



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

### **Copyright and reuse:**

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

## DAFTAR PUSTAKA

- Abolghasemi, M. A. (2014). User satisfaction with mobile websites: the impact of perceived usefulness (PU), perceived ease of use (PEOU) and trust. *Nankai Business Review International*.
- Alexa. (2018). *Top Sites in Indonesia*. Retrieved Desember 2018, from Alexa.com: <https://www.alexacom/siteinfo/youtube.com>
- Alexa. (2018). *Youtube.com Traffic Statistics*. Retrieved Desember 2018, from alexa.com: <https://www.alexacom/siteinfo/youtube.com>
- Chang, T. Z., & Wildt, A. R. (1994). Price, product information, and purchase intention: An empirical study. *Journal of the Academy of Marketing Science*.
- Chen, H. (2012). The Influence of Perceived Value and Trust on. *Journal of Computers*.
- Chen, Y.-C., Shang, R.-A., & Lin, A.-K. (2008). The intention to download music files in a P2P environment: Consumption value, fashion, and ethical decision perspectives. *Electronic Commerce Research and Applications*.
- Cheng, J. M.-S., Wang, E. S.-T., Lin, J. Y.-C., & Vivek, S. D. (2009). Why do customers utilize the internet as a retailing platform? A view from consumer perceived value. *Asia Pacific Journal of Marketing and Logistics*, Vol. 21 No. 1, pp 144-160.
- Chu, C.-W., & Lu, a. H.-P. (2007). Factors influencing online music purchase intention in Taiwan : An empirical study based on the value-intention framework.
- Coyle, J. R., Gould, S. J., Gupta, P., & Gupta, R. (2009). "To buy or to pirate": The matrix of music consumers' acquisition-mode decision-making. *Journal of Business Research*.
- Cronan, T. P., & Al-Rafee, S. (2008). Factors that Influence the Intention to Pirate Software and Media. *Journal of Business Ethics*.

- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*.
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance Of Computer Technology: A Comparisson of Two Theoretical Models. *Management Science*.
- Deloitte. (2018). *Digital Media Trends Survey*. Retrieved Desember 2018, from <https://www2.deloitte.com/insights/us/en/industry/technology/digital-media-trends-consumption-habits-survey.html>
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of price, brand, and store information on buyers' product evaluations. *Journal of Marketing Research*.
- Gan, C., & Wang, a. W. (2017). The influence of perceived value on purchase intention in social commerce context.
- Gupta, S., & Kim, H.-W. (2010). Value-Driven Internet Shopping: The Mental Accounting Theory Perspective. *Psychology & Marketing*.
- Hair, J. F., Black, W. C., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson.
- Heijden, H. v. (2004). User Acceptance of Hedonic Information Systems. *MIS Quarterly*.
- Hong, J. C. (2017). The effect of consumer innovativeness on perceived value and continuance intention to use smartwatch. *Computers in Human Behavior*, Vol. 67, pp. 264-272.
- Hsiao, K.-L. (2011). Why internet users are willing to pay for social networking services. *Online Information Review*.
- Hsu, C.-L., & Lin, J. C.-C. (2015). What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*.
- Hsu, M.-H., & Chiu, C.-M. (2004). Internet self-efficacy and electronic service acceptance. *Decision Support Systems*.
- Hu, A. (2001). Video-on-Demand Broadcasting Protocols: A Comprehensive Study.

- Hu, A. (2001). Video-on-Demand Broadcasting Protocols: A Comprehensive Study. *IEEE INFOCOM*.
- Jung, I. (2009). Ethical judgments and behaviors: Applying a multidimensional ethics scale to measuring ICT ethics of college students. *Computers & Education*.
- Kardes, F. R., Cronley, M. L., & Cline, T. W. (2008). *Consumer Behavior*. Ohio, South-Western: Cengage Learning.
- Kerin, R. A., Jain, A., & Howard, D. J. (1992). Store shopping experience and consumer price-quality-value perceptions. *Journal of Retailing*.
- Kim, B., & Han, I. (2011). The role of utilitarian and hedonic values and their antecedents in a mobile data service environment. *Expert Systems with Applications*.
- Kim, B., Choi, M., & Han, I. (2009). User behaviors toward mobile data services: The role of perceived fee and prior experience. *Expert Systems with Applications*.
- Kim, D. J., Ferrin, D. L., H., & Rao, R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*.
- Kim, H.-W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet: An empirical investigation. *Decision Support System*.
- Kim, Y., Park, Y., & Choi, J. (2017). A study on the adoption of IoT smart home service: using Value-based Adoption Model. *Total Quality Management & Business Excellence*.
- Kompas. (2018). *Industri Film Indonesia Merugi Rp 1,4 Triliun karena Pembajakan di 4 Kota*. Retrieved Desember 2018, from <https://entertainment.kompas.com/read/2018/05/03/215016810/industri-film-indonesia-merugi-rp-14-triliun-karena-pembajakan-di-4>
- Kuo, Y.-F., Wu, C.-M., & Deng, W.-J. (2009). The relationships among service quality, perceived value, customer satisfaction, and post-purchase intention in mobile value-added services. *Computers in Human Behavior*.
- Kwon, H.-K., & Seo, K.-K. (2013). Application of Value-based Adoption Model to Analyze SaaS Adoption Behavior in Korean B2B Cloud Market.

*International Journal of Advancements in Computing Technology (IJACT).*

- Kwon, K.-N., & Schumann, D. W. (2001). The Influence of Consumer's Price Expectations on Value Perception and Purchase Intention. *Advances in Consumer Research.*
- Levin, A. M., Dato-on, M. C., & Rhee, K. (2014). Money for Nothing and Hits for Free: The Ethics of Downloading Music from Peer-to-Peer Websites. *Journal of Marketing Theory and Practice.*
- Li, Y., Xu, Z., & Xu, F. (2018). Perceived Control and Purchase Intention in Online Shopping: The Mediating Role of Self-Efficacy. *Social Behavior and Personality.*
- Liao, C.-H., Tsou, C.-W., & Shu, Y.-C. (2008). The Roles of Perceived Enjoyment and Price Perception in Determining Acceptance of Multimedia-on-Demand.
- Lin, T.-C., Hsu\*, J. S.-C., & Chen, H.-C. (2013). Customer Willingness to Pay for Online Musci: The Role of Free Mentality. *Journal of Electronic Commerce Research.*
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical Techniques in Business & Economics.* New York: McGraw-Hill/Irwin.
- Liu, F., Zhao, X., Patrick, Y., & Tang, Q. (2015). Roles of Perceived Value and individual Differences in the Acceptance of Mobile Coupon Application. *Internet Research.*
- Maholtra, N. K. (2010). *Basic Marketing Research.* New Jersey: Pearson.
- Maholtra, N. K. (2012). *Basic Marketing Research.* New Jersey: Pearson.
- Moores, T. T., & Chang, J. C.-J. (2006). Ethical Decision Making in Software Piracy: Initial Development and Test of a Four-Component Model. *MIS Quarterly.*
- Pan, Y., & Sparks, J. R. (2012). Predictors, consequence, and measurement of ethical judgments: Review and Meta analysis. *Journal of Business Research.*

- Pihlström, M., & Brush, G. J. (2008). Comparing the Perceived Value of Information and Entertainment Mobile Services. *Psychology & Marketing*, Vol. 25 No. 8, pp.732-755.
- Pura, M. (2005). Linking perceived value and loyalty in location-based mobile services. *Managing Service Quality*, Vol. 15 No. 6, pp. 509-538.
- PWC. (2016). *Streaming the Future*. United States: Pricewatercooper.
- Ratten, V. (2014). Indian and US consumer purchase intentions of cloud computing services. *Journal of Indian Business Research*.
- Ratten, V., & Ratten, H. (2007). Social cognitive theory in technological innovations. *European Journal of Innovation Management*.
- Ryu, M.-H., Kim, S., & Lee, E. (2009). Understanding the factors affecting online elderly user's participation in video UCC services. *Computers in Human Behavior*.
- Schiffman, L. G. (2014). *Consumer Behavior (11th ed.)*. USA: Pearson Higher Ed.
- SimilarWeb. (2019). *SimilarWeb: Research*. Retrieved Januari 2019, from Similarweb.com:  
[https://pro.similarweb.com/#/apps/performance/0\\_com.vuclip.viu/840/1m/](https://pro.similarweb.com/#/apps/performance/0_com.vuclip.viu/840/1m/)
- Snoj, B., Mumel, D., & Pisnik, A. (2004). The relationships among perceived quality, perceived risk and perceived product value. *Journal of Product & Brand Management*.
- Stajkovic, A. D., & Luthans, F. (1998). So&d Cognitive Theory and Self-Efficacy: Going Beyond Traditional Motivational and Behavioral Approaches. *SPRING*.
- Stats, I. W. (2018). *World Stats*. Retrieved Desember 2018, from [www.internetworldstats.com](http://www.internetworldstats.com):  
<https://www.internetworldstats.com/stats.htm>
- Sutanto, R. (2010). Analisis Pengaruh Reference Price dan Actual Price terhadap Perceived Value dan Willingness To Buy (Studi pada Promo Diskon 50% Produk Fashion Matahari Department Store di Kota Surakarta).
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*.



- Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science*.
- Thompson, L. F., Meriac, J. P., & Cope, J. G. (2002). Motivating Online Performance: The influence of Goal Setting and Internet Self-Efficacy. *Social Science and Computer Review*.
- Turel, O., Serenko, A., & Bontis, N. (2007). User acceptance of wireless short messaging services: Deconstructing perceived value. *Information & Management*, Vol. 44 No. 1, pp. 63-73.
- Ulaga, W., & Eggert, A. (2002). Customer Perceived Value: A Substitute for Satisfaction in Business Markets? *Journal of Business & Industrial Marketing*.
- Upadhyay, A. K., Khandelwal, K., Nandan, T., & Mishra, P. (2017). Sales technology usage: Modeling the role of support service, peer usage, perceived usefulness and attitude. *Asia Pacific Journal of Marketing and Logistics*.
- Variety. (2018). *Global Piracy in 2017: TV and Music Illegal Activity Rose, While Film Declined*. Retrieved Desember 2018, from Variety.com: <https://variety.com/2018/digital/news/piracy-global-2017-tv-music-film-illegal-streaming-1202731243/>
- Vuclip. (2018). *Press Release*. Retrieved Desember 2018, from vuclip.com: <https://www.vuclip.com/media.php>
- Wang, Y.-S., Yeh, C.-H., & Liao, Y.-W. (2013). What drives purchase intention in the context of online content services? The moderating role of ethical self-efficacy for online piracy. *International Journal of Information Management*.
- Wang, Y.-Y., Lin, H.-H., Wang, Y.-S., Shih, Y.-W., & Wang, S.-T. (2017). What Drives Users' Intentions to Purchase a GPS Navigation App: The Moderating Role of Perceived. *Internet Research*.
- Wearesocial. (2018). *Digital In 2018: World's Internet Users Pass The 4 Billion Mark*. Retrieved Desember 2018, from wearesocial.com: <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Wijayanto, S. H. (2008). *Structural Equation Modelling*. Yogyakarta: Graha Ilmu.
- Wu, X., Chen, Q., Sheng, L., & Wang, Y. (2009). A conceptual model of m-commerce customers' continuance intention based on the customers'

- perceived value. *International Journal of Mobile Learning and Organisation*.
- Yang, H. ' (2013). Bon Appétit for Apps: Young American Consumers' Acceptance of Mobile Applications. *Journal of Computer Information Systems*.
- Yang, H., Yu, J., Zo, H., & Choi, M. (2016). User acceptance of wearable devices: An extended perspective of perceived value. *Telematics and Informatics*.
- Yoon, C. (2011a). Ethical decision-making in the Internet context: Development and test of an initial model based on moral philosophy. *Computers in Human Behavior*.
- Yoon, C. (2011b). Theory of Planned Behavior and Ethics Theory in Digital Piracy: An Integrated Model. *Journal of Business Ethics*.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*.
- Zhang, L., Smith, W. W., & McDowell, W. C. (2009). Examining Digital Piracy: Self-Control, Punishment, and Self-Efficacy. *Information Resources Management Journal*.
- Zhou, T. (2018). Understanding online knowledge community user continuance: A social cognitive theory perspective. *Data Technologies and Applications*.

