



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, 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

- (2016, May). Diambil kembali dari W&S Indonesia Market Research: <https://www.slideshare.net/nusaresearch/topline-finding-video-on-demand-in-indonesia>
- (2017, July 13). Diambil kembali dari Topiccomputers: <https://www.utopiccomputers.com/apa-itu-telkomsel-hooq-ini-adalah-pengertian-dan-kelebihannya/>
- Adam, A. (2017, August 4). *Revolusi Gaya Menonton ala Gen Z*. Diambil kembali dari tirto.co.id: <https://tirto.id/revolusi-gaya-menonton-ala-gen-z-ctUd>
- Adiwaluyo, E. (2018, July 4). *TECHNOLOGY Paket Data Internet dan Penyimpanan Pelanggan Terbatas, Hooq Hadirkan PWA*. Diambil kembali dari <http://marketeers.com/paket-data-dan-penyimpanan-pelanggan-terbatas-hooq-hadirkan-pwa/>
- Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*.
- Anisa, D. F. (2018, January 27). *2018 Bisa Menjadi Tahunnya Film Indonesia*. Diambil kembali dari Berita Satu: <https://www.beritasatu.com/film/475493-2018-bisa-menjadi-tahunnya-film-indonesia.html>
- Asshidin, N., Abidina, N., & Borhan, H. B. (2016). Perceived quality and emotional value that influence consumer's purchase. *International Economics & Business Management Conference*.
- Azzahra, M. H. (2016, August 17). *Strategi Hooq Gaet Pasar Indonesia*. Diambil kembali dari Swa.co.id: <https://swa.co.id/swa/ceo-interview/strategi-hooq-gaet-pasar-indonesia>

- Bai, B., Lawb, R., & Wenc, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*.
- Belanche, D. (2011). Website usability, consumer satisfaction and the intention to use a website: The moderating effect of perceived risk. *Journal of Retailing and Consumer Services*.
- Bhattacherjee, A. (2001). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*.
- Bohan. (2018, October 1). *Kamu Generasi X, Y, atau Z? Ternyata Beda Kebutuhan Hiburannya.* Diambil kembali dari Tribun Lifestyle: <http://www.tribunnews.com/lifestyle/2018/10/01/kamu-generasi-x-y-atau-z-ternyata-beda-kebutuhan-hiburannya>
- Bohang, F. K. (2017, July 19). *Ini 3 Layanan "Video Streaming" untuk Temani Mudik.* Diambil kembali dari Kompas.com: <https://tekno.kompas.com/read/2017/06/19/15354977/ini.3.layanan.video.streaming.untuk.temani.mudik>
- Cataluna, & Rosa-Diaz, I. M. (2014). Segmenting hotel clients by pricing variables and value for money. *Current Issues in Tourism*.
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*.
- Chang, H. H., & Chen, S. W. (2008). The impact of online store environment cues on purchase intention. *Online Information Review*.
- Chen, L.-Y. L.-W. (2009). A study on the influence of purchase intentions on repurchase decisions: the moderating effects of reference groups. *Tourism Review*.
- Choi, J., Seol, H., & Lee, S. (2008). Customer satisfaction factors of mobile commerce in Korea. *Mobile Commerce in Korea*.

- Churchill, G. A., & Surprenant, C. (1986). An investigation into the determinants of customer satisfaction. *Journal of Marketing Research*.
- Cunningham, S. (2017, March 1). *Iflix, Hooq, Viu, Netflix, Viki, Catchplay And More: It's A Crowded Video-On-Demand World*. Diambil kembali dari Forbes: <https://www.forbes.com/sites/susancunningham/2017/03/01/iflix-hooq-viu-netflix-viki-catchplay-and-more-its-a-crowded-video-on-demand-world/>
- Dana, A. Y. (2018, October 2). *Kehadiran Teknologi Berkontribusi Mengubah Pola Pikir dan Karakter setiap Generasi X, Y, atau Z*. Diambil kembali dari Sripoku: <http://palembang.tribunnews.com/2018/10/02/kehadiran-teknologi-berkontribusi-mengubah-pola-pikir-dan-karakter-setiap-generasi-x-y-atau-z>
- Demirgunes, B. K. (2015). Relative Importance of Perceived Value, Satisfaction and Perceived Risk on Willingness to Pay More. *International Review of Management and Marketing*.
- Deng, Z., Lu, Y., Wei, K. K., & Zhanga, J. (2010). Understanding customer satisfaction and loyalty: An empirical study of mobile. *Understanding customer satisfaction and loyalty: An empirical study of mobile. International Journal of Information Management*.
- Eka, R. (2016, April 9). *Useetv, Netflix dan HOOQ Terpantau sebagai Layanan Video On-Demand Paling Populer dan Berpotensi*. Diambil kembali dari Daily Social: <https://dailysocial.id/post/useetv-netflix-dan-hooq-terpantau-sebagai-video-on-demand-paling-populer-dan-berpotensi>
- Eka, R. (2017, October 5). *Dialy Social ID*. Diambil kembali dari Video on Demand dan Penerimaannya oleh Masyarakat Indonesia: <https://dailysocial.id/post/video-on-demand-dan-penerimaannya-oleh-masyarakat-indonesia>
- Eka, R. (2017, October 5). *Video on Demand dan Penerimaannya oleh Masyarakat Indonesia*. Diambil kembali dari Daily Social: <https://dailysocial.id/post/video-on-demand-dan-penerimaannya-oleh-masyarakat-indonesia>

<https://dailysocial.id/post/video-on-demand-dan-penerimaannya-oleh-masyarakat-indonesia>

- Fajrina, H. N. (2016, October 18). *Setengah Tahun di Indonesia, Hooq Punya 1 Juta User.* Diambil kembali dari CNN Indonesia: <https://www.cnnindonesia.com/teknologi/20161018161220-185-166318/setengah-tahun-di-indonesia-hooq-punya-1-juta-user>
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing.*
- Gopalakrishna, P., & Mummalaneni, V. (1993). Influencing Satisfaction for Dental Services.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis.* England: Pearson Education Limited.
- Han, H. P. (2015). Revisit the Relationship between Perceived Value and Customer Brand Engagement in Facebook.
- Hidayat, W. (t.thn.). *Pengguna Internet Indonesia Nomor Enam Dunia.* Diambil kembali dari https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media
- Howard, & Sheth. (1969). a Theory of Buyer Behavior.
- Hsiao, C.-H., Chang, L. J., & Tang, K.-Y. (2015). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics.*
- Hsu, C.-L., & Lin, J. C.-C. (2015). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting & Social Change.*
- https://selera.id/pilih-mana-netflix-atau-hooq/#Kekurangan_HOOQ. (2018, September 18). *Selera.ID.* Diambil kembali dari Pilih Mana: Netflix atau HOOQ?: https://selera.id/pilih-mana-netflix-atau-hooq/#Kekurangan_HOOQ

- Huang. (2005). Web performance scale. *Information & Management*.
- Hur, W.-M., Kim2, Y., & Park, K. (2013). Assessing the Effects of Perceived Value and Satisfaction on Customer Loyalty: A ‘Green’ Perspective. *Corporate Social Responsibility and Environmental Management*.
- Iyer, P. (2018). Investigating the effectiveness of retailers’ mobile applications in determining customer satisfaction and repatronage intentions? A congruency perspective. *Journal of Retailing and Consumer Services*.
- Jamaludin, F. (2017, April 14). *Gandeng Telkomsel, pelanggan HOOQ capai 2 juta.* Diambil kembali dari Merdeka: <https://www.merdeka.com/teknologi/gandeng-telkomsel-pelanggan-hooq-capai-2-juta.html>
- Jang, H., Ko, I., & Kim, J. (2013). The Effect of Group-Buy Social Commerce and Coupon on Satisfaction and Continuance Intention. *Hawaii International Conference on System Sciences*.
- Jeko. (2015, October 20). *Liputan6.* Diambil kembali dari Orang Indonesia Doyan Nonton Video Lewat Smartphone: <https://www.liputan6.com/tekno/read/2344909/orang-indonesia-doyan-nonton-video-lewat-smartphone>
- Kakkosa, N., Trivellas, P., & Sdroliasc, L. (2014). Identifying Drivers of Purchase Intention for Private Label Brands. *International Conference on Strategic Innovative Marketing*.
- Kashyap, R., & Bojanic, D. C. (2000). A Structural Analysis of Value, Quality, and Price Perceptions of Business and Leisure Travelers. *Journal of Travel Research*.

Kilas Balik Layanan Streaming Video On Demand di Indonesia Sepanjang 2016. (2016, December 29). Diambil kembali dari Tech in Asia: <https://id.techinasia.com/layanan-streaming-video-on-demand-indonesia-2016>

- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk,. *Decision Support Systems*.
- Kim, H.-W., Gupta, S., & Koh, J. (2011). Investigating the intention to purchase digital items in social networking communities: A customer value perspective. *Information & Management*.
- Kincl, T., & Strach, P. (2012). Measuring website quality: asymmetric effect of user satisfaction. *Behaviour & Information Technology*.
- Kurniawan, I. (2018, October 15). *Ketahui Perbedaan Netflix, Amazon Prime Video, iflix, HOOQ, dan Lainnya*. Diambil kembali dari TechinAsia: <https://id.techinasia.com/perbedaan-netflix-iflix-genflix-hooq>
- Lassar, W., Mittal, B., & Sharma, A. (1995). Measuring customer-based brand equity. *Journal of Consumer Marketing*.
- Lawa, R., Qi, S., & Buhalis, D. (2010). Progress in tourism management: A review of website evaluation. *Tourism Management*.
- Lebih Tren dari TV, Ini Hasil Riset Mengapa Anak Muda Doyan Nonton di Smartphone.* (2018, August 8). Diambil kembali dari Tribunnews: <http://www.tribunnews.com/techno/2018/08/08/lebih-tren-dari-tv-ini-hasil-riset-mengapa-anak-muda-doyan-nonton-di-smartphone>
- Lim, N. (2003). Consumers' perceived risk: sources versus consequences. *Electronic Commerce Research and Applications*.
- Lu, H.-P., & Chiou, M.-J. (2010). The impact of individual differences on e-learning system satisfaction: A contingency approach. *British Journal of Educational Technology*.
- Lubis, M. (t.thn.). *Nielsen Insight*. Diambil kembali dari TREN BARU DI KALANGAN PENGGUNA INTERNET DI INDONESIA: <https://www.nielsen.com/id/en/press-room/2017/TREN-BARU-DI-KALANGAN-PENGGUNA-INTERNET-DI-INDONESIA.html>

- Maholtra, N. K. (2010). *Marketing Research*. Pearson.
- Mahribi, M. A. (2017, April 20). *Akses Konten VOD Kian Meningkat*. Diambil kembali dari Marketing.co.id: <https://marketing.co.id/akses-konten-vod-kian-meningkat/>
- Mamiro, R. G. (2009). Value for money, The limping pilar in public, Procurement – EXPERIENCE FROM TANZANIA.
- Mitchell, V.-W. (1999). Consumer Perceived Risk: Conceptualisations and Models. *European Journal of Marketing*.
- Nasution, H. N., & Mavondo, F. T. (2008). Customer value in the hotel industry: What managers believe they deliver and what customer experience. *International Journal of Hospitality Management*.
- Oliver, R. L., & DeSarbo, W. S. (1998). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*.
- Oliver, R. L., & Swan, J. E. (1989). Equity and Disconfirmation Perceptions as Influences on Merchant and Product Satisfaction. *Journal of Consumer Research*.
- Park, J., & Kim, J. (2007). The Importance of Perceived Consumption Delay in Internet Shopping. *Clothing & Textiles Research Journal*.
- Park, J., Lennon, S. J., & Stoel, L. (2005). On-Line Product Presentation: Effects on Mood, Perceived Risk, and Purchase Intention. *Psychology & Marketing*.
- Pavlou. (2002). What Drives Electronic Commerce? A THEORY OF PLANNED BEHAVIOR PERSPECTIVE. *Academy of Management Proceedings*.
- Pratama, A. H. (2016, April 14). *HOOQ Saingi Netflix dengan Ribuan Konten Lokal dan Harga yang Lebih Murah*. Diambil kembali dari Tech in Asia: <https://id.techinasia.com/hooq-hadir-di-indonesia>
- Pratama, A. H. (2016, July 26). *Strategi HOOQ untuk Menghadapi Persaingan dengan Netflix dan iFlix*. Diambil kembali dari TechinAsia:

<https://id.techinasia.com/strategi-hooq-menghadapi-persaingan-netflix-dan-iflix>

Rahayu, E. M. (2018, September 7). *Siasat Hooq dan Telkomsel Bikin Pelanggannya Nonton Terus*. Diambil kembali dari Kumparan.com: <https://kumparan.com/swaonline/siasat-hooq-dan-telkomsel-bikin-pelanggannya-vod-nonton-terus-1536299924449131410>

Rahman, A. F. (2016, April 15). *Netflix vs Tribe vs Hooq vs iFlix, Siapa Lebih Menarik?* Diambil kembali dari Detikinet: <https://inet.detik.com/cyberlife/d-3188633/netflix-vs-tribe-vs-hooq-vs-iflix-siapa-lebih-menarik>

Rahman, A. F. (2016, April 14). *Tak Mau Seperti Netflix, Hooq Buka Kantor di Jakarta*. Diambil kembali dari Detikinet: <https://inet.detik.com/cyberlife/d-3188109/tak-mau-seperti-netflix-hooq-buka-kantor-di-jakarta>

Rintamaki, T. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions. *International Journal of Retail & Distribution Management*.

Roig, J. C., Garcia, J. S., & Tena, M. A. (2006). Customer perceived value in banking services. *International Journal of Bank Marketing*.

Roma, P., & Ragaglia, D. (2015). Revenue models, in-app purchase, and the app performance: Evidence from Apple's App Store and Google Play. *Electronic Commerce Research and Applications*.

Ryu, S.-H., Lee, S.-D., & Rhee, H. (2012). Effects of Social Values of Social Enterprises on Attitudes towards Products and Purchase Intention. *The Korean Association Of Logos Management*.

Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior*. Pearson Education Limited.

Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy: A Theory of Consumption Values. *Journal of Business Research*.

- Sukma, D. (2018, September 13). *Tingkatkan Layanan Freemium, HOOQ Tambah Saluran Live TV*. Diambil kembali dari ArenaLTE: <https://arenalte.com/berita/industri/tingkatkan-layanan-freemium-hooq-tambah-saluran-live-tv/>
- Sulistyo, Y. (2018, January 4). *JUMLAH PENONTON FILM INDONESIA TAHUN 2017 MENINGKAT TAJAM*. Diambil kembali dari Indonesia Daily: <http://indonesiadaily.co.id/pelangi/jumlah-penonton-film-indonesia-tahun-2017-meningkat-tajam/>
- Suprobo, H. Y. (2018, November 8). *Hadirkan 17 Konten Lokal, Strategi Netflix Gaet Konsumen Asia*. Diambil kembali dari <https://www.wartaekonomi.co.id/read202663/hadirkan-17-konten-lokal-strategi-netflix-gaet-konsumen-asia.html>
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*.
- Syakur Usman, F. J. (2016, May 13). *Bisnis video streaming tidak mengancam bisnis bioskop*. Diambil kembali dari Merdeka.com: <https://www.merdeka.com/khas/bisnis-video-streaming-tidak-mengancam-bisnis-bioskop.html>
- Takhire, M. (2015). Evaluation Of Effective Factors On Customer Decisions Making Process In The online Environment. *International Journal of Managing Public Sector Information and Communication Technologies*.
- Telkomsel lejitkan pelanggan HOOQ*. (2017, April 13). Diambil kembali dari Indotelko: <https://www.indotelko.com/kanal?c=bid&it=telkomsel-pelanggan-hooq>
- Tribun Techno*. (2018, August 8). Diambil kembali dari Lebih Tren dari TV, Ini Hasil Riset Mengapa Anak Muda Doyan Nonton di Smartphone: <http://www.tribunnews.com/techno/2018/08/08/lebih-tren-dari-tv-ini-hasil-riset-mengapa-anak-muda-doyan-nonton-di-smartphone>

Tse, D. K., & Wilton, P. C. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Marketing Research*.

Utami, D. N. (2018, April 20). *Perluas Pangsa Pasar, Hooq Luncurkan Model Pembayaran Baru.* Diambil kembali dari Bisnis.com: <https://ekonomi.bisnis.com/read/20180420/105/786814/perluas-pangsa-pasar-hooq-luncurkan-model-pembayaran-baru>

Utami, D. N. (2018, April 20). *Perluas Pangsa Pasar, Hooq Luncurkan Model Pembayaran Baru.* Diambil kembali dari Bisnis.com: <https://ekonomi.bisnis.com/read/20180420/105/786814/perluas-pa>

Wardani, A. S. (2016, October 18). *Gemar Nonton, 1 Juta Orang Indonesia Kini Pakai Aplikasi Hooq.* Diambil kembali dari Liputan6: <https://www.liputan6.com/tekno/read/2629433/gemar-nonton-1-juta-orang-indonesia-kini-pakai-aplikasi-hooq>

Wua, P. C., Yeh, G. Y.-Y., & Hsiao, C.-R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*.

Yanda, F. F., & Arifin, C. (2017, November 29). *Tribun Techno.* Diambil kembali dari Menelisik Layanan Subscription Video on Demand yang Makin Digemari Masyarakat Indonesia: <http://www.tribunnews.com/techno/2017/11/29/menelisik-layanan-subscription-video-on-demand-yang-makin-digemari-masyarakat-indonesia>

Yang, Q., Pang, C., Liu, Yen, D. C., & Tarn, J. M. (2015). Exploring consumer perceived risk and trust for online payments: An empirical study in China's younger generation. *Computers in Human Behavior*.

Yen, H. J., & Gwinner, K. P. (2003). Internet retail customer loyalty: the mediating role of relational benefits. *International Journal of Service Industry Management*.

Yeung, M.-t. L.-l. (1998). A framework for effective commercial Web application development. *Internet Research*.

Yusra, Y. (2018, April 21). *HOOQ Introduces Live TV Freemium Content and Daily Subscription.* Diambil kembali dari Daily Social: <https://dailysocial.id/post/hooq-introduces-live-tv-freemium-content-and-daily-subscription>

Yusra, Y. (2018, April 20). *Rayakan HUT Kedua di Indonesia, HOOQ Hadirkan Konten Freemium Live TV dan Pilihan Berlangganan Harian.* Diambil kembali dari Daily Social: <https://dailysocial.id/post/rayakan-hut-kedua-di-indonesia-hooq-hadirkan-konten-freemium-live-tv-dan-pilihan-berlangganan-harian>

Zo, S. P.-u. (2016). Analysis of influencing factors on the IPTV subscription: Focused on the moderation role of user perceived video quality . *Information Technology & People*.

