

DAFTAR PUSTAKA

- Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *International Journal of Distribution Science*, 19, 89–103.
<https://doi.org/http://dx.doi.org/10.15722/jds.19.1.202101.89>
- Bassi, F. (2010). Experiential goods and customer satisfaction: An application to films. *Quality Technology & Quantitative Management*, 7(1), 51–67.
<https://doi.org/10.1080/16843703.2010.11673218>
- BBC. (2019). *What will films be like in 20 years?* BBC Culture. Retrieved November 8, 2021, from <https://www.bbc.com/culture/article/20190508-what-will-films-be-like-in-20-years>
- Bougie, R., & Sekaran, U. (2020). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Brakus, J. J., Schmitt, B. H., & Zarantonello, L. (2009). Brand experience: What is it? how is it measured? does it affect loyalty? *Journal of Marketing*, 73(3), 52–68. <https://doi.org/10.1509/jmkg.73.3.52>
- Brakus, J. J., Schmitt, B. H., & Zhang, S. (n.d.). Experiential attributes and consumer judgments. *Handbook on Brand and Experience Management*. <https://doi.org/10.4337/9781848446151.00022>
- Canhoto, A. I., & Clark, M. (2013). Customer service 140 characters at a time: The users' perspective. *Journal of Marketing Management*, 29(5-6), 522–544. <https://doi.org/10.1080/0267257x.2013.777355>
- Celik, H. (2016). Customer online shopping anxiety within the unified theory of acceptance and Use Technology (utaut) framework. *Asia Pacific Journal of Marketing and Logistics*, 28(2). <https://doi.org/10.1108/apjml-05-2015-0077>
- Choi, M., & Toma, C. L. (2014). Social sharing through interpersonal media: Patterns and effects on emotional well-being. *Computers in Human Behavior*, 36, 530–541. <https://doi.org/10.1016/j.chb.2014.04.026>

- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (ewom) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/ija-30-1-047-075>
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of Information Technology. *MIS Quarterly*, 13(3), 319. <https://doi.org/10.2307/249008>
- Disney plus Atau Netflix Yang Lebih Murah? - iprice.* iprice. (2020). Retrieved September 17, 2021, from <https://iprice.co.id/trend/insights/disney-plus-atau-netflix-yang-lebih-murah/>
- Elberse, A. (2007). The Power of Stars: Do Star Actors Drive the success of movies? *Journal of Marketing*, 71(4), 102–120. <https://doi.org/10.1509/jmkg.71.4.102>
- Eliashberg, J., Jonker, J.-J., Sawhney, M. S., & Wierenga, B. (2000). MOVIEMOD: An implementable decision-support system for Prerelease Market Evaluation of Motion Pictures. *Marketing Science*, 19(3), 226–243. <https://doi.org/10.1287/mksc.19.3.226.11796>
- Erkan, I., & Evans, C. (2016). The influence of ewom in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Gao, M., Kortum, P., & Oswald, F. (2018). Psychometric evaluation of the use (usefulness, satisfaction, and ease of use) questionnaire for reliability and validity. *Proceedings of the Human Factors and Ergonomics Society Annual Meeting*, 62(1), 1414–1418. <https://doi.org/10.1177/1541931218621322>
- Gazley, A., Clark, G., & Sinha, A. (2011). Understanding preferences for motion pictures. *Journal of Business Research*, 64(8), 854–861. <https://doi.org/10.1016/j.jbusres.2010.09.012>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to sustain the customer experience: An Overview of Experience Components that Co-create Value

- With the Customer. *European Management Journal*, 25(5), 395–410.
<https://doi.org/10.1016/j.emj.2007.08.005>
- Good, M. C., & Hyman, M. R. (2020). ‘fear of missing out’: Antecedents and influence on purchase likelihood. *Journal of Marketing Theory and Practice*, 28(3), 330–341. <https://doi.org/10.1080/10696679.2020.1766359>
- Hair, J. F., M., H. G. T., Ringle, C. M., & Sarstedt, M. (2016). *A primer on partial least squares structural equation modeling (Pls-Sem)*. SAGE Publications, Inc.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial least squares structural equation modeling: Rigorous applications, better results and higher acceptance. *Long Range Planning*, 46(1-2), 1–12.
<https://doi.org/10.1016/j.lrp.2013.01.001>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Hendriyani, I. G., Budiarsa, M., Antara, M., & Sudiarta, N. (2020). The loyalty model of foreign tourists consuming traditional Balinese food. *GLOBAL BUSINESS FINANCE REVIEW*, 25(3), 34–48.
<https://doi.org/10.17549/gbfr.2020.25.3.34>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Holbrook, M. B. (2006). *Consumer value: A framework for analysis and Research*. Routledge.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132. <https://doi.org/10.1086/208906>
- Holbrook, M. B., & Hirschman, E. C. (1985). Hedonic and Utilitarian Aspects of Consumer Behavior: an Attitudinal Perspective . *Advances in Consumer Research*, 12, 7–10.

- Hollbrook, M. B., & Corfman, K. P. (1985). Quality and value in the consumption experience : Phaedrus Rides again. *Perceived Quality*, 31(2), 31–57.
- Hosany, S., & Witham, M. (2009). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351–364. <https://doi.org/10.1177/0047287509346859>
- Indonesia over-the-top market size, share and analysis: Forecast- 2027*. Allied Market Research. (2021). Retrieved October 8, 2021, from <https://www.alliedmarketresearch.com/indonesia-over-the-top-market>
- Indonesia, C. N. N. (2021, January 20). *Studi: Disney+ Kalahkan Jumlah pelanggan netflix di Indonesia*. hiburan. Retrieved October 26, 2021, from <https://www.cnnindonesia.com/hiburan/20210119172259-220-595764/studi-disney-kalahkan-jumlah-pelanggan-netflix-di-indonesia>
- Indonesia: Weekly time spent on streaming platforms by type 2020*. Statista. (2021). Retrieved September 6, 2021, from <https://www.statista.com/statistics/1236942/indonesia-weekly-time-spent-on-streaming-platforms-by-type/>
- Investing in creativity*. Diversity of Cultural Expressions. (2021, August 18). Retrieved January 5, 2022, from <https://en.unesco.org/creativity/publications/investing-creativity>
- Jung, W., & Yim, H. R. (2016). The effects of mental model and intrinsic motivation on the behavioral intention of smartphone application users. *ETRI Journal*. <https://doi.org/10.4218/etrij.16.0115.0447>
- Kim, E., Sung, Y., & Kang, H. (2014). Brand followers' retweeting behavior on Twitter: How brand relationships influence brand electronic word-of-mouth. *Computers in Human Behavior*, 37, 18–25. <https://doi.org/10.1016/j.chb.2014.04.020>
- Kim, J., Lee, Y., & Kim, M.-L. (2020). Investigating 'fear of missing out' (FOMO) as an extrinsic motive affecting sport event consumer's behavioral intention and Fomo-driven consumption's influence on intrinsic rewards, extrinsic rewards, and consumer satisfaction. *PLOS ONE*, 15(12). <https://doi.org/10.1371/journal.pone.0243744>

- Kim, J.-H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, *44*, 34–45.
<https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J.-H., Ritchie, J. R., & McCormick, B. (2010). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, *51*(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Klaus, P. 'P., & Maklan, S. (2013). Towards a better measure of customer experience. *International Journal of Market Research*, *55*(2), 227–246.
<https://doi.org/10.2501/ijmr-2013-021>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, *50*, 103–110.
<https://doi.org/10.1016/j.jretconser.2019.05.005>
- Ladhari, R. (2007). The movie experience: A revised approach to determinants of satisfaction. *Journal of Business Research*, *60*(5), 454–462.
<https://doi.org/10.1016/j.jbusres.2006.12.007>
- Lai, C., Altavilla, D., Ronconi, A., & Aceto, P. (2016). Fear of missing out (FOMO) is associated with activation of the right middle temporal gyrus during inclusion social cue. *Computers in Human Behavior*, *61*, 516–521.
<https://doi.org/10.1016/j.chb.2016.03.072>
- laporan Survei Internet APJII 2019-2020 [Q2]*. Asosiasi penyelenggara Jasa internet Indonesia. (2020). Retrieved September 10, 2021, from <https://apjii.or.id/survei>
- Lee, C. S., & Ma, L. (2012). News sharing in social media: The effect of gratifications and prior experience. *Computers in Human Behavior*, *28*(2), 331–339. <https://doi.org/10.1016/j.chb.2011.10.002>
- Lee, J., Chen, C.-C., Song, H.-J., & Lee, C.-K. (2016). Consumption of movie experience: Cognitive and affective approaches. *Journal of Quality*

- Assurance in Hospitality & Tourism*, 18(2), 173–199.
<https://doi.org/10.1080/1528008x.2016.1189866>
- Lee, J.-S., Lee, C.-K., & Choi, Y. (2010). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research*, 50(6), 685–696. <https://doi.org/10.1177/0047287510385465>
- Lemeshow, S. (1990). *Adequacy of sample size in health studies*. Wiley.
- Lenzner, T., & Neuert, C. E. (2017). Pretesting survey questions via web probing – does it produce similar results to face-to-face cognitive interviewing? *Survey Practice*, 10(4), 1–11. <https://doi.org/10.29115/sp-2017-0020>
- Librianty, A. (2020, September 4). *Konten Kreator lokal Bakal Tayang Eksklusif di Disney Plus Hotstar*. liputan6.com. Retrieved October 1, 2021, from <https://www.liputan6.com/tekno/read/4347802/konten-kreator-lokal-bakal-tayang-eksklusif-di-disney-plus-hotstar>
- Librianty, A. (2020, September 4). *Konten Kreator lokal Bakal Tayang Eksklusif di Disney Plus Hotstar*. liputan6.com. Retrieved October 22, 2021, from <https://www.liputan6.com/tekno/read/4347802/konten-kreator-lokal-bakal-tayang-eksklusif-di-disney-plus-hotstar>
- Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's concept of experience economy and its dimensions: An empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 237–255.
<https://doi.org/10.1080/1528008x.2011.541847>
- Memon, M. A., T., R., Cheah, J.-H., Ting, H., Chuah, F., & Cham, T. H. (2021). PLS-SEM statistical programs: A Review. *Journal of Applied Structural Equation Modeling*, 5(1), i-xiv. [https://doi.org/10.47263/jasem.5\(1\)06](https://doi.org/10.47263/jasem.5(1)06)
- Neelamegham, R., & Jain, D. (1999). Consumer choice process for experience goods: An econometric model and analysis. *Journal of Marketing Research*, 36(3), 373. <https://doi.org/10.2307/3152083>
- Nistanto, R. K. (2020, September 5). *Disney+ Hotstar Bakal Bersaing dengan netflix di Indonesia, Ini Strategi mereka*. KOMPAS.com. Retrieved October 26, 2021, from

<https://tekno.kompas.com/read/2020/09/05/13344917/disney-hotstar-bakal-bersaing-dengan-netflix-di-indonesia-ini-strategi-mereka>

- Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). Mediation analysis in partial least squares path modeling. *Industrial Management & Data Systems*, 116(9), 1849–1864. <https://doi.org/10.1108/imds-07-2015-0302>
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132. <https://doi.org/10.1177/0047287507304039>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460. <https://doi.org/10.2307/3150499>
- Olshavsky, R. W., & Granbois, D. H. (1979). Consumer decision making-fact or fiction? *Journal of Consumer Research*, 6(2), 93. <https://doi.org/10.1086/208753>
- Pahnila, S., Siponen, M., & Zheng, X. (2011). Integrating habit into Utaut: The Chinese ebay case. *Pacific Asia Journal of the Association for Information Systems*, 1–30. <https://doi.org/10.17705/1pais.03201>
- Panda, S., & Pandey, S. C. (2017). Binge watching and college students: Motivations and outcomes. *Young Consumers*, 18(4), 425–438. <https://doi.org/10.1108/yc-07-2017-00707>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple- Item Scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Park, J., Hyun, H., & Thavisay, T. (2021). A study of antecedents and outcomes of social media wom towards luxury brand purchase intention. *Journal of Retailing and Consumer Services*, 58, 102272. <https://doi.org/10.1016/j.jretconser.2020.102272>
- Piazza, J. (2010, January 11). *Audiences experience 'avatar' blues*. CNN. Retrieved November 8, 2021, from <http://www.cnn.com/2010/SHOWBIZ/Movies/01/11/avatar.movie.blues/>

- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the Experience Economy. *Harvard Business Review*, 97–105.
- PricewaterhouseCoopers. (2021). *Entertainment & Media revenues rebounding strongly from pandemic slump; shift to streaming, gaming and user-generated content is transforming industry*. PwC. Retrieved September 5, 2021, from <https://www.pwc.com/gx/en/news-room/press-releases/2021/global-entertainment-media-outlook-2021.html>
- Przybylski, A. K., Murayama, K., DeHaan, C. R., & Gladwell, V. (2013). Motivational, emotional, and behavioral correlates of fear of missing out. *Computers in Human Behavior*, 29(4), 1841–1848. <https://doi.org/10.1016/j.chb.2013.02.014>
- Ramírez-Castillo, N. A., Müller-Pérez, J., Acevedo-Duque, Á., Müller-Pérez, S., González-Díaz, R. R., Suarez Campos, J., & Ovalles-Toledo, L. V. (2021). Sustainable moviegoer intention to attend cinemas based on the theory of planned behavior. *Sustainability*, 13(16), 8724. <https://doi.org/10.3390/su13168724>
- RI, K. B. (2021). *Indonesia Menjadi Inisiator Tahun Internasional Ekonomi Kreatif Dunia*. Kemenparekraf. Retrieved October 10, 2021, from <https://kemenparekraf.go.id/ragam-ekonomi-kreatif/Indonesia-Menjadi-Inisiator-Tahun-Internasional-Ekonomi-Kreatif-Dunia>
- Ringle, C. M., & Sarstedt, M. (2016). Gain more insight from your PLS-SEM results. *Industrial Management & Data Systems*, 116(9), 1865–1886. <https://doi.org/10.1108/imds-10-2015-0449>
- Ross, I., & Bettman, J. R. (1979). An information processing theory of consumer choice. *Journal of Marketing*, 43(3), 124. <https://doi.org/10.2307/1250155>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial least squares structural equation modeling. *Handbook of Market Research*, 1–40. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 53–67. <https://doi.org/10.1362/026725799784870496>

- Schweidel, D. A., & Moe, W. W. (2016). Binge watching and advertising. *Journal of Marketing*, 80(5), 1–19. <https://doi.org/10.1509/jm.15.0258>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Sheng, M. L., & Teo, T. S. H. (2012). Product attributes and brand equity in the Mobile Domain: The mediating role of customer experience. *International Journal of Information Management*, 32(2), 139–146. <https://doi.org/10.1016/j.ijinfomgt.2011.11.017>
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why we buy what we buy: A theory of consumption values. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Shmueli, G., Ray, S., Velasquez Estrada, J. M., & Chatla, S. B. (2016). The Elephant in the room: Predictive performance of PLS models. *Journal of Business Research*, 69(10), 4552–4564. <https://doi.org/10.1016/j.jbusres.2016.03.049>
- Stavljanin, V., & Pantovic, V. (2017). Online customer experience: Implications for digital banking. *Bankarstvo*, 46(2), 100–129. <https://doi.org/10.5937/bankarstvo1702100s>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: A systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Thurau, T. H., Walsh, G., & Wruck, O. (2001). An investigation into the factors determining the success of service innovations: The case of motion pictures. *Academy of Marketing Science Review*, 2001.
- Triandis, H. C. (1977). *Interpersonal behaviour*. BROOKS/COLE.
- Verhoef, P. C., Lemon, K. N., Parasuraman, A., Roggeveen, A., Tsiros, M., & Schlesinger, L. A. (2009). Customer experience creation: Determinants,

- Dynamics and Management Strategies. *Journal of Retailing*, 85(1), 31–41.
<https://doi.org/10.1016/j.jretai.2008.11.001>
- Video-on-demand - indonesia: Statista market forecast*. Statista. (2021). Retrieved October 15, 2021, from <https://www.statista.com/outlook/201/120/video-on-demand/indonesia#market-users>
- Video-on-demand - indonesia: Statista market forecast*. Statista. (2021, November). Retrieved September 10, 2021, from <https://www.statista.com/outlook/dmo/digital-media/video-on-demand/indonesia>
- White Baker, E., Al-Gahtani, S. S., & Hubona, G. S. (2007). The effects of gender and age on new technology implementation in a developing country. *Information Technology & People*, 20(4), 352–375.
<https://doi.org/10.1108/09593840710839798>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.
<https://doi.org/10.1007/bf02894350>
- Yang, Z. Y., & He, L. Y. (2011). Goal, customer experience and purchase intention in a retail context in China: An empirical study. *African Journal of Business Management*, 5(16), 6738–6746.
<https://doi.org/10.5897/AJBM10.1287>
- Yueh, H.-P., Huang, J.-Y., & Chang, C. (2015). Exploring factors affecting students' continued wiki use for individual and collaborative learning: An extended utaut perspective. *Australasian Journal of Educational Technology*, 31(1). <https://doi.org/10.14742/ajet.170>
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. (2018). Influence of E-wom engagement on consumer purchase intention in Social Commerce. *Journal of Services Marketing*, 32(4), 493–504. <https://doi.org/10.1108/jsm-01-2017-0031>
- Zeithaml, V. A. (1982). Consumer response to in-store Price Information Environments. *Journal of Consumer Research*, 8(4), 357.
<https://doi.org/10.1086/208876>

Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2. <https://doi.org/10.2307/1251446>

Zhu, Z. Y., & Kim, H. C. (2020). Antecedents and Consequences of Flow Experience in Online Movie Information Sharing Behavior: An Empirical Study of Young Chinese Moviegoers Living in Korea. *International Journal of Advanced Smart Convergence*, 9, 141–153.

<https://doi.org/http://dx.doi.org/10.7236/IJASC.2020.9.1.141>

