

REFERENCES

- Amin, G., & Akbar, A. (2017). The influence of service quality towards customer satisfaction (Study case of BPJS Kesehatan in Bekasi office). *Advanced Science Letters*, 23(8), 7887-7889. <https://doi.org/10.1166/asl.2017.9601>
- Anindatu, M. H. (2021). *Pengaruh electronic word of mouth terhadap keputusan berlangganan netflix bagi mahasiswa di yogyakarta* (Doctoral dissertation, Universitas Atma Jaya Yogyakarta). <http://e-journal.uajy.ac.id/id/eprint/25060>
- Arora, S., Ter Hofstede, F., & Mahajan, V. (2017). The implications of offering free versions for the performance of paid mobile apps. *Journal of Marketing*, 81(6), 62-78. <https://doi.org/10.1509/jm.15.0205>
- Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *Journal of Distribution Science*, 19(1), 89– 103.
- Azwar Saifuddin, *Reliabilitas Dan Validitas*, (Yogyakarta: Pustaka Pelajar, 2003) https://scholar.google.com/scholar?hl=id&as_sdt=0%2C5&q=Azwar+Saifuddin%2C+Reliabilitas+Dan+Validitas%2C+%28Yogyakarta%3A+Pustaka+Pelajar%2C+2003%29&btnG=
- Bansal, H. S., & Voyer, P. A. (2000). Word-of-mouth processes within a services purchase decision context. *Journal of service research*, 3(2), 166-177. <https://doi.org/10.1177/10946705003200>
- Boonmee, P. (2019). Factors influencing the purchase intention of Thai consumer towards video streaming service subscription. <https://archive.cm.mahidol.ac.th/handle/123456789/3028>
- Carl, W. J. (2006). What's all the buzz about? Everyday communication and the relational basis of word-of-mouth and buzz marketing practices. *Management Communication Quarterly*, 19(4), 601-634. <https://doi.org/10.1177/0893318905284763>
- Chen, C. C., Leon, S., & Nakayama, M. (2018). Converting music streaming free users to paid subscribers: social influence or hedonic performance.

International Journal of Electronic Business, 14(2), 128-145.
<https://doi.org/10.1504/IJEB.2018.094870>

Cheng, S. Y., Tsai, M. T., Cheng, N. C., & Chen, K. S. (2012). Predicting intention to purchase on group buying website in Taiwan: Virtual community, critical mass and risk. *Online Information Review*, 36(5), 698-712.
<https://doi.org/10.1108/14684521211275984>

Chiang, C.-F., & Jang, S. S. (2007). The effects of perceived price and brand image on value and purchase intention: Leisure travelers' attitudes toward online hotel booking. *Journal of Hospitality & Leisure Marketing*, 15(3), 49-69.
https://doi.org/10.1300/J150v15n03_04

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarter*, 13(3), 319-340. 69
<https://doi.org/10.5962/bhl.title.33621>

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>

Dimmick, J., & Albarran, A. B. (1994). The role of gratification opportunities in determining media preference. *Mass Comm Review*, 21, 223-235.

Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro.
https://scholar.google.com/citations?view_op=view_citation&hl=id&user=qDCMh1AAAAAJ&citation_for_view=qDCMh1AAAAAJ:UeHWp8X0CEIC

Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.
<https://doi.org/10.1177/002224299205600103>

Galbraith, J. R. (1974). Organization design: An information processing view. *Interfaces*, 4(3), 28-36. <https://doi.org/10.1287/inte.4.3.28>

- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23* (7th ed.). Semarang: Universitas Diponegoro.
- Hasan, V. A. (2017). Analisis faktor-faktor yang mempengaruhi willingness to subscribe: telaah pada layanan video on demand netflix. 9(1), 22–38. <http://download.garuda.kemdikbud.go.id/article.php?article=940668&val=14583&title=Analisis%20Faktor-Faktor%20Yang%20Mempengaruhi%20Willingness%20To%20Subscribe%20Telaah%20Pada%20Layanan%20Video%20On%20Demand%20Netflix>
- Hasibuan, P. D., & Zainal, A. (2007). *Metodologi Penelitian pada Bidang Ilmu Komputer dan Teknologi Informasi; Konsep, Teknik, dan Aplikasi*.
- Horton, R. P., Buck, T., Waterson, P. E., & Clegg, C. W. (2001). Explaining intranet use with the technology acceptance model. *Journal of Information Technology*, 16(4), 237–249.
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps? -An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. <https://doi.org/10.1016/j.elerap.2014.11.003>
- Jacoby, J., & Olson, J. C. (1977). Consumer response to price: An attitudinal, information processing perspective, in moving ahead with attitude research, y. Wind and P. Greenberg, eds. Chicago: American Marketing Association, 73, 86.
- Jensen, J. F. (1998). ‘Interactivity’: Tracking a new concept in media and communication studies. *Nordicom Review*, 19(1), 185–204. <https://www.diva-portal.org/smash/get/diva2:1534605/FULLTEXT01.pdf>
- 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. <https://doi.org/10.1016/j.chb.2008.07.011>

- Kotler, P., & Armstrong, G. (2012). *Principles of marketing* 14th edition. New Jersey: Pearson Education Inc, 67.
- Lengel Daft, R. H. R. L. (1984). *Organization as Information Processing Systems. Toward a Model of the Research Factors Associated with Significant Research Outcomes.* <https://apps.dtic.mil/sti/citations/ADA168018>
- Lin, T.-C., Wu, S., Hsu, J. S.-C., & Chou, Y.-C. (2012). The integration of value-based adoption and expectation–confirmation models: An example of IPTV continuance intention. *Decision Support Systems*, 54(1), 63–75. <https://doi.org/10.1016/j.dss.2012.04.004>
- Liou, D.-K., Hsu, L.-C. and Chih, W.-H. (2015), "Understanding broadband television users' continuance intention to use", *Industrial Management & Data Systems*, Vol. 115 No. 2, pp. 210-234. <https://doi.org/10.1108/IMDS-07-2014-0223>
- Liu, S. H., Liao, H. L., & Pratt, J. A. (2009). Impact of media richness and flow on e-learning technology acceptance. *Computers and Education*, 52(3), 599–607. <https://doi.org/10.1016/j.compedu.2008.11.002>
- Malhotra, N., Nunan, D., & Birks, D. (2017). *Marketing Research: An Applied Approach.* (5 ed.) Pearson. <http://www.pearsoned.co.uk/bookshop/detail.asp?item=100000000589380>
- Manurung, S. P., & Pins, K. (2016). Analyzing the Influence of Trust, Information Quality, and Perceived Ease of Use on Purchasing Decision Online. In 4th Gadjah Mada International Conference on Economics and Business: Research, Production, and Business Model Trilemma in the ASEAN Economic Community (Vol. 4, pp. 146-16). https://scholar.google.com/citations?view_op=view_citation&hl=id&user=UwdIhUMAAAJ&citation_for_view=UwdIhUMAAAJ:u5HHmVD_uO8C
- Park, S., Kang, S.-u. and Zo, H. (2016), "Analysis of influencing factors on the IPTV subscription: Focused on the moderation role of user perceived video quality", *Information Technology & People*, Vol. 29 No. 2, pp. 419-443. <https://doi.org/10.1108/ITP-05-2014-0100>

- Rafaeli, S. (1988). From new media to communication. Sage Annual Review of Communication Research: Advancing Communication Science, 16, 110–134.
- Rahadi, D. R. (2007). Peranan teknologi informasi dalam peningkatan pelayanan di sektor publik. In Seminar Nasional Teknologi (Vol. 2007, pp. 1-13). https://scholar.google.com/citations?view_op=view_citation&hl=id&user=CvMbp6AAAAAJ&citation_for_view=CvMbp6AAAAAJ:u5HHmVD_uO8C
- Rizal, A. (2021). Kalahkan Netflix, Alasan Pelanggan Disney Plus Hotstar Melonjak di RI. Infokomputer. <https://infokomputer.grid.id/read/122520147/kalahkan-netflix-alasan-pelanggan-disney-plus-hotstar-melonjak-di-ri>
- Sardanelli, D., Vollero, A., Siano, A. et al. Lowering the pirate flag: a TPB study of the factors influencing the intention to pay for movie streaming services. Electron Commer Res 19, 549–574 (2019). <https://doi.org/10.1007/s10660-019-09346-7>
- Sathye, M. (1999), "Adoption of Internet banking by Australian consumers: an empirical investigation", International Journal of Bank Marketing, Vol. 17 No. 7, pp. 324-334. <https://doi.org/10.1108/02652329910305689>
- Shannon, C. E., & Weaver, W. (1959). The Mathematical Theory of Communication [1949]. Urbana, IL. University of Illinois Press.
- Stenovec, T. (2015). We're about to pass a watershed moment in the decline of TV. *Tech Insider*.
- Steuer, J. (1992). Defining virtual reality: Dimensions determining telepresence. Journal of Communication, 42(4), 73–93. <https://faculty.washington.edu/farkas/HCDE510Fall2012/SteuerMediaRichnesTheory.pdf>
- Sugiyono, M. (2014). Penelitian Pendidikan Pendekatan Kuantitatif Kualitatif R&D cet. Ke-19, Bandung: Alfabeta

- Sujarweni, V. W., & Utami, L. R. (2019). *The master book of SPSS*. Anak Hebat Indonesia.
- Sung, J., & Coursaris, C. (2011, May). Interactivity effects on the usefulness, ease of use, and enjoyment of university mobile websites. In 2011 Conference of the International Communication Association (ICA) (pp. 26-30).
- Syahrivar J & Pitaloka IW, (2018) the influence of merchandise quality, service quality, and store satisfaction toward store loyalty on retail industry (a study case of a foreign-owned hypermarket in jakarta, indonesia). (2018). *Jurnal Manajemen*, 5(1).
<http://jurnal.kwikkiangie.ac.id/index.php/JM/article/view/366>
- Szabo, N. (1999, May). Micropayments and mental transaction costs. In 2nd Berlin Internet Economics Workshop (Vol. 44, p. 44).
- Taylor, D. G., & Strutton, D. (2010). Has e-marketing come of age? Modeling historical influences on post-adoption era Internet consumer behaviors. *Journal of business research*, 63(9-10), 950-956.
<https://doi.org/10.1016/j.jbusres.2009.01.018>
- Venni, A. H. (2017). Analisis Faktor-Faktor Yang Mempengaruhi Willingness To Subscribe: Telaah Pada Layanan Video On Demand Netflix. *Ultima Management Vol. 9 No. 1*.
<http://download.garuda.kemdikbud.go.id/article.php?article=940668&val=14583&title=Analisis%20Faktor-Faktor%20Yang%20Mempengaruhi%20Willingness%20To%20Subscribe%20Telaah%20Pada%20Layanan%20Video%20On%20Demand%20Netflix>
- Wang, C. L., Zhang, Y., Ye, L. R., & Nguyen, D.-D. (2005). Subscription to fee-based online services: What makes consumer pay for online content? *Journal of Electronic Commerce Research*, 6(4), 304.
- Wu, G., & Wu, G. (2006). Conceptualizing and measuring the perceived interactivity of websites. *Journal of Current Issues & Research in Advertising*, 28(1), 87-104. <https://doi.org/10.1080/10641734.2006.10505193>

Yusuf, M., Nurhilalia, N., & Putra, A. H. P. K. (2019). The Impact of Product Quality, Price, and Distribution on Satisfaction and Loyalty. *The Journal of Distribution Science*, 17(10), 17–26.
<http://localhost:8080/xmlui/handle/123456789/420>

Zeithaml, V. A. (1983). Conceptualizing and measuring consumer response to price. *Advances in Consumer Research*, 10, 612–616.

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>