

## ABSTRACT

Trinada Willya Citra, 92218117

**ANALISIS PERILAKU KONSUMEN TERHADAP MINAT BERLANGGANAN APLIKASI STREAMING VIDEO DENGAN MENGIMPLEMENTASIKAN 7P'S STRATEGI PEMASARAN MENGGUNAKAN METODE QUALITY FUNCTION DEVELOPMENT**

Tesis. Master of Information Systems Management, Majoring in Business Information Systems. Universitas Gunadarma. 2021.

Kata Kunci: Video Streaming App, Consumer Behaviour, 7P's Marketing Mix, *Quality Function Deployment* (QFD).

The use of the internet has become a daily necessity because the internet provides many conveniences both in terms of providing information and facilitating communication. One of the activities carried out by internet users on mobile devices is viewing videos. This is what underlies service providers to continue to develop and innovate in video streaming applications such as *Netflix*, *Viu*, and *Disney+ Hotstar*. With the blocking of illegal video streaming sites, the use of video streaming applications has also increased. This study looks at and analyzes how consumer behavior in the interest in subscribing to video streaming applications in Indonesia, especially the Jabodetabek area. Consumers' subscription interest decisions are influenced by the 7Ps of marketing strategies (Product, Price, Place, Promotion, People, Physical Evidence, and Process) which are carried out through questionnaires. The data obtained from the respondents will be processed using the Quality Function Deployment (QFD) method. From the results of the preparation of the House of Quality, it shows that there are two elements that need to be developed for the application, *Netflix* namely payment transactions in various ways and easy and safe subscription payments. For the Application, the *VIU* accuracy of the search results based on the title of the film and a link to the relevant website address, and for the Application, the *Disney+ Hotstar* link to the relevant website address, and an attractive and interactive design display in order to provide consumer satisfaction for subscribing to the Application *Disney+ Hotstar*.

Reference ( 2002 – 2020 )