

DAFTAR PUSTAKA

- Ahmadpour, S. (2025). *Determinants of continuance intention to use chatbots in retail settings : self-esteem as a moderator*. <https://doi.org/10.1108/APJBA-11-2024-0628>
- Alfiyaturohmah, R., Prabantarikso, M., & Simatupang, B. M. (2026). *The Effect of Expectation Confirmation and Perceived Usefulness on Continuance Intention of QRIS Mobile Banking Users : The Mediating Role of Customer Satisfaction*. *13*(1), 7–19.
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). KONSEP UMUM POPULASI DAN SAMPEL DALAM PENELITIAN. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, *14*(1), 15–31. <https://doi.org/10.21070/2017/978-979-3401-73-7>
- Arghashi, V., & Yuksel, C. A. (2022). Interactivity, Inspiration, and Perceived Usefulness! How retailers' AR-apps improve consumer engagement through flow. *Journal of Retailing and Consumer Services*, *64*(August 2021). <https://doi.org/10.1016/j.jretconser.2021.102756>
- Arifani, I. S. (2025). *Pengaruh Perceived Ease of Use , Perceived Usefulness , dan Perceived Enjoyment terhadap Continuance Intention Pengguna Aplikasi Bestee Ku*. *13*(1), 45–61.
- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, *9*(2). <https://doi.org/10.1177/2158244019846212>
- Auditya, A., & Hidayat, Z. (2021). Netflix in Indonesia: Influential Factors on Customer Engagement among Millennials' Subscribers. *Journal of Distribution Science*, *19*(1), 89–103. <https://doi.org/10.15722/jds.19.1.202101.89>
- Bapat, D. (2025). *CUSTOMER VALUE DIMENSIONS , CUSTOMER ENGAGEMENT , AND CONTINUANCE USAGE INTENTION AT DIFFERENT RISK LEVELS : A MULTI-METHOD APPROACH*. *38*(1), 252–281.
- Bhattacharjee, A. (2001). *No Title*. *25*(3), 351–370.
- Chandra, A., Layli, N., Muthia, M., Ong, K. S., Agung, A., & Perwira, N. (2024). Heliyon Determinants of satisfaction and continuance intention towards online food delivery service users in Indonesia post the COVID-19 pandemic. *Heliyon*, *10*(1), e23298. <https://doi.org/10.1016/j.heliyon.2023.e23298>

- Daneji, A. A., Ayub, A. F. M., & Khambari, M. N. M. (2019). The effects of perceived usefulness, confirmation and satisfaction on continuance intention in using massive open online course (MOOC). *Knowledge Management and E-Learning*, 11(2), 201–214. <https://doi.org/10.34105/j.kmel.2019.11.010>
- de Oliveira Santini, F., Ladeira, W. J., Pinto, D. C., Herter, M. M., Sampaio, C. H., & Babin, B. J. (2020). Customer engagement in social media: a framework and meta-analysis. *Journal of the Academy of Marketing Science*, 48(6), 1211–1228. <https://doi.org/10.1007/s11747-020-00731-5>
- Duffett, R. G., & Maraule, M. (2024). Customer engagement and intention to purchase attitudes of generation Z consumers toward emojis in digital marketing communications. *Young Consumers*, 25(5), 607–624. <https://doi.org/10.1108/YC-08-2023-1817>
- Escandon-barbosa, D., & Salas-paramo, J. (2026). *An analysis of the effects of value cocreation and tech enjoyment on customer satisfaction in tourism virtual reality*. 37(5), 1227–1241. <https://doi.org/10.1108/TQM-09-2023-0297>
- Feng, J., & Xu, C. (2026). *Effects of Technology, Content, and Social Relationship on Customer Continuance Intention in the Metaverse*.
- Fergus Putri, A. R., & Paksi, A. K. (2021). the Strategy of Netflix To Dominate the Entertainment Media Market in Indonesia 2016-2021. *Jurnal Ilmiah Dinamika Sosial*, 5(1), 110–134. <https://doi.org/10.38043/jids.v5i1.3049>
- Flavi, C., Akdim, K., & Casal, L. V. (2022). *Journal of Retailing and Consumer Services The role of utilitarian and hedonic aspects in the continuance intention to use social mobile apps*. 66(October 2021). <https://doi.org/10.1016/j.jretconser.2021.102888>
- Hepola, J., Karjaluoto, H., & Leppaniemi, M. (2020). *Journal of Retailing and Consumer Services Is it all about consumer engagement? Explaining continuance intention for utilitarian and hedonic service consumption*. 57(July). <https://doi.org/10.1016/j.jretconser.2020.102232>
- Ho, M. H. W., & Chung, H. F. L. (2020). Customer engagement, customer equity and repurchase intention in mobile apps. *Journal of Business Research*, 121(April), 13–21. <https://doi.org/10.1016/j.jbusres.2020.07.046>
- Hollebeek, L. D., Glynn, M. S., & Brodie, R. J. (2014). Consumer brand engagement in social media: Conceptualization, scale development and validation. *Journal of Interactive Marketing*, 28(2), 149–165. <https://doi.org/10.1016/j.intmar.2013.12.002>
- Hossain, M. E., Mahmud, I., & Idrus, R. M. (2021). *MODELLING END USERS' CONTINUANCE INTENTION TO USE INFORMATION SYSTEMS IN A*

CADEMIC SETTINGS : EXPECTATION -CONFIRMATION AND STRESS.
16, 371–395.

- Hsu, C. L. (2023). Enhancing brand love, customer engagement, brand experience, and repurchase intention: Focusing on the role of gamification in mobile apps. *Decision Support Systems*, 174(May), 114020. <https://doi.org/10.1016/j.dss.2023.114020>
- Huang, F. (2024). *education sciences If I Enjoy , I Continue : The Mediating Effects of Perceived Usefulness and Perceived Enjoyment in Continuance of Asynchronous Online English Learning.*
- Imanuddin, K. A., & Handayani, P. W. (2025). User continuance intention to use social commerce livestreaming shopping based on stimulus-organism-response theory. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2479178>
- Imanuella, G., & Ferdinand, A. (2021). PENGARUH PERCEIVED USEFULNESS, SERVICE QUALITY, DAN CUSTOMER ENGAGEMENT TERHADAP REPURCHASE INTENTION DENGAN CUSTOMER EXPERIENCE SEBAGAI MEDIASI (STUDI PADA PENGGUNA NETFLIX). *Diponegoro Journal Of Management*, 10(2021), 1–12.
- Japutra, A., Molinillo, S., Fitri, A., & Adi, I. (2022). Telematics and Informatics Exploring the effect of relative advantage and challenge on customer engagement behavior with mobile commerce applications. *Telematics and Informatics*, 72(June), 101841. <https://doi.org/10.1016/j.tele.2022.101841>
- Kaya, B., Behraves, E., Abubakar, A. M., Kaya, O. S., & Orús, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, 18(4), 369–394. <https://doi.org/10.1080/15332861.2019.1668658>
- Keat, S., Xu, Y., & Yeap, J. A. L. (2025). Research in Transportation Business & Management Beyond the first charge : Understanding continuance intention among electric vehicle drivers in China. *Research in Transportation Business & Management*, 61(April), 101420. <https://doi.org/10.1016/j.rtbm.2025.101420>
- Keung, K. L., & Lee, C. K. M. (2025). *Determinants of Behavioral Intention in Augmented Reality Filter Adoption : An Integrated TAM and Satisfaction – Loyalty Model Approach.* 1–41.
- Khrouf, L., Azzabi, M., & Bouchnak, M. (2025). *Predicting continuance intention to use chatbots in tourism commercial websites.* 8(10), 3687–3704. <https://doi.org/10.1108/JHTI-01-2025-0125>

- Kim, Y., Oyunbold, B., & Roh, T. (2024). Journal of Retailing and Consumer Services Capturing OTT users in an emerging market : Insights on quality of OTT service and behavioral intentions through extended technology acceptance model. *Journal of Retailing and Consumer Services*, 81(April), 103953. <https://doi.org/10.1016/j.jretconser.2024.103953>
- Kwee, E. A. N., & Aruan, D. T. H. (2024). The effect of customer engagement on repurchase intention among Indonesia's digital banks. *Jurnal Ekonomi Dan Bisnis*, 27(1), 183–208. <https://doi.org/10.24914/jeb.v27i1.9605>
- Li, Q., Liu, Y., & Chen, C. (2025). *Satisfaction and continuation intention in music streaming services : investigating key factors for user retention.*
- Lim, X. J., Cheah, J. H., Waller, D. S., Ting, H., & Ng, S. I. (2020). What s-commerce implies? Repurchase intention and its antecedents. *Marketing Intelligence and Planning*, 38(6), 760–776. <https://doi.org/10.1108/MIP-03-2019-0145>
- Liu, Y., Park, Y., & Wang, H. (2025). The mediating effect of user satisfaction and the moderated mediating effect of AI anxiety on the relationship between perceived usefulness and subscription payment intention. *Journal of Retailing and Consumer Services*, 84(December 2024), 104176. <https://doi.org/10.1016/j.jretconser.2024.104176>
- Liu, Y., & Tang, X. (2018). The effects of online trust-building mechanisms on trust and repurchase intentions: An empirical study on eBay. *Information Technology and People*, 31(3), 666–687. <https://doi.org/10.1108/ITP-10-2016-0242>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022a). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2028331>
- Majeed, M., Asare, C., Fatawu, A., & Abubakari, A. (2022b). An analysis of the effects of customer satisfaction and engagement on social media on repurchase intention in the hospitality industry. *Cogent Business and Management*, 9(1), 1–19. <https://doi.org/10.1080/23311975.2022.2028331>
- Marc, W., & Rasul, T. (2022). Customer engagement and social media : Revisiting the past to inform the future. *Journal of Business Research*, 148(May), 325–342. <https://doi.org/10.1016/j.jbusres.2022.04.068>
- McLean, G., & Wilson, A. (2019). Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*, 101(November 2018), 210–224.

<https://doi.org/10.1016/j.chb.2019.07.002>

- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Moriuchi, E. (2019). Okay, Google!: An empirical study on voice assistants on consumer engagement and loyalty. *Psychology and Marketing*, 36(5), 489–501. <https://doi.org/10.1002/mar.21192>
- Nuralam, I. P., Yudiono, N., Fahmi, M. R. A., Yuliaji, E. S., & Hidayat, T. (2024). Perceived ease of use, perceived usefulness, and customer satisfaction as driving factors on repurchase intention: the perspective of the e-commerce market in Indonesia. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2413376>
- Oghuma, A. P., Libaque-Saenz, C. F., Wong, S. F., & Chang, Y. (2016). An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, 33(1), 34–47. <https://doi.org/10.1016/j.tele.2015.05.006>
- Owusu, P., Li, Z., & Omari-Sasu, A. Y. (2025). Optimizing consumer engagement and repurchase intentions: The role of strategic post-purchase communication. *Journal of Retailing and Consumer Services*, 82(April 2024), 104095. <https://doi.org/10.1016/j.jretconser.2024.104095>
- Pansari, A., & Kumar, V. (2017). Customer engagement: the construct, antecedents, and consequences. *Journal of the Academy of Marketing Science*, 45(3), 294–311. <https://doi.org/10.1007/s11747-016-0485-6>
- Pereira, R., & Tam, C. (2021). Information & Management 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>
- Qing, T., & Haiying, D. (2021). Journal of Retailing and Consumer Services How to achieve consumer continuance intention toward branded apps — from the consumer – brand engagement perspective. *Journal of Retailing and Consumer Services*, 60(January), 102486. <https://doi.org/10.1016/j.jretconser.2021.102486>
- Rather, R. A., Hollebeek, L. D., & Rasoolimanesh, S. M. (2022). First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 61(3), 549–564. <https://doi.org/10.1177/0047287521997572>

- Sae-tae, K., & Wang, Q. (2024). Satisfied but no payment: The impact of perceived value on continuance intention and purchase intention in music streaming services. *Telematics and Informatics Reports*, 16(800), 100179. <https://doi.org/10.1016/j.teler.2024.100179>
- Sardar, S., Tata, S. V., & Sarkar, S. (2024). Examining the influence of source factors and content characteristics of influencers' post on consumer engagement and purchase intention: A moderated analysis. *Journal of Retailing and Consumer Services*, 79(April), 103888. <https://doi.org/10.1016/j.jretconser.2024.103888>
- Sarkar, M., Ganguly, B., Dem, H., Pramanik, M., Sarkar, B., Bar, N., Pareek, S., & Cárdenas-Barrón, L. E. (2024). Risk due to insufficient retail service management considering satisfaction level for distributor and consumer. *Journal of Retailing and Consumer Services*, 81(July), 103960. <https://doi.org/10.1016/j.jretconser.2024.103960>
- Senachai, P., & Julagasigorn, P. (2024). *conceptual framework and research agenda*. 1–14. <https://doi.org/10.1057/s41599-024-02660-y>
- Seridaran, S., Sithamparam, A. G., & Falahat, M. (2024). Determinants of continuance usage intentions : the mediating role of satisfaction and trust in branded mobile applications among Malaysians. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2402082>
- Shiue, Y. (2019). *Evaluation of A Mobile Learning System to Support Correct Medication Use for Health Promotion*. 8(3), 242–252. <https://doi.org/10.32327/IJMESS.8.3.2019.15>
- Sullivan, Y. W., & Koh, C. E. (2019). International Journal of Information Management Social media enablers and inhibitors : Understanding their relationships in a social networking site context. *International Journal of Information Management*, 49(October 2017), 170–189. <https://doi.org/10.1016/j.ijinfomgt.2019.03.014>
- Sundari, U. Y., Panudju, A. A. T., Nugraha, A. W., & Purba, F. (2024). Metodologi Penelitian: Metodologi penelitian Skripsi. In *CV. Gita Lentera* (Issue February). http://bppsdmk.kemkes.go.id/pusdiksdmk/wp-content/uploads/2017/11/Daftar-isi-Metodologi-Penelitian_k1_restu.pdf
- Susanto, P., Hoque, M. E., & Nisaa, V. (2023). *Predicting m-Commerce Continuance Intention and Price Sensitivity in Indonesia by Integrating of Expectation- Confirmation and Post-acceptance Model*. September, 1–22. <https://doi.org/10.1177/21582440231188019>
- Tabeck, P. S., Jain, V., & Ahuja, V. (2024). Consumer Engagement Through

- Gamification On E-Tailing Platform. *African Journal of Hospitality, Tourism and Leisure*, 13(4), 834–842.
- Tanamal, R., Mertadana, A. E., & Mahazoya, A. S. (2024). *Factors Influencing Sustained Adoption of Online and Offline Sales Channels by Food and Beverage MSMEs*. 14(7), 445–466. <https://doi.org/10.33168/JSMS.2024.0724>
- Thuy, T., Ngo, A., Yen, T., Phan, N., Khoi, T., Bao, N., & Le, T. (2025). Acta Psychologica Understanding continuance intention toward the use of AI chatbots in customer service among generation Z in Vietnam. *Acta Psychologica*, 259(June), 105468. <https://doi.org/10.1016/j.actpsy.2025.105468>
- Tourchian, A., Aali, S., Sanoubar, N., & Bafandeh Zende, A. (2022). Exploring customer engagement value from relationship benefits. *International Journal of Islamic and Middle Eastern Finance and Management*, 15(5), 986–1005. <https://doi.org/10.1108/IMEFM-12-2020-0603>
- Ubaidillah, M. Y., Pramana, E., & Chandra, H. (2023). *JTIM : Jurnal Teknologi Informasi dan Multimedia Continuance Intention pada Aplikasi Mobile Payment dengan Menggunakan Extended Expectation Confirmation Model*. 5(2), 149–161.
- Valaei, N., Bressolles, G., & Low, Y. M. (2022). *Ads in gaming apps : experiential value of gamers*. <https://doi.org/10.1108/IMDS-11-2020-0660>
- Venkatesh; Viaswanath, & Davis; Fred D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186–204. <https://www.jstor.org/stable/pdf/2634758.pdf>
- Ventre, I., & Kolbe, D. (2020). The Impact of Perceived Usefulness of Online Reviews, Trust and Perceived Risk on Online Purchase Intention in Emerging Markets: A Mexican Perspective. *Journal of International Consumer Marketing*, 32(4), 287–299. <https://doi.org/10.1080/08961530.2020.1712293>
- Wu, J., Wu, T., & Schlegelmilch, B. B. (2020). Seize the Day: How Online Retailers Should Respond to Positive Reviews. *Journal of Interactive Marketing*, 52, 52–60. <https://doi.org/10.1016/j.intmar.2020.04.008>
- Yan, Y., Chen, H., Shao, B., & Lei, Y. (2023). Journal of Retailing and Consumer Services How IT affordances influence customer engagement in live streaming commerce? A dual-stage analysis of PLS-SEM and fsQCA. *Journal of Retailing and Consumer Services*, 74(November 2022), 103390. <https://doi.org/10.1016/j.jretconser.2023.103390>
- Yousaf, A., Mishra, A., & Gupta, A. (2021). ‘From technology adoption to

consumption': Effect of pre-adoption expectations from fitness applications on usage satisfaction, continual usage, and health satisfaction. *Journal of Retailing and Consumer Services*, 62(June). <https://doi.org/10.1016/j.jretconser.2021.102655>

Zhang, N., Fan, X., He, L. F., Cheng, X., Zhang, L., & Liu, R. (2024). The impact of the Seller's facial image on consumer purchase behavior in peer-to-peer accommodation platforms. *Journal of Retailing and Consumer Services*, 80(93), 103932. <https://doi.org/10.1016/j.jretconser.2024.103932>

