

DAFTAR PUSTAKA

- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadila, Z., Taqwin, Masita, Ardiawan, K. N., & Sari, M. E. (2022). *Metodologi Penelitian Kuantitatif* (N. Saputra, Ed.). Yayasan Penerbit Muhammad Zaini. [Http://Penerbitzaini.Com](http://Penerbitzaini.Com)
- Al Daabseh, T. K. I., & Aljarah, A. (2021). The Relationship Between Online Sale And Customer Value Co-Creation: The Mediating Role Of E-Satisfaction And E-Trust. *International Journal Of Data And Network Science*, 5(2), 97–106. <https://doi.org/10.5267/J.Ijdns.2021.2.005>
- Alfarobi, M. L., & Widodo, T. (2023). Pengaruh E-Trust, E-Service Quality Terhadap E-Loyalty Melalui E-Satisfaction Sebagai Variabel Intervening Pada Pengguna Aplikasi Tokopedia Di Kota Bandung The Effect Of E-Trust, E-Service Quality On E-Loyalty Through E-Satisfaction As Intervening Variabl. *E-Proceeding Of Management*, 10(2), 840.
- Alkraiiji, A., & Ameen, N. (2022). The Impact Of Service Quality, Trust And Satisfaction On Young Citizen Loyalty Towards Government E-Services. *Information Technology And People*, 35(4), 1239–1270. <https://doi.org/10.1108/Itp-04-2020-0229>
- Al-Ma'aitah, M. A., & Al-Hashem, A. O. (2019). The Role Of E-Trust In Achieving E-Loyalty: An Exploratory Study On Jordanian Customers Using Shopping Websites. *Journal Of Theoretical And Applied Information Technology*, 15(5). [Www.Jatit.Org](http://www.jatit.org)
- Alnaim, A. F., Sobaih, A. E. E., & Elshaer, I. A. (2022). Measuring The Mediating Roles Of E-Trust And E-Satisfaction In The Relationship Between E-Service Quality And E-Loyalty: A Structural Modeling Approach. *Mathematics*, 10(13). <https://doi.org/10.3390/Math10132328>
- Ambaryanti, Z. A. T. (2021). *Pengaruh E-Service Quality Dan E-Trust Terhadap E-Satisfaction Dan Dampaknya Pada E-Repurchase Intention Pengguna Halodoc*. Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Amira, A. A., & Syahputra. (2020). Pengaruh E-Service Quality Terhadap Customer Satisfaction Aplikasi Shopee Effect Of E-Service Quality On Customer Satisfaction Shopee Application. *E-Proceeding Of Management*.

- Analita, N. S., & Wijaksana, T. I. (2020). Analisis Perbandingan E-Service Quality Dan E-Trust Aplikasi Linkaja Dengan Aplikasi Dana Comparative Analysis Of E-Service Quality And E-Trust Application Of Linkaja With Dana Application. *Menara Ilmu*, 19.
- Annisa Riyadi, S., Suhud, U., & Usman, O. (2023). Pengaruh E-Service Quality Dan Brand Image Terhadap E-Satisfaction Dan E-Loyalty Pada Pengguna Tiktok Shop. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 4(1).
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2023). Toward The E-Loyalty Of Digital Library Users: Investigating The Role Of E-Service Quality And E-Trust In Digital Economy. *Library Hi Tech*, 41(4), 1006–1021. <https://doi.org/10.1108/Lht-07-2020-0165>
- Apjii. (2024). *Apjii Jumlah Pengguna Internet Indonesia Tembus 221 Juta Orang*. Asosiasi Penyelenggara Jasa Internet Indonesia (Apjii). <https://apjii.or.id/berita/d/apjii-jumlah-pengguna-internet-indonesia-tembus-221-juta-orang>
- Ardani, M., & Subarjo. (2025). Pengaruh E-Service Quality, E-Trust, Dan E-Satisfaction Terhadap E-Loyalty Pengguna E-Wallet Dana Di Yogyakarta. *Hemat: Journal Of Humanities Education Management Accounting And Transportation*, 2(1), 152–163.
- Arifah, N. (2020). *Pengaruh E-Service Quality Terhadap Kepuasan Konsumen Dan Repurchase Intention Pada Toko Akuniwashop Klaten Di Marketplace Shopee Skripsi Diajukan Kepada Fakultas Ekonomi Dan Bisnis Islam Institut Agama Islam Negeri Surakarta*. Institut Agama Islam Negeri Surakarta.
- Ashiq, R., & Hussain, A. (2024). Exploring The Effects Of E-Service Quality And E-Trust On Consumers' E-Satisfaction And E-Loyalty: Insights From Online Shoppers In Pakistan. *Journal Of Electronic Business & Digital Economics*, 3(2), 117–141. <https://doi.org/10.1108/Jebde-09-2023-0019>
- Asnaniya, S. (2022). Pengaruh E-Service Quality, E-Trust Dan E-Satisfaction Terhadap E-Loyalty Konsumen Muslim. *Journal Of Comprehensive Islamic Studies*.

- Barkah, B., & Nabila, M. E. (2021). Pengaruh E-Service Quality, E-Trust, Dan E-Wom Terhadap E-Satisfaction Pengguna Aplikasi Shopee Di Kota Pontianak. *Proceeding Seminar Bisnis Seri V*.
- Brodowicz, M. (2024). *Netflix Inc.'S History, Mission, Vision, Objectives Report*. Aithor. https://Aithor-Com.Translate.Goog/Essay-Examples/Netflix-Inc-S-History-Mission-Vision-Objectives-Report?_X_Tr_Sl=En&_X_Tr_Tl=Id&_X_Tr_Hl=Id&_X_Tr_Pto=Tc&_X_Tr_Hist=True
- Budiastuti, D., & Bandur, A. (2018). *Validitas Dan Reliabilitas Penelitian (Dilengkapi Analisis Dengan Nvivo, Spss, Dan Amos)*. Penerbit Mitra Wacana Media.
- Budiman, A., Yulianto, E., & Saifi, M. (2020). Pengaruh E-Service Quality Terhadap E-Satisfaction Dan E-Loyalty Nasabah Pengguna Mandiri Online. Dalam *Jurnal Profit* (Nomor 1). <https://Profit.Ub.Ac.Id>
- Cahya Kusmita, A., Farida, N., & Saryadi. (2021). Pengaruh E-Trust Dan E-Service Quality Terhadap Online Repurchase Intention Melalui E-Satisfaction (Pada Mahasiswa S1 Fisip Yang Pernah Berbelanja Di Lazada). *Jurnal Ilmu Administrasi Bisnis*, *X*(3), 1307.
- Candiwan, & Wibisono, C. (2021). Analysis Of The Influence Of Website Quality To Customer's Loyalty On E-Commerce. *International Journal Of Electronic Commerce Studies*, *12*(1), 83–102. <https://Doi.Org/10.7903/Ijecs.1892>
- Cardoso, A., Gabriel, M., Figueiredo, J., Oliveira, I., Rêgo, R., Silva, R., Oliveira, M., & Meirinhos, G. (2022). Trust And Loyalty In Building The Brand Relationship With The Customer: Empirical Analysis In A Retail Chain In Northern Brazil. *Journal Of Open Innovation: Technology, Market, And Complexity*, *8*(3). <https://Doi.Org/10.3390/Joitmc8030109>
- Chandra, A., & Tan, P. H. P. (2022). Analysis Of Factors Affecting E-Loyalty With E-Trust And E-Satisfaction As Mediation Variables On Halodoc Application Users In Indonesia. *Quantitative Economics And Management Studies (Qems)*, *3*(6). <https://Doi.Org/10.35877/454ri.Asci1272>
- Cochran, W. G. . (2005). *Sampling Techniques*. Wiley.

- Creating Change Mag. (2024). *Exploring Loyalty: 60 Customer Experience Statistics*. Creating Change Magazine. <https://creatingchangemag.com/2024/05/03/exploring-loyalty-60-customer-experience-statistics/>
- Damar, A. M. (2024). *Pasar Streaming Video Indonesia Kian Menjanjikan, Pendekatan Lokal Jadi Kekuatan*. Liputan 6. <https://www.liputan6.com/tekno/read/5548370/pasar-streaming-video-indonesia-kian-menjanjikan-pendekatan-lokal-jadi-kekuatan>
- Detikinet. (2020). *Lika-Liku Netflix Dan Telkom Yang Berujung Manis*. Detikinet. <https://inet.detik.com/cyberlife/d-5084084/likaliku-netflix-dan-telkom-yang-berujung-manis?page=2>
- El Saghier, N. M. (2021). The Effect Of E-Marketing Orientation On E-Business Strategy: E-Trust As A Mediator 1. Dalam *Journal Of Alexandria Univesity For Administrative Sciences*© (Vol. 58, Nomor 2).
- Fahira, A., Inda, T., Rahma, F., & Syahriza, R. (2022). Pengaruh E-Service Quality Terhadap E-Satisfaction Nasabah Bank Sumut Syariah. *Dinamika Ekonomi Jurnal Ekonomi Dan Bisnis*, 15(1).
- Fatika, R. A. (2024). *Lebih Dari 80%, Tingkat Penetrasi Internet Di Jawa Tertinggi Di Indonesia*. Goodstats. <https://data.goodstats.id/statistic/lebih-dari-80-tingkat-penetrasi-internet-di-jawa-tertinggi-di-indonesia-laru6>
- Fazria, M. S. Y., & Rubiyanti, S. M. B., M. B. A. R. N. (2019). Pengaruh E-Service Quality Terhadap E-Customer Loyalty Dengan E-Customer Satisfaction Sebagai Variabel Intervening (Studi Kasus Pada Pelanggan Traveloka Di Bandung) The Effect Of E-Service Quality On E-Customer Loyalty With E-Customer Satisfaction As Variables Intervening (Case Study Of Traveloka Customers In Bandung). *E-Proceeding Of Management*.
- Fikriansyah, F. D., & Syahputra. (2024). Pengaruh E-Service Quality Dan Harga Terhadap Kepuasan Pelanggan Vidio.Com. *Cakrawala – Repositori Imwi*.
- Gemilang, I., & Soesanto, H. (2021). Analisis Pengaruh Promotion Dan E-Trust Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Variabel Intervening (Studi Pada Mahasiswa Pengguna E-Commerce C2c Bukalapak Di Fakultas

- Ekonomika Dan Bisnis Universitas Diponegoro). *Diponegoro Journal Of Management*, 10(1). [Http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr](http://Ejournal-S1.Undip.Ac.Id/Index.Php/Dbr)
- Girsang, M. J., Candiwan, Hendayani, R., & Ganesan, Y. (2020). Can Information Security, Privacy And Satisfaction Influence The E-Commerce Consumer Trust? 2020 8th International Conference On Information And Communication Technology, Icoict 2020. [Https://Doi.Org/10.1109/Icoict49345.2020.9166247](https://doi.org/10.1109/Icoict49345.2020.9166247)
- Hadinata, F. (2024). *Pengaruh Teknolog Iinformasi Terhadap Gaya Hidup Masyarakat Modern*. Fakultas Informatika Telkom University. [Https://Bit.Telkomuniversity.Ac.Id/Pengaruh-Teknologiinformasi-Terhadap-Gaya-Hidup-Masyarakat-Modern/#](https://bit.telkomuniversity.ac.id/pengaruh-teknologiinformasi-terhadap-gaya-hidup-masyarakat-modern/#)
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer On Partial Least Squares Structural Equation Modeling (Pls-Sem) Third Edition*. Sage Publications, Inc.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. Cv. Pustaka Ilmu. [Https://Www.Researchgate.Net/Publication/340021548](https://www.researchgate.net/publication/340021548)
- Iba, Z., & Wardhana, A. (2023). *Metode Penelitian*. Eureka Media Aksara. [Https://Openlibrary.Telkomuniversity.Ac.Id/Home/Catalog/Id/211203/Slug/Metode-Penelitian.Html](https://openlibrary.telkomuniversity.ac.id/home/catalog/id/211203/slug/metode-penelitian.html)
- Indra, D., Zahra, H. M., Setiono, S., & Pratama, D. R. P. (2022). Pengaruh E-Rating Dan E-Review Dengan E-Trust Sebagai Mediasi Terhadap Keputusan Pembelian (Studi Pada Pengguna Lazada Di Dago, Bandung). *Ekonomis: Journal Of Economics And Business*, 6(2), 452. [Https://Doi.Org/10.33087/Ekonomis.V6i2.568](https://doi.org/10.33087/ekonomis.v6i2.568)
- Indrawati, & Shabila, A. M. (2020). The Influence Of Website-Based And Company-Based Quality Toward Loyalty With Perceived Website Trust As Antecedents. 2020 8th International Conference On Information And Communication Technology, Icoict 2020. [Https://Doi.Org/10.1109/Icoict49345.2020.9166408](https://doi.org/10.1109/Icoict49345.2020.9166408)

- Indriastuti, H., Putri, A. N. O. D., Robiansyah, R., & Anwar, H. (2022). The Effect Of E-Service Quality And E-Trust On Customer Loyalty And Mediating Customer Satisfaction Of Internet Banking Users. *Jurnal Manajemen Dan Kewirausahaan*, 10(1), 24–34. <https://doi.org/10.26905/Jmdk.V10i1.7533>
- Irwansyah, R., Listya, K., Setiorini, A., Hanika, I. M., Hasan, M., Utomo, K. P., Bairizki, A., Lestari, A. S., Rahayu, D. W. S., Butarbutar, M., Nupus, H., Hasbi, I., Elvera, & Triwardhini, D. (2021). *Perilaku Konsumen*. Widina Bhakti Persada Bandung. <https://openlibrary.telkomuniversity.ac.id/open/index.php/download/flipbook/Eyjb3dubg9hzci6ijailejyzwfk25sesi6ijeilejyzwfkijp7imtub3dszwrnzv9pdgvtx2lkijojmja5njeziwibwvtymvvyx2lkijointi5ntexiwiwibmftzsi6iji0ljixljuyov9lym9va19pbmrvmvzaweucgrmin0sim5>
- Isalman. (2021). Evaluation Of Bri Mobile E-Service Quality And Its Impact On E-Customer Trust And E-Customer Satisfaction. *Jurnal Ilmiah Manajemen*, 9 No. 4(4), 439–450.
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulistyo, A. B., & Purwanto, A. (2022). The Role Of Customer E-Trust, Customer E-Service Quality And Customer E-Satisfaction On Customer E-Loyalty. *International Journal Of Data And Network Science*, 6(2), 477–486. <https://doi.org/10.5267/J.Ijdns.2021.12.006>
- Karim, R. Al, Rabiul, M. K., & Kawser, S. (2023). Connecting E-Customer Relationship Management And E-Loyalty To Willingness To Recommend A Bank Service: The Sequential Mediating Roles Of E-Satisfaction And E-Service Quality. *Global Knowledge, Memory And Communication*. <https://doi.org/10.1108/Gkmc-05-2023-0176>
- Karmelia, H., & Senastri Dahlan, K. S. (2024). The Influence Of User Experience, E-Service Quality, And E-Trust Mediated By E-Satisfaction On E-Loyalty: Customers Subscription Video On Demand (Svod). *Journal Of Social Science (Joss)*, 3(9), 1706–1725. <https://doi.org/10.57185/Joss.V3i9.362>

Khairusy, M. A., Hurriyati, R., Dirgantari, P. D., & Suprayogi, Y. (2021). The Correlation Of Value Chain, Service Quality, And Web Quality On Consumer Satisfaction. *Jurnal Ad'ministrare*, 8(2), 347. <https://doi.org/10.26858/Ja.V8i1.24999>

Kim, J., & Yum, K. (2024). Enhancing Continuous Usage Intention In E-Commerce Marketplace Platforms: The Effects Of Service Quality, Customer Satisfaction, And Trust. *Applied Sciences (Switzerland)*, 14(17). <https://doi.org/10.3390/App14177617>

Larsen, R. (2024). *Netflix - Explaining The Business Model And Revenue Streams*. Untaylored. https://www-untaylored-com.translate.goog/post/netflix-explaining-the-business-model-and-revenue-streams?_X_Tr_Sl=en&_X_Tr_Tl=id&_X_Tr_Hl=id&_X_Tr_Pto=tc

Leonnard. (2019). Exploring The Relationship Among E-Service Quality, E-Trust, E-Satisfaction And Loyalty At Higher Education Institutions. *Journal On Efficiency And Responsibility In Education And Science*, 12(4), 103–110. <https://doi.org/10.7160/Eriesj.2019.120401>

Maola, I. (2024). *Pengaruh E-Service Quality Dan E-Trust Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Mediator (Studi Pada Online Shoppers Di Indonesia) - Dalam Bentuk Buku Karya Ilmiah* [Universitas Telkom]. <https://openlibrary.telkomuniversity.ac.id/home/catalog/id/214244/slug/pengaruh-e-service-quality-dan-e-trust-terhadap-e-loyalty-dengan-e-satisfaction-sebagai-mediator-studi-pada-online-shoppers-di-indonesia-dalam-bentuk-buku-karya-ilmiah.html>

Mardhiyyah, M. (2024). Penggunaan Video On Demand (Vod) Brand Netflix Sebagai Media Hiburan Alternatif Selama Pandemi 2020. *Marcommers : Jurnal Marketing Communication And Advertising*, 12(1), 24. <https://doi.org/10.22441/Marcommers.V12i1.11489>

Mcguire, S. J. J., & Rosary, J. C. C. (2022). The Relationship Between E-Service Quality And E-Satisfaction. *Journal Of Management E-Issn : Xxxx-Xxxx*, 1(2).

- Melinda, E., Usman, O., & Aditya, S. (2023). The Effect Of E-Service Quality And E-Trust On E-Loyalty With E-Satisfaction As An Intervening For Mobile Banking User. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(1). [Http://Journal.Unj.Ac.Id/Unj/Index.Php/Jdmb](http://Journal.Unj.Ac.Id/Unj/Index.Php/Jdmb)
- Muallif. (2024). *Dampak Internet Pada Perilaku Konsumen*. Universitas Islam An Nur Lampung. [Https://An-Nur.Ac.Id/Blog/Dampak-Internet-Pada-Perilaku-Konsumen.Html](https://An-Nur.Ac.Id/Blog/Dampak-Internet-Pada-Perilaku-Konsumen.Html)
- Muhamad Ghifari, Z., & Syahputra. (2021). The Effect Of E-Service Quality On E-Customer Satisfaction Of Dana Application. *E-Proceeding Of Management*. Www.Bi.Go.Id,
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *Konsep Dasar Structural Equation Model-Partial Least Square (Sem-Pls) Menggunakan Smartpls*. Pascal Books. [Https://Books.Google.Co.Id/Books?Id=Kxpjeaaaqbaj&Printsec=Copyright&Hl=Id#V=Onepage&Q&F=False](https://Books.Google.Co.Id/Books?Id=Kxpjeaaaqbaj&Printsec=Copyright&Hl=Id#V=Onepage&Q&F=False)
- Nasrulloh, A. F., & Firmansyah, F. (2024). Pengaruh E-Service Quality Dan Price Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Variabel Intervening. *Jurnal Ilmiah Mea (Manajemen, Ekonomi, Dan Akuntansi) (Jimea)*, 8(2).
- Nasution, P. S. P. (2023). *Pengaruh E-Service Quality, E-Satisfaction Dan E-Trust Terhadap E-Loyalty Pengguna Shopee (Studi Pada Masyarakat Kota Medan)*. Universitas Muhammadiyah Sumatera Utara.
- Nawafleh, S., & Khasawneh, A. (2024). Drivers Of Citizens E- Loyalty In E-Government Services: E-Service Quality Mediated By E-Trust Based On Moderation Role By System Anxiety. *Transforming Government: People, Process And Policy*, 18(2), 217–240. [Https://Doi.Org/10.1108/Tg-04-2023-0053](https://Doi.Org/10.1108/Tg-04-2023-0053)
- Netflix. (2024a). *Di Berapa Banyak Negara Netflix Tersedia?* Netflix. [Https://Help.Netflix.Com/Id/Node/14164](https://Help.Netflix.Com/Id/Node/14164)
- Netflix. (2024b). *Paket Dan Harga*. Netflix. [Https://Help.Netflix.Com/Id/Node/24926](https://Help.Netflix.Com/Id/Node/24926)

- Netflix. (2024c). *The N Symbol And Netflix Wordmark*. Netflix.
<https://Brand.Netflix.Com/En/Assets/Logos/>
- Netflix. (2024d). *What Is Netflix?* Netflix.
[https://Help.Netflix.Com/En/Node/412?Q=What Is Netflix](https://Help.Netflix.Com/En/Node/412?Q=What%20Is%20Netflix)
- Nguyen, H. V., Vu, T. D., Nguyen, B. K., Nguyen, T. M. N., Do, B., & Nguyen, N. (2022). Evaluating The Impact Of E-Service Quality On Customer Intention To Use Video Teller Machine Services. *Journal Of Open Innovation: Technology, Market, And Complexity*, 8(3).
<https://doi.org/10.3390/joitmc8030167>
- Nugraha, J. P., Alfiah, D., Sinulingga, G., Rojiati, U., Saloom, G., Rosmawati, Fathihani, Johannes, R., Kristia, Batin, M. H., Lestari, W. J., Khatimah, H., & Beribe, M. F. B. (2021). *Teori Perilaku Konsumen*. Pt. Nasya Expanding Management.
- Nunkoo, Robin., Teeroovengadam, V., & Ringle, C. M. (2021). *Handbook Of Research Methods For Marketing Management*. Edward Elgar Publishing.
- Oktaviali, M. R., Sidiq, F. M., Azzahra, K., & Romdonny, J. (2024). The Effect Of E-Service Quality And E-Trust On E-Loyalty With E-Satisfaction As The Intervening Variable. Dalam *International Journal Of Humanities Education And Social Sciences (Ijhess)* E-Issn (Vol. 3, Nomor 6).
<https://ijhess.com/index.php/ijhess/>
- Orozco, Y. (2025). *Netflix Gets A Makeover. Here's Why Some Customers Aren't Happy*. Houston Chronicle.
<https://www.houstonchronicle.com/news/houston-texas/trending/article/netflix-overhaul-changes-20374253.php>
- Patel, R., Mishra, A. K., Chishti, M. Z., & Modi, T. M. (2024). Relationship Between Internet Banking Service Quality, E-Customer Satisfaction, And Loyalty: A Comparative Study Of India And Pakistan. *Journal Of Central Banking Theory And Practice*, 13(2), 213–228.
<https://doi.org/10.2478/jcbtp-2024-0019>
- Pearce, C. (2025). *Netflix Customers Fuming Over 'Sneaky' New Fee*. Kidspot.
<https://www.kidspot.com.au/lifestyle/entertainment/netflix-customers->

Fuming-Over-Sneaky-New-Fee/News-
Story/3c11e362db8ea5746309550e0f9d41bc

Pengguna Netflix Di App Store. (2025). *Netflix*. App Store.
<https://apps.apple.com/id/app/netflix/id363590051?l=id>

Pradnyaswari, N. P. I., & Aksari, N. M. A. (2020). E-Satisfaction Dan E-Trust Berperan Dalam Memediasi Pengaruh E-Service Quality Terhadap E-Loyalty Pada Situs E-Commerce Blibli.Com. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2683. <https://doi.org/10.24843/Ejmunud.2020.V09.I07.P11>

Prasetiadi, M. R. P., & Oktafani, F. (2023). Pengaruh E-Service Quality Terhadap E-Repurchase Intention Dengan E-Consumer Satisfaction Sebagai Variabel Intervening Pada E-Commerce Bukalapak. *Jurnal Ilmiah Universitas Batanghari Jambi*, 23(3), 3314. <https://doi.org/10.33087/Jiubj.V23i3.3898>

Prasetyo, B. (2021). Kepuasan Konsumen Di Industri Suvenir Dalam Perspektif E-Commerce Dan Kualitas Layanan. *Jurnal Manajemen Industri Dan Logistik*, 5(1), 10–18. <https://doi.org/10.30988/Jmil.V5i1.467>

Prasetyo, B., & Lisdiyanti. (2021). Pengaruh Brand Image Dan Brand Trust Terhadap Customer Loyalty Tokopedia Pada Karyawan Pt. Pendopo Kawatama Sinergi. *Jurnal Bisnis & Teknologi*, 13(2), 56–69.

Prastyorini, J., & Fauziyyah, H. B. (2024). *Strategi Bisnis Pemasaran*. Scopindo Media Pustaka.

Pratiwi, R. J., & Yunani, A. (2024). Analisis Preferensi Konsumen Terhadap Layanan Streaming Di Kota Bandung (Studi Kasus Pada Netflix Dan Disney+ Hotstar). *E-Proceeding Of Management*, 11(3).

Pratiwi, S. A., & Dewi, C. K. (2016). Pengaruh E-Service Quality Terhadap Behavior Intentions Dengan E-Satisfaction Sebagai Mediator (Studi Pada Kriya.Co.Id). *Jurnal Computech & Bisnis*, 10(2), 59–71.

Priadana, S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif*. Pascal Books.

Purnamasari, I., & Suryandari, R. T. (2023). Effect Of E-Service Quality On E-Repurchase Intention In Indonesia Online Shopping: E-Satisfaction And E-Trust As Mediation Variables. *European Journal Of Business And*

Management Research, 8(1), 155–161.
<https://doi.org/10.24018/Ejbm.2023.8.1.1766>

Putri, L. A., Lutfi, & Ganika, G. (2024). Peran E-Trust Dan E-Satisfaction Dalam Memediasi Hubungan Antara E-Service Quality Dengan E-Loyalty (Studi Pada Pengguna E-Commerce Tokopedia Di Kota Tangerang). *Jurnal Ekonomi Dirgantara*, 8.

Qatawneh, N., Al-Okaily, M., Alkhasawneh, R., Althonayan, A., & Tarawneh, A. (2024). The Mediating Role Of E-Trust And E-Satisfaction In The Relationship Between E-Service Quality And E-Loyalty Toward E-Government Services. *Global Knowledge, Memory And Communication*.
<https://doi.org/10.1108/Gkmc-07-2023-0263>

Qiqi. (2024). *Jelang Akhir Tahun 2024, Penonton Netflix Di Indonesia Lebih Suka Nonton Horor Dan Komedi*. Goodstats. <https://goodstats.id/article/jelang-akhir-tahun-2024-penonton-netflix-di-indonesia-suka-nonton-horor-dan-komedi-rdrng>

Rachmadia, R. L. (2024). *Pengaruh E-Service Quality Dan E-Trust Terhadap Repurchase Intention Melalui E-Satisfaction Pada Pengguna Aplikasi Myim3 - Dalam Bentuk Buku Karya Ilmiah* [Universitas Telkom].
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/214474/slug/pengaruh-e-service-quality-dan-e-trust-terhadap-repurchase-intention-melalui-e-satisfaction-pada-pengguna-aplikasi-myim3-dalam-bentuk-buku-karya-ilmiah.html>

Rachmawati, D., & Syafarudin, A. (2022). Analysis Of E-Service Quality And E-Trust On E-Loyalty With E-Satisfaction As An Intervening Variable In The Government E-Catalogue. *European Journal Of Business And Management Research*, 7(2), 323–329. <https://doi.org/10.24018/Ejbm.2022.7.2.1377>

Rafida, N. A. R. (2024). *Pengaruh E-Service Quality Terhadap E-Satisfaction Dan E-Loyalty Pelanggan Aplikasi Shopee Di Indonesia - Dalam Bentuk Buku Karya Ilmiah* [Universitas Telkom].
<https://openlibrary.telkomuniversity.ac.id/home/catalog/id/217445/slug/pengaruh-e-service-quality-terhadap-e-satisfaction-dan-e-loyalty->

Pelanggan-Aplikasi-Shopee-Di-Indonesia-Dalam-Bentuk-Buku-Karya-Ilmiah.Html

Rahadi, D. R. (2023). *Pengantar Partial Least Square Strctural Equation Model (Pls-Sem)*. Lentara Ilmu Madani.

Rahman, N. F. R., & Listyorini, S. (2022). Pengaruh E-Servicescape Dan E-Service Quality Terhadap E-Satisfacion Pada Tokopedia (Studi Pada Pengguna Aplikasi Tokopedia Di Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(3), 1344–1354. <https://doi.org/10.14710/Jiab.2021.32254>

Rahmawaty, S., Kartawinata, B. R., Akbar, A., & Wijaksana, T. I. (2021). The Effect Of E-Service Quality And E-Trust On E-Customer Loyalty Through E-Customer Satisfaction As An Intervening Variable (Study On Gopay Users In Bandung). *Proceedings Of The 11th Annual International Conference On Industrial Engineering And Operations Management Singapore*.

Rakhrai, R. (2025). *Netflix Suffers Global Outage: Millions Face Log-In Errors And Profile Glitches*. India Today Entertainmentdesk. <https://www.indiatoday.in/entertainment/ott/story/netflix-suffers-global-outage-millions-face-log-in-errors-and-profile-glitches-glbs-2714800-2025-04-25>

Rasyid, F. (2022). *Metodologi Penelitian Kualitatif Dan Kuantitatif (Teori, Metode, Dan Praktek)*. Nadi Pustaka Offset.

Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet Banking Service Quality, E-Customer Satisfaction And Loyalty: The Modified E-Servqual Model. *Tqm Journal*, 32(6), 1443–1466. <https://doi.org/10.1108/Tqm-02-2020-0019>

Riyanto, A. D. (2024). *Hootsuite (We Are Social): Data Digital Indonesia 2024*. Andi.Link. <https://andi.link/hootsuite-we-are-social-data-digital-indonesia-2024/>

Rohwiyati, Haryono, T., Setiawan, A. I., Wahyudi, L., Amperawati, E. D., & Pradianto, M. A. (2024). E-Trust And E-Service Quality On E-Loyalty: Role Of E-Satisfaction And Customer Privacy. *Journal Of Ecohumanism*, 3(4), 3130–3143. <https://doi.org/10.62754/Joe.V3i4.3831>

- Roisah, R., Ansiya Ahha, Z., & Angliawati, R. Y. (2022). Upaya Meningkatkan E-Satisfaction Melalui E-Trust Dan E-Service Quality Pada Pengguna Shopee Kota Bandung. Dalam *Jurnal Sains Manajemen* (Vol. 4, Nomor 2). [Https://Ejurnal.Ars.Ac.Id/Index.Php/Jsm/Index](https://ejurnal.ars.ac.id/index.php/jsm/index)
- Ruvic, D. (2020). *Karena Alasan Ini, Netflix Dapat Diakses Lagi Di Jaringan Telkom Group*. Industri.Kontan.Co.Id. [Https://Industri.Kontan.Co.Id/News/Karena-Alasan-Ini-Netflix-Dapat-Diakses-Lagi-Di-Jaringan-Telkom-Group](https://industri.kontan.co.id/news/karena-alasan-ini-netflix-dapat-diakses-lagi-di-jaringan-telkom-group)
- Sahir, S. H. (2021). *Metodologi Penelitian*. Penerbit Kbm Indonesia. [Www.Penerbitbukumurah.Com](http://www.penerbitbukumurah.com)
- Santika, I. W., & Pramudana, K. A. S. (2018). Peran Mediasi E-Satisfaction Pada Pengaruh E-Service Quality Terhadap E-Loyalty Situs Online Travel Di Bali. *Inobis: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 1.
- Sari, P. K., Alamsyah, A., & Wibowo, S. (2018). Measuring E-Commerce Service Quality From Online Customer Review Using Sentiment Analysis. *Journal Of Physics: Conference Series*, 971(1), 0–6. [Https://Doi.Org/10.1088/1742-6596/971/1/012053](https://doi.org/10.1088/1742-6596/971/1/012053)
- Saunders, M. N. K., Lewis, P., & Thornhill, A. (2019). *Research Methods For Business Students Eighth Edition*. Pearson. [Www.Pearson.Com/Uk](http://www.pearson.com/uk)
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business (Seventh Edition)*. John Wiley & Sons Ltd. [Www.Wileypluslearningspace.Com](http://www.wileypluslearningspace.com)
- Sekartaji, S. (2023). The Four Factors Dominating Online Streaming Platforms As Witnessed By Netflix In The Wake Of Globalization. *Rubikon : Journal Of Transnational American Studies*, 10(2), 161. [Https://Doi.Org/10.22146/Rubikon.V10i2.86392](https://doi.org/10.22146/Rubikon.V10i2.86392)
- Solehah, A. A., & Kuswanto, A. (2023). Pengaruh E-Service Quality Terhadap E-Satisfaction Yang Dimediasi Oleh E-Trust Pada Aplikasi Starbucks Id Di Indonesia. *Cakrawala Repositori Imwi*, 6.
- Statista Research Department. (2025). *Number Of Internet Users In Indonesia From 2014 To 2029*. Statista. [Https://Www.Statista.Com/Forecasts/1144747/Internet-Users-In-Indonesia](https://www.statista.com/forecasts/1144747/internet-users-in-indonesia)

- Sundari, E., & Hanafi, I. (2023). *Manajemen Pemasaran*. Uir Press.
- Suprayogi, Y., Hurriyati, R., & Widjajanta, B. (2024). Student Satisfaction As A Marketing Strategy: A Case Study Of Students At A University With Excellent Accreditation In Bandung, Indonesia. *7th Global Conference On Business, Management, And Entrepreneurship (Gcbme 2022)*, 925–931. https://doi.org/10.2991/978-94-6463-234-7_96
- Taufik, E. R. (2023). *Manajemen Pemasaran*. Media Edukasi Indonesia.
- Tempo. (2022). *25 Tahun Perjalanan Netflix, Semula Merintis Sebagai Perusahaan Penyewa Dvd*. Tempo.Co. <https://www.tempo.co/ekonomi/25-Tahun-Perjalanan-Netflix-Semula-Merintis-Sebagai-Perusahaan-Penyewa-Dvd-299598>
- Trivedi, S. K., & Yadav, M. (2020). Repurchase Intentions In Y Generation: Mediation Of Trust And E-Satisfaction. *Marketing Intelligence And Planning*, 38(4), 401–415. <https://doi.org/10.1108/Mip-02-2019-0072>
- Virgen, M. (2025). *Netflix Faces Key Challenges And Opportunities In 2025: A Business Update*. Doctors In Business Journal. <https://www.doctorsinbusinessjournal.com/post/netflix-faces-key-challenges-and-opportunities-in-2025-a-business-update>
- Wahid, A., & Afifah, V. (2023). Increasing E-Loyalty Of E-Commerce Users Through E-Satisfaction And E-Trust. *International Journal Of Advanced Multidisciplinary*, 1. <https://doi.org/10.38035/ijam.v1i4>
- Wandoko, W., Haryanto, B., & Panggati, I. E. (2023). The Influence Of E-Trust And E-Satisfaction On Customer E-Loyalty Toward Online Shop In E-Marketplace During Pandemic Covid-19. *E3s Web Of Conferences*, 388. <https://doi.org/10.1051/E3sconf/202338803001>
- Wardhana, A., Kartawinata, B. R., & Syahputra. (2015). *Metode Riset Bisnis*. Pt. Karya Manunggal Lithomas.
- Wicaksono, M. Y., & Prabandari, S. P. (2023). Pengaruh E-Service Quality Terhadap E-Trust Melalui E-Satisfaction Sebagai Mediasi. *Jurnal Manajemen Pemasaran Dan Perilaku Konsumen*, 2(1), 237–250. <https://doi.org/10.21776/Jmppk.2023.02.1.24>

- Wijaya, C. H. (2021). Pengaruh E-Service Quality Dan Price Terhadap E-Satisfaction Pada Pengguna Tokopedia. *Agora*, 9(1), 1–6.
- Wolff, H. N. (2024a). *Number Of Users Of Video Streaming (Svod) In Indonesia 2017-2027*. Statista.
<https://www.statista.com/forecasts/1493300/indonesia-video-streaming-svod-users>
- Wolff, H. N. (2024b). *Preferred Svod Services Indonesia 2024*. Statista.
<https://www.statista.com/statistics/1260227/indonesia-leading-subscription-video-on-demand-services/>
- World Population Review. (2025). *Bandung Population 2025*. World Population Review. <https://worldpopulationreview.com/cities/indonesia/bandung>