

ABSTRACT

The rapid growth of digital streaming services has intensified competition among Subscription Video on Demand (SVOD) platforms, particularly in emerging markets such as Indonesia. Netflix, as one of the leading global streaming platforms, faces increasing competition from both international and local providers. This study aims to analyze the influence of Perceived Value, Viral Marketing, and AI personalization on Purchase Intention, with UI/UX acting as a mediating variable among Netflix users in Semarang City.

This study employs a quantitative approach using 182 respondents who are Netflix users in Semarang City. Data were collected through online questionnaires using a Likert scale of 1–10 and analyzed using Structural Equation Modeling (SEM) with AMOS software. The analysis includes validity, reliability, normality, and goodness-of-fit testing, followed by hypothesis testing to examine direct, indirect, and total effects among variables.

The results indicate that all hypotheses are positively significant. Perceived Value, Viral Marketing, and AI personalization significantly influence UI/UX. Furthermore, Perceived Value, Viral Marketing, AI personalization, and UI/UX significantly influence Purchase Intention. The findings also reveal that UI/UX serves as a mediating variable that strengthens the relationship between independent variables and Purchase Intention. Among the variables, Perceived Value shows the strongest influence on Purchase Intention.

These findings suggest that enhancing Perceived Value, optimizing Viral Marketing strategies, improving AI-based personalization, and strengthening digital aesthetic design are essential strategies for increasing users' purchase intention. The integration of these factors can improve user experience and strengthen Netflix's competitive advantage in the increasingly competitive streaming service industry.

Keywords: Perceived Value, Viral Marketing, AI personalization, UI/UX, Purchase Intention, Netflix