

## DAFTAR PUSTAKA

- Aaker, D. A. (2021). *Building Strong Brands*. Simon and Schuster.
- Akoi, S. M., & Yesiltas, M. (2020). The impact of human resource development (HRD) practices on organizational performance: the mediating role of human capital. *Revista de Cercetare Si Interventie Sociala*, 70, 90.
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707-733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Barusman, A. R. P. (2024). What Does Service Quality, Perceived Value, and Customer Trust Have to Do with Customer Loyalty for Go-Food Users in The Gojek App? Using Customer Satisfaction Performs as a Moderator.(Case Study on Students of the Faculty of Economics and Business Univ. *Kurdish Studies*, 12(2), 698-723.
- Basuki, R., Tarigan, Z. J. H., Siagian, H., Limanta, L. S., Setiawan, D., & Mochtar, J. (2022). The effects of perceived ease of use, usefulness, enjoyment and intention to use online platforms on behavioral intention in online movie watching during the pandemic era. *International Journal of Data and Network Science*, 6(1), 253-262.
- Bhattacharjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, 25(3), 351-370. <https://doi.org/10.2307/3250921>
- Bryman, A. (2021). *Social Research Methods*. Oxford University Press.
- Chang, W. J. (2020). Experiential marketing, brand image and brand loyalty: a case study of Starbucks. *British Food Journal*, 123(1), 209-223.
- Chiu, W., Cho, H., & Chi, C. G. (2020). Consumers' continuance intention to use fitness and health apps: an integration of the expectation–confirmation model and investment model. *Information Technology & People*, 34(3), 978-998. <https://doi.org/10.1108/ITP-09-2019-0463>
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling. Modern Methods for Business Research*, 295, 336
- CNBC Indonesia. (2022, October 6). Cek juara streaming RI: Netflix, Viu atau Disney. <https://www.cnbcindonesia.com/tech/20221006123140-37-377694/cek-juara-streaming-ri-netflix-viu-atau-disney>

- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial marketing management*, 36(2), 230-240. <https://doi.org/10.1016/j.indmarman.2005.08.013>
- Creswell, J.W., & Creswell, J.D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage Publications.
- Davis, F. D., & Venkatesh, V. (2022). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 45(2), 186-204.
- de Carvalho, G. J., Machado, M. C., & Correa, V. S. (2023). Omnichannel and consumer and retailer perceived risks and benefits: A review. *International Journal of Retail & Distribution Management*.
- De Toni, D., Eberle, L., Larentis, F., & Milan, G. S. (2018). Antecedents of perceived value and repurchase intention of organic food. *Journal of Food Products Marketing*, 24(4), 456-475. <https://doi.org/10.1080/10454446.2017.1314231>
- Duanmu, Z., Ma, K., & Wang, Z. (2018). Quality-of-experience for adaptive streaming videos: An expectation confirmation theory motivated approach. *IEEE Transactions on Image Processing*, 27(12), 6135-6146.
- Fingas, J. (2022, April 19). Netflix isn't blaming the pandemic recovery for its lost subscribers. *Engadget*. <https://www.engadget.com/netflix-pandemic-recovery-lost-subscribers-2022-04-19.html>
- Friederich, F., Palau-Saumell, R., Matute, J., & Meyer, J. H. (2024). Digital natives and streaming TV platforms: an integrated perspective to explain continuance usage of over-the-top services. *Online Information Review*, 48(1), 1-21. <https://doi.org/10.1108/OIR-03-2022-0133>
- Guo, M. (2022). The impacts of service quality, perceived value, and social influences on video streaming service subscription. *International Journal on Media Management*, 24(2), 65-86.
- 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/EBR-11-2018-0203>
- Haqqo, C. I., & Isharina, I. K. (2024). The Influence of Content Quality and Personalization on Continuous Intention to Subscribe Netflix through the Mediation Of Perceived Value. *Journal of Business and Management Review*, 5(5), 407-425.
- Hanif, R., Astuti, W., & Sunardi, S. (2024). The Mediating Role of Customer Satisfaction in the Effect of Perceived Enjoyment on Customer Trust in

Online Investment Application. *Innovation Business Management and Accounting Journal*, 3(1), 18-29. <https://doi.org/10.56070/ibmaj.2024.003>

Hendar, Sudarti, K., Rhemananda, H. (2021). Online Customers Satisfaction on Repurchase Intention: Role of Mobile Shopping Perceived Customer. In: Barolli, L., Poniszewska-Maranda, A., Enokido, T. (eds) *Complex, Intelligent and Software Intensive Systems. CISIS 2020. Advances in Intelligent Systems and Computing*, vol 1194. Springer, Cham. [https://doi.org/10.1007/978-3-030-50454-0\\_45](https://doi.org/10.1007/978-3-030-50454-0_45)

Hsu, H. M., Hsu, J. S. C., Wang, S. Y., & Chang, I. C. (2016). Exploring the effects of unexpected outcome on satisfaction and continuance intention. *Journal of Electronic Commerce Research*, 17(3), 239.

Johnson, B. K., & Ranzini, G. (2018). Click here to look clever: Self-presentation via selective sharing of music and film on social media. *Computers in Human Behavior*, 82, 148-158. <https://psycnet.apa.org/doi/10.1016/j.chb.2018.01.008>

Joseph F. Hair, Jr., G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.

Juliandhono, N., & Berlianto, M. P. (2022). Faktor-faktor yang mempengaruhi perceived value dan implikasinya kepada intention to subscribe serta pengaruhnya terhadap social influence pada aplikasi streaming film Disney Plus Hotstar. *Jurnal Manajemen Pemasaran*, 16(2), 77-86. <https://doi.org/10.9744/pemasaran.16.2.77-86>

Katta, R. M., & Patro, C. S. (2017). Influence of perceived benefits on consumers' online purchase behaviour: An empirical study. *International Journal of Sociotechnology and Knowledge Development (IJSKD)*, 9(3), 38-64. <https://doi.org/10.4018/IJSKD.2017070103>

Keller, K. L. (2017). Managing the growth tradeoff: Challenges and opportunities in luxury branding. *Advances in luxury brand management*, 179-198.

Keller, K. L. (2019). *Strategic brand management: Building, measuring and managing brand equity*.

Keller, K. L. (2021). *Strategic brand management: Building, measuring, and managing brand equity*. Pearson Education.

Kim, B., & Kim, D. (2020). Exploring the key antecedents influencing consumer's continuance intention toward bike-sharing services: Focus on China. *International Journal of Environmental Research and Public Health*, 17(12), 4556. <https://doi.org/10.3390/ijerph17124556>

- Khasbulloh, A. H. K., & Suparna, G. (2022). Effect of perceived risk and perceived value on customer loyalty through customer satisfaction as intervening variables on bukalapak users. *European Journal of Business and Management Research*, 7(4), 22-28. <https://doi.org/10.24018/ejbmr.2022.7.4.1472>
- Khan, M. L. (2017). Social media engagement: What motivates user participation and consumption on YouTube?. *Computers in human behavior*, 66, 236-247. <https://doi.org/10.1016/j.chb.2016.09.024>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2021). *Marketing management 16th edition*. Pearson.
- Li, M., Wang, J., Chen, K., & Wu, L. (2020). Willingness and behaviors of farmers' green disposal of pesticide packaging waste in Henan, China: A perceived value formation mechanism perspective. *International Journal of Environmental Research and Public Health*, 17(11), 3753. <https://doi.org/10.3390/ijerph17113753>
- Lin, H. F., Wang, Y. S., & Wu, J. L. (2022). The role of perceived enjoyment in predicting continuance intention of Facebook usage. *Journal of Electronic Commerce Research*, 13(3), 101-116.
- Liao, Y. K., Wu, W. Y., Le, T. Q., & Phung, T. T. T. (2022). The integration of the technology acceptance model and value-based adoption model to study the adoption of e-learning: The moderating role of e-WOM. *Sustainability*, 14(2), 815. <https://doi.org/10.3390/su14020815>
- Lima, D., Ramos, R. F., & Oliveira, P. M. (2024). Customer satisfaction in the pet food subscription-based online services. *Electronic Commerce Research*, 1-25. <https://doi.org/10.1007/s10660-024-09807-8>
- Matrix, S. (2014). The Netflix effect: Teens, binge watching, and on-demand digital media trends. *Jeunesse: Young People, Texts, Cultures*, 6(1), 119-138.
- Masao, M., & Salehudin, I. (2023). Unveiling the Dynamics of Expectation, Flow, Enjoyment, and Satisfaction: Drivers of Continued Subscription Intentions Among Netflix Users. *The South East Asian Journal of Management*, 17(2), 5.
- McDonald, K., & Smith-Rowsey, D. (Eds.). (2018). *The Netflix effect: Technology and entertainment in the 21st century*. Bloomsbury Publishing USA.
- Nissen, K. (2024, February 29). Global cinema attendance is rebounding but not back to historic levels. *S&P Global Market Intelligence*.

<https://www.spglobal.com/global-cinema-attendance-rebounding-2024-02-29.html>

- Nugroho, A., Siagian, H., Oktavio, A., & Tarigan, Z. J. H. (2022). The effect of e-WOM on customer satisfaction through ease of use, perceived usefulness and ewallet payment.
- Ogiemwonyi, O., Harun, A., Rahman, A., Alam, M. N., & Hamawandy, N. M. (2020). The relationship between service quality dimensions and customer satisfaction towards hypermarket in Malaysia. *International Journal of Psychosocial Rehabilitation*, 24(5), 2062-2071.
- Ojiaku, O. C., & Osarenkhoe, A. (2018). Determinants of customers' brand choice and continuance intentions with mobile data service provider: The role of past experience. *Global Business Review*, 19(6), 1478-1493. <https://doi.org/10.1177/0972150918780764>
- Oktarini, M. A. S., & Wardana, I. M. (2018). Pengaruh Perceived Ease Of Use Dan Perceived Enjoyment Terhadap Customer Satisfaction Dan Repurchase Intention. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1(2), 227-237. <https://doi.org/10.31842/jurnal-inobis.v1i2.32>
- Oliver, R. L. (2015). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Oliver, R. L. (2020). *Satisfaction: A behavioral perspective on the consumer*. Routledge.
- Palomba, A. (2020). Do SVOD product attribute trade-offs predict SVOD subscriptions and SVOD account access? Using utility constant sums to predict SVOD subscriptions and SVOD account access. *International Journal on Media Management*, 22(3-4), 168-190.
- Paulauskas, L., Paulauskas, A., Blažauskas, T., Damaševičius, R., & Maskeliūnas, R. (2023). Reconstruction of industrial and historical heritage for cultural enrichment using virtual and augmented reality. *Technologies*, 11(2), 36. <https://doi.org/10.3390/technologies11020036>
- Pérez, T. H., & Mateos, D. R. (2016). Medición integral de las audiencias: sobre los cambios en el consumo de información y la necesidad de nuevas métricas en medios digitales. *Hipertext. net*, (14).
- Pereira, R., & Tam, C. (2021). Impact of enjoyment on the usage continuance intention of video-on-demand services. *Information & Management*, 58(7), 103501. <https://doi.org/10.1016/j.im.2021.103501>
- Pittman, M., & Sheehan, K. (2015). Sprinting a media marathon: Uses and gratifications of binge-watching television through Netflix. *First Monday*.



- Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2019). Measuring brand image: a systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 13, 227-265. <https://doi.org/10.1007/s11846-017-0251-2>
- Prabjit, P., Salim, C. V., Kusumawardhani, A., & Gunadi, W. (2021). The Influence of Service Quality, Perceived Value, Customer Satisfaction and Brand Trust towards Customer Loyalty in Subscription Video on Demand. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 4(4), 10868-10882.
- Praveena, K., & Thomas, S. (2014). Continuance intention to use Facebook: A study of perceived enjoyment and TAM. *Bonfring International Journal of Industrial Engineering and Management Science*, 4(1), 24.
- Pritania, A., & Mulia, D. (2023). Flexibility, Content and Perceived Ease of Use Towards SVOD Subscription Intention Mediated by Perceived Price. *International Journal of Innovative Science and Research Technology*, 8(1), 1189-1196.
- Raj, V. A., Jasrotia, S. S., & Rai, S. S. (2024). Role of perceived risks and perceived benefits on consumers behavioural intention to use Buy-Now-Pay-Later (BNPL) services. *Journal of Facilities Management*.
- Razak, A., Shamsudinb, M. F., & Abdul, R. M. (2020). The influence of atmospheric experience on Theme Park Tourist's satisfaction and loyalty in Malaysia. *International Journal of Innovation, Creativity and Change*, 6(9), 20-39.
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 10(5), 1077-1084.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach*. John Wiley & Sons, Inc.
- Setiawan, J. (2023). *Metode Penelitian Kualitatif*. Sukabumi: Jejak Publisher.
- Shin, D. H. (2009). Towards an understanding of the consumer acceptance of mobile wallet. *Computers in Human Behavior*, 25(6), 1343-1354. <https://doi.org/10.1016/j.chb.2009.06.001>
- Shamsudin, M. F., Nurana, N., Aesya, A., & Nabi, M. A. (2018). Role of university reputation towards student choice to private universities. *Opcion*, 34(16), 285-294.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta

- Sulaiman, Y., & Tjhin, U. (2023). Continuance intention to subscribe to a video-on-demand service: A study of Netflix users in Indonesia. *Journal of Theoretical and Applied Information Technology*, 15(5), 1819-1844.
- Susanto, P., Hoque, M. E., Nisaa, V., Islam, M. A., & Kamarulzaman, Y. (2023). Predicting m-Commerce Continuance Intention and Price Sensitivity in Indonesia by Integrating of Expectation-Confirmation and Post-acceptance Model. *SAGE Open*, 13(3), 21582440231188019. <https://doi.org/10.1177/21582440231188019>
- Statista. (2023, December 13). *Video streaming (SVOD) - Global: Statista market forecast*. <https://www.statista.com/outlook/dmo/digital-media/video-on-demand/video-streaming-svod/worldwide>
- Statista. (2023, December 13). *Frequency of using subscription video-on-demand services: Indonesia*. <https://www.statista.com/statistics/1260105/indonesia-frequency-of-using-subscription-video-on-demand-services/>
- Tang, J., Zhang, B., & Akram, U. (2020). User willingness to purchase applications on mobile intelligent devices: evidence from app store. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1629-1649. <https://doi.org/10.1108/APJML-06-2019-0411>
- Tran, T. B. H., & Vu, A. D. (2021). From customer value co-creation behaviour to customer perceived value. *Journal of Marketing Management*, 37(9-10), 993-1026. <https://doi.org/10.1080/0267257X.2021.1908398>
- Tsai, H., Lee, Y. P., & Ruangkanjanases, A. (2020). Understanding the effects of antecedents on continuance intention to gather food safety information on websites. *Frontiers in Psychology*, 11, 579322. <https://doi.org/10.3389/fpsyg.2020.579322>
- Untario, H. (2021). Perilaku Konsumen Muda Layanan Video on Demand (VoD) Netflix Melalui Smartphone Selama Pandemi Covid-19 di Jakarta/Hanna Untario/24170350/Pembimbing: Bilson Simamora.
- Webster Jr, F. E., & Keller, K. L. (2004). A roadmap for branding in industrial markets. *Journal of Brand Management*, 11(5), 388-402. <https://doi.org/10.1057/palgrave.bm.2540184>
- Wijaya, A. F. B., Surachman, S., & Mugiono, M. (2020). The effect of service quality, perceived value and mediating effect of brand image on brand trust. *Jurnal Manajemen Dan Kewirausahaan*, 22(1), 45-56. <https://doi.org/10.9744/jmk.22.1.45-56>
- Won, D., Chiu, W., & Byun, H. (2023). Factors influencing consumer use of a sport-branded app: The technology acceptance model integrating app quality and

- perceived enjoyment. *Asia Pacific Journal of Marketing and Logistics*, 35(5), 1112-1133. <https://doi.org/10.1108/APJML-09-2021-0709>
- World Bank. (2023, July 15). Indonesia growth seen moderating in 2023 as pandemic rebound fades. <https://www.worldbank.org/en/news/press-release/2023/06/26/indonesia-growth-seen-moderating-in-2023-as-pandemic-rebound-fades>
- Worldscreen. (2023, September 20). SVOD growth slows in Southeast Asia. <https://worldscreen.com/svod-growth-slows-southeast-asia/>
- Wu, Y. L., & Li, E. Y. (2018). Marketing mix, customer value, and customer loyalty in social commerce: A stimulus-organism-response perspective. *Internet Research*, 28(1), 74-104. <https://doi.org/10.1108/IntR-08-2016-0250>
- Xu, D., et al. (2021). Electronic word-of-mouth from video bloggers: The role of content quality on consumers' behavioral intentions. *ScienceDirect*.
- Yu, Y., Lang, M., Zhao, Y., Liu, W., & Hu, B. (2023). Tourist perceived value, tourist satisfaction, and life satisfaction: Evidence from Chinese Buddhist temple tours. *Journal of Hospitality & Tourism Research*, 47(1), 133-152. <https://doi.org/10.1177/10963480211015338>
- Yanfang, H., Hanxiao, C., Haoran, S., Yushuai, L., & Ghosh, A. (2024). An empirical analysis of SVOD's market-specific strategies across the countries within the context of Malaysia: A case study of Netflix. *Educational Administration: Theory and Practice*, 30(4), 7422-7426.
- Yusvianto, A. G., & Hapsari, R. (2024). Factors influencing e-servicescape on continuance intention: a case study of Blu by BCA digital in Indonesia. *International Journal of Research in Business and Social Science* (2147-4478), 13(2), 435-445. <https://doi.org/10.20525/ijrbs.v13i2.3233>
- Zabel, C., Kunz, R. E., Telkmann, V., & O'Brien, D. (2023). The show must go on (line): the impact of content and system quality on the usage of television streaming content libraries. *Journal of Media Economics*, 35(3-4), 63-86. <https://doi.org/10.1080/08997764.2024.2322825>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence. *Journal of marketing*, 52(3), 2-22. <https://doi.org/10.1177/002224298805200302>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2021). *Services marketing: Integrating customer focus across the firm*. McGraw-Hill Education.
- Zhang, Y. (2015). The impact of brand image on consumer behavior: A literature review. *Open journal of business and management*, 3(01), 58.



Zhang, X., Wang, C., & Chen, H. (2023). Perceived quality and perceived value: A consumer perspective. *Journal of Consumer Research*, 50(2), 218-233.

Zhou, T. (2014). Examining continuous usage of location-based services from the perspective of perceived value. *International Journal of Mobile Communications*, 12(1), 67-84.

