

REFERENCES

- Basuki, Ribut, Hotlan Siagian, and Zeplin Jiwa Husada Tarigan. 2021. "The Influence Of The Technology Acceptance Model Using Social Media In Indonesian Film Consumer Engagement." *The 2nd International Conference on Social Sciences and Humanities (ICSH)*.
- Baxter, Mike R. 1995. *Product Design: Practical Methods for the Systematic Development of New Products*. London: Chapman & Hall.
- Bernadette, Szajna. 1996. "Empirical Evaluation of the Revised Technology Acceptance Model." *Management Science* 42(1):85–93. doi: <http://dx.doi.org/10.1287/mnsc.42.1.85>.
- Bloch, Peter H. 1995. "Seeking Design and the Product Form: Ideal Consumer Response." *Journal of Marketing* 59(3):16–29. doi: <https://doi.org/10.2307/1252116>.
- Burton, Scot, Donald R. Lichtenstein, Richard G. Netemeyer, and Judith A. Garretson. 1998. "A Scale for Measuring Attitude toward Private Label Products and an Examination of Its Psychological and Behavioral Correlates." *Journal of the Academy of Marketing Science* 26(4):293–306. doi: <https://doi:10.1177/0092070398264003>.
- Cheong, Je Ho, and Myeong-Cheol Park. 2005. "Mobile Internet Acceptance in Korea." *Internet Research* 15(2):125–40. doi: <https://doi.org/10.1108/10662240510590324>.
- Chiang, Chun-Fang, and SooCheong Shawn Jang. 2007. "The Effects of Perceived Price and Brand Image on Value and Purchase Intention: Leisure Travelers' Attitudes toward Online Hotel Booking." *Journal of Hospitality & Leisure Marketing* 15(3):49–69. doi: https://doi.org/10.1300/J150v15n03_04.
- CNN Indonesia. 2020. "Jejak Kehadiran Layanan Streaming Di Indonesia." Retrieved September 29, 2022 (<https://www.cnnindonesia.com/hiburan/20201121151026-220-572756/jejak-kehadiran-layanan-streaming-di-indonesia>).
- Cohen, Louis, Lawrence Manion, and Keith Morrison. 2007. *Research Methods in Education*. 6th Editio. London, New York: Routllege Falmer.
- Crilly, Nathan, James Moultrie, and P. John Clarkson. 2004. "Seeing Things: Consumer Response to the Visual Domain in Product Design." *Design Studies* 25(6):547–77. doi:

<https://doi.org/10.1016/j.destud.2004.03.001>.

- Davis, Fred D., Richard P. Bagozzi, and Paul R. Warshaw. 1989. "User Acceptance of Computer Technology: A Comparison of Two Theoretical Models." *Management Science* 35(8):982–1003. doi: <https://doi.org/10.1287/mnsc.35.8.982>.
- Dodds William, B., and B. Monroe Kent. 1991. "Grewal Dhruv.(1991),“.” *Effects of Price, Brand, and Store Information on Buyers’ Product Evaluations,*” *Journal of Marketing Research* 28(3):307–19. doi: <https://doi.org/10.2307/3172866>.
- Fishbein, Martin, and Icek Ajzen. 1977. "Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research." *Philosophy and Rhetoric* 10(2):177–88.
- Florenthal, Bela. 2019. "Young Consumers’ Motivational Drivers of Brand Engagement Behavior on Social Media Sites: A Synthesized U&G and TAM Framework." *Journal of Research in Interactive Marketing* 13(3):351–91. doi: <https://doi.org/10.1108/JRIM-05-2018-0064>.
- Gadget Samsung. 2013. "Mengenal Istilah Streaming. GadgetSamsung." Retrieved September 29, 2022 (<http://gadgetsamsung.com/mengenal-istilah-streaming-gostrim/>).
- Hasan, Venni Ariestya. 2017. "Analisis Faktor-Faktor Yang Mempengaruhi Willingness To Subscribe: Telaah Pada Layanan Video On Demand Netflix." *Ultima Management: Jurnal Ilmu Manajemen* 9(1):22–38. doi: <https://doi.org/10.31937/manajemen.v9i1.595>.
- Hayes, J. Bryan, Bruce L. Alford, Lawrence Silver, and Rice P. York. 2006. "Looks Matter in Developing Consumer-brand Relationships." *Journal of Product & Brand Management* 15(5):306–15. doi: <https://doi.org/10.1108/10610420610685875>.
- Hoyer, Wayne D., and Deborah J. MacInnis. 2012. *Consumer Behavior*. 4th editio. Boston: Houghton Mifflin.
- Johnson, R. Burke, and Anthony J. Onwuegbuzie. 2004. "Mixed Methods Research: A Research Paradigm Whose Time Has Come." *Educational Researcher* 33(7):14–26. doi: <https://doi.org/10.3102/0013189X033007014>.
- Kotler, Philip, and Gary Armstrong. 2013. *Principles of Marketing*. New Jersey: Prentice-Hall, Englewood Cliffs.
- Lee, Jung-Woo, Moon-Kyu Lee, and Hong-Joon Choi. 2007. "Conjoint Analysis of Online Content: A Case of Video on Demand Service." *The Journal of Society for E-Business*

Studies 12(4):85–98.

Littlejohn, Stephen W. Littlejohn, and Karen A. Foss. 2009. *Teori Komunikasi, Theories of Human Communication*. Edisi 9. Jakarta: Salemba Humanika.

McCloskey, Donna Weaver. 2006. “The Importance of Ease of Use, Usefulness, and Trust to Online Consumers: An Examination of the Technology Acceptance Model with Older Customers.” *Journal of Organizational and End User Computing (JOEUC)* 18(3):47–65. doi: 10.4018/joeuc.2006070103.

McGuire, William J. 1985. *Attitudes and Attitude Change*. edited by G. Lindzey and E. Aronson. New york: Random House.

Meilin, Jin. 2020. “A Study on the Influence of Originality and Usefulness of Artificial Intelligence Music Products on Consumer Perceived Attractiveness and Purchase Intention.” *Journal of the Korea Society of Computer and Information* 25(9):45–52. doi: 10.9708/jksci.2020.25.09.045.

Mothersbaugh, David L., Del I. Hawkins, Susan Bardi Kleiser, Linda L. Mothersbaugh, and Carolyn Findley Watson. 2020. *Consumer Behavior: Building Marketing Strategy*. 14th editi. New york: McGraw-Hill Education.

Nagaraj, Samala, Soumya Singh, and Venkat Reddy Yasa. 2021. “Factors Affecting Consumers’ Willingness to Subscribe to over-the-Top (OTT) Video Streaming Services in India.” *Technology in Society* 65:101534. doi: <https://doi.org/10.1016/j.techsoc.2021.101534>.

Nurhayati-Wolff, Hanadian. 2021a. “Preferred SvoD Services Indonesia 2021 Published by Hanadian Nurhayati-Wolff, Aug 31, 2021 According to a Survey on Preferred Subscription Video on Demand (SvoD) Services Conducted by Rakuten Insight in May 2021, Approximately 72 Percent of Indonesian Res.” *Statista*. Retrieved September 29, 2022 (<https://www.statista.com/statistics/1260227/indonesia-leading-subscription-video-on-demand-services/>).

Nurhayati-Wolff, Hanadian. 2021b. “Reasons for Subscribing to SvoD Providers Indonesia 2021 Published by Hanadian Nurhayati-Wolff, Aug 30, 2021 According to a Survey on Subscription Video on Demand (SvoD) Conducted by Rakuten Insight in May 2021, Approximately 58 Percent of Indonesian Resp.” *Statista*. Retrieved September 29, 2022

(<https://www.statista.com/statistics/1259841/indonesia-reasons-for-subscribing-to-subscription-video-on-demand-providers/>).

Nurhayati-Wolff, Hanadian. 2021c. "Reasons for Unsubscribing from Subscription Video on Demand (SvoD) Services in the next Three Months in Indonesia as of May 2021." *Statista*. Retrieved September 29, 2022 (<https://www.statista.com/statistics/1260377/indonesia-reasons-for-unsubscribing-from-subscription-video-on-demand-services/>).

Petty, Richard E., and John T. Cacioppo. 1984. "Source Factors and the Elaboration Likelihood Model of Persuasion." *ACR North American Advances* 11:668–72.

Ponterotto, Joseph G. 2005. "Qualitative Research in Counseling Psychology: A Primer on Research Paradigms and Philosophy of Science." *Journal of Counseling Psychology* 52(2):126.

Prince, Jeffrey, and Shane Greenstein. 2017. "Measuring Consumer Preferences for Video Content Provision via Cord-cutting Behavior." *Journal of Economics & Management Strategy* 26(2):293–317. doi: <https://doi.org/10.1111/jems.12181>.

Saini, Ritesh, and Ashwani Monga. 2008. "How I Decide Depends on What I Spend: Use of Heuristics Is Greater for Time than for Money." *Journal of Consumer Research* 34(6):914–22. doi: <https://doi.org/10.1086/525503>.

Shahshahani, Saeid. 2019. "Brand Compatibility with the Spirit of Customers and Its Influence on Customer Attraction." *International Journal for Modern Trends in Science and Technology* 5(4):30–34. doi: Shahshahani, Saeid, Brand Compatibility with the Spirit of Customers and Its Influence on Customer Attraction (May 18, 2019). Available at SSRN: <https://ssrn.com/abstract=3390370> or <http://dx.doi.org/10.2139/ssrn.3390370>.

Sokolova, Karina, and Hajer Kefi. 2020. "Instagram and YouTube Bloggers Promote It, Why Should I Buy? How Credibility and Parasocial Interaction Influence Purchase Intentions." *Journal of Retailing and Consumer Services* 53:101742. doi: <https://doi.org/10.1016/j.jretconser.2019.01.011>.

Solomon, Michael R. 2010. *Consumer Behaviour: A European Perspective*. 4th editio. New Jersey: Prentice Hall/Financial Times.

Song, Minzheong. 2021. "A Comparative Study on Over-The-Tops, Netflix & Amazon Prime Video: Based on the Success Factors of Innovation." *International Journal of Advanced*

- Smart Convergence* 10(1):62–74. doi: <https://doi.org/10.7236/IJASC.2021.10.1.62>.
- Surendran, Priyanka. 2012. “Technology Acceptance Model: A Survey of Literature.” *International Journal of Business and Social Research* 2(4):175–78. doi: <https://doi.org/10.18533/ijbsr.v2i4.161>.
- Tjoe, Fandy Zenas, and Kyung-Tae Kim. 2016. “The Effect of Korean Wave on Consumer’s Purchase Intention of Korean Cosmetic Products in Indonesia.” *Journal of Distribution Science* 14(9):65–72. doi: <https://doi.org/10.15722/jds.14.9.201609.65>.
- Venkatesh, Viswanath, and Fred D. Davis. 2000. “A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies.” *Management Science* 46(2):186–204. doi: <https://doi.org/10.1287/mnsc.46.2.186.11926>.
- Wang, Yu-Yin, Hsin-Hui Lin, Yi-Shun Wang, Ying-Wei Shih, and Ssu-Ting Wang. 2018. “What Drives Users’ Intentions to Purchase a GPS Navigation App: The Moderating Role of Perceived Availability of Free Substitutes.” *Internet Research* 28(1):251–74. doi: <https://doi.org/10.1108/IntR-11-2016-0348>.
- Wayne, Michael L. 2018. “Netflix, Amazon, and Branded Television Content in Subscription Video on-Demand Portals.” *Media, Culture & Society* 40(5):725–41. doi: <https://doi.org/10.1177/016344371773611>.
- Wu, Jen-Her, and Shu-Ching Wang. 2005. “What Drives Mobile Commerce?: An Empirical Evaluation of the Revised Technology Acceptance Model.” *Information & Management* 42(5):719–29. doi: <https://doi.org/10.1016/j.im.2004.07.001>.
- Yim, Jung Su. 2013. “Conjoint Analysis of Users’ Preference on VOD Service of Television Contents.” *Korea Association for Broadcasting and Telecommunication Studies* 27(5):204–43.
- Zeithaml, Valarie A. 1988. “Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence.” *Journal of Marketing* 52(3):2–22. doi: <https://doi.org/10.1177/002224298805200302>.