

DAFTAR PUSTAKA

- Arens, Z.G., Hamilton, R.W. (2018). The substitution strategy dilemma: substitute selection versus substitute effectiveness (versi elektronik). *Journal of the Academy of Marketing Science*, 46(1), 130–146.
- Austin, E. W., & Meili, H. K. (1994). Effects of interpretations of televised alcohol portrayals on children's alcohol beliefs. *Journal of Broadcasting & Electronic Media*, 38(4), 417. Tersedia di <https://doi-org.ezproxy.ugm.ac.id/10.1080/08838159409364276>, diakses pada 21 Juni 2023
- Baek, T.H., dan Morimoto, M. (2012). “Stay away from me”, *Journal of Advertising*, 41(1), 59–76.
- Bursan, R., Wiryawan, D., Jimad, H., Listiana, I., Riantini, M., Yanfika, H., Adipathy, D. A. (2022). Effect of consumer skepticism on consumer intention in purchasing green product. *IOP Conference Series Earth and Environmental Science*, 1027(1), 012037. Tersedia di <https://doi.org/10.1088/1755-1315/1027/1/012037>, diakses pada 21 Juni 2022.
- Cacioppo, J.T. and Petty, R.E. (1986), “The elaboration likelihood model of persuasion”, *Advances in Experimental Social Psychology*, Vol. 19, pp. 123-205, Academic Press: Elsevier.
- Castro, D., & Cascajosa, C. (2020). From Netflix to Movistar+: How Subscription Video-on-Demand Services Have Transformed Spanish TV Production (versi elektronik). *JCMS: Journal of Cinema & Media Studies*, 59(3), 154–160.
- Cowan, K., and Spielmann, N. (2020). Culture is in the “i” of the beholder: Identity confirmation in tourist advertisements. *Journal of Business Research*, vol.121, 378-388.
- Hamilton, R.W., Thompson, D.V., Arens, Z.G. et al. (2014). Consumer substitution decisions: an integrative framework. *Marketing Letters* 25, 305–317.

- Hati, S.R.H., Zulianti, I., Achyar, A., Safira, A. (2021). Perceptions of nutritional value, sensory appeal, and price influencing customer intention to purchase frozen beef: Evidence from Indonesia. *Meat Science*, Vol.172. Tersedia di <https://doi.org/10.1016/j.meatsci.2020.108306>, diakses pada 21 Juni 2023
- Hawkins, D.I., dan Mothersbaugh, D.L. (2016). *Consumer Behavior: Building Marketing Strategy*, 13th Edition. McGraw-Hill Irwin, New York.
- Jihwan K., Changi N., Min Ho, R. (2020). IPTV vs. emerging video services: Dilemma of telcos to upgrade the broadband. *Telecommunications Policy*, 44(4). Tersedia di <https://doi.org/10.1016/j.telpol.2019.101889>, diakses pada 15 Desember 2021.
- Joireman, J., Liu, R.L. and Kareklas, I. (2018), Images paired with concrete claims improve skeptical consumers' responses to advertising promoting a firm's good deeds (versi elektronik). *Journal of Marketing Communications*, 24(1), 83–102.
- Juran K., Ki-Hoon, L. (2013). Towards a theoretical framework of motivations and interactivity for using IPTV (versi elektronik). *Journal of Business Research*, 66(2), 260–264.
- Kim, Y. J., & Lee, W. N. (2009). Overcoming consumer skepticism in cause-related marketing: The effects of corporate social responsibility and donation size claim objectivity (versi elektronik). *Journal of Promotion Management*, 15(4), 465–483.
- Kotler, P. and K. Keller (2016), *Marketing Management*, 14th ed. Harlow, Essex: Pearson Education Limited.
- Lester, J. N., Cho, Y., & Lochmiller, C. R. (2020). Learning to Do Qualitative Data Analysis: A Starting Point (versi elektronik). *Human Resource Development Review*, 19(1), 94–106.

- Lin, T.M.Y., Lu, K. and Wu, J. (2012), "The effects of visual information in eWOM communication", *Journal of Research in Interactive Marketing*, Vol. 6 No. 1, pp. 7-26. <https://doi.org/10.1108/17505931211241341>
- Liou, D.-K., Hsu, L.-C. and Chih, W.-H. (2015). Understanding broadband television users' continuance intention to use (versi elektronik). *Industrial Management & Data Systems*, 115(2), 210-234.
- Martin, S.W. (2013). Why Customer Don't Buy. Tersedia di <https://hbr.org/2013/05/why-customers-dont-buy>, diakses pada 2 Juni 2022.
- Niosi, A. (2018). Introduction to Consumer Behaviour. Tersedia di <https://kpu.pressbooks.pub/introconsumerbehaviour/chapter/the-perceptual-process/>, diakses pada 21 Juni 2023.
- PT Telkom Indonesia Tbk. (2023). Channel Line Up 2023, 2–3.
- Parrot Analytics (2018). Investigating the reasons why Americans stop watching TV shows. Tersedia di <https://www.parrotanalytics.com/insights/investigating-the-reasons-why-americans-stop-watching-tv-shows/>, diakses pada 19 Juni 2021.
- Raziq, M.M., Ahmed, Q.M., Ahmad, M., Yusaf, S., Sajjad, A. and Waheed, S. (2018). Advertising skepticism, need for cognition and consumers' attitudes (versi elektronik). *Marketing Intelligence & Planning*, 36(6), 678–693.
- Shah, S., & Tariq, T. (2020). Liberty global's struggling UK pay TV business given fresh value by O2 merger. *SNL Kagan Media & Communications Report*. Tersedia di <https://www.proquest.com/trade-journals/liberty-globals-struggling-uk-pay-tv-business/docview/2404181797/se-2?accountid=13771>, diakses pada 21 Juni 2022.
- Schindler, P. S. (2014). *Business Research Methods*, 12th ed. New York: The McGraw-Hill Companies, Inc.

- Shen, G.C.C., Chiou, J.S., Hsiao, C.H., Wang, C.h., dan Li, H.,N. (2016). Effective marketing communication via social networking site: the moderating role of social tie (versi elektronik). *Journal of Business Research*, 69(6), 2265–2270.
- S. Zeadally, H. Moustafa and F. Siddiqui. (2011). Internet Protocol Television (IPTV): Architecture, Trends, and Challenges (versi elektronik), *IEEE Systems Journal*, 5(4), 518–527.
- Telkom Indonesia. (2020). Tentang Telkomgroup. Tersedia di https://www.telkom.co.id/sites/about-telkom/id_ID/page/profil-dan-riwayat-singkat-22, diakses pada 15 Desember 2021.
- Won, M. and Shapiro, S.L. (2021). Analysis of price bundling and framing: the impact of availability and discount messaging, *Journal of Sport, Business and Management*, Vol. 11 No. 5, pp. 493-514. Diakses pada 1 Maret 2022, dari <https://doi-org.ezproxy.ugm.ac.id/10.1108/SBM-09-2020-0093>
- Zhang, B., et al. (2018). Consumers' perceptions, purchase intention, and willingness to pay a premium price for safe vegetables: A case study of Beijing, China (versi elektronik). *Journal of Cleaner Production*, 197(1), 1498–1507.