

BIBLIOGRAPHY

Amand, F., & Hijrah, L. (2024). The effect of price promotions and service quality on customer loyalty through customer satisfaction on Netflix users in Samarinda City. *COSTING: Journal of Economic, Business and Accounting*, 7(4), e-ISSN 2597-5234.

Amirusholihin. (2022). MODUL PENGOLAHAN DATA MENGGUNAKAN SOFTWARE SMART PLS. Fakultas Ekonomi Universitas Negeri Surabaya.

Aprilia, M., & Suryani, S. (2024). Pengaruh perceived ease of use dan perceived value terhadap customer satisfaction melalui online shopping habit pada tiket bioskop pengguna aplikasi TIX-ID (studi kasus pada pengguna TIX-ID di Kota Pekanbaru). *Al Qalam: Jurnal Ilmiah Keagamaan dan Kemasyarakatan*, 18(1). <https://doi.org/10.35931/aq.v18i1.3004>

Arif, M., Febrilia, I., & Lutfia, A. (2023). The influence of service quality, price, and customer satisfaction in building customer loyalty using paid music service applications (case study on the Spotify application). *International Journal of Current Economics & Business Ventures*. <https://scholarsnetwork.org/journal/index.php/ijeb>

Athallarachmat, F. (2024). TUNING IN TO INFLUENCE: ASSESSING THE EFFECT OF SPOTIFY'S PERSONALIZATION ON THEIR CONSUMER SATISFACTION IN THE INDONESIAN MARKET. UPT Perpustakaan ITB.

Cerina., & Cuanda, F. (2022). Analysis of factors affecting customer loyalty and customer satisfaction of Netflix users in Batam City. *Inovbiz: Jurnal Inovasi Bisnis*, 10, 166–172.

Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593.

Della Prisanti, M. (2017). Pengaruh E-Service Quality Dan E-Trus Terhadap E-Customer Satisfaction Serta Implikasinya Terhadap Ecustomer Loyalty. *Journal of Business Studies*, 2(1), 19-38.

Febriani, A., & Tiorida, E. (2019). Pengaruh perceived value Spotify premium terhadap kepuasan pelanggan (studi pada mahasiswa di wilayah Bandung Raya).

Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.

Ghozali, I. (2021). *Aplikasi analisis multivariate dengan program IBM SPSS 26* (10th ed.). Badan Penerbit Universitas Diponegoro.

Gwigon, K., Pidada, I. A. I., & Aryana, I. P. Y. (2024). Measuring e-customer loyalty as an implementation of Netflix's marketing strategy. *Jurnal Ilmiah Manajemen dan Bisnis*, 9(2), 225–233. <https://doi.org/10.38043/jimb.v9i2.6215>

Hansopaheluwakan, S. (2021). Analysis of e-service quality and website quality effect on e-customer loyalty through e-customer satisfaction (case study: Tokopedia). *IOP Conference Series: Earth and Environmental Science*. <https://doi.org/10.1088/1755-1315/794/1/012086>

Hasan, M. M., & Jatmiko. (2023). Pengaruh experiential marketing dan persepsi nilai terhadap loyalitas konsumen dengan kepuasan sebagai variabel intervening pada pelanggan Netflix. *Jurnal Ekonomi, Manajemen, dan Akuntansi*, 1(1). <http://jurnal.anfa.co.id/index.php/mufakat>

- Jameel, A. S., Hamid, S. S., Karemn, M. A., Raewf, M. B., & Ahmda, A. R. (2021). E-satisfaction based on e-service quality among university students. *Journal of Physics: Conference Series*. <https://doi.org/10.1088/1742-6596/1804/1/012039>
- Karmelia, H., & Dahlan, K. S. 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*, 3(9).
- Kaur N, Kiran R (2015) E-banking service quality and customer loyalty: changing dynamics of public, private and foreign bank consumers in India. *Glob Bus Manag Res* 7(1):74
- Komara, A., & Ariningrum, H. (2013). Analisis faktor-faktor yang mempengaruhi kinerja sistem informasi akuntansi. *Jurnal Riset Akuntansi Dan Manajemen*, 2(1), 2.
- Kurniati, H., Rivai, A. K., & Aditya, S. (2021). The effect of e-service quality and brand image toward Netflix customer loyalty through customer satisfaction. *Jurnal REKOMEN (Riset Ekonomi Manajemen)*, 5(1), 17–29.
- Lestari, V., Utomo, H. S., & Indrawanta, D. (2024). Pengaruh kualitas layanan elektronik dan harga terhadap kepuasan pelanggan serta dampaknya terhadap loyalitas pelanggan generasi Z. *Paradigman: Jurnal Masalah Sosial, Politik, dan Kebijakan*. <http://jurnal.upnyk.ac.id/index.php/paradigma/index>
- Lihawa, N. X., & Tunjungsari, H. K. (2023). Customer loyalty pada industri penyedia layanan internet seluler di Jakarta: Customer satisfaction sebagai mediasi.
- Lin, C. P., Chiu, C. K., Liu, C. M., Chen, K. J., & Hsiao, C. Y. (2018). Modeling e-loyalty: a moderated-mediation model. *The Service Industries Journal*, 38(15-16), 1160–1178.

Loveanda, F., & Triandewo, M. Q. (2024). Influencing factors of perceived value on customers Netflix application in Bekasi. *IRJEMS International Research Journal of Economics and Management Studies*, 3(8), 180–187. <https://doi.org/10.56472/25835238/IRJEMS-V3I8P122>.

Muryani, M. S., & Muanas, A. (2025). Loyalitas pelanggan Spotify premium: Peran perceived value, pengalaman pelanggan, dan kepuasan pelanggan sebagai intervening. *PARADOKS Jurnal Ilmu Ekonomi*, 8(3).

Nawang, W. R. W., Murat, S. C., Anwar, I. F., & Hashim, N. H. (2024). Service quality, brand image, customer satisfaction, and customer loyalty towards telecommunications service providers in Malaysia: A PLS-SEM approach. *International Journal of Academic Research in Business & Social Science*, 14(8). <https://doi.org/10.6007/IJARBSS/v14-i8/22225>.

Purwanto, A. (2022). The role of digital leadership, e-loyalty, e-service quality, and e-satisfaction of Indonesian e-commerce online shop. *International Journal of Social and Management Studies*, 3(5), 51–57. <https://www.ijosmas.org/index.php/ijosmas/article/view/180/132>.

Rahman, N. G., & Millanyani, H. (2025). The influence of e-service quality and perceived value on customer loyalty through e-trust and customer satisfaction in the Klik Indomaret application. *International Journal of Science, Technology & Management*, ISSN 2722–4015.

Riyadi, S. A., 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).

Rizan, M., Febrilia, I., Wibowo, A., & Pratiwi, R. D. R. (2020). Antecedents of Customer Loyalty: Study from the Indonesia's Largest E-commerce. *The Journal of Asian Finance, Economics and Business (JAFEB)*, 7(10), 283–293.

Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono., Riyanto, R., Oktabrianto., Jainuri., & Waruwu, H. (2021). The impact of e-service quality and satisfaction on customer loyalty: Empirical evidence from internet banking users in Indonesia. <https://doi.org/10.13106/jafeb.2021>

Setiabidhi, H., Suwono., Setiawan, Y, A., & Karim, S. (2025). Analisis Data Kuantitatif dengan Smart PLS 4. Borneo Novelty Publishing. ISBN: 978-623-89633-5-5.

Walean, R., Ambalano, S., Roring, M., & Rihi, M. A. (2022). Pengaruh service quality, corporate image dan perceived value terhadap customer loyalty yang dimediasi oleh customer satisfaction di Rumah Sakit Advent Manado. *AKSARA: Jurnal Ilmu Pendidikan Nonformal*, 8.

Yum, K., & Kim, J. (2024). The influence of perceived value, customer satisfaction, and trust on loyalty in entertainment platforms. *Applied Sciences*, 14, 5763. <https://doi.org/10.3390/app14135763>

Yum, K., & Yoo, B. (2023). The impact of service quality on customer loyalty through customer satisfaction in mobile social media. *Sustainability*, 15, 11214. <https://doi.org/10.3390/su151411214>