

DAFTAR PUSTAKA

- Coconuts Jakarta . (2020, 01 14). *Indonesian netizens push back against trending hashtag #NetflixTidakAman (Netflix is not safe)*. Retrieved from Coconuts Jakarta: <https://coconuts.co/jakarta/news/indonesian-netizens-push-back-against-trending-hash-tag-netflixtidakaman-netflix-is-not-safe/>
- Ghozali, I. (2004). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Aaker, D. A. (1991). *Manajemen Equitas Merek, memanfaatkan nilai dari suatu*. Jakarta: Mitra Utama.
- Aaker, D., & Biel., A. (2009). *Brand Equity and Advertising: Advertising Role in Building Strong Brand*. Hillsdale: Lawrence Erlbaum Associates. Inc.
- Adiwidjaja, A. J., & Tarigan, Z. J. (2017). PENGARUH BRAND IMAGE DAN BRAND TRUST TERHADAP. *AGORA Vol. 5, No : 3*.
- Almana, M., & Mirza, A. (2013). The Impact of Electronic Word of Mouth on Consumer's Purchasing Decisions. *International Journal of Computer Applications*, 23-31.
- Aprianto, R. (2016). Pengaruh Brand Image Dan Word Of Mouth Communication Terhadap Keputusan Pembelian Kompor Gas Rinnai Pada Konsumen Kelurahan Cereme Taba Kota Lubuk Linggau. *Jurnal Ilmiah Orasi Bisnis, Vol. 16. No 2., 72-87*.
- Bohang, F. (2016, 01 28). *Membandingkan Koleksi Netflix Indonesia dan Amerika*. Retrieved from Kompas.com: <https://tekno.kompas.com/read/2016/01/28/10020077/Membandingkan.Koleksi.Netflix.Indonesia.dan.Amerika>
- Brophy, A. (2020, 01 21). *Netflix tops YouGov's annual Buzz Rankings*. Retrieved from YouGov: <https://yougov.co.uk/topics/consumer/articles-reports/2020/01/21/netflix-tops-yougovs-annual-buzz-rankings>
- Budiansyah, A. (2020, 01 23). *Netflix: Diburu Sri Mulyani, Diblokir Telkom & 'Dibidik' MUI*. Retrieved from CNBC Indonesia : <https://www.cnbcindonesia.com/tech/20200123142230-37-132199/netflix-diburu-sri-mulyani-diblokir-telkom-dibidik-mui>
- Cahyani, K., & Sustrasmawati, R. (2016). Pengaruh Brand Awareness dan Brand Image Terhadap Keputusan Pembelian. *MANAGEMENT ANALYSIS JOURNAL Vol 5 no 4*.

- Chan, Y., & Ngai. (2011). Conceptualising electronic word of mouth activity An input-process-output perspective. *Marketing Intelligence and Planning*, Vol 29/No 5, 488 - 516.
- Chaudhuri, A., & Holbrook, M. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal Of Marketing Volume: 65*, 81-93.
- CNBC Indonesia TV . (2018, 12 21). *CNBC Indonesia* . Retrieved from Gurihnya Bisnis Video Streaming:
<https://www.cnbcindonesia.com/tech/20181221162358-39-47512/gurihnya-bisnis-video-streaming>
- Delgado, E., & Munuera, J. (2005). Does Brand Trust Matter To Brand Equity. *Journal of Product and Brand Management Vol. 14* , 187-196.
- Digital Agency. (2019). *Data Digital Indonesia 2019*. Retrieved from Tomato Digital Indoneisa: <https://www.tomato.co.id/data-digital-indonesia-2019/>
- Eddy, M. (2020, 07 22). *Solusi VPN Area Netflix Diblokir*. Retrieved from RE-DATE.COM:
<https://re-date.com/vpn-netflix/solusi-vpnarea-netflix-diblokir/>
- Eka, R. (2017, 10 05). *Video on Demand dan Penerimaannya oleh Masyarakat Indonesia*. Retrieved from Dailysocial.id :
<https://dailysocial.id/post/video-on-demand-dan-penerimaannya-oleh-masyarakat-indonesia>
- Eriza , Z. (2017). PERAN MEDIASI CITRA MEREK DAN PERSEPSI RISIKO PADA HUBUNGAN ANTARA ELECTRONIC WORD OF MOUTH (E-WOM) DAN MINAT BELI (STUDI PADA KONSUMEN KOSMETIK E-COMMERCE DI SOLO RAYA). *Komuniti, Vol. IX, No. 1*, 2549-5623 .
- Evans, D., & Mckee, J. (2010). *Sosial Media Marketing*. Indianapolis: Wiley Publising, Inc.
- Fajrina, H. (2016, 01 08). *Katalog Film Netflix Indonesia Tak Selengkap di AS*. Retrieved from CNN Indonesia:
<https://www.cnnindonesia.com/teknologi/20160108114443-185-102985/katalog-film-netflix-indonesia-tak-selengkap-di-as>
- Ferrinadewi , E. (2008). *Merek dan Psikologi Konsumen* . Graha Ilmu: Yogyakarta.
- Fitchard, K. (2018, 10 31). *A big gap exists between the best and worst countries for video experience in East Asia*. Retrieved from OPENSIGNAL:
<https://www.opensignal.com/2018/10/31/a-big-gap-exists-between-the-best-and-worst-countries-for-video-experience-in-east-asia>

- Goldsmith, R., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising, Vol. 6 No. 2*, 1- 16.
- Gurves, & Kocia. (2003). Peran Kepercayaan Pada Merek. *Manajemen Usahawan Indonesia. Edisi I/XXXVII*. .
- Hadyan, R. (2020, 07 30). *Netflix Jadi Aplikasi Streaming Digital Paling Laris di Android*. Retrieved from Bisnis.com:
<https://teknologi.bisnis.com/read/20200730/84/1272972/netfix-jadi-aplikasi-streaming-digital-paling-laris-di-android>
- Hair, J., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review, 26*, 106-121.
- Handi, H. (2018). The Effect of EWOM and Perceived Value on the Consumers To Articulate Themselves On The Internet. *Digital in 2018 in Southeast Asia Part 2* , 34-68.
- Harahap, S. (2011). *Analisis Kritis atas laporan Keuangan. Edisi Pertama*. Jakarta: PT Bumi Aksara.
- Hartono, J. M. (2011). *Konsep dan Aplikasi Struktural Equattion Modelling Berbasis Varian*. Yogyakarta: UPP STIM YKPN.
- Hasan, M. (2002). *Pokok-Pokok Materi Metodologi Penelitian dan Aplikasinya*. Jakarta: Penerbit Ghalia Indonesia .
- Hidayat, A. (2018, Agustus 25). *PLS SEM: Pengukuran Kecocokan Model (Inner dan Outer)*. Retrieved from Statistikian:
<https://www.statistikian.com/2018/08/pls-sem-pengukuran-kecocokan-model-inner-dan-outer.html>
- Jalilvand, M., & Samiei, N. (2012). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in the Automobile Industry in Iran. *Marketing Intelligence & Planning. Vol.30 No.4*, 460-476.
- Jansen, B., Sobel, K., Zhang, M., & Chowdury, A. (2009). Twitter Power: Tweets As Electronic Word Of Mouth. *Journal Of The American Society For Information Science And Technology*, 2169-2188.
- Jayani, D. H. (2019, 08 13). *Berapa Pelanggan Streaming Netflix di Indonesia?* Retrieved from Databoks, pelanggan streaming Netflix:
<https://databoks.katadata.co.id/datapublish/2019/08/13/berapa-pelanggan-streaming-netflix-di-indonesia>

- Jeong , E., & Jang, S. (2011). Restaurant Experience Triggering Positive Electronic Word of Mouth (EWOM) Motivations. *International Journal of Hospitality Management*, 356-366.
- Kapferer, J.-N. (2008). *New Strategic Brand Management: Creating And Sustaining Brand Equity Long Term 4th Edition*. London and Philadelphia: Kogan Page Limited.
- Kotler, P., & Armstrong, G. (2012). *Principles Of Marketing, 14th edition*. Jersey: Prentice-Hall Published.
- Kotler, P., & Keller, K. (2009). *Manajemen Pemasaran Edisi 13 Jilid*. Jakarta: Erlangga .
- Kotler, P., & Keller, K. (2016). *Marketing Management, 15th Edition*. New Jersey: Pearson Education, Inc.
- Kuncorojati, C. (2020, 07 08). *Ini Daftar Harga Paket Langgan Netflix*. Retrieved from medcom.id:
<https://www.medcom.id/teknologi/tips-trik/ybDlmAZb-ini-daftar-harga-paket-langgan-netflix>
- Lau, G., & Lee, S. (1999). Consumers Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, 341–370.
- Litvin, S., Goldsmith, R., & Pan, B. (2008). Electronic Word-of Mouth in Hospitality and Tourism Management. *Tourism Management Vol 29 no 3*, 458-468.
- Malik, M., Ghafoor, M. M., & Iqbal, H. K. (2012). Impact of Brand Image, Service Quality and price on customer satisfaction in Pakistan Telecommunication sector . *International Journal of Business and Social Science Vol. 3 No. 23*, 123-129.
- Mamahit, P., Soegoto, A. S., & Tumbuan, W. A. (2015). PENGARUH BRAND IMAGE, BRAND TRUST, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN MOBIL TOYOTA ALL NEW YARIS PADA PT. HASJRAT ABADI MANADO. *Jurnal Berkala Ilmiah Efisiensi Volume 15 No. 05*, 777-787.
- Netflix Indonesia. (2018, 08 07). netflixid. Indonesia.
- Netflix Pusat Media. (2017, 08). *Tentang Netflix*. Retrieved from Netflix Pusat Media:
<https://media.netflix.com/id/about-netflix>
- Neuman, W. (2003). *Social research methods: Qualitative and quantitative approaches*. Boston: Allyn and Bacon.
- Nistanto, R. K. (2014, 03 12). *Riset: Wanita Menjadi "Raja" di Media Sosial*. Retrieved from tekno.kompas.com:
<https://tekno.kompas.com/read/2014/03/12/0943093/Riset.Wanita.Menjadi.Raja.di.Media.Sosial>

- Panggabean, G. (2018, 01 26). *Reed Hasting, Sarjana Matematika di Balik Suksesnya Netflix*. Retrieved from Bisnis.com:
<https://teknologi.bisnis.com/read/20180126/84/730853/reed-hasting-sarjana-matematika-di-balik-suksesnya-netflix>
- Park, D.-H., & Kim, S. (2008). The Effects of Consumer Knowledge on Message Processing of Electronic Word-of-Mouth via Online Consumer Reviews. *Electronic Commerce Research and Applications Vol 7*, 399-410.
- Peter, J., & Olson, J. (2000). *Consumer Behavior Perilaku Konsumen*. Jakarta: Penerbit Erlangga 2nd. ed. 4 .
- Redaksi WE Online. (2020, 02 05). *Dari Diblokir Telkom Group Sampai Mau Difatwa Haram, Begini Lika-Liku Bisnis Netflix di Indonesia*. Retrieved from Warta Ekonomi.co.id:
<https://www.wartaekonomi.co.id/read270416/dari-diblokir-telkom-group-sampai-mau-difatwa-haram-begini-lika-liku-bisnis-netflix-di-indonesia/2>
- Santoso, A. B. (2017, 08 14). *Penjelasan dan Tutorial Lengkap Regresi Berganda*. Retrieved from Agung Budi Santoso:
<https://agungbudisantoso.com/penjelasan-lengkap-regresi-berganda/>
- Sari, N., Saputra, M., & Husein, J. (2017). PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PADA TOKO ONLINE BUKALAPAK.COM. *Jurnal Manajemen Magister, Vol. 03. No.01*, 96-106.
- Schiffman, L., & Kanuk, L. (2007). *Consumer Behaviour 7 th. Edition*. Jakarta: PT. Indeks .
- Setya W, T. (n.d.). *Netflix*. Retrieved from MERDEKA.COM:
<https://www.merdeka.com/netflix/profil/>
- Shahrinaz, I., Yacob, Y., & Kasuma, J. (2016). Relationship and impact of e-WOM and brand image towards purchase intention of smartphone? *Journal of Scientific Research and Development Vol 3*, 117-124.
- Shimp, T. (2014). *Komunikasi Pemasaran Terpadu dalam periklanan dan Promosi*. Jakarta: Salemba Empat.
- Siahaan, D. (2019, 03 14). *NETFLIX Sebagai Platform Layanan Streaming Digital On Demand*. Retrieved from Medium.Com:
<https://medium.com/@siahaandirgantara/netflix-platform-layanan-media-streaming-digital-673c78903640>
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Sukma, D. (2016, 01 07). *Segala Hal yang Perlu Kamu Ketahui Mengenai Layanan Streaming Netflix di Indonesia*. Retrieved from ARENA LTE:
<https://arenalte.com/berita/industri/netflix-di-indonesia/>
- Sumpu, N., & Tumbel, A. (2018). ANALISIS PENGARUH CITRA MEREK DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SMARTPHONE SAMSUNG (STUDI PADA MAHASISWA UNIVERSITAS SAMRATULANGI MANADO ANGKATAN 2016). *Jurnal EMBA Vol.6 No.4*, 2528 – 2537.
- Tempo.co. (2016, 02 09). *Pro Kontra Telkom Blokir Netflix, Ini Penjelasannya*.
<https://bisnis.tempo.co/read/743455/pro-kontra-telkom-blokir-netflix-ini-penjelasannya>
- Thurau, H., Thorsten, Gwinner, K., Walsh, G., & Dwayne , D. (2004). Electronic Word-of-Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet. *Journal of Interactive Marketing 18 (1)*, 38-52.
- Utama, L. (2018, 12 28). *Hati-hati, Data Pribadi Pelanggan Netflix Diincar Hacker*. Retrieved from VIVA.CO.ID:
<https://www.viva.co.id/digital/digilife/1106970-hati-hati-data-pribadi-pelanggan-netflix-diincar-hacker>
- Vázquez, G., & Hernández, I. (2013). Structural Analysis Of The Strategic Orientation to Environmental Protection In Smes. *Business Research Quarterly Vol.17*, 115 - 128.
- Wahyuni, N. (2014, 11 1). *UJI VALIDITAS DAN RELIABILITAS*. Retrieved from BINA NUSANTARA:
<https://qmc.binus.ac.id/2014/11/01/u-j-i-v-a-l-i-d-i-t-a-s-d-a-n-u-j-i-r-e-l-i-a-b-i-l-i-t-a-s/>
- Wicaksono, D., Sumarsono, H., & Santoso , A. (2019). PENGARUH CITRA MEREK (BRAND IMAGE), KUALITAS PRODUK, DAN DESAIN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PADA PRODUK BATIK MUKTI . *Jurnal Ekonomi, Manajemen & Akuntansi* , 81- 89 .
- Wijaya, T., & Paramita , E. (2014). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP. *RESEARCH METHODS AND ORGANIZATIONAL STUDIES*, 12-19.
- Wilujeng, S., & Edwar, M. (2013). PENGARUH BRAND AWARENESS DAN BRAND TRUST TERHADAP KEPUTUSAN PEMBELIAN PRODUK ORIFLAME. *Jurnal Manajemen, Bisnis, Telekomunikasi dan Informatika Vol. 6*.
- Yamin , S., & Kurniawan , H. (2009). *Structural Equation Modeling dengan Lisrel ± PLS*. Jakarta : Penerbit Salemba .
- Zulganef. (2008). *Metode Penelitian Sosial dan Bisnis*, . Yogyakarta.: Graha Ilmu.