

DAFTAR PUSTAKA

- American Marketing Association. (2017). *Definitions of Marketing*. American Marketing Association. <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Baselgia, S., Combertaldi, S. L., Fahr, A., Wirz, D. S., Ort, A., & Rasch, B. (2023). Pre-sleep arousal induced by suspenseful series and cliffhangers have only minor effects on sleep: A sleep laboratory study. *Sleep Medicine*, 102, 186–198. <https://doi.org/10.1016/j.sleep.2023.01.005>
- Bastos, M., Naranjo-Zolotov, M., & Aparício, M. (2024). Binge-watching Uncovered: Examining the interplay of perceived usefulness, habit, and regret in continuous viewing. *Heliyon*, 10(6). <https://doi.org/10.1016/j.heliyon.2024.e27848>
- Bhattacharjee, A. (2001). Understanding information systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly: Management Information Systems*, 25(3), 351–370.
- Cha, J., & Chan-Olmsted, S. (2024). Binge-Watching Behaviors: Conceptualization, Motives, Demographics, and Program Genre Preferences. *JMM International Journal on Media Management*, 26(3–4), 117–143. <https://doi.org/10.1080/14241277.2025.2482810>
- Claudina, A., Haryanto, T. G. A., & Simanjuntak, E. R. (2024). The Effects of Flow Dimensions on TV/Web Series Binge-Watching Behavior on Freemium Streaming Services. *Pakistan Journal of Life and Social Sciences*, 22(2), 374–388. <https://doi.org/10.57239/PJLSS-2024-22.2.0028>
- CNN Indonesia. (2026). *Survei: Pengguna Internet Indonesia Tumbuh 6 Juta di 2026*. CNN Indonesia. <https://www.cnnindonesia.com/teknologi/20260521122201-213-1360738/survei-pengguna-internet-indonesia-tumbuh-6-juta-di-2026>
- Diahwahyuningtyas. (2025, May 20). *Micro-drama Banyak Ditonton di Indonesia, Gen Z Ungkap Daya Tariknya*. Kompas.

<https://www.kompas.com/tren/read/2025/05/20/180000365/mikrodrama-china-banyak-ditonton-di-indonesia-gen-z-ungkap-daya-tariknya>

Duarte, P., Meneses, R., Silva, S. C., & Tharakan, R. R. (2025). Cultural contrasts in vegan food choice: A multi-methods comparative analysis of consumption values in Portugal and India. *International Journal of Gastronomy and Food Science*, 42. <https://doi.org/10.1016/j.ijgfs.2025.101310>

EFENDIOĞLU, İ. H. (2024). DIGITAL CONSUMER BEHAVIOR: A SYSTEMATIC LITERATURE REVIEW. *PRIZREN SOCIAL SCIENCE JOURNAL*, 8(1). <https://doi.org/10.32936/pssj.v8i1.479>

Fauzi, F., & Hudaya, A. (2024). The Power of Binge-Watching on Continuation Intention of Video on Demand Mediated by Fear of Missing Out in the Young Generation. *Formosa Journal of Sustainable Research (FJSR)*, 3(12), 2555. <https://journal.formosapublisher.org/index.php/fjsr/article/view/12798>

Firman Fauzi, Agung Hudaya, & Dewi Murtiningsih. (2024). Binge-Watching and Continuation Intention in VoD Services: The Mediating Role of Cliffhangers Among Young Viewers. *Digital Innovation : International Journal of Management*, 2(1), 63–73. <https://doi.org/https://doi.org/10.61132/digitalinnovation.v2i1.168>

Fitriyani. (2025, October 27). *Laris Manis Industri Micro-drama, Raup Pendapatan Rp 156 Triliun*. Kumparan Bisnis. <https://kumparan.com/kumparanbisnis/laris-manis-industri-drama-china-raup-pendapatan-rp-156-triliun-267bIs7EJXi/full>

Flayelle, M., Canale, N., Vögele, C., Karila, L., Maurage, P., & Billieux, J. (2019). Assessing binge-watching behaviors: Development and validation of the “Watching TV Series Motives” and “Binge-watching Engagement and Symptoms” questionnaires. *Computers in Human Behavior*, 90, 26–36. <https://doi.org/10.1016/j.chb.2018.08.022>

Guo, S., Yang, Y., Cui, T., Tan, Z., Yang, X., & Li, W. (2026). Development and Validation of the Short-Form Drama Addiction Motivation Scale: A Network Analysis Approach. *Acta Psychologica*, 265(March).

<https://doi.org/10.1016/j.actpsy.2026.106745>

Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Number 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>

Höfler, E., Zimmermann, C., & Ebner, M. (2017). A case study on narrative structures in instructional MOOC designs. *Journal of Research in Innovative Teaching and Learning*, 10(1), 48–62. <https://doi.org/10.1108/JRIT-09-2016-0005>

Imanuddin. (2026, May 9). *Era Baru Mobile Storytelling, Konten Micro Drama Kini Makin Digemari Generasi Mobile: Jadi Pasar Digital Baru?* . TV One News. <https://www.tvonenews.com/daerah/439000-era-baru-mobile-storytelling-konten-micro-drama-kini-makin-digemari-generasi-mobile-jadi-pasar-digital-baru?page=all>

Jamieson. (2013). *Likert scale*. <https://www.britannica.com/topic/Likert-Scale>

Kotler, P., & Keller, K. L. (2012). *Marketing management*. Prentice Hall.

Leon G. Schiffman, Leslie Lazar Kanuk, & Havard Hansen. (2008). *A Consumer Behaviour A European Outlook. 2nd edition*.

Li, Y. H. (2025). *attention Economy and the short-Drama Era: Digitalization Reshapes Consumption, Production, and Distribution in the Film Industry*. [10.61173/shepc735](https://doi.org/10.61173/shepc735)

Lu, A. S., Green, M. C., Sousa, C. V., Hwang, J., Lee, I. M., Thompson, D., & Baranowski, T. (2025). To Pause With a Cliffhanger or a Temporary Closure? The Differential Impact of Serial Versus Episodic Narratives on Children’s Physical Activity Behaviors. *Communication Research*, 52(5), 600–625

<https://pubmed.ncbi.nlm.nih.gov/40575461/>

Marchelin. (2025, February 19). *Drama mikro: Konten kilat kaya kreasi*. Campaign Indonesia. <https://www.campaignindonesia.id/article/drama-mikro-konten-kilat-kaya-kreasi/1906905>

Mehraboun, M. (2024). A multi-theoretical view on social media continuance intention: Combining theory of planned behavior, expectation-confirmation model and consumption values. *Digital Business*, 4(1). <https://doi.org/10.1016/j.digbus.2023.100070>

Menon, D. (2022). Purchase and continuation intentions of over -the -top (OTT) video streaming platform subscriptions: a uses and gratification theory perspective. *Telematics and Informatics Reports*, 5. <https://doi.org/10.1016/j.teler.2022.100006>

Merriam-Webster. (n.d.). *Where “Cliff-hangers” Come From*. Retrieved May 24, 2026, from <https://www.merriam-webster.com/wordplay/where-cliff-hangers-come-from>

Nawanir. (n.d.). *Sample Size Requirement*. Retrieved May 25, 2026, from <https://sites.google.com/view/cb-sem-with-smartpls-4/introduction-to-sem/data-characteristics/sample-size-requirement?>

Nivedha, & Ramya. (2026). Binge watching and its impact on depression, anxiety and stress among medical undergraduate students of a tertiary care teaching hospital, Tumkur: a cross-sectional study. *International Journal Of Community Medicine And Public Health*, 13(3), 1462–1468. <https://doi.org/10.18203/2394-6040.ijcmph20260708>

Rizky, M., & Irfan, E. (2026). *Urban workers ’ experiences in consuming C - Drama : An interpretative phenomenological analysis approach*. 6(4).

Rungruangjit, W., Mongkol, K., & Charoenpornpanichkul, K. (2026). Forming purchase intention from the metaverse to the real world: A mixed-method study on metaverse experiential consumption values in digital fashion. *Journal of Retailing and Consumer Services*, 91.

<https://doi.org/10.1016/j.jretconser.2026.104753>

- Sari, D. A. P., febrilia, I., Krissanya, N., Berutu, M. B., & Sekardhani, M. (2025). Integrating theory of consumption values and the unified theory of acceptance and use of technology to predict continued use of food delivery applications post COVID-19 outbreak. In *Social Sciences and Humanities Open* (Vol. 12). Elsevier Ltd. <https://doi.org/10.1016/j.ssaho.2025.101671>
- Schultz, C. D., & Kaiser, S. (2025). Consumer value dimensions in conversational and mobile commerce. *Journal of Marketing Analytics*, 13(3), 587–605. <https://doi.org/10.1057/s41270-025-00383-w>
- Sheth, Jagdish N Newman, Bruce I Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values*. 22, 159–170.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R & Metode Penelitian Kuantitatif, Kualitatif Dan R & D. Bandung: Alfabeta. In *Bandung: Alfabeta*.
- Suryandaru. (2025, November 5). *Drama mikro China yang menyihir layar kita*. ANTARA News. <https://www.antaranews.com/berita/5221109/drama-mikro-china-yang-menyihir-layar-kita>
- Ulusoy, E., Wirz, D. S., Eden, A., & Ellithorpe, M. E. (2025). Boundaries on a binge: Explicating the role of intentionality in binge-watching motivations and problematic outcomes. *Acta Psychologica*, 252. <https://doi.org/10.1016/j.actpsy.2024.104666>
- Van den Brandt, M. (2019). *Let's Watch One More Episode: The moderating role of personalised suggestions, cliffhangers and the need for completion in relation to binge-watching* University of Twente. [https://essay.utwente.nl/fileshare/file/77153/Van den Brandt _MA_ Faculty of Behavioural Management and Social Science.pdf](https://essay.utwente.nl/fileshare/file/77153/Van%20den%20Brandt_MA_Faculty%20of%20Behavioural%20Management%20and%20Social%20Science.pdf)
- Wahab, S. N., Hamzah, M. I., Suki, N. M., Chong, Y. S., & Kua, C. P. (2025). Unveiling passenger satisfaction in rail transit through a consumption values perspective. *Multimodal Transportation*, 4(1).

<https://doi.org/10.1016/j.multra.2025.100196>

Wang, J., & Cao, Y. (2023). Factors Affecting Users' Continuance Intention toward Mobile Health: Integration of Theory of Consumption Value and Expectation Confirmation. *OALib*, 10(03), 1–15.
https://www.researchgate.net/publication/406341018_Factors_Affecting_Users'_Continuance_Intention_toward_Mobile_Health_Integration_of_Theory_of_Consumption_Value_and_Expectation_Confirmation

Winslow. (2025, October 27). *Study: Mini-Dramas Attract Mega Audiences*. TVTech. <https://www.tvtechnology.com/news/study-mini-dramas-attract-mega-audiences>

Wirz, D. S., Ort, A., Rasch, B., & Fahr, A. (2022). *THE ROLE OF CLIFFHANGERS IN SERIAL ENTERTAINMENT The Role of Cliffhangers in Serial Entertainment: An Experiment on Cliffhangers' Effects on Enjoyment, Arousal, and Intention to Continue Watching*.
<https://doi.org/10.1037/ppm0000392>

Yaprak, B. (2025). SKIP THE INTRO, BUT DON'T SKIP NETFLIX: WHAT DRIVES TURKISH YOUTH'S CONTINUATION INTENTION? *Yönetim Bilimleri Dergisi*, 23(56), 1077–1095.
<https://doi.org/10.35408/comuybd.1605714>