

## DAFTAR PUSTAKA

- Ariesta, A. (2021, Agustus Jumat). *Kapan Krisis Ekonomi karena Covid-19 Berakhir? Ini Penjelasannya.* Retrieved from idxchannel.com: <https://www.idxchannel.com/economics/kapan-krisis-ekonomi-karena-covid-19-berakhir-ini-penjelasannya>
- Bagas, F. (2020, August 22). *Daftar Harga Langganan 7 Aplikasi Streaming Film di Indonesia, Mulai Rp 12.500 Sebulan.* Retrieved from www.nextren.grid.id: <https://nextren.grid.id/read/012301086/daftar-harga-langganan-7-aplikasi-streaming-film-di-indonesia-mulai-rp-12500-sebulan?page=all>
- Bayu, D. J. (2020, September 15). *6 Sektor Usaha Paling Terdampak saat Pandemi Corona.* Retrieved from katadata.co.id: <https://databoks.katadata.co.id/datapublish/2020/09/15/6-sektor-usaha-paling-terdampak-saat-pandemi-corona>
- bbc.com. (2022, January 20). *Netflix faces rocky road after pandemic wins.* Retrieved from www.bbc.com: <https://www.bbc.com/news/business-60077485>
- Chan, J. (2020, September 23). *Top Streaming Apps Worldwide for August 2020 by Downloads.* Retrieved from sensortower.com: <https://sensortower.com/blog/top-streaming-apps-worldwide-august-2020>
- Chen, Y. S., & Chang, C. H. (2012). Enhance green purchase : The roles of green perceived value, green. *Management Decision*, 502-520.
- Chin, W. W., & Marcoulides, G. (1988). The Partial Least Squares Approach to Structural Equation Modeling.
- Chopdar, P. K., Korfiatis, N., Sivakumar, V., & Lytras, M. D. (2018). Mobile shopping apps adoption and perceived risks: A cross-country perspective utilizing the Unified Theory of Acceptance and Use of Technology. *Computers in Human Behavior.*
- CNN Indonesia. (2021, April Senin). *Menparekraf Ungkap Sektor Industri yang Bertahan saat Pandemi.* Retrieved from cnnindonesia.com:

- <https://www.cnnindonesia.com/ekonomi/20210405191654-92-626265/menparekraf-ungkap-sektor-industri-yang-bertahan-saat-pandemi>
- Cohen, J. (1988). Statistical Power Analysis for the Behavioral Sciences (2nd ed.).
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences (2nd Edition)*. Routledge.
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *Management Information System Quarterly* 13, 319-340.
- Diamantopoulos, A., Sarstedt, M., Fuchs, C., Wilczynski, P., & Kaiser , S. (2012). Guidelines for choosing between multi-item and single-item scales for construct measurement: a predictive validity perspective. *Journal of the Academy of Marketing Science*, 434-449.
- Evadio, A. (2021, Januari 23). *Bukan Netflix, Ini Platform Streaming yang Laris di Indonesia*. Retrieved from bisnis.com: <https://teknologi.bisnis.com/read/20210123/84/1346861/bukan-netflix-ini-platform-streaming-yang-laris-di-indonesia>
- Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris* . Semarang: Undip.
- Grimes, C. (2022, April 20). *Netflix sheds subscribers for the first time in a decade*. Retrieved from www.ft.com: <https://www.ft.com/content/70a28358-8720-4f36-a5b4-24dc0f3be9a3>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis 7th Edition Pearson Prentice Hall*.
- 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*.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *New Challenges to International Marketing*.

- Hsiao, K. L., & Chen, C. C. (2016). What drives in-app purchase intention for mobile games? An. *Electronic Commerce Research and Applications*, 18-29.
- Hsu, C. L., & Lin, J. C. (2015). What drives purchase intention for paid mobile apps? – An expectation. *Electronic Commerce Research and Applications*, 46-57.
- Hsu, C. L., & Lin, J. C. (2016). An empirical examination of consumer adoption of Internet of Things. *Computers in Human Behavior*, 516-527.
- Iqbal, M. (2021, November 12). *Netflix Revenue and Usage Statistics (2021)*. Retrieved from businessofapps.com: <https://www.businessofapps.com/data/netflix-statistics/>
- Jayani, D. H., & Widowati, H. (2019). *Berapa Pelanggan Streaming Netflix di Indonesia?* Retrieved Agustus 13, 2019, from <https://databoks.katadata.co.id/datapublish/2019/08/13/berapa-pelanggan-streaming-netflix-di-indonesia>
- Jemadu, L. (2021, Januari 24). *Jumlah Pelanggan Netflix di Indonesia di bawah Disney+ dan Viu.* Retrieved from suara.com: <https://www.suara.com/tekno/2021/01/24/070500/jumlah-pelanggan-netflix-di-indonesia-di-bawah-disney-dan-viu>
- Jemadu, L. (2021, January 24). *Jumlah Pelanggan Netflix di Indonesia di bawah Disney+ dan Viu.* Retrieved from www.suara.com: <https://www.suara.com/tekno/2021/01/24/070500/jumlah-pelanggan-netflix-di-indonesia-di-bawah-disney-dan-viu>
- Joreskog, K. G. (1970). A GENERAL METHOD FOR ESTIMATING A LINEAR STRUCTURAL EQUATION SYSTEM. *ETS Research Bulletin Series*.
- Keck, C. (2022, March 24). *Yes, Netflix just got even more expensive.* Retrieved from www.theverge.com: <https://www.theverge.com/2022/3/24/22993562/netflix-price-increase-us-plans-2022>
- Khoi, N. H., Tuu, H. H., & Olsen, S. O. (2018). The role of perceived values in explaining Vietnamese consumers' attitude and intention to adopt mobile commerce. *Asia Pacific Journal of Marketing and Logistics*.

- Kim, B. (2010). An empirical investigation of mobile data service continuance: Incorporating. *Expert Systems with Applications*, 37.
- Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet:. *Decision Support System*, 111-126.
- Kim, H. W., Kankanhalli, A., Ryung, H., & Ryung, H. (2016). Investigating Decision Factors in Mobile Application Purchase: Mixed Methods Approach, Information and. <http://dx.doi.org/10.1016/j.im.2016.02.011>.
- Klebnikov, S. (2022, April 19). *Subscribers For The First Time In Ten Years, Shares Plunge 35%*. Retrieved from [www.forbes.com](https://www.forbes.com/sites/sergeiklebnikov/2022/04/19/netflix-shares-plunge-over-20-after-company-says-it-lost-subscribers-for-the-first-time-in-10-years/?sh=4fbb99521650): <https://www.forbes.com/sites/sergeiklebnikov/2022/04/19/netflix-shares-plunge-over-20-after-company-says-it-lost-subscribers-for-the-first-time-in-10-years/?sh=4fbb99521650>
- Kleijnen, M., Ruyter, K. d., & Wetzels, M. (2007). An assessment of value creation in mobile service delivery. *Journal of Retailing*, 33-46.
- kompas.com. (2021, April 22). *Pertumbuhan Pelanggan Netflix Tidak Sesuai Harapan*. Retrieved from kompas.com: <https://tekno.kompas.com/read/2021/04/22/12100017/pertumbuhan-pelanggan-netflix-tidak-sesuai-harapan?page=all>
- Kuo, Y. F., Wu, C. M., & Deng, W. J. (2009). The relationships among service quality, perceived value, customer satisfaction,. *Computers in Human Behavior*, 887-896.
- Lin, K. Y., Wang, Y. T., & Huang, T. K. (2020). Exploring the antecedents of mobile payment service usage. *Online Information Review*, 299.
- Molinillo, S., Illescas, R. A., Sanchez, R. A., & Cabanillas, F. L. (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services*.
- Mutahar, A. M., Daud, N. M., Ramayah, T., Putit, L., Isaac, O., & Alrajawy, I. (2016). The Role of Trialability, Awareness, Perceived Ease of Use, and Perceived .

*7th INTERNATIONAL CONFERENCE on POSTGRADUATE EDUCATION,*  
884-898.

- Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2018). The moderating role of device type and age of users on the intention. *Technology in Society*, 79-90.
- Nitzi, C., Cepeda-Carrion, a. A., & Roldan, J. L. (2016). Mediation Analysis in Partial Least Squares Path Modeling: Helping Researchers Discuss More Sophisticated Models. *Industrial Management & Data System*.
- Oliveira, T. T., Baptista, M. G., & Campos, F. (2016). Mobile payment: understanding the determinants of customer adoption and intention to recommend the technology. *Computers in Human Behavior*, 404-414.
- Park, S., Kang, S.-u., & Zo, H. (2016). Analysis of influencing factors on the IPTV subscription. *Information Technology & People*, pp 419-443.
- Pusparisa, Y. (2020, Agustus 31). *Pandemi Tingkatkan Penggunaan Aplikasi Digital Asia Tenggara* . Retrieved from databooks.katadata.co.id: <https://databoks.katadata.co.id/datapublish/2020/08/31/pandemi-tingkatkan-penggunaan-aplikasi-digital-asia-tenggara>
- Richter, F. (2021, January 21). *Netflix Passes 200 Million Milestone* . Retrieved from www.Statista.com: <https://www.statista.com/chart/3153/netflix-subscribers/>
- Rigdon, E. E. (2012). Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods. Long Range Planning. *Long range planning*, 341-358.
- Ringle, C. M., Becker, J. M., & Wende, S. (2015). SmartPLS 3. *Bönnigstedt: SmartPLS GmbH*. <http://www.smartpls.com>.
- Rogers, E.M. (1995). Diffusion of Innovation. *Free Press*.
- Sarosa, S. (2019). The Role of Brand Reputation and Perceived Enjoyment Accepting Compulsory Device's Usage: Extending UTAU. *Procedia computer science*, 115-122.
- Sekaran, U., & Bougie, R. (2016). *Research Method for Business*. Chichester: Wiley.

- Sembiring, L. J. (2020, Agustus 28). *Update Sri Mulyani Soal Krisis Ekonomi Akibat Corona, Simak!* Retrieved from cnbcindonesia.com: <https://www.cnbcindonesia.com/news/20200828104326-4-182671/update-sri-mulyani-soal-krisis-ekonomi-akibat-corona-simak>
- Sihotang, K. (2922, January 18). *Mengapa Harga Langganan Netflix Semakin Mahal?* Retrieved from www.validnews.id: <https://www.validnews.id/kultura/mengapa-harga-langganan-netflix-semakin-mahal>
- Singh, N., & Sinha, N. (2020). How perceived trust mediates merchant's intention to use a mobile wallet. *Journal of Retailing and Consumer Services*, 52.
- Tang, J., Zhang, B., & Akram, U. (2019). User willingness to purchase applications on mobile intelligent devices: evidence from app store. *Acia Pacific Journal of Marketing and Logistics*.
- Teo, T. S., & Yu, Y. (2005). Online buying behavior:a transaction cost economics perspective. *Omega, The International Journal of Management*, 451-465.
- Viu FAQs. (2021). Retrieved from viu.com: <https://www.viu.com/ott/id/all/faq>
- Yang, H., Yu, J., Zo, H., & Choi, M. (2015). User acceptance of wearable devices: An extended perspective of perceived. *Telematics and Informatics*, doi: <http://dx.doi.org/10.1016/j.tele.2015.08.007>.
- Yang, H., Yu, J., Zo, H., & Choi, M. (2016). User acceptance of wearable devices: An extended perspective of perceived. *Telematics and Informatics*.
- Yi, F., & Fan, G. (2011). An Empirical Study on Consumer Purchase Intention.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of Marketing*.