that for every one unit increase in the Learning while Perception, Motivation, Attitude and Confidence is assumed to be constant, consumer purchase decisions will increase by 0.021.
5. The coefficient value for Attitude variable is 0.146, this means that for every one unit increase in the Attitude while Perception, Motivation, Learning and Confidence is assumed to be constant, consumer purchase decisions will increase by 0.146.
6. The coefficient value for Confidence variable is 0.265, this means that for every one unit increase in the confidence while Perception, Motivation, Learning and Attitude is assumed to be constant, consumer purchase decisions will increase by 0.265.

### F-Test

**Table 4. F-Test**

ANOVA <sup>a</sup>						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	493.782	5	98.756	23.760	.000 <sup>b</sup>
	Residual	382.391	92	4.156		
	Total	876.173	97			

Source: Data Processed, 2022

The result is  $F_{count} (23.760) > F_{table} (2.31)$  with the level significant of 0,000. Since F count is greater than F table and the significant is  $0.000 < 0.05$ , Hypothesis 1 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

### T-Test

**Table 5. T-Test**

Coefficients <sup>a</sup>			
Model		t	Sig.
1	(Constant)	2.628	.010
	Perception	1.618	.109
	Motivation	4.457	.000
	Learning	.105	.916
	Attitude	1.351	.180
	Confidence	2.791	.006

Source: Data Processed, 2022

Table 5 above shows:

1. Perception t-count value 1.618 is smaller than the t-table which is 1.98609. Significance level has a value greater than Alpha (0.05), which is 0.109. It concludes that Perception variable has no significant effect on consumer purchase decisions.
2. Motivation t-count value 4.457 is greater than the t-table which is 1.98609. Significance level value 0.000 is smaller than Alpha (0.05). It concludes that Motivation variable has a significant positive effect on consumer purchase decisions.
3. Learning t-count value 0.105 is smaller than the t-table which is 1.98609. Significance level value 0.916 is greater than Alpha (0.05). It concluded that Learning variable has no significant effect on consumer purchase decisions.
4. Attitude t-count value 1.351 is smaller than the t-table which is 1.98609. Significance level value 0.180 is greater than Alpha (0.05). It concludes that Attitude variable has no significant effect on consumer purchase decisions.
5. Confidence t-count value 2.791 is greater than the t-table which is 1.98609. Significance level value 0.006 is smaller than Alpha (0.05). It concludes that Confidence variable has a significant positive effect on consumer purchase decisions.



**Coefficient Determination (R<sup>2</sup>)****Table 6. Coefficient Determination (R<sup>2</sup>)****Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.751 <sup>a</sup>	.564	.540	2.03873	1.969

Source: Data Processed, 2022

The coefficient of determination (R) measures the ability of a model in explaining variation of dependent variable. The value of coefficient of determination is between 0 and 1. The coefficient of determination (R<sup>2</sup>) is 0.564 which shows that the variation of all independent variable explains 56.40% of variation in the Consumer Purchase Decisions (Y), the remaining 43.60% is explained by other factors outside the model or not discussed in this research.

**Discussion****The Influence of Perception, Motivation, Learning, Attitude and Confidence on Consumer Purchase Decision**

Based on the results of the F test it shows that perception, motivation, learning, attitude and confidence have a simultaneously significant effect on purchase decisions. It means that perception about Netflix, motivation to use, learning, attitude and confidence have a significant effect on consumer purchase decisions streaming users at Faculty of Economics and Business Unsrat. The results of this study are supported by research conducted by Falah (2021) which found that Psychological Factors simultaneously have a significant and positive effect on purchase decisions. Perception, motivation, learning, attitude, and confidence simultaneously have a significant and positive effect on consumer purchase decisions.

**The Influence of Perception on Consumer Purchase decisions**

Based on the results of the partial test (t test) it shows that perception has no significant effect on purchase decisions. This means that the perception of the streaming users doesn't have significant effect on their purchase decisions. Perception is the process of individuals being able to recognize object or objective fact by using individual tools. Based on the result perception of streaming users at Faculty of Economics and Business has no significant effect on purchase decisions, it means that student of Faculty of Economics and Business Unsrat doesn't use their perception to use Netflix. The results of this study are supported by research conducted Fandi and Juwita (2022) which found that perception had no partial effect on purchase decisions. However, this study contradicts the results of research from Lomboan, Saerang and Pangemanan (2013) which found that perception have a significant effect on purchasing decisions.

**The Influence of Motivation on Consumer Purchase decisions**

Based on the results of the partial test (t test) it shows that motivation has a significant effect on purchase decisions. This means that the motivation of the streaming users has a significant effect on their purchase decisions. Motivation is a change of energy in a person which is characterized by the emergence of feeling and preceded by a response to the existence of a goal. The motivation of Netflix users at Faculty of Economics and Business Unsrat to use Netflix, makes them want to buy Netflix and use Netflix as their streaming service. Based on the result motivation of streaming users at Faculty of Economics and Business has an significant effect on consumer purchase decisions, it means that student of Faculty of Economics and Business Unsrat has a motivation to use Netflix. The results of this study are supported by research conducted by Nurgianto, Worang, Lumanauw (2021) which found that motivation had a significant effect on consumer purchasing decisions. However, this study contradicts the results of research from Alfiansyah (2021) which found that viral marketing has a significant effect on purchase decisions.

**The Influence of Learning on Consumer Purchase decisions**

Based on the results of the partial test (t test) it shows that learning has no significant effect on purchase decisions. This means that the learning variable of the streaming users have no significant effect on their purchase decisions. Learning is any relatively permanent change in behavior that is a result of past experience permanent change in behavior as a result of experience. Based on the result find that any relatively permanent change in behavior that is a result of past experience permanent change in behavior as a result of experience doesn't have a



significant effect on purchase decisions. The results of this study are supported by research conducted by Rambli (2015) which found learning does not significantly affect purchasing decisions where the variable that most dominantly affects consumer purchasing decisions is the variable of cultural. However, this study contradicts the results of research from Nurgianto, Worang and Lumanauw (2021) which found that learning has a significant effect on purchasing decisions.

### **The Influence of Attitude on Consumer Purchase decisions**

Based on the results of the partial test (t test) shows that attitude has no significant effect on consumer purchase decisions. This means that the attitude variable of the streaming users have no significant effect on their purchase decisions. Attitude is an approach towards a certain object accompanied by a tendency to be inconsistent with the approach towards the object or in other words, attitude is an approach and reaction to something. Based on the result find that streaming users at Faculty of Economics and business doesn't use Netflix because of their tendency to use or react to Netflix. Their attitude to use Netflix is because of recommendation by their friends. The results of this study are supported by research conducted by Sigar, Massie and Pandowo (2021) which found that attitude does not significantly affect purchasing decisions where the variable that most dominantly affects consumer purchasing decisions is the variable of digital marketing. However, this study contradicts the results of research from Nurgianto, Worang and Lumanauw (2021) which found that attitude has a significant effect on purchasing decisions.

### **The Influence of Confidence on Consumer Purchase decisions**

Based on the results of the partial test (t test) it shows that confidence has a significant effect on consumer purchase decisions. This means that the confidence variable of the streaming users has a significant effect on their purchase decisions. Confidence includes a self-perception of their individual oneself or someone, leads to a motivation and resources that owned to be applied in the form of actions in accordance with the requested task (Hendriana, Slamet, and Sumarmo, 2014). Based on the result we find that Netflix users at Faculty of Economics and business, feels confidence while using Netflix. The results of this study are supported by research conducted by Nurgianto, Worang and Lumanauw (2021) which found that confidence/belief has a significant effect on purchasing decisions. However, this study contradicts the results of research from Nangoy and Tumbuan (2018) which found that confidence does not significantly affect purchasing decisions where the variable that most dominantly affects consumer purchasing decisions is the variable of advertisement and sales promotion.

## **CONCLUSION AND RECOMMENDATION**

### **Conclusions**

1. Based on the results of research and discussion, the conclusions of this study showed that perception, motivation, learning, attitude and confidence together or simultaneously have a significant effect on consumer purchasing decisions.
2. It is also concluded that Perception, Learning, and Attitude partially has no significant effect on purchasing decision. On the contrary, it has been found that Motivation and Confidence partially have a significant effect on purchasing decisions of Netflix users at Faculty of Economics and Business Unsrat.

### **Recommendation**

1. It is recommended that because Netflix users' perceptions, learning, and attitudes do not significantly influence their purchasing decisions, companies need to consider their perceptions, learning, or attitudes to improve their purchasing decisions. Motivation and trust have a significant impact on consumer purchasing decisions, so companies should consider maintaining user motivation and trust and continuing to use Netflix.
2. This research may serve as a reference for further research in marketing management science, which has not yet been widely studied, especially in the development of perception, motivation, learning, attitudes and self-confidence.

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