

DAFTAR PUSTAKA

- Ajzen, I. (2005). *Attitudes, Personality, and Behavior. 2nd Edition.* New York: Open University Press.
- Aladwani. (2006). An empirical test of the link between web site quality and forward. *Business Process Management Journal.*
- Alsajjan & Dennis. (2010). Internet banking acceptance model: Cross-market. *Journal of Business Research.*
- Amanu. (2019). Analisis Perilaku Pembelian Kosmetik Halal Berdasarkan Theory of Planned Behaviour (Studi Kasus Mahasiswa Perguruan Tinggi Agama Islam Swasta Yogyakarta) The Analysis on the Cosmetic Purchasing Behaviour Based on the Theory Planned of Behaviour. (*Case Study on Private University Students in Yogyakarta.*), 1189.
- Andika Dwi. (2023, Februari 05). Retrieved from tempo: <https://tekno.tempo.co/read/1687746/cara-langganan-hbo-go-dan-biayanya-untuk-nonton-film-terbaru>
- Arikuto, S. (2019). *Prosedur Penelitian Suatu Pendekatan Praktik.* Jakarta : PT Rineka Cipta.
- Auditya & Hidayat. (2021). Netflix in Indonesia: . *Journal of Distribution Science,* 1190.
- Azwar, S. (2003). *Sikap Manusia Terori dan Pengukurannya.* Yogyakarta: Pustaka Pelajar.,
- Borja & Dieringer. (2016). Streaming or stealing? The complementary features between music streaming and music piracy. *Journal of Retailing and Consumer Services,* 168.
- Bounagui & Nel. (2009). Towards understanding intention to purchase online music downloads. *Management Dynamics: Journal of the Southern African Institute for Management Scientists,* 114.
- Breckler. (1984). Empirical validation of affect, behavior, and cognition as distinct components of attitude. *Journal of Personality and Social Psychology.*

Buoye et al. (2022). What Drives Share of Streaming Video? The Launch of HBO Max. *In Services Marketing: People*.

Cable cord-cutting and streaming adoption: Advertising avoidance and technology acceptance in television innovation. (2020). *Telematics and Informatics*, 51, 101416.

Castaeda et al., 2007; Lai & Li, 2005; Liou et al., 2015; Wakefield & Whitten. (2006). Mobile computing: A user study on hedonic/utilitarian mobile device usage. *European Journal of Information Systems*.

Chen & Teng. (2013). A comprehensive model of the effects of online store image. *Electronic Commerce Research*.

Cheong & Park. (2005). Mobile internet acceptance in Korea. *Internet Research*, 187.

Dasgupta & Grover. (2019). Understanding adoption factors of over-the-top video services among millennial consumers. *International Journal of Computer Engineering and Technology*, 1190.

Davis. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Journal Storage*, 220.

Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13 (3), 319.

Delone & McLean. (1992). Information systems success: The quest for the dependent variable. *Information Systems Management*.

Disney+ Hotstar. (2023). *helpdesk*. Retrieved from hotstar.com: <https://help.hotstar.com/idn/id/support/solutions/articles/61000280808-how-many-devices-can-i-stream-on-at-once>

Djollong, A. F. (2014). TEHNIK PELAKSANAAN PENELITIAN KUANTITATIF . *Fakultas Agama Islam Universitas Muhammadiyah Parepare*.

Doll et al. (1998). Decision Sciences. *International Conference on Informatics, Multimedia, Cyber and Information System*.

Fernández-Guzmán, V., & Bravo, E. R. (2018). Understanding continuance usage of natural gas: A theoretical model and empirical evaluation. *Energies*, 11(8), 1–17.

- Gan et al. (2008). Consumers' purchasing behavior towards green products in New Zealand. *Innovative Marketing*.
- Ghozali, I. (2011). *Applikasi Analisis Multivariate Dengan Program IBM SPSS 19*. Semarang: Universitas Diponegoro.
- Ghozali, I. (2018). *Applikasi Analisis Multivariate dengan Program IBM SPSS 25, Edisi 9*. Semarang: Badan Penerbit Universitas Diponegoro.
- Godlovitch et al. (2015). . The influence of acceptance and adoption drivers on smart home usage. *European Journal of Marketing*, 254.
- Gu & Wu. (2019). Using the Theory of Planned Behaviour to explain customers' online purchase intention. *World Sci. Res*, 1189.
- Gulo. (2010). *Metodologi Peneltian*. Jakarta: PT Gransindo Anggota IKAPI.
- Gupta, G., & Singharia, K. (2021). Consumption of OTT media streaming in COVID-19 lockdown: Insights from PLS analysis. *Vision*, 25(1), 36-46.
- Hair et al. (2010). *Multivariate data analysis*. Boston: Pearson Prentice Hall.
- Hair et al. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM). *European Business Review*, 26(2), 106–121.
- Hair et al. (2015). *The Essentials of Business Research Methods*. New York: Routledge.
- Hair et al. (2019). Multivariate data analysis. Andover, Hampshire. *Cengage Learning*.
- Hair, e. a. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Albany: Springer Cham.
- Hasan. (2002). *Metodologi Penelitian dan Aplikasinya*. Jakarta: Ghalia Indonesia. Retrieved from dqlab: <https://dqlab.id/pengertian-data-sekunder-menurut-beberapa-ahli>
- Hayes, D. (2021, Maret 12). Retrieved from Deadline: <https://deadline.com/2021/03/hbo-max-will-hit-million-subscribers-2025-att-warnermedia-streaming-1234713072/>
- hbogoasia. (2023). Retrieved from hbogoasia: https://www.hbogoasia.id/help/faq#h_82818020824821562205513836
- Pengaruh Flexibility, Content, Perceived Ease of Use, dan Perceived Price Terhadap Subscription Intention Over The Top: Studi pada HBO Go, Syarif hidayat, Universitas Multimedia Nusantara

- Hsu, Chang, & Yansritakul. (2017). Exploring purchase intention of green skincare products using the theory of planned behavior: Testing the moderating effects of country of origin and price sensitivity. *Journal of Retailing and Consumer Services*, 1189.
- Husein, U. (2013). *Metode Penelitian untuk Skripsi dan Tesis Bisnis Edisi Kedua*. Jakarta: Rajawali Pers .
- Indra, G. (2023, April 03). Retrieved from Google play: <https://play.google.com/store/apps/details?id=sg.hbo.hbogo&hl=id&gl=US>
- Iskandar. (2021, Agustus 06). Retrieved from Liputan6: <https://www.liputan6.com/tekno/read/4624663/jangan-sampai-salah-ini-tips-memilih-paket-berlangganan-netflix>
- Jacoby et al. (1971). Price, brand name, and product composition characteristics as determinants of perceived quality. *Journal of Applied*.
- Johnson & Misic. (1999). Benchmarking: A tool for Web site evaluation and improvement. *Internet Research*.
- Kedi. (2013). Persepsi Perempuan Tentang Tayangan Drama Romantis Korea Di Indosiar. *JISIP: Jurnal Ilmu Sosial Dan Ilmu Politik*, 38.
- Kemp, S. (2023, Januari 26). Retrieved from datareportal: <https://datareportal.com/reports/digital-2023-deep-dive-time-spent-on-social-media>
- Kim, Lee, & Choi. (2016). The role of perceived enjoyment and perceived informativeness in assessing the acceptance of AR wearables. *elsavier*.
- Kim, Y., Kim, H., & Lee, J. (2017). An Empirical Investigation of Factors Affecting Consumer Adoption of Subscription-Based Video-on-Demand Services. *Journal of Broadcasting & Electronic Media*.
- Kim, Y., Kim, H., & Lee, J. (2017). Exploring the determinants of consumer adoption of subscription-based video-on-demand services. *Telematics and Informatics*.
- Kumparan. (2020, Februari 13). *Kumparantech*. Retrieved from Kumparan: <https://kumparan.com/kumparantech/aplikasi-hbo-go-hadir-di-indonesia-harga-rp-60-ribu-per-bulan->

1spd7vDVS7s#:~:text=Setiap%20satu%20akun%20HBO%20Go,dari%20lima%20perangkat%20yang%20terdaftar.

Kurniawan et al. (2011). Antecedents of Advertising Value to Brand Awareness and Subscription Intention. *Enrichment: Journal of Management*, 229.

Lee, e. a. (2019). Factors affecting over-the-top services: an expanded technology acceptance model. *International Journal of Interdisciplinary Research*, 8, 1-20.

Leowarin, T., & Thanasuta, K. (2021). Consumer Purchase Intention for Subscription Video-on-Demand Service in Thailand. *TNI Journal of Business Administration and Languages*, 9(1), 14-26.

Lestari, E. D. (2020). Predicting factors that influence attitude to use and its implications on continuance intention to use svod: study on netflix users of indonesia. *DeReMa (Development Research of Management): Jurnal Manajemen*.

Lestari, K. (2020, Februari 12). Retrieved from Urbanasia: <https://www.urbanasia.com/tech/asyik-aplikasi-hbo-go-sekarang-hadir-di-indonesia-U9134>

Li & Huang. (2009). Applying Theory of Perceived Risk and Technology Acceptance Model in the Online Shopping Channel. *World Academy of Science, Engineering and Technology*.

Lin et al. (2012). PENGARUH CONTENT RICHNESS, PERCEIVED USEFULNESS DAN PERCEIVED PRICE TERHADAP WILLINGNESS TO SUBSCRIBE PADA LAYANAN PLATFORM STREAMING WETV DI INDONESIA. *AGORA*.

Lin et al. (2012). PENGARUH CONTENT RICHNESS, PERCEIVED USEFULNESS DAN PERCEIVED PRICE TERHADAP WILLINGNESS TO SUBSCRIBE PADA LAYANAN PLATFORM STREAMING WETV DI INDONESIA. *Agora*.

logomyway. (2020). Retrieved from logomyway: <https://blog.logomyway.com/hbo-logo/>

Malhotra. (2017). Marketing Research: An Applied Approach (5th ed.). *Scientific Research*.

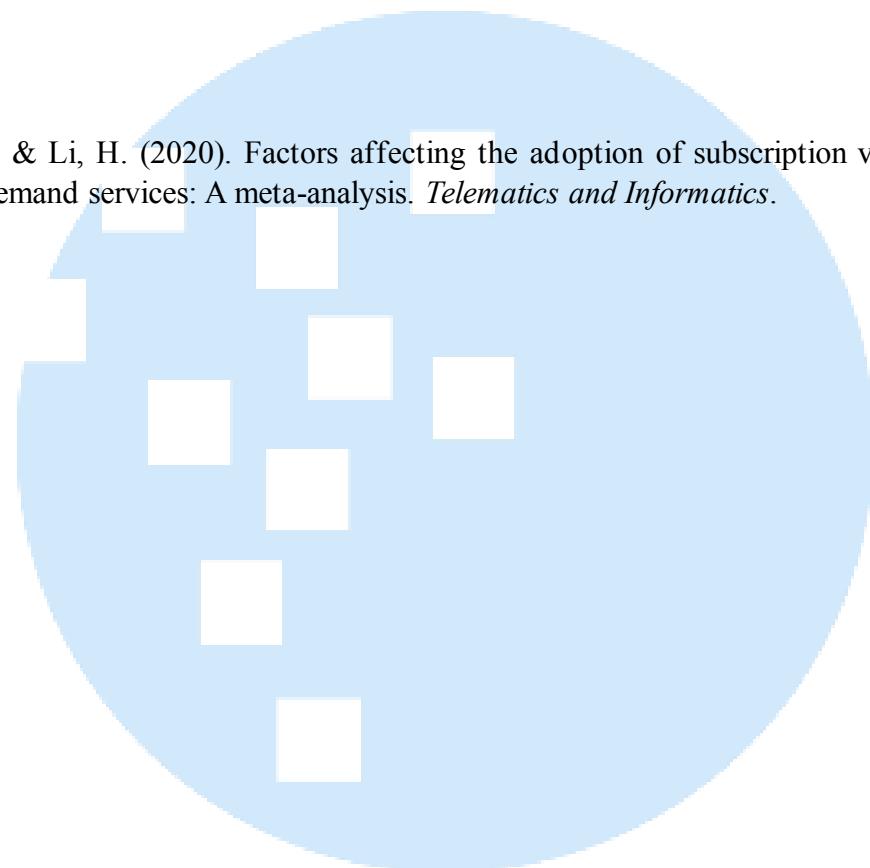
- Malhotra, N. K. (2020). Marketing Research: An Applied Orientation. *Journal of Marketing Research* (Vol. 31, Issue 1).
- Margono. (2004). *Metodologi penelitian pendidikan*. Jakarta: PT Rineka Cipta.
- Massad. (2018). . Understanding the cord-cutters: An adoption/self-efficacy approach. . *International Journal on Media Management*, 1190.
- Menon. (2022). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports, Elsevier*.
- Meyers, J. (2020, Mei 28). Retrieved from gadgethacks: <https://smartphones.gadgethacks.com/how-to/get-back-your-watch-list-for-hbo-max-before-after-upgrading-from-hbo-now-hbo-go-0311521/>
- Mulla. (2022). Assessing the factors influencing the adoption of over-the-top streaming platforms: A literature review from 2007 to 2021. *Telematics and Informatic*.
- Mulyadi , M. (2011). PENELITIAN KUANTITATIF DAN KUALITATIF SERTA PEMIKIRAN DASAR MENGGABUNGKANNYA. *JURNAL STUDI KOMUNIKASI DAN MEDIA*.
- Nagaraj, S. (2021). Factors affecting consumer's willingness to subscribe to over the-top (OTT) video streaming services in India. *Technology in Society*.
- Nasution, F. N. (2004). Penggunaan Teknologi Infoemasi Berdasarkan Aspek Perilaku (Behavioral Aspect). *Universitas Sumatera Utara*.
- Ngai et al. (2007). Empirical examination of the adoption of WebCT using TAM. . *Computers and Education*.
- Ogbeibu, et al. (2020). Technological turbulence and greening of team creativity, product innovation, and human resource management: Implications for sustainability. *Journal of Cleaner Production*, Volume 244.
- Ogbeibu, S. (2020). Technological turbulence and greening of team creativity, product innovation, and human resource management: Implications for sustainability. *Journal of Cleaner Production*, Volume 224.

- Palomba. (2021). How consumers' personalities, lifestyles and demographics predict SVOD genre and SVOD platform consumption. *Journal of Contemporary Marketing Science*.
- Palomba, A. (2020). product attribute trade-offs predict SVOD subscriptions nad SVOD account access? Using utility constant sums to predict SVOD subscription and SVOD account access. *International Journal on Media Management*.
- Peng et al. (2014). PREDICTING FACTORS THAT INFLUENCE ATTITUDE TO USE AND ITS IMPLICATIONS ON CONTINUANCE INTENTION TO USE SVOD: STUDY ON NETFLIX USERS OF INDONESIA. *Derema Jurnal Management*.
- Pratama, R. B. (2022, Februari 11). Retrieved from Kumparan: <https://kumparan.com/kumparanbisnis/data-justwatch-netflix-masih-kuasai-pasar-indonesia-1xU9YpyaAOT/3>
- Pritania, A., & Mulia, D. (2023). Flexibility, Content and Perceived Ease of Use Towards SVOD Subscription Intention Mediated by Perceived Price. *International Journal of Innovative Science and Research Technology*, Volume 8, Issue 1.
- Puccinelli, Goodstein, Grewal, Price, Raghubir, & Stewart . (2009). Customer Experience Management in Retailing: Understanding the Buying Process. *elsavier*.
- Ramadhyanti. (2019). Strategi Pemasaran di Youtube Melalui Subscriber & Komentar dan Perspektif Persuader terhadap . *Jurnal Managemen dan Inovasi*.
- Rizaty, M. A. (2023, Februari 3). Retrieved from dataindonesia.id: <https://dataindonesia.id/Digital/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023>
- Rono & Mugeni. (2019). AN ANALYSIS OF THE EFFECTS OF OVER THE TOP SERVICES ON PAYTV SERVICES IN KENYA. *International Journal of Technology and Systems*.

- Sabrina, H. L. (2022). Model of the intention of registration on video-on-demand streaming services: A Perspective of brand image and e-WOM in Netflix Indonesia. *International Journal of Research in Business and Social Science*.
- samuel. (2023, Januari 25). Retrieved from how i got the job: <https://howigotjob.com/mission-statement/hbo-mission-statement-vision-value-analysis/>
- Sekaran & Bougie. (2016). *Research methods for business : a skill-building approach*. United Kingdom: Library of Congress Cataloging-in-Publication Data.
- Setiaman, S. (2020). *Analisa Parsial Model Persamaan Struktural*. Sumedang: Yayasan Bakti Mulia.
- Stoll, J. (2022, November 3). Retrieved from Statista: <https://www.statista.com/statistics/539290/hbo-now-subscribers/>
- Sugiyono. (2001). *Metode Penelitian*. Bandung: CV Alfa Beta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif,Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.
- Tefertiller, A. (2020). Cable cord-cutting and streaming adoption: Advertising avoidance and technology acceptance in television innovation. *Telematics and Informatics*, 51, 101416.
- Tohir. (2023, April 12). *Fobis News*. Retrieved from Fobis.id: <https://fobis.id/news/drakor-indo-sub/>
- Venkatesh. (2000). Determinants of perceived ease of use : integrating control , intrinsic motivation , acceptance model. *Inorganic Chemistry Communications*.
- Wei, P. S., & Lu, H. P. (2014). Why do people play mobile social games? An examination of network externalities and of uses and gratifications. *Internet Research*.

- Winata & Permana. (2020). The effect of electronic coupon value to perceived usefulness and perceived ease-of-use and its implication to behavioral intention to use server-based electronic money. *International Journal of Innovative Science and Research Technology*, 1190.
- Writer, S. (2021, November 17). *Membandingkan Harga 11 Layanan Streaming di Indonesia*. Retrieved from <https://www.finder.com/id/membandingkan-layanan-streaming-di-indonesia-mana-paling-menguntungkan>
- Wu et al. (2017). Consumer acceptance of mobile payment across time: Antecedents and moderating role of diffusion stages. *Industrial Management & Data Systems*.
- Yang, Y. (2023). Research on the Entertainment Marketing Challenge of HBO. *SHS Web of Conferences*.
- Yang, Z., Huang, Y., & Cao, Y. (2016). An empirical investigation of factors affecting consumer adoption of subscription-based video-on-demand services. *Telematics and Informatics*.
- Yati, R. (2023, Maret 8). Retrieved from Bisnis.com: <https://teknologi.bisnis.com/read/20230308/101/1635191/survei-apjii-penetrasi-internet-di-indonesia-capai-7819-persen-pada-2023>
- Yusuf & Indrawati. (2019). Antecedents of Advertising Value to Brand Awareness and Subscription Intention. *Enrichment: Journal of Management*, 229.
- Zahid, W., & Dastane, O. (2016). Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands. *ASEAN MARKETING JOURNAL*, 66-84.
- Zeithaml. (1988). Consumer Perceptions A Means-End Value: Quality, and Model. *Journal of Marketing*.
- Zeithaml. (1998). of Consumer Perceptions A Means-End Value: Quality, and Model Synthesis of Evidence. *Journal of Marketing*, 30.
- Zeithaml. (1998). PENGARUH CONTENT RICHNESS, PERCEIVED USEFULNESS DAN PERCEIVED PRICE TERHADAP WILLINGNESS TO SUBSCRIBE PADA LAYANAN PLATFORM STREAMING WETV DI INDONESIA. *agora*.

Zhou, T., & Li, H. (2020). Factors affecting the adoption of subscription video-on-demand services: A meta-analysis. *Telematics and Informatics*.



UMN
UNIVERSITAS
MULTIMEDIA

147

Pengaruh Flexibility, Content, Perceived Ease of Use, dan Perceived Price Terhadap Subscription Intention Over The Top: Studi pada HBO Go, Syarif hidayat, Universitas Multimedia Nusantara