

DAFTAR PUSTAKA

- Ahmad, F., Qaisar, M. N., Mariam, S., & Hamid, S. A. R. (2022). *Interactive Effect of Perceived Value and Service Quality on Banking Customers' Satisfaction and Loyalty in Pakistan*. <https://www.researchgate.net/publication/357421842>
- Alharbi, S., & Drew, S. (2014). Using the Technology Acceptance Model in Understanding Academics' Behavioural Intention to Use Learning Management Systems. *IJACSA) International Journal of Advanced Computer Science and Applications*, 5(1). www.ijacsa.thesai.org
- Angelia, D. (2022, August). *Platform Video Streaming Paling Digemari Masyarakat Indonesia 2022*. GoodStats.
- APJII. (2024, February). *APJII Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Asosiasi Penyelenggara Jasa Internet Indonesia.
- Aulia, S. A., Sukati, I., & Sulaiman, Z. (2016). A Review: Customer Perceived Value and its Dimension. *Asian Journal of Social Sciences and Management Studies*, 3(2), 150–162. <https://doi.org/10.20448/journal.500/2016.3.2/500.2.150.162>
- Bird, B. (1988). Implementing Entrepreneurial Ideass: The Case f or Intention. *Academy of Management Review*, 13(3), 442–453.
- Boksberger, P. E., & Melsen, L. (2011). Perceived value: A critical examination of definitions, concepts and measures for the service industry. In *Journal of Services Marketing* (Vol. 25, Issue 3, pp. 229–240). <https://doi.org/10.1108/08876041111129209>
- Camilleri, M. A., & Falzon, L. (2021). Understanding motivations to use online streaming services: integrating the technology acceptance model (TAM) and the uses and gratifications theory (UGT). *Spanish Journal of Marketing - ESIC*, 25(2), 217–238. <https://doi.org/10.1108/SJME-04-2020-0074>
- Chen, C. C., & Lin, Y. C. (2018). What drives live-stream usage intention? The perspectives of flow, entertainment, social interaction, and endorsement. *Telematics and Informatics*, 35(1), 293–303. <https://doi.org/10.1016/j.tele.2017.12.003>
- Chu, C. W., & Lu, H. P. (2007). Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework. *Internet Research*, 17(2), 139–155. <https://doi.org/10.1108/10662240710737004>
- Davis, F. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Computer and Information Systems*, 13(3). <https://doi.org/https://doi.org/10.2307/249008>
- Dewi, A. K., & Artanti, Y. (2020). Peran Online Costumer Review, City Image dan Perceived Price terhadap Purchase Intention pada Wisata Kuliner Surabaya. *Jurnal Manajemen Dan Keuangan*, 9(1).
- Dhana, Moch. P. C. (2023). *PENGARUH PEMASARAN MEDIA SOSIAL TERHADAP NIAT BERLANGGANAN (STUDI PADA PENAKSES AKUN INSTAGRAM @SPOTIFYID)*. <https://digilib.unila.ac.id/77783/3/SKRIPSI%20TANPA%20BAB%20PEMBAHASAN.pdf>

- Ertifanny, I. T. (2019). *THE INFLUENCE OF ELECTRONIC WORD-OF-MOUTH AND PERCEIVED VALUE ON PURCHASE INTENTION IN A SHARING ECONOMY BUSINESS OF (A Study of Airbnb, Inc. Consumers' in Malang City)*.
- Feb, M., & Setyorini, R. (2019). *PENGUKURAN KEPUASAAN PENGGUNA WEBSITE VIU.COM DENGAN MENGGUNAKAN PENDEKATAN WEBQUAL 4.0 DAN IMPORTANCE PERFORMANCE ANALYSIS* (Vol. 12, Issue 1).
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Emerald Insight*, 27(4), 772–785. <https://doi.org/10.1108/IntR-06-2016-0164>
- Gu, X., Kannan, P. K., & Ma, L. (2018). Selling the Premium in Freemium. *Journal of Marketing*, 82(6), 10–27.
- Guerra, J., & Fernandes, T. (2015). *Purchase Intention on Online Content Services: An Application to the Music Streaming Services Master in Management Supervisor*.
- Guerra, J., & Fernandes, T. (2019). Drivers and deterrents of music streaming services purchase intention. *International Journal of Electronic Business*, 15(1), 21. <https://doi.org/10.1504/ijeb.2019.10020273>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS EIGHTH EDITION*. www.cengage.com/highered
- Hantono, Tjong, W., & Jony. (2023). Pengaruh Technology Acceptance Model Terhadap Intention To Use Dengan Kinerja Sebagai Variabel Moderasi Dalam Menggunakan Sistem Informasi Akuntansi. *Owner: Riset & Jurnal Akuntansi*, 7(2), 1815–1830. <https://doi.org/10.33395/owner.v7i2.1583>
- Husin, H., Hermawati, A., Purbaningsih, Y., Susriyanti, S., Fettry, S., & Ali, S. (2023). ROLE OF PERCEIVED VALUE ON CUSTOM-ER LOYALTY THROUGH OPTIMIZATION OF SERVICE QUALITY AND INNOVATION. *Jurnal Aplikasi Manajemen*, 21(2). <https://doi.org/10.21776/ub.jam.2023.021.02.03>
- Isma, R. A., Hudayah, S., & Indriastuti, H. (2021). THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED RISK ON PURCHASE INTEREST AND USE BEHAVIOR THROUGH BUKALAPAK APPLICATION IN SAMARINDA. *IJEBAR: International Journal of Economics, Business and Accounting Research*, 5(3). <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Kartika, D., Komariah, K., & Z, F. M. (2023). ANALISIS PERCEIVED QUALITY AND PERCEIVED VALUE TERHADAP INTENTION TO SUBSCRIBE PADA LAYANAN VIDEO ON DEMAND VIU. *Jurnal Nusantara Aplikasi Manajemen Bisnis*, 8(2).
- Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet: An empirical investigation. *Decision Support Systems*, 43(1), 111–126. <https://doi.org/10.1016/j.dss.2005.05.009>
- 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 and*

- Business Excellence*, 28(9–10), 1149–1165.
<https://doi.org/10.1080/14783363.2017.1310708>
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310.
<https://doi.org/10.1016/j.jretconser.2018.04.011>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kurniawan, I. A., Mugiono, & Wijayanti, R. (2022). THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND SOCIAL INFLUENCE TOWARD INTENTION TO USE MEDIATED BY TRUST. *Jurnal Aplikasi Manajemen*, 20(1), 117–127.
<https://doi.org/10.21776/ub.jam.2022.020.01.12>
- Liu, F., Zhao, X., Chau, P. Y. K., & Tang, Q. (2015). Roles of perceived value and individual differences in the acceptance of mobile coupon applications. *Asia Pacific Journal of Marketing and Logistics*, 25(3), 471–495.
<https://doi.org/10.1108/IntR-02-2014-0053>
- Malhotra, N. K. (2020). *Marketing Research an Applied Orientation 7th Edition* (7th ed., Vol. 7). Pearson.
- Mandari, H. E. (2022). Acceptance of Internet of Things in Developing Countries: An Empirical Study Using Value-Based Adoption Model. *International Journal of Technology and Human Interaction*, 18(1).
<https://doi.org/10.4018/IJTHI.2022010108>
- Menon, D. (2022). Purchase and continuation intentions of over-the-top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Smart Agricultural Technology*, 5.
<https://doi.org/10.1016/j.teler.2022.100006>
- Meryawan, W., Suryawa, T., & Handayani, M. M. (2022). *Perceived Value pada Customer Loyalty: Peran Mediasi Customer Engagement (Studi Kasus Konsumen Trika Media Internet Access)*. 14(2).
- Muehlbacher, S., Kirchler, E., & Kunz, A. (2011). The impact of transaction utility on consumer decisions: The role of loss aversion and acquisition utility. *Zeitschrift Fur Psychologie / Journal of Psychology*, 219(4), 217–223.
<https://doi.org/10.1027/2151-2604/a000075>
- Mujiyati, & Achyari, D. (2008). The Role of Perceived Enjoyment on Motivating the Internet Use. *BENEFIT; Jurnal Manajemen Dan Bisnis*, 12(1).
- Naami, A., Rahimi, Z., & Ghandvar, P. (2017). International Review of Management and Marketing The Effect of Perceived Value, Perceived Risk, and Price on Customers Buying Intention (Case Study: Employees of Presov Electronics Company). *International Review of Management and Marketing*, 7(5), 164–170. <http://www.econjournals.com>
- Nabila, M. (2023, August). *Laporan MPA: Pelanggan Baru Platform OTT di Regional Ambles, Beralih ke TikTok*. Daily Social.
https://dailysocial.id/post/laporan-mpa-pelanggan-baru-platform-ott-di-regional-ambles-beralih-ke-tiktok#google_vignette

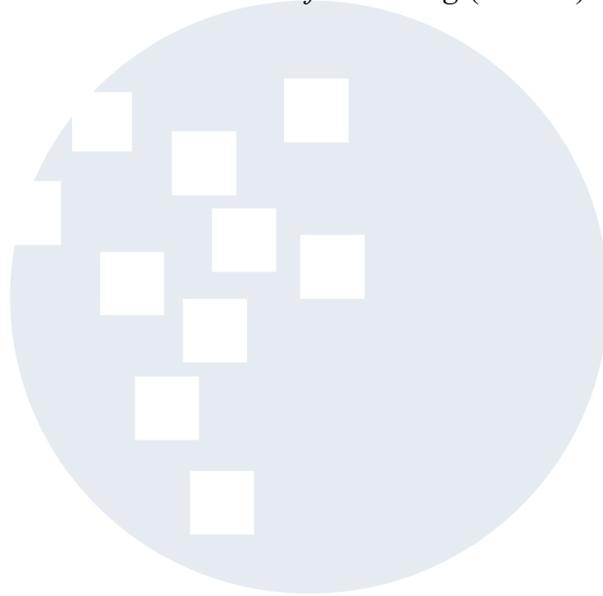
- Noulas, A., Scellato, S., Mascolo, C., & Pontil, M. (2021). *An Empirical Study of Geographic User Activity Patterns in Foursquare*. <https://doi.org/https://doi.org/10.1609/icwsm.v5i1.14175>
- Novila, M. D. (2018). Pengaruh Social Media Marketing Dan Persepsi Kualitas Terhadap Niat Beli Surabaya Snowcake (Studi Pada Masyarakat Surabaya Timur). *Jurnal Ilmu Manajemen (JIM)*, 7(2), 446–452.
- Pahlevi, R. (2022, August). *Bukan Netflix, Penonton Drakor Indonesia Paling Banyak Nonton Lewat Platform Ini*. Databooks.
- Pamungkas, D. D. A. (2023). The Influence of Perceived Value and Product Involvement Towards Purchase Intention Mediated by Attitude. *Journal of World Science*, 2(7), 989–997. <https://doi.org/10.58344/jws.v2i7.312>
- Pathak, K., Yadav, A., Sharma, S., & Bhardwaj, R. (2023). Young residents' household waste recycling intentions: extending TPB through place attachment. *Rajagiri Management Journal*, 17(2), 138–155. <https://doi.org/10.1108/ramj-12-2021-0088>
- Payne, A., & Holt, S. (2001). Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management*, 12, 159–182.
- Putra, B. K., & Husna, J. (2019). PERSEPSI PENGGUNA OUTLOOK WEB APPLICATIONS DALAM Mendukung Pendistribusian Arsip Surat Masuk Di PT Pelabuhan Indonesia III (PERSERO) Regional Jawa Tengah. *Jurnal Ilmu Perpustakaan*, 8(4).
- Putri, I. C., Zainab, M. S., Wulandari, W., Studi, P., Guru, P., & Dasar, S. (2024). Pengaruh Era Disrupsi Teknologi terhadap Pengetahuan Kebudayaan Generasi Z. *Jurnal Penelitian Pendidikan Indonesia*, 1(2), 317–324.
- Rafsandjani, R. F. (2018). *ANALYZING THE EFFECT OF TRUST AND PERCEIVED VALUE ON PURCHASE INTENTION (Case Study of Shopee)*. 2. <http://dx.doi.org>
- Rahardjo, E. (2021). PENGARUH DIMENSI SERVICE QUALITY DAN PERCEIVED FEE TERHADAP USE INTENTION DAN PURCHASE INTENTION DALAM KONTEKS VIDEO STREAMING SERVICE VIU. *Bisnis Dan Ekonomika*.
- Rahman, S. (2018). *Cara Mudah Menghasilkan Website Terbaik untuk Usaha Online* (Vol. 1). Elex Media Komputindo.
- Ramayah, T., & Ignatius, J. (2005). *Impact of Perceived usefulness, Perceived ease of use and Perceived Enjoyment on Intention to shop online*. www.nua.ie/
- Raninda, R., Wisnalmawati, & Oetomo, H. (2022). Effect of Perceived Usefulness, Perceived Ease of Use, Perceived Security, and Cashback Promotion on Behavioral Intention to the DANA E-Wallet. *Jurnal Ilmiah Manajemen Kesatuan*, 10(1), 63–72. <https://doi.org/10.37641/jimkes.v10i1.1218>
- Rizaldy, D. V. (2020). Video On Demand: Cara Mudah Menonton Film (Studies on Consumer Behavior). *Management*, 4(1).
- Robaniyah, L., Kurnianingsih, H., & '. (2021). PENGARUH PERSEPSI MANFAAT, KEMUDAHAN PENGGUNAAN DAN KEAMANAN TERHADAP MINAT MENGGUNAKAN APLIKASI OVO. *IMAGE, Jurnal Riset Manajemen*, 10(1), 53–62.

- Rusnendar, E., Meilanty, T., & Iswardani, D. L. (2023). The Role of Perceived Ease of Use and Perceived Enjoyment in Affecting User Satisfaction on Grabfood Users in Bandung City. *International Journal of Global Operations Research*, 4(2).
- Setiawan, R., & Achyar, A. (2021). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *ASEAN Marketing Journal*, 4(1). <https://doi.org/10.21002/amj.v4i1.2029>
- Shah, A. (2022, January 7). *Sejarah Penubuhan Dan Pengenalan Aplikasi Viu*. Viu.
- Shintaputri, I., & Wuisan, A. J. (2017). The Impact of Perceived Price towards Perceived Value Through the Mediation of Perceived Quality: A Case of Brand X Smartphone in Indonesian Middle-Class Customers. In *iBuss Management* (Vol. 5, Issue 1).
- Sugiyono, P. D. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D* (19th ed.). ALFABETA, CV.
- Sweeney, J. C., & Soutar, G. N. (2001). *Consumer perceived value: The development of a multiple item scale*.
- Syah, A. B., Prihatini, A. E., & Pinem, R. J. (2022). PENGARUH BRAND IMAGE DAN KUALITAS PRODUK TERHADAP LOYALITAS KONSUMEN MELALUI KEPUASAN KONSUMEN PADA LAYANAN VIDEO STREAMING DIGITAL VIU. In *Jurnal Ilmu Administrasi Bisnis* (Vol. 11, Issue 3). <https://ejournal3.undip.ac.id/index.php/jiab>
- Tang, J., Zhang, B., & Akram, U. (2019). User willingness to purchase applications on mobile intelligent devices: evidence from app store. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1629–1649. <https://doi.org/10.1108/APJML-06-2019-0411>
- Tuten, T. L., & Solomon, M. R. (2017). *Social Media Marketing* (3rd ed.). SAGE Publication.
- Vaniara, F. V., & Pramono, R. (2022). THE EFFECT OF PERCEIVED VALUE, CUSTOMER SATISFACTION AND TRUST ON CUSTOMER LOYALTY AT THE DM CLINIC IN EAST JAKARTA. *Business and Accounting Research (IJEBAAR)*, 6(3). <https://jurnal.stie-aas.ac.id/index.php/IJEBAAR>
- Venkatesh, V., Walton, S. M., & Thong, J. Y. L. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 36(1). <http://about.jstor.org/terms>
- 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*, 33(1), 199–208. <https://doi.org/10.1016/j.ijinfomgt.2012.09.004>
- We Are Social. (2024). *DIGITAL 2024 INDONESIA*. <https://wearesocial.com/id/blog/2024/01/digital-2024/>
- Wiardi, A. H., Hadi, E. D., & Novrianda, H. (2020). Perceived Value, Store Image and Satisfaction as Antecedents of Store Loyalty Moderated by Procedural Switching Costs. *Media Ekonomi Dan Manajemen*, 35(1), 34. <https://doi.org/10.24856/mem.v35i1.1175>
- Yolanda, A. (2021). HUBUNGAN ANTARA LAYANAN VIDEO-ON-DEMAND NETFLIX DAN MINAT BERLANGGANAN MAHASISWA

ILMU KOMUNIKASI FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS HASANUDDIN. *Jurnal Ilmu Sosial*.

Yusra, Y. (2023, May). *Riset JustWatch: Netflix dan Disney+ Jadi Platform SVOD Paling Laris Sepanjang Q1 2023*. Daily Social.
https://dailysocial.id/post/justwatch-svod-indonesia-q1-2023#google_vignette

Zeithaml, V. A., Walker, O. C., Lutz, R., Park, C. W., & Schmalensee, D. (1988).
Synthesis of Evidence. In *Journal of Marketing* (Vol. 52).



UMMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA