

DAFTAR PUSTAKA

- Akbar, E. (2021, Jan 23). Bukan Netflix, Ini Platform Streaming yang Laris di Indonesia. Retrieved May 7, 2021, from <https://teknologi.bisnis.com/read/20210123/84/1346861/bukan-netflix-ini-platform-streaming-yang-laris-di-indonesia>
- Ammurabi, S. D. (2020, Sep 12). *Layanan streaming makin berjaya di era Corona*. Retrieved May 26, 2021, from <https://www.alinea.id/bisnis/layanan-streaming-makin-berjaya-di-era-corona-b1ZT49xcZ>
- Andika, Y. (2020, Sep 6). Review Disney Plus Hotstar Indonesia, Jadi Bagaimana Pendapat Pengguna Secara jujur Nih? Yokiandika. Retrieved Dec 15, 2020, from <https://www.yokiandika.com/2020/09/review-disney-plus-hotstar-indonesia.html>
- Ardianto, Elvinaro. (2011). *Komunikasi 2.0 - Teoritisasi dan Implikasi*. Mata Padi Pressindo.
- Ariefandi, V., & Sari, O. K. (2018). Pengaruh *E-Service Quality* terhadap *E-Customer Satisfaction* dan *E-Customer Loyalty* (Studi Kasus pada Konsumen Pegipegi di Indonesia). *e-Proceeding of Management*. Vol.5(3).
- Asnawir, & Usman, B. (2002). *Media Pembelajaran*. Ciputat Pers.
- Azmil, F. (2013, September 2). Sejarah Singkat Youtube, Situs Video Sharing Terbesar. Merdeka.com Teknologi. Retrieved September 23, 2020, from <https://www.merdeka.com/teknologi/sejarah-singkat-youtube-situs-video-sharing-terbesar-tekstory.html>
- Baird, C. H., & Parasnis, G. (2011). From social media to social customer relationship management. *Strategy & Leadership*, 39(5), 30-37. <https://doi.org/10.1108/10878571111161507>
- Belch, G. E., & Belch, M. A. (2003). *Advertising and Promotion: An Integrated Marketing Communication Perspective (6th Ed)*. The McGraw-Hill.
- Chandra, E. (2017). Youtube, Citra Media Informasi Interaktif atau Media Penyampaian Aspirasi Pribadi. *Jurnal Muara Ilmu Sosial*. 1(2), 406-417.
- Echdar, S. 2017. *Metode Penelitian Manajemen dan Bisnis*. Ghalia Indonesia

- Gasella, S. (2020, Okt 12). Dinamika Distribusi Film di Era Platform Streaming yang Semakin Booming. Kumparan. Retrieved Dec 7, 2020, from <https://kumparan.com/shandy-gasella/dinamika-distribusi-film-di-era-platform-streaming-yang-semakin-booming-1uNNDr45BCs/full>
- Ghozali, I. 2011. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Hapsari, R., Clemes, M. D., & Dean, D., (2017). "The impact of service quality, customer engagement and selected marketing constructs on airline passenger loyalty", *International Journal of Quality and Service Sciences*, Vol. 9(1),pp. 21-40, doi: <http://dx.doi.org/10.1108/IJQSS-07-2016-0048>
- Hermawan, A. (2014). *Komunikasi Pemasaran*. Erlangga.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indri. (n.d). Adu Seru: Layanan Streaming Disney+ Hotstar VS Netflix. Urbandigital. Retrieved Dec 15, 2020, from <https://urbandigital.id/perbandingan-disney-hotstar-netflix/>
- Jayani, D. H. (Penulis) & Widowati, H (Editor). (2020, Aug 13). Berapa Pelanggan Streaming Netflix di Indonesia? Databooks. Retrieved Dec 16, 2020, from <https://databoks.katadata.co.id/datapublish/2019/08/13/berapa-pelanggan-streaming-netflix-di-indonesia#>
- Kemp, S. (2020, July 21). More Than Half of The People On Earth Now Use Social Media. Wearesocial. Retrieved October 20, 2020, from <https://wearesocial.com/blog/2020/07/more-than-half-of-the-people-on-earth-now-use-social-media>
- Kemp, S. (2020, February 18). Digital 2020: Indonesia. Datareportal. Retrieved October 20, 2020, from <https://datareportal.com/reports/digital-2020-indonesia>
- Kotler, P. & Keller, K. L. (2009). *Manajemen Pemasaran (Edisi 13 Jilid satu)*. Erlangga.

- Kotler, P., Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2016). *Marketing Management (4th European Edition)*. Pearson.
- Kotler P. & Keller, K. L. (2016). *Marketing Management 15* (Global Edition). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*. Willey.
- Kotler, P. & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Lam, A. Y. C., Lau, M. M., & Cheung, R. (2016). Modelling the Relationship among Green Perceived Value, Green Trust, Satisfaction, and Repurchase Intention of Green Products. *Contemporary Management Research*, 12(1), 47–60. <http://doi.org/10.7903/cmr.13842>
- Latan, H. (2013). *Model Persamaan Struktural Teori dan Implementasi*. Alfabeta.
- Laurent, F. (2016). Pengaruh *E-Service Quality* terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan. *Jurnal AGORA*, 4(2), 95-100.
- Magdalena, A., & Jaolis, F. (2018). Analisis Antara *E-Service Quality*, *E-Satisfaction*, dan *E-Loyalty* Dalam Konteks E-Commerce Bibli. *Jurnal Strategi Pemasaran*, Vol. 5(2), 1–11.
- Nasrullah, R. (2012). *Komunikasi Antarbudaya (Di Era Budaya Siber)*. Prenada Media Group.
- Nasrullah, R. (2016). *Media Sosial: Perspektif Komunikasi, Budaya, Sosioteknologi*. Simbiosis Rekatama Media.
- Okazaki, S., & Mueller, B. (2007). Cross-cultural advertising research: Where we have been and where we need to go. *International Marketing Review*, 24(5), 499–518. <https://doi.org/10.1108/02651330710827960>
- Pratama, K. R. (Penulis) & Ninstanto, R. K. (Editor). (2020, September 5). Disney+ Hotstar Bakal Bersaing dengan Netflix di Indonesia, Ini Strategi Mereka. Kompas.com Tekno. Retrieved September 20, 2020 from <https://tekno.kompas.com/read/2020/09/05/13344917/disney-hotstar-bakal-bersaing-dengan-netflix-di-indonesia-ini-strategi-mereka>.
- Pratama, K. R. (Penulis) & Ninstanto, R. K. (Editor). (2020, September 5). Layanan Streaming Disney+ Hotstar Resmi Hadir di Indonesia. Kompas. Retrieved

- Desember 8, 2020 from
<https://tekno.kompas.com/read/2020/09/05/08152727/layanan-streaming-disney-hotstar-resmi-hadir-di-indonesia?page=all>
- Purparisa, Y. (Penulis) & Ridhoi, M. A. (Editor). (2021, Mar 22). *Platform Menonton Film Indonesia Secara Online*. Retrieved May 7, 2021, from <https://databoks.katadata.co.id/datapublish/2021/03/30/platform-menonton-film-indonesia-secara-online>
- Rahim, A., Safin, S. Z., Kheng, L. K., Abas, N., & Ali, S. M. (2016). Factors Influencing Purchasing Intention of Smartphone among University Students. *Procidia Economics and Finance*, Vol. 37, 245-253. [https://doi.org/10.1016/S2212-5671\(16\)30121-6](https://doi.org/10.1016/S2212-5671(16)30121-6)
- Rochim, A. (2020, July 13). Penggunaan Internet Melonjak di Masa Pandemi Covid-19, Paling Banyak Digunakan untuk Kirim Pesan. iNews. Retrieved November 2, 2020, from <https://www.inews.id/techno/internet/penggunaan-internet-melonjak-di-masa-pandemi-covid-19-paling-banyak-digunakan-untuk-kirim-pesan>
- Rudyanto. (2018). Pengaruh Pemasaran Jejaring Media Sosial dan Keterkaitan Konsumen Terhadap Niat Beli Konsumen. *Jurnal Manajemen dan Pemasaran Jasa*, 11(2), 177-200. <http://dx.doi.org/10.25105/jmpj.v11i2.3126>
- Salim & Syahrums. (2012). *Metodologi Penelitian Kuantitatif*. Cipta Pustaka.
- Sarwono, J. (2015). *Membuat Skripsi, Tesis, dan Disertasi dengan Partial Least Square SEM (PLS-SEM)*. ANDI
- Schlosser, A. E., White, T. B., & Lloyd, S. M. (2006). Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions. *Journal of Marketing*, 70(2), 133-148. <https://doi.org/10.1509/jmkg.70.2.133>
- Sendari, A. A. (2019, March 1). Instagram Adalah Platform Berbagi Foto dan Video, Ini Deretan Fitur Canggihnya. Liputan6. Retrieved September 23, 2020, from <https://www.liputan6.com/tekno/read/3906736/instagram-adalah-platform-berbagi-foto-dan-video-ini-deretan-fitur-canggihnya>

- Siregar, S. (2013). *Metode Penelitian Kuantitatif*. PT Fajar Interpratama Mandiri.
- Siyoto, S. & Sodik, M. A. (2015). *Dasar Metodologi Penelitian*. Literasi Media.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kualitatif. Untuk Penelitian Yang Bersifat: Eksploratif, Enterpretif, Interaktif Dan Konstruktif*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta Alfabeta.
- Sugiyono. (2019). *Statistika untuk Penelitian*. Alfabeta.
- Surniandari, A. (2017). Viral Marketing Sebagai Alternatif Strategi Pemasaran Produk Sariz. *Jurnal Sekretari dan Manajemen*, 1(1), 35-43. <https://doi.org/10.31294/widyacipta.v1i1.1480.g1520>
- Sutisna. (2002). *Perilaku Konsumen dan Komunikasi Pemasaran*. Remaja Rosdakarya.
- Syarizka, D. (2020, Jul 27). [Update] Ketahui Perbedaan Netflix, Amazon Prime Video, Iflix, GoPlay, dan Lainnya. Tech in Asia. Retrieved Dec 18, 2020, from <https://id.techinasia.com/perbedaan-netflix-iflix-genflix-hooq>
- Thakur, R. (2016). *Understanding Customer Engagement and Loyalty: A Case of Mobile Device for Shopping*. *Journal of Retailing and Consumer Services*, 32, 151-163. <https://doi.org/10.1016/j.jretconser.2016.06.004>
- Tenia, H. (2017, 7 Nov). *Pengertian Media Sosial-Fungsi, Ciri, Jenis, Dampak Positif, dan Dampak Negatif*. Retrieved Jul 21, 2021, from <https://www.haipedia.com/Media-Sosial/>
- Toufani, S., Stanton, J. P., dan Chikweche, T. (2017). *The Importance of aesthetics on customers' intentions to purchase smartphones*. *Marketing Intelligence & Planning*, Vol. 35 (3), 316-338. <https://doi.org/10.1108/MIP-12-2015-0230>
- Yolandha, F. (2020, Okt 11). *Layanan Streaming, Tantangan dan Peluang Perfilman*. Retrieved Ags 25, 2021, from

<https://republika.co.id/berita/qhzmj3370/layanan-emstreamingem-tantangan-dan-peluang-perfilman>

Yusra, Y. (2020, Aug 5). Disney+ Hotstar Bakal Meluncur di Indonesia 5 September 2020. Daily Social. Retrieved Dec 16, 2020, from <https://dailysocial.id/post/disney-hotstar-bakal-meluncur-di-indonesia-5-september-2020>