

DAFTAR PUSTAKA

- Aguirre-Rodriguez, A., Bosnjak, M., & Sirgy, M. J. (2012). Moderators of the self-congruity effect on consumer decision-making: A meta-analysis. *Journal of Business Research*, 65(8), 1179-1188.
- Agustin, C dan Singh, J. 2005. Curvilinear Effects of Consumer Loyalty Determinants In Relation Exchange. *Journal of Marketing Research*, 42, 96-108
- Ahmad F, Mustafa K, Hamid SAR, Khawaja KF, Zada S, Jamil S, Qaisar MN, Vega-Muñoz A, Contreras-Barraza N, Anwer N (2022). Online Customer Experience Leads to Loyalty via Customer Engagement: Moderating Role of Value Co-creation. *Frontiers in Psychology*, 13, 897851.
- Al-Mamun, A. and Rahman, M.K. (2014). a Critical Review of Consumers' Sensitivity to Price: Managerial and Theoretical Issues. *Journal of International Business and Economics*, 2 (2), 01-09.
- Alwi, S.F.S, Nguyen, B., Melewar, T.C., Loh, Y.H. & Liu, M. (2016). "Explicating industrial brand equity: Integrating brand trust, brand performance and industrial brand image", *Industrial Management & Data Systems*, Vol. 116 No.5, pp.858-882.
- Aschemann-Witzel, J., & Zielke, S. (2017). Can't buy me green? A review of consumer perceptions of and behavior toward the price of organic food. *Journal of Consumer Affairs*, 51(1), 211-251.
- Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *Journal of Distribution Science*, 19(1), 89-103.
- Aziz, Sahin. The effect of Brand Experiences, Trust and Satisfaction on building Brand Loyalty; An Empirical Research On Global Brands. 2011
- Barnes, James G. 2003. *Secrets of Customer Relationship Management*. Yogyakarta: Penerbit Andi.
- Bhojwani, L. (2017, Jul 13). *MPA Report: Asia Pacific Online Video Market To Scale To US\$45.5 Billion By 2022, With China Contributing More Than 75%*. Retrieved from <http://www.media-partners-asia.com/news.php?id=499>
- Cha, Y., & Kwon, Y. (2018). Why Korean young women consumers buy luxury goods? The influence of cultural orientation and media use. *The Journal of Business Economics and Environmental Studies*, 8(2), 23-32.

- Chang, T. P. V., Rhodes, J., & Lok, P. (2013). The mediating effect of brand trust between online customer reviews and willingness to buy. *Journal of Electronic Commerce in Organizations (JEEO)*, 11(1), 22-42.
- 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.
- Chin, W. W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling. Modern Methods for Business Research*, 295, 336
- Chinomona, R. (2016). "Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa", *African Journal of Economic and Management Studies*, Vol. 7 No.1, pp.124-139.
- Clinton, Bill. (2019). Riset: 63 Persen Konsumen Online Indonesia Streaming Video Bajakan. Diakses pada tanggal 8 April 2021 (tanggal akses) dari tekno.kompas.com/read/2020/09/05/08152727/layanan-streaming-disney-hotstar-resmi-hadir-di-indonesia. 2020
- Delgado-Ballester, E., Munuera-Alemán, J. L., & Yagüe-Guillén, M. J. (2003). Development and validation of a brand trust scale. *International Journal of Market Research*, 45 (1), 35-53.
- Dhasan, D., & Aryupong, M. (2019). Effects of product quality, service quality and price fairness on customer engagement and customer loyalty. *ABAC Journal*, 39(2).
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas. Diponegoro.
- Fowler, Damian. (2023). *Gen Z viewers watch 3 times as much streaming content as live television*. The Current. <https://www.thecurrent.com/gen-z-viewers-watch-3-times-streaming-content-live-television-ctv>
- Gefen, D., & Devine, P. (2001). Customer loyalty to an online store: The meaning of online service quality. *ICIS 2001 Proceedings*, 80.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS quarterly*, 51-90.
- Ghozali, Imam dan Hengky Latan (2015). *Partial Least Squares Konsep Teknik dan Aplikasi dengan Program Smart PLS 3.0*. Semarang: Universitas Diponegoro Semarang.
- Ghozali, Imam. 2011. *"Aplikasi Analisis Multivariate Dengan Program SPSS"*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2016. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro

- Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46.
- Gurviez, Patricia, dan M. Korchia. (2003). Test of a consumer-brand relationship model including trust and three consequences. *Makalah Seminar dalam 30 tahun International Research Seminar*
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. (2017) A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). 2nd Edition, Sage Publications Inc., Thousand Oaks, CA.
- Hair, J.F., Ringle, C.M. and Sarstedt, M. (2013) Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46, 1-12.
- Handayani, SB dan Ida Martini. 2015. Pengaruh Brand Image Terhadap Brand Loyalty Brand Trust sebagai Variabel Mediasi (Studi Empiris Pada Pemakai Motor Matic Merek Yamaha di Kota Semarang). *PPJM (Perkumpulan Pengelola Jurnal Manajemen) Management Dynamic Conference – MADIC National Seminar and Call for Paper 2015*, 1
- Raihan, Hasya. 2022. “Populix: Mayoritas Masyarakat Indonesia Membuka Layanan Streaming Video Setiap Hari” *Goodstats.id*, Agustus 1, 2022. goodstats.id/article/populix-mayoritas-masyarakat-indonesia-membuka-layanan-streaming-video-setiap-hari-iBoxu
- Islam, J. U., & Rahman, Z. (2016). Examining The Effects of Brand Love and Brand Image on Customer Engagement: An Empirical Study of Fashion Apparel Brands. *Journal of Global Fashion Marketing*, 7(1), 45-59.
- Islam, J.U., Rahman, Z. and Hollebeek, L.D. (2017), “Consumer engagement in online Brand communities: a solicitation of congruity theory”, *Internet Research*, Vol. 28 No. 1, pp. 23-45
- Japutra, A., Ekinci, Y., & Simkin, L. (2019). Self-congruence, brand attachment and compulsive buying. *Journal of Business Research*, 99, 456-463.
- Jeong, H. J., & Kim, J. (2020). Benefits of cause-related marketing for companies and nonprofits: focusing on the roles of self-corporate congruity and issue involvement. *International Review on Public and Nonprofit Marketing*, 17, 317-330.
- Joo, D., Woosnam, K. M., Lee, S., & Lee, C. K. (2020). Destination loyalty as explained through self-congruity, emotional solidarity, and travel satisfaction. *Journal of Hospitality and Tourism Management*, 45, 338-347.
- Kaur, H., Paruthi, M., Islam, J., & Hollebeek, L. D. (2020). The role of brand community identification and reward on consumer brand engagement and brand loyalty in virtual brand communities. *Telematics and Informatics*, 46, 101321.

- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust?. *Electronic commerce research and applications*, 11(3), 241-252.
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). London: Pearson Education Limited.
- Kumparan.com. 2020. "Cara Langganan Disney Plus Hotstar Tanpa Kartu Kredit, Ada yang Lebih Murah". Oktober 12, 2020. Diakses pada tanggal 21 Januari 2023 melalui kumparan.com/kumparantech/cara-langganan-disney-plus-hotstar-tanpa-kartu-kredit-ada-yang-lebih-murah-1uN38CbitHi/2
- Lau, Geok Then & Sook Han Lee. 1999. Customer's Trust in a Brand and the Link to Loyalty. *Journal of Market Focussed Management*.
- Lecat, B., Le Fur, E., & Outreville, J. F. (2016). Perceived risk and the willingness to buy and pay for "corked" bottles of wine. *International Journal of Wine Business Research*.
- Lee, D., & Hyman, M. R. (2008). Hedonic/functional congruity between stores and private label brands. *Journal of Marketing Theory and Practice*, 16(3), 219-232.
- Lee, S. A., & Jeong, M. (2014). Enhancing online brand experiences: An application of congruity theory. *International Journal of Hospitality Management*, 40, 49-58.
- Li, M. W., Teng, H. Y., & Chen, C. Y. (2020). Unlocking the customer engagement-brand loyalty relationship in tourism social media: The roles of brand attachment and customer trust. *Journal of Hospitality and Tourism Management*, 44, 184-192.
- Lina Wu, M. (2015). What Makes Users Buy Paid Smartphone Applications? Examining App, Personal, And Social Influences. *Journal of Internet Banking and Commerce*, XX, 1.
- Liou, D. K., Hsu, L. C., & Chih, W. H. (2015). Understanding Broadband Television Users' Continuance Intention to Use. *Industrial Management & Data Systems*, 115(2), 210-234.
- Looijen, R. C. D., Camacho, N. A., & Prevo, G. J. (2017). Why do you want to watch?. *Marketing*, 19, 9-2017.
- Madhavan, M., & Chandrasekar, K. (2015), "Consumer buying behaviour: an overview of theory and models". *Journal of Humanities and Social Sciences*, 1(1), 74-112.
- Merdiaty, N., & Aldrin, N. (2022). Effect of brand experience on customer engagement through quality services of online sellers to students in Bekasi. *Frontiers in Psychology*, 12, 801439.

- Nabila, Marsya. 2023. "Laporan MPA: Pelanggan Baru Platform OTT di Regional Ambles, Beralih ke TikTok" *Dailysocial.id*, Agustus 4, 2023. dailysocial.id/post/laporan-mpa-pelanggan-baru-platform-ott-di-regional-ambles-beralih-ke-tiktok
- Nguyen, B. (2019). Marketing Communications Plan for a Fintech company. Case: Rundit Oy.
- Nguyen, L. T. V., Conduit, J., Lu, V. N., & Hill, S. R. (2016). Engagement in online communities: implications for consumer price perceptions. *Journal of Strategic Marketing*, 24(3/4), 241- 260.
- Nistanto, R. K. *Kompas.com* (2020). Layanan Streaming Disney+ Hotstar Resmi Hadir di Indonesia, *Kompas.com*. Diakses pada tanggal 8 April 2021 dari <https://tekno.kompas.com/read/2020/09/05/08152727/layanan-streaming-disney-hotstar-resmi-hadir-di-indonesia>. 2020.
- Pertiwi, Wahyunanda Kusuma. (2021). Pelanggan Disney + Hotstar Lampau Netflix di Indonesia. Diakses pada 8 April 2021. dari <https://tekno.kompas.com/read/2021/01/20/18010097/pelanggan-disney+-hotstar-lampau-netflix-di-indonesia>. 2021
- Phuong, N. N. D., & Dat, N. T. (2017). The effect of country-of-origin on customer purchase intention: A study of functional products in Vietnam. *The Journal of Asian Finance, Economics and Business*, 4(3), 75-83.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sabilla, Kanetasya, and Achsanah Hidayatina. 2021. "Layanan Streaming Film Berkembang Pesat Tapi Mustahil Geser Bioskop." *Tirto.Id*, April 25, 2021. <https://amp.tirto.id/layanan-streaming-film-berkembang-pesat-tapi-mustahil-geser-bioskop-gcw9?>
- Sarwono, Jonathan. 2015. Membuat Skripsi, Tesis, dan Disertasi dengan Partial Least Square SEM (PLS-SEM). Yogyakarta: ANDI. 226 hal.
- Sekaran, Uma. 2014. Metodologi Penelitian Untuk Bisnis (Research Methods for Business) Buku 1 Edisi 4. Jakarta: Salemba Empat.
- Sharma, D. R., & Singh, B. (2023). Understanding the relationship between customer satisfaction, customer engagement and repeat purchase behaviour. *Vision*, 27(4), 449-457.
- Sirgy, M. J. (2018). Self-congruity theory in consumer behavior: A little history. *Journal of Global Scholars of Marketing Science*, 28(2), 197-207.
- Sivesan, S, 2013. Impact of Celebrity Endorsement on Brand Equity in Cosmetic Product. *International Journal of Advanced Research in Management and Social Sciences*. 2(4): h: 1-11

- Statista.com. Riset Digital Marketing Insight Subscription Video on Demand (SVOD) region Indonesia. Diakses pada tanggal 21 Januari 2023 melalui [statista.com/outlook/dmo/digital-media/video-on-demand/indonesia](https://www.statista.com/outlook/dmo/digital-media/video-on-demand/indonesia)
- Tan, C. N. L., Ojo, A. O., & Thurasamy, R. (2019). Determinants of green product buying decision among young consumers in Malaysia. *Young Consumers*.
- Tong, Z., Feng, J., & Liu, F. (2022). Understanding damage to and reparation of brand trust: a closer look at image congruity in the context of negative publicity. *Journal of Product & Brand Management*, 32(1), 157-170.
- Toor, A., Husnain, M., & Hussain, T. (2017). The impact of social network marketing on consumer purchase intention in Pakistan: Consumer engagement as a mediator. *Asian Journal of Business and Accounting*, 10(1), 168–199.
- Tsai, Y. H., Joe, S.-W., Lin, C.-P., Chiu, C.-K., & Shen, K.-T. (2015). Exploring corporate citizenship and purchase intention: Mediating effects of brand trust and corporate identification. *Business Ethics: A European Review*, 24(4), 361–377.
- Tuskej, U., Golob, U. and Podnar, K. (2013), “The role of consumer-Brand identification in building Brand relationships”, *Journal of Business Research*, Vol. 66 No. 1, pp. 53-59.
- Vivek, S. D., Beatty, S. E., & Morgan, R. M. (2012). Customer engagement: Exploring customer relationships beyond purchase. *Journal of Marketing Theory and Practice*, 20(2), 122–146
- Wang, C. H. (2012). The impact of self-congruity and identification on consumers' purchase intention for character licensed merchandise. Michigan State University. Advertising.
- 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.
- Wertenbroch, K., & Skiera, B. (2002). Measuring consumers' willingness to pay at the point of purchase. *Journal of Marketing Research*, 39, 228–241.
- Wong, A., & Wei, J. (2023). Persuasive cues and reciprocal behaviors in influencer-follower relationships: The mediating role of influencer defense. *Journal of Retailing and Consumer Services*, 75, 103507.
- Xu, Y., & Shun, C. (2003). A conceptual model of perceived customer value in e-commerce: a preliminary investigation. *Psychology & Marketing*, 20, 323–47.
- Young Chung, J., & Petrick PhD, J. F. (2016). A Conceptual Framework of Perceived Price Fairness: An Attributional Approach.

- 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.
- Zhao, H., Yao, X., Liu, Z., & Yang, Q. (2021). Impact of pricing and product information on consumer buying behavior with customer satisfaction in a mediating role. *Frontiers in Psychology*, *12*, 5016.