

DAFTAR PUSTAKA

- Advertorial. (2023, 27 Desember). Vidio Rebut Kembali Posisi Sebagai Aplikasi Streaming dengan Subscriber Terbanyak di Indonesia, Kalahkan Netflix. Diakses pada 02 Desember 2024, dari <https://narasi.tv/read/advertorial/narasi-daily/vidio-rebut-kembali-posisi-sebagai-aplikasi-streaming-dengan-subscriber-terbanyak-di-indonesia-kalahkan-netflix>
- Alam, M. M. D., Hussain, K., Nusair, K., & Momotaz, S. N. (2025). Understanding user behaviors toward food delivery app services: the moderating effects of generation and usage frequency. *Journal of Hospitality and Tourism Insights*. <https://doi.org/10.1108/JHTI-10-2024-1148>
- Alam, M. M. D., & Noor, N. A. M. (2020). The relationship between service quality, corporate image, and customer loyalty of Generation Y: An application of SOR paradigm in the context of superstores in Bangladesh. *Sage Open*, 10(2), 2158244020924405. <https://doi.org/10.1177/2158244020924405>
- Al-Momani, K., & Noor, N. A. (2009). e-Service quality, ease of use and enjoyment as antecedents of e-CRM performance: an empirical investigation in Jordan mobile phone services. *The Asian Journal of Technology Management*, 2(2), 50-63.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & marketing*, 20(2), 123-138. <https://doi.org/10.1002/mar.10063>
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2023). Toward the e-loyalty of digital library users: investigating the role of e-service quality and e-trust in digital economy. *Library Hi Tech*, 41(4), 1006-1021. <https://doi.org/10.1108/LHT-07-2020-0165>
- APJII. (2023). Survei Internet Service Provider Industry & Market Profile. Diakses pada 27 November 2024, dari <https://survei.apjii.or.id/survei/group/8>
- APJII. (2024). Survei Internet APJII. Diakses pada 27 November 2024, dari <https://survei.apjii.or.id/survei/group/9>
- APJII. (2024, 07 Februari). Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang. Diakses pada 25 November 2024, dari <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Azizi, M. A., Rizan, M., & Febrilia, I. (2024). The Influence of E-Service Quality, Price Fairness, and Perceived Ease of Use on Repurchase Intention Through Customer Satisfaction in Online Food Delivery. *Jurnal Capital: Kebijakan Ekonomi, Manajemen dan Akuntansi*, 6(1), 12-31. <https://doi.org/10.33747/capital.v6i1.208>

- Bei, L. T., & Chiao, Y. C. (2006). The determinants of customer loyalty: an analysis of intangible factors in three service industries. *International Journal of Commerce and Management*, 16(3/4), 162-177. <https://doi.org/10.1108/10569210680000215>
- Bolton, L. E., Warlop, L., & Alba, J. W. (2003). Consumer perceptions of price (un) fairness. *Journal of consumer research*, 29(4), 474-491.
- Boyd, D. E., & Bhat, S. (1998). The role of dual Entitlement and equity theories in consumers' formation of fair price judgments: an investigation within a business-to-business service setting. *Journal of Professional Services Marketing*, 17(1), 1-14. https://doi.org/10.1300/J090v17n01_01
- Caffaro, F., Cremasco, M. M., Roccato, M., & Cavallo, E. (2020). Drivers of farmers' intention to adopt technological innovations in Italy: The role of information sources, perceived usefulness, and perceived ease of use. *Journal of Rural Studies*, 76, 264-271.
- Chao, S. L., Yu, M. M., & Wei, S. Y. (2024). Ascertaining the impact of e-service quality on e-loyalty for the e-commerce platform of liner shipping companies. *Transportation Research Part E: Logistics and Transportation Review*, 184, 103491. <https://doi.org/10.1016/j.tre.2024.103491>
- Christanto, Yonathan. (2020, 6 September). Gebrakan Disnet+ Hotstar dan Upayanya dalam Mengambil Hati pelanggan Indonesia. Diakses pada 18 Mei 2025, dari <https://www.kompasiana.com/yonathan90/5f54cc1ed541df2fb64d2b62/gebrakan-disney-hotstar-dan-upayanya-dalam-mengambil-hati-pelanggan-indonesia>
- Connolly, R., & Bannister, F. (2008). Factors influencing Irish consumers' trust in internet shopping. *Management Research News*, 31(5), 339-358. <https://doi.org/10.1108/01409170810865154>
- Damar, Agustinus Mario. (2024, 12 Maret). Pasar Streaming video Indonesia Kian menjanjikan, Pendekatan Lokal Jadi Kekuatan. Diakses pada 01 Desember 2024, dari <https://www.liputan6.com/tekno/read/5548370/pasar-streaming-video-indonesia-kian-menjanjikan-pendekatan-lokal-jadi-kekuatan?page=4>
- Davis, F. D. (1989). Perceived usefulness, perceived ease-of-use and acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Damayanti, K., & Suyanto, A. M. A. (2022). Positioning Analysis of Video-on-Demand Service Provider in Indonesia Based on E-Service Quality Dimensions. *Asian Journal of Research in Business and Management*, 4(2), 98-110. <https://doi.org/10.55057/ajrbm.2022.4.2.10>
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertasi*. Semarang: BP-UNDIP
- Frater, Patrick. (2022, 30 Mei). Disney+ Hotstae Hits 5 Million Subscribers in Indonesia as Southeast Asia SVOD Grows-Study. Diakses pada 02 Desember 2024, dari:

<https://variety.com/2022/streaming/news/disney-hotstarindonesia-southeast-asia-svod-1235281256/>

- Ghozali, I. (2016). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM, ed 7 (edisi 7)*. Universitas Diponegoro
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan program IBM SPSS 26, ed 10 (Edisi 10)*. Badan Penerbit Universitas Diponegoro.
- Gumussoy, C. A., & Koseoglu, B. (2016). The effects of service quality, perceived value and price fairness on hotel customers' satisfaction and loyalty. *Journal of Economics, Business and Management*, 4(9), 523-527. <https://doi.org/10.18178/joebm.2016.4.9.446>
- Hair, J. F., Matthews, L. M., Matthews, R.L., & Sarsredt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use "PLS-SEM or CB-SEM: updated guidelines on which method to use. "In *Organizational Research Methods, MIS Quarterly, and International Journal (Vol.1, Issue 2)*.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) ((3 ed.))*. Thousand Oaks, CA: Sage.
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of hospitality & tourism research*, 33(4), 487-510. <https://doi.org/10.1177/1096348009344212>
- Hasibuan, Lynda. (2020, 12 Agustus). Disney+ Hotstar Hadir 5 September di RI, Cek Kontennya!. Diakses pada 02 Desember 2024, dari <https://www.cnbcindonesia.com/tech/20200812110013-37-179172/disney--hotstar-hadir-5-september-di-ri-cek-kontennya>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43, 115–135
- Heri, J. (2023). The Effect of Price Fairness and E-Service Quality on Loyalty With Customer Satisfaction as an Intervening (A Study on Netflix Users). *Social Science Studies*, 3(6), 485-499. <https://doi.org/10.47153/sss36.7772023>
- Hsu, C. L., Wu, C. C., & Chen, M. C. (2013). An empirical analysis of the antecedents of e-satisfaction and e-loyalty: focusing on the role of flow and its antecedents. *Information Systems and e-Business Management*, 11, 287-311.
- Huppertz, J. W., Arenson, S. J., & Evans, R. H. (1978). An application of equity theory to buyer-seller exchange situations. *Journal of marketing research*, 15(2), 250-260. <https://doi.org/10.1177/002224377801500208>

- Indonesia Expat. (2024, 16 Maret). JustWatch reports Indonesia's Streaming and SVOD Market Share in Q4 2023. Diakses pada 02 Desember 2024, dari: <https://indonesiaexpat.id/lifestyle/arts-entertainment/justwatch-reports-indonesias-streaming-and-svod-market-share-in-q4-2023/>
- Javed, S., Rashidin, M. S., Zhu, M., Xu, Z., Jian, W., & Zuo, S. (2021). Combined effects of drivers and impact of customer satisfaction on brand loyalty: The contingent effect of social trust. *Sage Open*, 11(1), 21582440211003566. <https://doi.org/10.1177/21582440211003566>
- Johannes, J., Amero, N. B., & Hutagaol, M. (2024). Faktor-faktor yang mempengaruhi customer loyalty pengguna layanan Netflix di Indonesia. *Jurnal Ekonomi, Manajemen, Dan Sosial Indonesia (JEMSI)*, 6(1), 256–272. <https://doi.org/10.38035/jemsi.v6i1>
- Karmelia, H., & Dahlan, K. S. S. (2024). The Influence Of User Experience, E-Service Quality, And E-Trust Mediated By E-Satisfaction On E-Loyalty: Customers Subscription Video On Demand (Svod). *Journal of Social Science (JoSS)*, 3(9), 1706-1725. <https://doi.org/10.57185/joss.v3i9.362>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical syntesis and re-examination. *Soutn Asian Journal of Business Studies*, 9(1), 62-67. <https://doi.org/10.1108/SAJBS-03-2019-0046>.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (Edisi 15)*. Pearson Education Inc.
- Kresno Murti, A., Muna, N., Dewi, E. K., & Hidayatullah, A. N. (2024). Understanding Customer Satisfaction Based on Experience with Subscription Video on Demand (SVoD).
- Kumar, S., Murphy, M., Talwar, S., Kaur, P., & Dhir, A. (2021). What drives brand love and purchase intentions toward the local food distribution system? A study of social media-based REKO (fair consumption) groups. *Journal of Retailing and Consumer Services*, 60, 102444. <https://doi.org/10.1016/j.jretconser.2021.102444>
- Kusnendi, & Ciptagustia, A. (2023). *Analisis model pengukuran dan struktural dalam penelitian manajemen dan bisnis*. UPI Press. ISBN 978-623-454-101-4
- Leba, E. Elsa. (2021, 31 Januari). DisneyPlus Hotstar Dominasi Pasar Layanan “Streaming” di Indonesia. Diakses pada 18 Mei 2025, dari <https://www.kompas.id/baca/hiburan/2021/01/31/disneyplus-hotstar-dominasi-pasar-layanan-streaming-di-indonesia/>
- Lederer, A. L., Maupin, D. J., Sena, M. P., & Zhuang, Y. (2000). The technology acceptance model and the World Wide Web. *Decision Support Systems*, 29, 269-282.

- Leowarin, T., & Thanasuta, K. (2021). Consumer purchase intention for subscription video-on-demand service in Thailand. *Journal of Business Administration and Languages (JBAL)*, 9(1), 14-26.
- Li, H., & Suomi, R. (2009). A proposed scale for measuring e-service quality. *International Journal of u-and e-Service, Science and Technology*, 2(1), 1-10.
- Magar, S. R., Bhattarai, U., & Danuwar, R. K. (2024). Application of SERVQUAL Model to Gauge Relationship between Service Commitment, Trust, and Price Fairness to Customers Loyalty: Empirical Evidence of Telecommunication Users in Nepal. *Quest Journal of Management and Social Sciences*, 6(2), 477-503. <https://doi.org/10.3126/qjmss.v6i2.69114>
- Maheswara, Raka (2024, 31 Oktober). Daftar Genre Film dan Serial Terfavorit Masyarakat Indonesia di Platform Streaming OTT. Diakses pada 10 Juni 2025, dari <https://dataloka.id/hiburan/220/daftar-genre-film-dan-serial-terfavorit-masyarakat-indonesia-di-platform-streaming-ott/>
- Mamuaya. (2023, 13 April). Rangkuman OTT 2022: Disney+ dan Netflix Kuasai pangsa Pasar Indonesia. Diakses pada 02 Desember 2024, dari <https://news.dailysocial.id/tech-business/feature/tren-ott-indonesia-2022/>
- Martín-Consuegra, D., Molina, A. and Esteban, Á. (2007). An integrated model of price, satisfaction and loyalty: an empirical analysis in the service sector. *Journal of Product & Brand Management*, Vol. 16 No. 7, pp. 459-468. <https://doi.org/10.1108/10610420710834913>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environ mental psychology*. The MIT Press.
- Min, S., Zhang, X., Kim, N., & Srivastava, R. K. (2016). Customer acquisition and retention spending: An analytical model and empirical investigation in wireless telecommunications markets. *Journal of marketing research*, 53(5), 728-744. <https://doi.org/10.1509/jmr.14.0170>
- Mustofa, Ali. (2025, 25 Juni). Indonesia Peringkat Teratas, Penduduk RI Paling Banyak Berlangganan Layanan Streaming Seperti Netflix. Diakses pada 23 Februari 2025, dari <https://radarkudus.jawapos.com/teknologi/696185425/indonesia-peringkat-teratas-penduduk-ri-paling-banyak-berlangganan-layanan-streaming-seperti-netflix>
- Narteh, B., Agbemabiese, G. C., Kodua, P., & Braimah, M. (2013). Relationship marketing and cus tomer loyalty: Evidence from the Ghanaian luxury hotel industry. *Journal of Hospitality Marketing & Management*, 22(4), 407-436. <https://doi.org/10.1080/19368623.2012.660564>
- Naurah, Nada. (2023, 25 Mei). Disney+ Hotstar, Platform Streaming OTT yang Paling Dimininati di Indonesia. Diakses pada 03 Desember 2024, dari:

<https://goodstats.id/article/bukan-netflix-ini-dia-platform-streaming-ott-paling-diminati-di-indonesia-ko55K>

- Nikou, S., Selamat, H. B., Yusoff, R. M., & Khiabani, M. M. (2016). Service quality, customer satisfaction, and customer loyalty: A comprehensive literature review (1993-2016). *International Journal of Advanced Scientific and Technical Research*, 6(6), 29-46.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of service research*, 7(3), 213-233. <https://doi.org/10.1177/1094670504271156>
- Pereira, R., & Tam, C. (2021). Impact of enjoyment on the usage continuance intention of video-on-demand services. *Information & Management*, 58(7), 103501. <https://doi.org/10.1016/j.im.2021.103501>
- Qatawneh, N., Al-Okaily, M., Alkhasawneh, R., Althonayan, A., & Tarawneh, A. (2024). The mediating role of e-trust and e-satisfaction in the relationship between e-service quality and e-loyalty toward e-government services. *Global Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-07-2023-0263>
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443-1466. <https://doi.org/10.1108/TQM-02-2020-0019>
- Robert, D., & John, R. (1982). Store atmosphere: an environmental psychology approach. *Journal of retailing*, 58(1), 34-57.
- Robbins, S. P., & Coulter, M. (2015). *Manajemen* (Edisi ke-13, Jilid 2). Erlangga.
- Sarstedt, M., Hair, J. F., Ringle, C. M., Thiele, K. O., & Gudergan, S. P. (2016). Estimation issues with PLS and CBSEM: Where the bias lies! *Journal of Business Research*, 69(10), 3998–4010. <https://doi.org/10.1016/j.jbusres.2016.06.007>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Treating unobserved heterogeneity in PLS-SEM: A multi-method approach. In *Partial least squares path modeling: Basic concepts, methodological issues and applications* (pp. 197–217). Springer.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*. John Wiley & Sons Ltd.
- Sugiyono. *Metode Penelitian Kuantitatif, Kualitatif, dan R&d*. Bandung: Alfabeta, 2022.
- Thaichon, P., Lobo, A. and Mitsis, A. (2014). Achieving customer loyalty through service excellence in internet industry. *International Journal of Quality and Service Sciences*, Vol. 6 No. 4, pp. 274-289. <https://doi.org/10.1108/IJQSS-03-2014-0024>
- Thewaltdisneycompany. (2025). About The Walt Disney Company. Diakses pada 18 Mei 2025, dari <https://thewaltdisneycompany.com/about/#our-businesses>

- Triadanti. (2023, 25 November). Riset: Gen Z Lebih Doyan Nonton Streaming, Murah dan Mudah!. *Handbook of Partial Least Square: Concepts, Methods and Application* Diakses pada 02 Desember 2024, dari: <https://www.idntimes.com/hype/entertainment/riset-gen-z-lebih-doyan-nonton-streaming-00-7bx9b-tj62br?page=all>
- Türkdemir, P., Yıldız, E., & Ateş, M. F. (2023). The acquirements of e-service quality in fashion e-storescapes: mediating effect in an SOR model. *International Journal of Retail & Distribution Management*, 51(6), 755-772. <https://doi.org/10.1108/IJRDM-03-2022-0085>
- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023). Web design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty. *The TQM Journal*, 35(8), 2455-2484. <https://doi.org/10.1108/TQM-10-2022-0298>
- Vinzi, V. Esposito, et al. (2010). Editorial: Perspectived on Partial Least Squares. "In V. Esposito Vinzi, W.W. Chin, J. Henseler, & H. Wang. Editors. Berlin Germany: Springer-Verlag Berlin Heidelberg.
- Xia, L., Monroe, K. B., & Cox, J. L. (2004). The price is unfair! A conceptual framework of price fairness perceptions. *Journal of marketing*, 68(4), 1-15. <https://doi.org/10.1509/jmkg.68.4.1.42733>
- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21(5), 351-373. <https://doi.org/10.1002/mar.20009>
- Yuliana, E. N., Febrilia, I., & Monoarfa, T. A. (2023). The Influence of Customer Experience and Price Fairness on Customer Loyalty of SVOD Application Users with Customer Satisfaction as Intervening. *International Journal of Current Economics & Business Ventures*, 3(1).
- Zeithaml, V. A., Parasuraman, A., Malhotra, A., 2000. A conceptual framework for understanding e-service quality: implications for future research and managerial practice, Working paper. (Vol. 115). Marketing Science Institute, Cambridge, MA.
- Zeithaml, Valarie A., Berry, Leonard L., Parasuraman, Ananthanarayanan, 1993. The nature and determinants of customer expectation of serces. *J. Acad. Market. Sci.* 21 (1), 1–12. <https://doi.org/10.1177/0092070393211001>.