

DAFTAR PUSTAKA

- Agarwal, R., & Karahanna, E. (2000). Time flies when you're having fun: Cognitive absorption and beliefs about information technology usage. *MIS Quarterly*, 24(4), 665. <https://doi.org/10.2307/3250951>
- Anderson, E.W., Mittal, V., (2000). Strengthening the satisfaction–profit chain. *J. Serv. Res.* 3, 107–120.
- Andreassen, T. W., & Lindestad, B. (1998). The effect of corporate image in the formation of customer *loyalty*. *Journal of Service Research*, 1(1), 82-92. <https://doi.org/10.1177/109467059800100107>
- Aydin, S., & Özer, G. (2005). The analysis of antecedents of customer *loyalty* in the Turkish mobile telecommunication market. *European Journal of Marketing*, 39(7/8), 910-925. <https://doi.org/10.1108/03090560510601833>
- Badan Pusat Statistik. (2020). *Statistik Indonesia 2020*. Retrieved November 5, 2020, from <https://www.bps.go.id/publication/2020/04/29/e9011b3155d45d70823c141f/statistik-Indonesia-2020.html>
- Basak, E., & Calisir, F. (2015). An empirical study on factors affecting continuance intention of using Facebook. *Computers in Human Behavior*, 48, 181-189. <https://doi.org/10.1016/j.chb.2015.01.055>
- Bayraktar, E., Tatoglu, E., Turkyilmaz, A., Delen, D., Zaim, S., (2012). Measuring the efficiency of customer satisfaction and *loyalty* for mobile phone brands with DEA. *Expert Syst. Appl.* 39 (1), 99–106.
- Berry, L. (1995). Relationship marketing of services—growing interest, emerging perspectives. *Journal of the Academy of Marketing Science*, 23(4), 236-245.
- Bhattacharjee, A., (2001). Understanding information systems continuance: an expectation-confirmation model. *MIS Q.* 25, 351–370.
- Bhattacharjee, A., Premkumar, G., (2004). Understanding changes in belief and attitude toward information technology usage: a theoretical model and longitudinal test. *MIS Q.* 28 (2), 229–254.
- Bisnis.com. (2020, March 3). *Begini Dukungan Langit Musik Untuk Musisi Tanah air*. Retrieved November 5, 2020, from <https://lifestyle.bisnis.com/read/20200303/254/1208734/begini-dukungan-langit-musik-untuk-musisi-tanah-air>
- Cable, D. M., & Judge, T. A. (1996). Person–organization fit, job choice decisions, and organizational entry. *Organizational Behavior and Human Decision Processes*, 67(3), 294-311. <https://doi.org/10.1006/obhd.1996.0081>

- Calvo-Porrall, C., & Lévy-Mangin, J. (2015). Switching behavior and customer satisfaction in mobile services: Analyzing virtual and traditional operators. *Computers in Human Behavior*, 49, 532-540. <https://doi.org/10.1016/j.chb.2015.03.057>
- Chang, Y. P., & Zhu, D. H. (2012). The role of perceived social capital and flow experience in building users' continuance intention to social networking sites in China. *Computers in Human Behavior*, 28(3), 995-1001. <https://doi.org/10.1016/j.chb.2012.01.001>
- Chin, Wynne & Marcoulides, G. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*. 8.
- Chin, W. W. (2010). How to write up and report PLS analyses. *Handbook of Partial Least Squares*, 655-690. https://doi.org/10.1007/978-3-540-32827-8_29
- Chung, J., & Tan, F.B. (2004). Antecedents of perceived playfulness: An exploratory study on user acceptance of general information-searching websites. *Information and Management*, 41, 869–881
- Clark, J. M., Cornwell, T. B., & Pruitt, S. W. (2002). Corporate Stadium sponsorships, signalling theory, agency conflicts and shareholder wealth. *Journal of Advertising Research*, 42(6), 16-32. <https://doi.org/10.2501/jar.42.6.16>
- Crosby, L., Evans, K., & Cowles, D. (1990). Relationship quality in services selling: an interpersonal influence perspective. *Journal of Marketing*, 54(3), 68-81.
- Csikszentmihalyi, M. (1975). *Beyond boredom and anxiety*. San Francisco: JosseyBass.
- Csikszentmihalyi, M. (1990) *Flow: the psychology of optimal experience* (New York, Harper Row).
- Csikszentmihalyi, M., & Csikszentmihalyi, I. S. (1988). *Optimal experience: Psychological studies of flow in consciousness*. New York: Cambridge University Press.
- Dailysocial.id. (2018). *Online music streaming in Indonesia survey 2018*. Retrieved November 5, 2020, from <https://dailysocial.id/research/online-music-streaming-i-n-Indonesia-survey-2018>
- Dailysocial.id. (2020, September 8). *Lagu Sendu untuk Aplikasi streaming Musik Lokal*. Berita terbaru, opini dan analisis seputar startup, gadgets, game, media sosial dan inovasi teknologi di Indonesia | Dailysocial. Retrieved November 5, 2020, from <https://dailysocial.id/post/lagu-sendu-untuk-aplikasi-streaming-musik-lokal>

- 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>
- De Wulf, K., Schillewaert, N., Muylle, S., & Rangarajan, D. (2006). The role of pleasure in web site success. *Information & Management*, 43(4), 434-446. <https://doi.org/10.1016/j.im.2005.10.005>
- Dick, A.S., Basu, K., (1994). Customer *loyalty*: toward an integrated conceptual framework. *J. Acad. Mark. Sci.* 22, 99–113.
- Doll, W.J., & Torkzadeh, G. (1988). The measurement of end-user computing satisfaction. *MIS Quarterly*, 12, 259–274.
- Doney, P., & Cannon, J. (1997). An Examination of the Nature of Trust in Buyer-Seller Relationships. *Journal of Marketing*, 61(2), 35-51.
- Dorsch, M., Swanson, S., & Kelley, S. (1998). The role of relationship quality in the stratification of vendors as perceived by customers. *Journal of the Academy of marketing Science*, 26(2), 128-142.
- Eun, K. (2017). Factors affecting creators' loyalty to multi-channel networks (Master's thesis). Retrieved from <http://library.korea.ac.kr>
- Fernandes, T., & Guerra, J. (2019). Drivers and deterrents of music *streaming* services purchase intention. *International Journal of Electronic Business*, 15(1), 21. <https://doi.org/10.1504/ijeb.2019.099061>
- FIPP and CeleraOne. (2020). *Global Digital Subscription Snapshot*. Retrieved November 5, 2020, from <https://www2.fipp.com/e/685373/09-GDS-Snapshot-2020-Q3-V2pdf/4lpj2/218281194?h=IDkhP2p30mjeO1ftliJu3WIKRKnz6gwNdaBqUzG8Oto>
- Flavián, C., Guinalú, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website *loyalty*. *Information & Management*, 43(1), 1-14. <https://doi.org/10.1016/j.im.2005.01.002>
- Ganesan, S. (1994). Determinants of Long-Term Orientation in Buyer-Seller Relationships. *Journal of Marketing*, 58(2), 1-19.
- Garbarino, E., & Johnson, M. (1999). The different roles of satisfaction, trust, and commitment in customer relationships. *The Journal of Marketing*, 63(2), 70-87.
- Google Play Store. (2020). *Langit Musik - Apps on Google Play*. Google Play. Retrieved November 5, 2020, from <https://play.google.com/store/apps/details?id=com.melon.langitmusik&hl=en&gl=ID>

- Govindaraju, R., Simatupang, T., & Samadhi, T. A. (2008). Perancangan sistem prediksi churn pelanggan pt. Telekomunikasi seluler dengan memanfaatkan proses data mining. *Jurnal Informatika*, 9(1). <https://doi.org/10.9744/informatika.9.1.33-42>
- Ha, L., & James, E. L. (1998). Interactivity reexamined: A baseline analysis of early business web sites. *Journal of Broadcasting & Electronic Media*, 42(4), 457-474. <https://doi.org/10.1080/08838159809364462>
- 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>
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. *International journal of service industry management*, 7(4), 27-42.
- Hamari, J., Shernoff, D. J., Rowe, E., Coller, B., Asbell-Clarke, J., & Edwards, T. (2016). Challenging games help students learn: An empirical study on engagement, flow and immersion in game-based learning. *Computers in Human Behavior*, 54, 170-179. <https://doi.org/10.1016/j.chb.2015.07.045>
- Helkkula, A. (2016), "Consumers' intentions to subscribe to music streaming services", available at: <http://urn.fi/URN:NBN:fi:aalto-201609083443>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). 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>
- Heskett, J., Jones, T., Loveman, G., Sasser, W., & Schlesinger, L. (1994). Putting the serviceprofit chain to work. *Harvard Business Review*, 72(2), 164-174.
- Hootsuite and We Are Social. (2020). *Digital 2020: Indonesia — DataReportal – Global digital insights*. DataReportal – Global Digital Insights. Retrieved November 5, 2020, from <https://datareportal.com/reports/digital-2020-Indonesia>
- Hou, F., Guan, Z., Li, B., & Chong, A. Y. (2019). Factors influencing people's continuous watching intention and consumption intention in live streaming. *Internet Research*, 30(1), 141-163. <https://doi.org/10.1108/intr-04-2018-0177>
- Hsu, C., & Lu, H. (2004). Why do people play on-line games? An extended TAM with social influences and flow experience. *Information & Management*, 41(7), 853-868. <https://doi.org/10.1016/j.im.2003.08.014>
- Ifinedo, P. (2018). Roles of perceived fit and perceived individual learning support in students' weblogs continuance usage intention. *International Journal of*

Educational Technology in Higher Education, 15(1).
<https://doi.org/10.1186/s41239-018-0092-3>

- Jones, M.A., Mothersbaugh, D.L., Beatty, S.E., (2000). Switching barriers and repurchase intentions in services. *J. Retail.* 76, 259–274.
- Joseph F. Hair, J., Hult, G. T., Ringle, C., & Sarstedt, M. (2014). *A primer on partial least squares structural equation modeling (PLS-SEM)* (2nd ed.). SAGE Publications.
- Jung, Y., Perez-Mira, B., & Wiley-Patton, S. (2009). Consumer adoption of mobile TV: Examining psychological flow and media content. *Computers in Human Behavior*, 25(1), 123-129.
- Kim, H.S., Yoon, C.H., (2004). Determinants of *subscriber* churn and customer *loyalty* in the Korean mobile telephony market. *Telecommun. Policy* 28 (9), 751–765.
- Kim, M.K., Park, J.H., Paik, J.H., (2014). Relationship between service-related activities, service capability and market diffusion: case of WiBro. *ETRI J.* 36 (3), 490–497.
- Kim, M.K., Park, M.C., Jeong, D.H., (2004). The effects of customer satisfaction and switching barrier on customer *loyalty* in Korean mobile telecommunication services. *Telecommun. Policy* 28 (2), 145–159.
- Kim, J., & Hyun, Y. J. (2011). A model to investigate the influence of marketing-mix efforts and corporate image on brand equity in the IT software sector. *Industrial Marketing Management*, 40(3), 424-438. <https://doi.org/10.1016/j.indmarman.2010.06.024>
- Kim, M., Wong, S. F., Chang, Y., & Park, J. (2016). Determinants of customer *loyalty* in the Korean smartphone market: Moderating effects of usage characteristics. *Telematics and Informatics*, 33(4), 936-949. <https://doi.org/10.1016/j.tele.2016.02.006>
- Kock, N., & Hadaya, P. (2018). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227-261. <https://doi.org/10.1111/isj.12131>
- Koo, Hyunmo (2018) : *Factors affecting streamers' loyalty to live streaming platforms*, 22nd Biennial Conference of the International Telecommunications Society (ITS): "Beyond the Boundaries: Challenges for Business, Policy and Society", Seoul, Korea, 24th-27th June, 2018, International Telecommunications Society (ITS), Calgary
- Kotler, P. (1997). *Marketing management: Analysis, planning, implementation, and control*.

- Lam, S.Y., Shankar, V., Erramilli, M.K., Murthy, B., (2004). Customer value, satisfaction, *loyalty*, and switching costs: an illustration from a business-to-business service context. *J. Acad. Mark. Sci.* 32 (3), 293–311.
- Langit Musik. (2020). *Tipe Membership LangitMusik*. Retrieved November 5, 2020, from <https://www.langitmusik.co.id/new/faq>
- Lee, D., Moon, J., Kim, Y. J., & Yi, M. Y. (2015). Antecedents and consequences of mobile phone usability: Linking simplicity and interactivity to satisfaction, trust, and brand *loyalty*. *Information & Management*, 52(3), 295-304. <https://doi.org/10.1016/j.im.2014.12.001>
- Lee, J., Lee, J., Feick, L., (2001). The impact of switching costs on the customer satisfaction-*loyalty* link: mobile phone service in France. *J. Serv. Mark.* 15 (1), 35–48.
- Lee, J.W., (2011). Critical factors promoting customer *loyalty* to smartphone and mobile communications service *providers*. *Acad. Mark. Stud. J.* 15, 59–69.
- Lee, K. C., Kang, I. W., & McKnight, D. H. (2007). Transfer from offline trust to key *online* perceptions: an empirical study. *IEEE Transactions on Engineering Management*, 54(4), 729–741.
- Lee, M. C., & Tsai, T. R. (2010). What drives people to continue to play *online* games? An extension of technology model and theory of planned behavior. *International Journal of Human-Computer Interaction*, 26(6), 601–620.
- Lee, M. K., & Turban, E. (2001). A trust model for consumer internet shopping. *International Journal of Electronic Commerce*, 6(1), 75-91. <https://doi.org/10.1080/10864415.2001.11044227>.
- Lin, G. T., & Sun, C. (2009). Factors influencing satisfaction and *loyalty* in *online* shopping: An integrated model. *Online Information Review*, 33(3), 458-475. <https://doi.org/10.1108/14684520910969907>
- Lin, W. (2012). Perceived fit and satisfaction on web learning performance: IS continuance intention and task-technology fit perspectives. *International Journal of Human-Computer Studies*, 70(7), 498-507. <https://doi.org/10.1016/j.ijhcs.2012.01.006>
- Liu, Y. (2003). Developing a scale to measure the interactivity of websites. *Journal of Advertising Research*, 43(2), 207-216. <https://doi.org/10.2501/jar-43-2-207-216>
- Matute-Vallejo, J., & Melero-Polo, I. (2019). Understanding *online* business simulation games: The role of *flow experience*, perceived enjoyment and personal innovativeness. *Australasian Journal of Educational Technology*, 35(3). <https://doi.org/10.14742/ajet.3862>

- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of management review*, 20(3), 709-734.
- Mazodier, M., & Merunka, D. (2011). Achieving brand *loyalty* through sponsorship: The role of fit and self-congruity. *Journal of the Academy of Marketing Science*, 40(6), 807-820. <https://doi.org/10.1007/s11747-011-0285-y>
- McKinney, V., Yoon, K. and Zahedi, F.M. (2002), The measurement of Web-customer satisfaction: an expectation and disconfirmation approach. *Information Systems Research*, 13(3), 296-315.
- McMillan, S. J., & Hwang, J. (2002). Measures of perceived interactivity: An exploration of the role of direction of communication, *user* control, and time in shaping perceptions of interactivity. *Journal of Advertising*, 31(3), 29-42. <https://doi.org/10.1080/00913367.2002.10673674>
- Oliver, R.L., (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Irwin McGraw-Hill, Boston.
- Pal, D., & Triyason, T. (2018). *User* intention towards a music *streaming* service: A Thailand case study. *KnE Social Sciences*, 3(1), 1. <https://doi.org/10.18502/kss.v3i1.1393>
- Palmer, A., & Bejou, D. (1994). Buyer-seller relationships: a conceptual model and empirical investigation. *Journal of Marketing Management*, 10(6), 495-512.
- Palmer, J.W. (2000). Web Site Usability, Design, and Performance Metrics. *Information Systems Research*, 13(2), 151-167.
- Poddar, A., Donthu, N., & Wei, Y. (2009). Web site customer orientations, web site quality, and purchase intentions: The role of web site personality. *Journal of Business Research*, 62(4), 441-450. <https://doi.org/10.1016/j.jbusres.2008.01.036>
- PT MelOn Indonesia. (2020). *Data Analytics and Segmentation Langit Musik*. Retrieved November 5, 2020, from Divisi *Digital Service Langit Musik*.
- PT MelOn Indonesia. (2020). *Langit Musik*. Melon Indonesia. Retrieved November 5, 2020, from <https://melon.id/produk-kami/langitmusik>
- Rahmalia, A. N. (2019). Gambaran Kelas Sosial Dalam *Digital* Storytelling campaign Bank Indonesia Pada Seri Keluarga Thamrin di Youtube. <http://repository.unair.ac.id/91332/1/Artikel%20Jurnal%20-%20Aqila%20Nur%20Rahmalia.pdf>
- Rauyruen, P., & Miller, K. E. (2007). Relationship quality as a predictor of B2B customer *loyalty*. *Journal of Business Research*, 60(1), 21-31. <https://doi.org/10.1016/j.jbusres.2005.11.006>

- Reichheld, F.F., Teal, T., (2001). *The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value*. Harvard Business Press.
- Rigopoulou, I.D., Chaniotakis, I.E., Lymperopoulos, C., Siomkos, G.I., (2008). After-sales service quality as an antecedent of customer satisfaction: the case of electronic appliances. *Manag. Serv. Qual.: Int. J.* 18 (5), 512–527.
- 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>
- Ryu, M. H., Kim, J., & Kim, S. (2014). Factors affecting application developers' *loyalty* to mobile platforms. *Computers in Human Behavior*, 40, 78-85. <https://doi.org/10.1016/j.chb.2014.08.001>
- Sashi, C. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253-272. <https://doi.org/10.1108/00251741211203551>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach* (7th ed.). John Wiley & Sons.
- Simmons, C. J., & Becker-Olsen, K. L. (2006). Achieving marketing objectives through social sponsorships. *Journal of Marketing*, 70(4), 154-169. <https://doi.org/10.1509/jmkg.70.4.154>
- Statista. (2020). *Music streaming - worldwide | Statista market forecast*. Retrieved November 5, 2020, from <https://www.statista.com/outlook/209/100/music-streaming/worldwide#market-revenue>
- Stauss, B., & Neuhaus, P. (1997). The qualitative satisfaction model. *International Journal of Service Industry Management*, 8(3), 236-249.
- Storbacka, K., Strandvik, T., & Grönroos, C. (1994). Managing customer relationships for profit: the dynamics of relationship quality. *International Journal of Service Industry Management*, 5(5), 21-38.
- Trevino, L., & Webster, J. (1992). Flow in computer-mediated communication. *Communication Research*, 19(5), 539–573.
- Tsai, S.P., (2011). Fostering international brand *loyalty* through committed and attached relationships. *Int. Bus. Rev.* 20 (5), 521–534.
- Verhagen, T., & Van Dolen, W. (2009). *Online purchase intentions: A multi-channel store image perspective*. *Information & Management*, 46(2), 77-82. <https://doi.org/10.1016/j.im.2008.12.001>
- Wang, K., & Huang, S. (2014). How *flow experience* affects intention to use music *streaming* service. *Proceedings of the 12th International Conference on*

Advances in Mobile Computing and Multimedia - MoMM '14.
<https://doi.org/10.1145/2684103.2684172>

- Webster, J., Trevino, L., & Ryan, L. (1993). The dimensionality and correlates of flow in human–computer interactions. *Computers in Human Behavior*, 9(4), 411–426.
- Wulandari, D., Suhud, U., & Purwohedi, U. (2019). The influence factors of continuance intention to use a music *streaming* application. *International Journal on Advanced Science, Education, and Religion*, 2(2), 17-25.
<https://doi.org/10.33648/ijoaser.v2i2.32>
- Xu, C., Peak, D., Prybutok, V., (2015). A customer value, satisfaction, and *loyalty* perspective of mobile application recommendations. *Decis. Support Syst.* 79, 171–183.
- Zhou, T., & Lu, Y. B. (2011). Examining mobile instant messaging *user loyalty* from the perspectives of network externalities and *flow experience*. *Computers in Human Behavior*, 27(2), 883–889.

