

DAFTAR PUSTAKA

- Akturan, Ulun & Tezcan, Nuray. (2012). *Mobile banking adoption of the youth market*. Marketing Intelligence & Planning Vol. 30.
- Aristio, A. P., Supardi, S., Hendrawan, R. A., & Hidayat, A. A. (2019). “Analysis on purchase intention of Indonesian backpacker in accommodation booking through online travel agent”. *Procedia Computer Science*,161, 885-893. <https://doi.org/10.1016/j.procs.2019.11.196>
- Bagla, Ramesh Kumar, & Sancheti, Vivek. (2018). “Gaps in customer satisfaction with digital wallets: challenge for sustainability”. *Journal of Management Development*.
- Belanche, D., Flavián, M., & Pérez-Rueda, A. (2020). “Mobile apps use and wom in the food delivery sector: The role of planned behavior, perceived security and customer lifestyle compatibility”. *Sustainability*, 12(10), 1-21. <https://doi.org/10.3390/su12104275>.
- Sekaran, U. & Bougie, R., (2020). “*Research methods for business: A skill building approach*”. John Wiley & Sons.
- Danuri, Muhamad. *Perkembangan dan Transformasi Teknologi Digital* (2019). *INFOKAM* Nomor II Th. XV/SEPTEMBER/2019.
- 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>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2018). “*Multivariate Data Analysis (8th ed.)*”. Cengage Learning.

Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2019). "When to use and how to report the results of PLS-SEM". *European Business Review* Vol. 31 No.1.

Kurniawati, Shandra. "Analisis Pengaruh Perceived Compatibility Individual Mobility, dan Driver's Factor Dari Attitude Towards Use Serta Implikasinya Pada Intention To Use: Telaah Pada Calon Pengguna Aplikasi Onesmile di BSD City" (2017). *Ultima Management* Vol. 9 No. 1 Juni 2017.

Keller, K. L. (2001). "Building Customer Based - Brand Equity: Creating Brand Resonance Requires Carefully Sequenced Brand-Building Efforts. *Marketing Management*". 10 (2).

Kompas.com. (2020, September, 5). Layanan Streaming Disney+ Hotstar Resmi Hadir di Indonesia. <https://tekno.kompas.com/read/2020/09/05/08152727/layanan-streaming-disney-hotstar-resmi-hadir-di-indonesia?page=all>

Li, Y. (2016). "Empirical Study of Influential Factors of Online Customers' Repurchase Intention", 48–60. <https://doi.org/10.4236/ib.2016.83006>

Lee, Ming-Chi. (2008). "Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce and Application*".

María Eugenia, Martínez-Sánchez, Ruben Nicolas-Sans, Javier Bustos Díaz. (2021). "Analysis of the social media strategy of audio-visual OTTs in Spain: The case study of Netflix, HBO and Amazon Prime during the implementation of Disney +". *Technological Forecasting and Social Change* Volume 173, December 2021, 121178. <https://doi.org/10.1016/j.techfore.2021.121178>

Madahi, A., & Sukati, I (2012). "The Effect of External Factors on Purchase Intention amongst Young Generation in Malaysia". *International Business Research*, 5 (8): 153 - 159.

Feliana, Monica & Edwin Japarianto. "ANALISA PENGARUH PERCEIVED EASE OF USE DAN MELALUI PERCEIVED ENJOYMENT TERHADAP BEHAVIOR INTENTION PADA DIGITAL PAYMENT" (2022). *Jurnal Manajemen Pemasaran*, Vol. 16, No. 1, April 2022, 9–15. <https://doi.org/10.24843/EJMUNUD.2018.v7.i04.p12>

Nitzl, C., Roldan, J. L., & Cepeda, G. (2016). "Mediation analysis in partial least squares path modelling". *Industrial Management & Data Systems*, 116(9), 1849–1864. <https://doi.org/10.1108/imds-07-2015-0302>

Oktarini, Made Ayu Swari., & I Made Wardana (2018). "PERAN CUSTOMER SATISFACTION MEMEDIASI PENGARUH PERCEIVED EASE OF USE DAN PERCEIVED ENJOYMENT TERHADAP REPURCHASE INTENTION". *E-Jurnal Manajemen Unud*, Vol. 7, No. 4, 2018: 2041-2072 ISSN : 2302-8912.

Ozturk, A. B., Bilgihan, A., Nusair, K., & Okumus, F. (2016). "What keeps the mobile hotel booking users loyal? Investigating the roles of self-efficacy, compatibility, perceived ease of use, and perceived convenience". *International Journal of Information Management*, 36(6), 1350-1359.

Puspita, Chetrina Dhea, Lacsita Devi Oktaviana, Ramadhani Galuh Candra Purtiwi, Nur Aini Rakhmawati (2021). "Pemilihan Layanan Subscription Video on Demand (SVOD) Menggunakan Weighted Product (WP)". *JUSIFO (Jurnal Sistem Informasi)*, p-ISSN: 2460-092X, e-ISSN: 2623-1662.

- Republika.co.id. (2021, Juni, 23). Kominfo: Pengguna Internet Indonesia Terbesar Ke-4 di Dunia. <https://www.republika.co.id/berita/qv56gb335/kominfo-pengguna-internet-indonesia-terbesar-ke4-di-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>
- Selli, N. Faradila, and H. Soesanto, “Analisis Pengaruh Persepsi Kemudahan Penggunaan dan Persepsi Manfaat terhadap Minat Beli dengan Kepercayaan Sebagai Variabel Intervening (Studi pada Pengunjung Toko Online berrybenka.com di Kalangan Mahasiswa Universitas Diponegoro),” *J. Stud. Manaj. Organ.*, vol. 13, pp. 149–160, 2016.
- Sanchez-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>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). “Partial least squares structural equation modelling”. *Handbook of Market Research*, 1–40. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Saqib, Anassrulloh Rizky (2019). “PENGARUH PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, STRUCTURAL ASSURANCE, DAN SOCIAL INFLUENCE TERHADAP INTENTION TO REUSE DIMEDIASI OLEH TRUST (Studi pada Pengguna Aplikasi OVO di Kediri Town Square)”. *Fakultas Ekonomi dan Bisnis, Universitas Brawijaya*. Vol 7, No 2.
- Tan, Hermawan & Ritzky Karina M.R. Brahmana, S.E., M.A (2019). *AGORA* Vol. 7, No. 1 (2019).

Tang, Jie., Bin Zhang., Umair Akram (2019). "User willingness to purchase applications on mobile intelligent devices: evidence from app store". <https://www.emerald.com/insight/1355-5855.htm>

Ikhsani, Muthiara Nurul (2014). "ANALISIS PENGARUH PERCEIVED VALUE, PERCEIVED EASE OF USE DAN PERCEIVED USEFULNESS TERHADAP NIAT BELI KEMBALI SECARA ONLINE DI KOTA YOGYAKARTA". *JURNAL MANAJEMEN* VOL 4 NO.2 DESEMBER 2014.

Phe-Thao, E.P.P., Goh, D.H., and Lee, C.S., 2015. "Why Do People Play Human Computation Games? Effects Of Perceived Enjoyment and Perceived Output Quality", *Aslib Journal Of Information Management*.

Rajalie, Jimmy. dan Vita Briliana. 2014. "Pengaruh Trust, Perceived Usefulness, Satisfaction dan Perceived Enjoyment Terhadap Online Repurchase Intention". *Jurnal Bisnis dan Akuntansi*, Vol. 16, Hlm. 12 – 20.

Rigdon, E. E. (2012). "Rethinking Partial Least Squares Path Modeling: In Praise of Simple Methods". *Long Range Planning*, 45(5–6). <https://doi.org/10.1016/j.lrp.2012.09.010>

Ringle, C. M., Wende, S., and Becker, J.-M. 2015. "SmartPLS 3." Boenningstedt: SmartPLS GmbH, <http://www.smartpls.com>.

Teo, Li Xin, Ho Keat Leng, and Yi Xian Philip Phua. (2019). "Marketing on Instagram: Social Influence and Image Quality on Perception of Quality and Purchase Intention." *International Journal of Sports Marketing and Sponsorship* 20(2):321–32. doi: 10.1108/IJSMS-04-2018-0028

- Tornatzky, L. G., & Klein, K. J. (1982). "Innovation characteristics and innovation adoption- implementation: A meta-analysis of findings". *IEEE Transactions on Engineering Management*, EM-29(1), 28-45.
- Tri Nawarini, A. (2019). "Pengaruh Perceived Value Dan Kepuasan Pada Loyalitas Pengguna Kartu Seluler Di Kota Purwokerto Dengan Variabel Variety Seeking Sebagai Variabel Moderasi". *Jurnal Ekonomi, Bisnis Dan Akuntansi (JEBA)*.
- Tyas, Elok Irianing & Emile Satia Darma (2017). "Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, dan Actual Usage Terhadap Penerimaan Teknologi Informasi: Studi Empiris Pada Karyawan Bagian Akuntansi dan Keuangan Baitul Maal Wa Tamwil Wilayah Daerah Istimewa Yogyakarta dan Sekitarnya". *Reviu Akuntansi dan Bisnis Indonesia*, Vol. 1 No. 1, Hlm: 25-35, Juli 2017. <http://journal.umy.ac.id/index.php/rab>
- Venkatesh, V., Thong, J. Y. L., & Xu, X. (2012). "Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology", 157-178.
- Wang, Edward Shih-Tse, and Nicole Pei-Yu Chou. (2014). "Consumer Characteristics, Social Influence, And System Factors On Online Group-Buying Repurchasing Intention." *Journal of Electronic Commerce Research*. Vol 15.
- Wen, C., Victor, R.P and Chenyan, X. 2011. "An Integrated Model for Costumer Online Repurchase Intention". *Journal of Computer Information Systems*, 52 (1):14-23.
- Yang, H., & Lee, H. (2018). Exploring user acceptance of streaming media devices: an extended perspective of flow theory. *Information Systems and e-Business Management*, 16(1), 1-27.

Yang, H., Yu, J., Zo, H. and Choi, M. (2016), “User acceptance of wearable devices: an extended perspective of perceived value”, *Telematics and Informatics*, Vol. 33 No. 2, pp. 256-269.

Yu, J., Lee, H., Ha, I. and Zo, H. (2017), “User acceptance of media tablets: an empirical examination of perceived value”, *Telematics and Informatics*, Vol. 34 No. 4, pp. 206-223.

Zeithaml, V.A. (1988), “Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence”, *Journal of Marketing*, Vol. 52 No. 3, pp. 2-22.

