

## ABSTRAK

Era digital yang semakin berkembang menumbuhkan berbagai alternatif pemenuhan kebutuhan bagi sebagian besar individu, salah satunya dalam memenuhi kebutuhan hiburan atau *entertainment needs* dengan mengkonsumsi video melalui layanan media digital. Layanan ini dikenal dengan sebutan *Subscription Video on Demand (SVOD)*, sebagai layanan berbayar yang menyajikan konten multimedia yang dapat diputar ulang sesuai permintaan pelanggan (*on demand*) serta dapat diakses melalui perangkat personal seperti *handphone, tablet, laptop*, dan lainnya secara *flexible* dimanapun dan kapanpun. Oleh sebab itu, banyak pelaku bisnis yang mulai memanfaatkan peluang tersebut, salah satunya Amazon Prime Video. Penelitian ini bertujuan untuk melihat pengaruh dari *brand awareness* dan *price* terhadap *subscribe intention SVOD* Amazon Prime Video pada generasi Y dan Z di Indonesia.

Metode penelitian yang digunakan adalah deskriptif dan verifikatif dengan jumlah sampel sebanyak 115 responden. Data diperoleh melalui kuesioner, wawancara, observasi dan studi literatur serta analisis data menggunakan SPSS versi 25. Hasil penelitian ini menunjukkan bahwa *brand awareness* dan *price* berpengaruh simultan terhadap *subscribe intention*. Jika dilihat secara parsial, *brand awareness* berpengaruh terhadap *subscribe intention* serta *price* pun berpengaruh terhadap *subscribe intention*. *Brand awareness* dan *price* berkontribusi terhadap *subscribe intention* sebesar 48,7% sedangkan sisanya sebesar 51,3% dipengaruhi oleh faktor – faktor lain diluar penelitian ini.

Kata kunci : *Brand Awareness, Price, Subscribe Intention, SVOD, Amazon Prime Video*

## **ABSTRACT**

*The growing digital era fosters various alternatives to meet the needs of most individuals, one of which is to fulfill entertainment needs by consuming video through digital media services. This service is known as Subscription Video on Demand (SVOD), as a paid service that provides multimedia content that can be played back according to customer demand (on demand) and can be accessed through personal devices such as mobile phones, tablets, laptops, and others flexibly anywhere and anytime. Therefore, many business people are starting to take advantage of this opportunity, one of which is Amazon Prime Video. This study aims to see the effect of brand awareness and price on Amazon Prime Video's SVOD subscription intention in generations Y and Z in Indonesia.*

*The research method used is descriptive and verification with a total sample of 115 respondents. Data were obtained through questionnaires, interviews, observations, literature studies, and data analysis using SPSS version 25. The results of this study indicate that brand awareness and price have a simultaneous effect on subscribe intention. If viewed partially, brand awareness has an impact on subscribe intention, and price also affects subscriber intention. Brand awareness and price contribute to subscribe intention by 48.7%, while other factors outside this study influence the remaining 51.3%.*

*Keywords: Brand Awareness, Price, Subscribe Intention, SVOD, Amazon Prime Video*