

DAFTAR PUSTAKA

- Abourokbah, S. H., & Husain, K. S. (2024). The impact of quality on health-insurance users' satisfaction in Saudi Arabia: the mediating role of brand image and utilitarian value. *International Journal of Quality and Reliability Management*, 41(4), 1089–1110. <https://doi.org/10.1108/IJQRM-07-2022-0209>
- Ahmadi, A., & Ataei, A. (2022). Emotional attachment: a bridge between brand reputation and brand advocacy. *Asia-Pacific Journal of Business Administration*, 8(6). <https://doi.org/10.1108/APJBA-11-2021-0579>
- Akkucuk, U., & Esmaeili, J. (2016). The Impact of Brands on Consumer Buying Behavior. *International Journal of Research in Business and Social Science* (2147-4478), 5(4), 1–16. <https://doi.org/10.20525/ijrbs.v5i4.551>
- Ashraf, S. F., Li, C., & Mehmood, B. (2017). A Study of Premium Price Brands with Special Reference to Willingness of Customer to Pay. *International Journal of Academic Research in Business and Social Sciences*, 7(7). <https://doi.org/10.6007/ijarbss/v7-i7/3126>
- Augusto, L., Santos, S., & Santo, P. E. (2020). Willingness to pay a Premium Price for Streaming Services: The Role of Trus in Services. *Smart Innovation, Systems and Technology*, 167(5), 484. <https://doi.org/10.1007/978-981-15-1564-4>
- Azzahro, F., Ghibran, J. V., & Handayani, P. W. (2020). Customer Satisfaction and Willingness to Pay OnDemand Entertainment Streaming Service: The Role of Service Quality and Perceived Values. *2020 International Conference on Information Technology Systems and Innovation*, 19(2), 179–184. <https://doi.org/10.1109/ICITSI50517.2020.9264953>
- Boisvert, J. (2012). The Impact of Vertical Service Line Extensions and Brand Salience on Reciprocal Transfer of Image and Performance Associations. *Journal of Service Research*, 15(4), 443–459. <https://doi.org/10.1177/1094670512442797>
- Bouranta, N., Psomas, E., & Vouzas, F. (2019). The effect of service recovery on customer loyalty: the role of perceived food safety. *International Journal of Quality and Service Sciences*, 11(1), 69–86. <https://doi.org/10.1108/IJQSS-10-2017-0093>
- Cesareo, L., & Pastore, A. (2014). Consumers' attitude and behavior towards online music piracy and subscription-based services. *Journal of Consumer Marketing*, 31(6–7), 515–525. <https://doi.org/10.1108/JCM-07-2014-1070>
- Chowdhury, R. (2023). Impact of perceived convenience, service quality and security on consumers' behavioural intention towards online food delivery services: the role of attitude as mediator. *SN Business & Economics*, 3(1),

- 1–23. <https://doi.org/10.1007/s43546-023-00422-7>
- De Canio, F., Martinelli, E., & Endrighi, E. (2020). Enhancing consumers' pro-environmental purchase intentions: the moderating role of environmental concern. *International Journal of Retail and Distribution Management*, 49(9), 1312–1329. <https://doi.org/10.1108/IJRDM-08-2020-0301>
- Dewi, Y. K., & Gosal, J. (2020). Kesediaan Membayar Harga Premium Produk Wagyu. *Business Management Journal*, 16(1), 129–144.
- Erlinda, M. R., & Ratnawati, A. (2022). Increasing Customer Retention through Digital Marketing and Paramedic Competency with Hospital Brand Image as Intervening Variable. *Academia Journal E-Academia Journal of UiTM Cawangan Terengganu*, 11(1), 42–55. Retrieved from <http://journale-academiauitm.uitm.edu.mye>
- Fauzi, M. A., Hanafiah, M. H., & Kunjuraman, V. (2022). Tourists' intention to visit green hotels: building on the theory of planned behaviour and the value-belief-norm theory. *Journal of Tourism Futures*, 5(3), 1–22. <https://doi.org/10.1108/JTF-01-2022-0008>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Semarang: BP Universitas Diponegoro.
- Fernandes, T., & Guerra, J. (2019). Drivers and deterrents of music streaming services purchase intention. *International Journal of Electronic Business*, 15(1), 21–42. <https://doi.org/10.1504/IJEB.2019.099061>
- Fernandes, T., & Inverneiro, I. (2020). From fandom to fad: are millennials really engaged with and loyal to their loved brands on social media? *Journal of Product and Brand Management*, 30(2), 320–334. <https://doi.org/10.1108/JPBM-02-2019-2262>
- Ghozali, I. (2014). *Structural Equation Modelling: Metode Alternatif dengan Partial Least Squares (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro Semarang.
- Güsser-Fachbach, I., Lechner, G., & Reimann, M. (2023). The impact of convenience attributes on the willingness-to-pay for repair services. *Resources, Conservation and Recycling*, 198(2), 107163. <https://doi.org/10.1016/j.resconrec.2023.107163>
- Hafez, M. (2022). Unpacking the influence of social media marketing activities on brand equity in the banking sector in Bangladesh: A moderated mediation analysis of brand experience and perceived uniqueness. *International Journal of Information Management Data Insights*, 2(2), 100140. <https://doi.org/10.1016/j.jjimei.2022.100140>
- Hair, J., Black, W. C., Babin, J. B., & Andreson, R. E. (2014). Multivariate Data Analysis. In *Neuromarketing in India: Understanding the Indian Consumer* (7th ed.). Harlow: Pearson Education Limited.

- <https://doi.org/10.4324/9781351269360>
- 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/EBR-11-2018-0203>
- Hootsuite. (2023). *Social Media Trends 2025*. Retrieved from <https://www.hootsuite.com/>
- Jones, N. (2020). User Loyalty and Willingness to Pay for a Music Streaming Subscription Identifying Asset Specificity in the Case of Streaming Platforms. *Deep South*, 5(1), 1–23.
- Kamath, P. R., Pai, Y. P., & Prabhu, N. K. P. (2020). Building customer loyalty in retail banking: a serial-mediation approach. *International Journal of Bank Marketing*, 38(2), 456–484. <https://doi.org/10.1108/IJBM-01-2019-0034>
- Katadata. (2022). Pengguna Streaming Musik Berbayar Global Tembus 500 Juta pada 2021. Retrieved from Katadata website: <https://databoks.katadata.co.id/datapublish/2022/04/12/pengguna-streaming-musik-berbayar-global-tembus-500-juta-pada-2021>
- Kesumahati, E., & Marbun, Y. (2021). Analisis Faktor-Faktor Yang Mempengaruhi Trust Dan Pengaruhnya Terhadap Willingness To Pay A Premium Price Pada Layanan Premium Online Streaming. *Conference on Business, Social Sciences and Technology (CoNeScINTech)*, 1(1), 322–333. Retrieved from <https://journal.uib.ac.id/index.php/conescintech/article/view/5853>
- Khanh Giao, H. N., & Vuong, B. N. (2020). Vietnamese consumer attitudes towards smartphone advertising. *Journal of Asian Finance, Economics and Business*, 7(5), 195–204. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO5.195>
- Lin, W. B. (2012). The determinants of consumers' switching intentions after service failure. *Total Quality Management and Business Excellence*, 23(7–8), 837–854. <https://doi.org/10.1080/14783363.2011.637808>
- Malarvizhi, C. A., Al Mamun, A., Jayashree, S., Naznen, F., & Abir, T. (2022). Modelling the significance of social media marketing activities, brand equity and loyalty to predict consumers' willingness to pay premium price for portable tech gadgets. *Helijon*, 8(8), e10145. <https://doi.org/10.1016/j.helijon.2022.e10145>
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research* (5th ed.). New York: Pearson.
- Martati, I., Suminto, & Pristanti, H. (2020). The Mediating Role of Perceived Quality for Purchase Intention of Motor Scooter Matic. *International Journal of Innovation, Creativity and Change (IJICC)*, 14(5), 496–511.
- Monferrer, D., Moliner, M. A., & Estrada, M. (2019). Increasing customer loyalty

- through customer engagement in the retail banking industry. *Spanish Journal of Marketing - ESIC*, 23(3), 461–484. <https://doi.org/10.1108/SJME-07-2019-0042>
- Munawaroh, N. A., Kalimah, S., & Muttaqien, Z. (2023). Netflix in Indonesia : customer willingness to pay in video streaming service. *Jurnal Ekonomi & Ekonomi Syariah*, 6(1), 1055–1066. Retrieved from <https://doi.org/10.36778/jesya.v6i1.1136>
- Norvell, T., Kumar, P., & Dass, M. (2018). The Long-Term Impact of Service Failure and Recovery. *Cornell Hospitality Quarterly*, 59(4), 376–389. <https://doi.org/10.1177/1938965518762835>
- Ong, C. H., Lee, H. W., & Ramayah, T. (2018). Impact of brand experience on loyalty. *Journal of Hospitality Marketing and Management*, 27(7), 755–774. <https://doi.org/10.1080/19368623.2018.1445055>
- Ornelas Sánchez, S. A., & Vera-Martínez, J. (2023). Toward understanding sophisticated markets and consumers: a win-win strategic alternative. *Management Research*, 21(2), 105–121. <https://doi.org/10.1108/MRJIAM-09-2022-1340>
- Osburg, V. S., Yoganathan, V., Brueckner, S., & Toporowski, W. (2020). How detailed product information strengthens eco-friendly consumption. *Management Decision*, 58(6), 1084–1099. <https://doi.org/10.1108/MD-10-2017-1012>
- Pontinha, V. M., & Coelho do Vale, R. (2020). Brand love measurement scale development: an inter-cultural analysis. *Journal of Product and Brand Management*, 29(4), 471–489. <https://doi.org/10.1108/JPBM-10-2018-2094>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10). <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Rizki, E. F., Juliati, R., & Praharjo, A. (2021). The Effect of Product Quality and Service Quality on Repurchasing Intention. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 1(4), 69. <https://doi.org/10.21043/bisnis.v9i1.10350>
- Saini, S., & Singh, J. (2020). A Link Between Attitudinal and Behavioral Loyalty of Service Customers. *Business Perspectives and Research*, 8(2), 205–215. <https://doi.org/10.1177/2278533719887452>
- Santos, M., & Schlesinger, W. (2021). When love matters. Experience and brand love as antecedents of loyalty and willingness to pay a premium price in streaming services. *Spanish Journal of Marketing - ESIC*, 25(3), 374–391. <https://doi.org/10.1108/SJME-11-2020-0201>
- Santoso, A., & Sispradana, A. (2021). Analysis toward purchase decision determinant factors. *Asian Management and Business Review*, 1(2), 155–

164. <https://doi.org/10.20885/ambr.vol1.iss2.art7>
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: a Skill-Building Approach. In SPi Global (Ed.), *Printer Trento Srl* (7th ed.). Chichester: John Wiley & Sons. https://doi.org/10.1007/978-94-007-0753-5_102084
- Shafi, S., & Siddiqui, D. A. (2021). Brand Experience and Consumers' Willingness to Pay (WTP) a Price: Exploring the role of Brand Credibility, Perceived Quality, Perceived Uniqueness, And Social Image in A Comparative Analysis of Automobile and Mobile Phone Industries of Karachi. *SSRN Electronic Journal*, 8(2). <https://doi.org/10.2139/ssrn.3757500>
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, 39(December 2017), 199–219. <https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Surjaatmadja, S., & Purnawan, D. (2018). International Review of Management and Marketing Store Image, Service Quality, and Familiarity on Purchase Intention of Private Label Brand in Indonesia. *International Review of Management and Marketing*, 8(1), 79–85. Retrieved from <http://www.econjournals.com>
- Takaya, R. (2019). Antecedents Analysis of Purchase Intention. *Business and Entrepreneurial Review*, 16(1), 1. <https://doi.org/10.25105/ber.v16i1.4906>
- Terres, M. da S., Herter, M. M., Costa Pinto, D., & Mazzon, J. A. (2020). The power of sophistication: How service design cues help in service failures. *Journal of Consumer Behaviour*, 19(3), 277–290. <https://doi.org/10.1002/cb.1816>
- Tien, D. H., Amaya Rivas, A. A., & Liao, Y. K. (2019). Examining the influence of customer-to-customer electronic word-of-mouth on purchase intention in social networking sites. *Asia Pacific Management Review*, 24(3), 238–249. <https://doi.org/10.1016/j.apmrv.2018.06.003>
- Vieira, J., Frade, R., Ascenso, R., Prates, I., & Martinho, F. (2020). Generation Z and Key-Factors on E-Commerce: A Study on the Portuguese Tourism Sector. *Administrative Sciences*, 10(4), 103. <https://doi.org/10.3390/admsci10040103>
- Wang, L., Tang, H., Liu, D., & Xing, C. (2017). Study on Customer Experience Dimension based on online shopping reviews of MI's products. *MATEC Web of Conferences*, 100(2), 1–7. <https://doi.org/10.1051/matecconf/201710005024>
- Watanabe, E. A. de M., Torres, C. V., & Alfinito, S. (2019). The impact of culture, evaluation of store image and satisfaction on purchase intention at supermarkets. *Revista de Gestão*, 26(3), 256–273. <https://doi.org/10.1108/rege-12-2017-0009>
- Wibowo, T. J., & Jong, M. T. T. (2021). The Effect of Antecedents on Online

Streaming Subscription on Vidio Companies. *Jurnal Mantik*, 5(36), 1153–
1159. Retrieved from
<https://iocscience.org/ejournal/index.php/mantik/article/view/1480>