

## DAFTAR PUSTAKA

- Ajzen, I. (2005). *Attitudes, Personallity and Behavior* (2nd ed.). Open University Press.
- AMPD Research. (2020). Durasi Streaming Video Meningkatkan Belasan hingga Ratusan Persen selama Pandemi. Tersedia di <https://databoks.katadata.co.id/datapublish/2020/10/23/durasistreamingvideo-meningkat-belasan-hingga-ratusan-persen-selama-pandemi>, diakses Oktober 2021.
- Ayo, C. k., Oni, A. A., Adewoye, O. J., & Eweoya, I. O. (2016). E-banking users' behaviour: e-service quality, attitude, and customer satisfaction. *International Journal of Bank Marketing*, 34(3), 347–367.
- Bruner, G. C., & Kumar, A. (2000). Web commercials and advertising hierarchy-of-effects. *Journal of Advertising Research*, 40(1–2), 35–42.
- Carlson, J., & O'Cass, A. (2010). Exploring the relationships between e-service quality, satisfaction, attitudes and behaviours in content-driven e-service web sites. *Journal of Services Marketing*, 24(2), 112–127.
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management and Business Excellence*, 20(4), 423–443.
- Chen, Q., Clifford, S. J., & Wells, W. D. (2002). Attitude Toward The Site II: New Information. *Journal of Advertising Research*, 42(2), 33–45.
- Chin, W. W. (1998). The partial least squares approach for structural equation modeling. *Modern Methods for Business Research*, April, 295–336.
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in E-retailing. *Journal of Service Research*, 8(3), 260–275.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods* (12th Ed.). McGraw-Hill/Irwin.
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing*, 76(2), 193–218.
- Elliott, M. T., & Speck, P. S. (2005). Factors That Affect Attitude toward a Retail Web Site. *Journal of Marketing Theory and Practice*, 13(1), 40–51.
- Fullerton, G., & Taylor, S. (2015). Dissatisfaction and violation: Two distinct consequences of the wait experience. *Journal of Service Theory and Practice*, 25(1), 31–50.
- Federal Communications Commission. (2017). 18<sup>th</sup> Report on Online Video Distributors. Tersedia di [https://transition.fcc.gov/Daily\\_Releases/Daily\\_Business/2017/db0117/DA-](https://transition.fcc.gov/Daily_Releases/Daily_Business/2017/db0117/DA-)

17-71A1.pdf, diakses pada Oktober 2021.

- Garson, G. D. (2016). Partial Least Squares. In *Multi-Label Dimensionality Reduction*. Statistical Publishing Associates.
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of Services Marketing*, 24(2), 142–156.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th Ed.). Cengage Learning, EMEA.
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., Ketchen, D. J., Hair, J. F., Hult, G. T. M., & Calantone, R. J. (2014). Common Beliefs and Reality About PLS: Comments on Rönkkö and Evermann (2013). *Organizational Research Methods*, 17(2), 182–209.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The use of partial least squares path modeling in international marketing. *Advances in International Marketing*, 20(January), 277–319.
- Holloway, B. B., & Beatty, S. E. (2008). Satisfiers and dissatisfiers in the online environment: A critical incident assessment. *Journal of Service Research*, 10(4), 347–364.
- Indrata, S. L., Susanti, C. E., & Kristanti, M. M. (2017). Pengaruh Perceived Value Dan E-Service Quality Terhadap Customer Behavioral Intention Melalui Customer Satisfaction Pada Pengguna Gojek Di Surabaya. *Kajian Ilmiah Mahasiswa Manajemen*, 6(2), 131–147.
- Jung, N. Y., & Seock, Y. K. (2017). Effect of service recovery on customers' perceived justice, satisfaction, and word-of-mouth intentions on online shopping websites. *Journal of Retailing and Consumer Services*, 37(January), 23–30.
- Kitapci, O., Dortyol, I. T., Yaman, Z., & Gulmez, M. (2013). The paths from service quality dimensions to customer loyalty: An application on supermarket customers. *Management Research Review*, 36(3), 239–255.
- Kotler, P., & Keller, K. . (2016). *Marketing Management* (15th ed.). Pearson Education Limited.
- Kundu, S., & Datta, S. K. (2015). Impact of trust on the relationship of e-service quality and customer satisfaction. *EuroMed Journal of Business*, 10(1), 21–46.
- Lee, J. H., Kim, H. D., Ko, Y. J., & Sagas, M. (2011). The influence of service quality on satisfaction and intention: A gender segmentation strategy. *Sport Management Review*, 14(1), 54–63.
- Lien, C. H., Wen, M. J., & Wu, C. C. (2011). Investigating the relationships among E-service quality, perceived value, satisfaction, and behavioral intentions in Taiwanese online shopping. *Asia Pacific Management Review*, 16(3), 211–223.

- Loiacono, E., Watson, R., & Goodhue, D. (2007). WebQual: An instrument for consumer evaluation of web sites. *International Journal of Electronic Commerce*, 11(3), 51–87.
- Loiacono, E., Watson, R., & Goodhue, D. L. (2002). WEBQUAL: A measure of website quality, 2002 Marketing Educators. *Marketing Theory and Applications*, 13, 432–437.
- Longstreet, P., Brooks, S., Featherman, M., & Loiacono, E. (2021). Evaluating website quality: which decision criteria do consumers use to evaluate website quality? *Information Technology and People*.
- Mosavi, S. A., & Ghaedi, M. (2012). A survey on the relationships between customer satisfaction, image, trust and customer advocacy behavior. *African Journal of Business Management*, 6(8), 2897–2910.
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior: Building Marketing Strategy* (13th ed.). McGraw-Hill Education.
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, 17(4), 460.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233.
- Purwianti, L., & Tio, K. (2017). Faktor-Faktor Yang Mempengaruhi Behavioural Intention. *Jurnal Manajemen Maranatha*, 17(1), 15.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690.
- Roest, H., & Pieters, R. (1997). The nomological net of perceived service quality. *International Journal of Service Industry Management*, 8(4), 336–351.
- Saha, G. C., & Theingi. (2009). Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand. *Managing Service Quality*, 19(3), 350–372.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons, Ltd.
- Spreng, R. A., Harrell, G. D., & Mackoy, R. D. (1995). Service recovery: Impact on satisfaction and intentions. *Journal of Services Marketing*, 9(1), 15–23.
- Statista. (2020). Layanan Streaming Mulai Menggeser Televisi Konvensional. Tersedia di <https://databoks.katadata.co.id/datapublish/2020/09/22/layanan-streaming-mulai-menggeser-televisi-konvensional>, diakses pada Oktober 2021.
- The Trade Desk & Kantar. (2020). The Future of TV, A report on the state of OTT

in Southeast Asia. Tersedia di <https://www.thetradedesk.com/us/news/the-biggest-advertising-opportunity-in-southeast-asia-is-on-ott>, diakses pada Oktober 2021.

- Tran, V.-D., & Vu, Q. H. (2019). Inspecting the Relationship among E-service Quality, E-trust, E-customer Satisfaction, and Behavioral Intentions of Online Shopping Customers. *Global Business & Finance Review*, 24(3), 29–42.
- Ueltschy, L. C., Laroche, M., Eggert, A., & Bindl, U. (2007). Service quality and satisfaction: An international comparison of professional services perceptions. *Journal of Services Marketing*, 21(6), 410–423.
- We Are Social & Hootsuite. (2021) Digital Report 2021: Indonesia. Tersedia di <https://wearesocial.com/uk/blog/2021/01/digital-2021-the-latest-insightsinto-the-state-of-digital>, diakses pada Oktober 2021.
- Zarei, G., Asgarnezhad Nuri, B., & Noroozi, N. (2019). The effect of Internet service quality on consumers' purchase behavior: The role of satisfaction, attitude, and purchase intention. *Journal of Internet Commerce*, 18(2), 197–220.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The Behavioral Consequences of Service Quality. *Journal of Marketing*, 60(2), 31–46.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375.
- Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L., & Guo, H. (2019). Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting. *Electronic Commerce Research*, 19(3), 477–499.