

DAFTAR PUSTAKA

- Ali, T. 2016. Factors Deriving Consumers' *Repurchase Intention* In Online Shopping: A Pakistani Consumer's Perspective. *International Journal Of Management Sciences And Business Research*, 5.
- Annur, C. M. 2022. *Netflix, Aplikasi Video On Demand Paling Favorit Di Indonesia* [Online]. Databoks. Available: <https://Databoks.Katadata.Co.Id/Datapublish/2022/07/29/Netflix-Aplikasi-Video-On-Demand-Paling-Favorit-Di-Indonesia> [Accessed].
- Amoako et al., 2023.
- Antwi, S. & Amponsah, R. 2021. *Repurchase Intention* Among Ghanaian Online Consumers: Perceived Shopping Value Approach. 13, 1-10.
- Azalia, D. W. & Magnadi, R. H. 2021. *Diponegoro Journal Of Management*.
- Bbc. 2021. *Netflix: Mengapa Banyak Orang Berhenti Berlangganan Layanan Streaming Ini* [Online]. Available: <https://www.bbc.com/indonesia/articles/ce9j1y811v2o> [Accessed].
- Bello, K. B., Jusoh, A. And Md Nor, K 2021. Relationships And Impacts Of Perceived Csr, *Service Quality*, Customer Satisfaction And Consumer Rights Awareness. *Social Responsibility Journal*, Vol. 17 No. 8, Pp. 1116-1130.
- Cebeci, U. 2019. Understanding The Intention To Use Netflix: An Extended Technology Acceptance Model Approach. 9, 152-157.
- Chen, S. C., Chou, T. H., Hongsuchon, T., Ruangkanjanases, A., Kittikowit, S., & Lee, T. C. (2022). The Mediation Effect Of Marketing Activities Toward Augmented Reality: The Perspective Of Extended *Customer Experience*. *Journal Of Hospitality And Tourism Technology*, 13(3), 461–480.
- Chiu, C. M., Chang, C. C., Cheng, H. L. & Fang, Y. H. 2009. Determinants Of Customer *Repurchase Intention* In Online Shopping. *Online Information Review*, 33, 761-784.

- Daidj, N. E., Charles 2018. Towards New Coopetition-Based Business Models? The Case Of Netflix On The French Market. *Journal Of Research In Marketing And Entrepreneurship*, 20, 99-120.
- Dian Pitaloka, A., Dyah Perwita, A. & Saptana 2022. Consumers' Behavior Analysis Of Vegetable E-Commerce Using The Technology Acceptance Model (Tam) Approach In Jabodetabek. *E3s Web Conf.*, 361, 01007.
- Ferdinand, A. (2020). Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi Ilmu Manajemen. Badan Penerbit Universitas Diponegoro.
- Filieri, R., Chen, W. And Lal Dey, B. 2017. The Importance Of Enhancing, Maintaining And Saving Face In Smartphone *Repurchase Intentions Of Chinese Early Adopters: An Exploratory Study. Information Technology & People*, Vol. 30 No. 3, Pp. 629-652.
- Gummesson, E. (2008). Quality, Service-Dominant Logic And Many-To-Many Marketing. *Tqm Journal*, 20(2), 143–153.
<https://doi.org/10.1108/17542730810857372>
- Ghozali, I. (2013). MULTIDIMENSIONAL CAUSAL PATH ON ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION IN INTENTION TO LEAVE BY ACCOUNTANTS. *Journal of Economics, Business, and Accountancy | Ventura*, 16(2), 339.
<https://doi.org/10.14414/jebav.v16i2.190>
- Habibi, M. R., Laroche, M. & Richard, M.-O. 2014. The Roles Of Brand Community And Community Engagement In Building Brand Trust On Social Media. *Computers In Human Behavior*, 37, 152-161.
- Hollebeek, L., Glynn, M. & Brodie, R. 2014. Consumer Brand Engagement In Social Media: Conceptualization, Scale Development And Validation. *Journal Of Interactive Marketing*, 28.
- Horbel, C., Et Al 2016. How Context Shapes Value Co-Creation: Spectator Experience Of Sport Events. *The Service Industries Journal*, 36, 510-531.
- Hosea, Y. & Berlianto, M. P. 2022. Variabel Yang Mempengaruhi Perceived Value Dan Implikasinya Kepada Intention To Subscribe; Telaah Pada Aplikasi Netflix. *Ultima Management : Jurnal Ilmu Manajemen*, 14(1), 125-142.

- Irawanty, Y. I. 2021. Pengaruh *Perceived Usefulness*, Perceived Ease Of Use, Dan Perceived Price Terhadap Intention To Use Netflix Di Kota Bandung. *Universitas Pendidikan Indonesia*.
- Jami Pour, M., Rafiei, K., Khani, M. and Sabrirazm, A. (2021), "Gamification and *Customer Experience*: the mediating role of brand engagement in online grocery retailing", *Nankai Business Review International*, Vol. 12 No. 3, pp. 340-357.
<https://doi.org/10.1108/NBRI-07-2020-0041>
- Kazancoglu, I. A. D., B 2021. Analysing Flow Experience On *Repurchase Intention* In E-Retailing During Covid-19. *International Journal Of Retail & Distribution Management*, Vol. 49 No. 11, Pp. 1571-1593.
- Liu, Y. A. T., X. 2018. The Effects Of Online Trust-Building Mechanisms On Trust And *Repurchase Intentions*: An Empirical Study On Ebay. *Information Technology & People*, Vol. 31 No. 3, Pp. 666-687.
- Lukito, S. & Ikhsan, R. 2020. *Repurchase Intention* In E-Commerce Merchants: Practical Evidence From College Students. *Management Science Letters*, 3089-3096.
- Matute, J., Polo-Redondo, Y 2016. The Influence Of Ewom Characteristics On Online *Repurchase Intention*: Mediating Roles Of Trust And *Perceived Usefulness*. *Online Information Review*, Ol. 40 No. 7, Pp. 1090-1110.
- Mutia, A. 2022. *Sempat Ditinggal Pelanggan, Netflix Tambah 2,4 Juta Pelanggan Pada Kuartal Iii 2022* [Online]. Databoks. Available:
<https://Databoks.Katadata.Co.Id/Datapublish/2022/11/03/Sempat-Ditinggal-Pelanggan-Netflix-Tambah-24-Juta-Pelanggan-Pada-Kuartal-Iii-2022> [Accessed].
- Nguyen Thi, B., Tran, T. L. A., Tran, T. T. H., Le, T. T., Tran, P. N. H. & Nguyen, M. H. 2022. Factors Influencing Continuance Intention Of Online Shopping Of Generation Y And Z During The New Normal In Vietnam. *Cogent Business & Management*, 9, 2143016.
- Parveen, H., Showkat, N., & Parveen Nayeem Showkat, H. (2017). Research Ethics.
<https://www.researchgate.net/publication/318912804>

- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). Journal Of Marketing And Consumer Research Www.Iiste.Org Issn. In *An International Peer-Reviewed Journal* (Vol. 30). Www.Iiste.Org
- Rizzon, F., De Toni, D., Graciola, A.P. And Milan, G.S. 2023. Prost With Craft Beer! Do *Customer Experience* And Price Sensitivity Affect Product Price Image, Perceived Value And *Repurchase Intention?* *British Food Journal*, Vol. 125 No. 7, Pp. 2333-2349.
- Rohana, S. 2019. The Role Of Customer Satisfaction And *Service Quality* On Loyalty Of Bank Customers. *Journal Of Industrial Engineering & Management Research*, 1, 57 - 67.
- Saleem, M., Zahra, S. & Yaseen, A. 2017. Impact Of *Service Quality* And Trust On *Repurchase Intentions* - The Case Of Pakistan Airline Industry. *Asia Pacific Journal Of Marketing And Logistics*, 29, 00-00.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatifdan R&D, Cetakan ke-24. Bandung: Alfabeta.
- Susanto, T. D., & Aljoza, M. (2015). Individual Acceptance Of E-Government Services In A Developing Country: Dimensions Of *Perceived Usefulness* And Perceived Ease Of Use And The Importance Of Trust And Social Influence. *Procedia Computer Science*, 72, 622–629.
<https://doi.org/10.1016/j.procs.2015.12.171>
- Shim, H. & Kim, K. J. 2018. An Exploration Of The Motivations For Binge-Watching And The Role Of Individual Differences. *Computers In Human Behavior*, 82, 94-100.
- Shukla, S. (2020). CONCEPT OF POPULATION AND SAMPLE.
<https://www.researchgate.net/publication/346426707>
- Skjølvik, T. 2018. Combining Goods And Service-Dominant Logics In Purchasing Strategies. *Journal Of Business & Industrial Marketing*, Vol. 33 No. 8, Pp. 1087-1099.
- Tyrväinen, O., Karjaluoto, H. & Saarijärvi, H. 2020. Personalization And Hedonic Motivation In Creating *Customer Experiences* And Loyalty In Omnichannel Retail. *Journal Of Retailing And Consumer Services*, 57, 102233.
- Vargo, S. L. & Lusch, R. 2009. Service-Dominant Logic — A Guiding Framework For Inbound Marketing. *Marketing Review St. Gallen*, 26, 6-10.

- Vargo, S. L. A. L., R.F. 2004. Evolving To A New Dominant Logic For Marketing. *Journal Of Marketing*, 68, 1-17.
- Wilson, N., Keni, K., & Tan, P. H. P. (2021). The Role Of *Perceived Usefulness* And Perceived Ease-Of-Use Toward Satisfaction And Trust Which Influence Computer Consumers' Loyalty In China. *Gadjah Mada International Journal Of Business*, 23(3), 262–294.
- (Wijaya et al., 2019) *Management Science Letters* (2019) 9(12) 2009-2020.
- Zaid, S., & Patwayati, P. (2021). Impact Of *Customer Experience* And *Customer Engagement* On Satisfaction And Loyalty: A Case Study In Indonesia. *Journal Of Asian Finance, Economics And Business*, 8, 983–992.