

DAFTAR PUSTAKA

- _____. 2016. "Industri Musik Digital Diprediksi Jadi Tren 2017." *Industri Bisnis*, 30 November. Diakses pada 12 November 2019. <https://industri.bisnis.com/read/20161130/105/607764/industri-musik-digital-diprediksi-jadi-tren-2017>.
- Ahn, T., Ryu, S., dan Han I. 2007. "The impact of web quality and playfulness on user acceptance of online retailing." *Information and Management*, Vol. 44, 263-75.
- APJII. 2016. "Penetrasi dan Perilaku Pengguna Internet Indonesia." *Asosiasi Penyelenggara Jasa Internet Indonesia*. Diakses pada 16 Juli 2019. <http://www.apjii.or.id>.
- APJII. 2017. "Penetrasi dan Perilaku Pengguna Internet Indonesia." *Asosiasi Penyelenggara Jasa Internet Indonesia*. Diakses pada 16 Juli 2019. <http://www.apjii.or.id>.
- APJII. 2018. "Laporan Survei: Penetrasi & Profil Perilaku Pengguna Internet Indonesia 2018." *Asosiasi Penyelenggara Jasa Internet Indonesia*. Diakses pada 16 Juli 2019. <http://www.apjii.or.id>.
- Atkinson, M. A., dan Kydd C. 1997. "Individual characteristics associated with World Wide Web use: an empirical study of playfulness and motivation." *The DATA BASE for Advances in Information System*, Vol. 28, No. 2, 53-61.
- Bahar, Alvin. 2016. "Laporan DailySocial: Survei Layanan Streaming Musik 2018." *Laporan DailySocial*, 6 September. Diakses pada 16 Juli 2019. <https://dailysocial.id/post/laporan-dailysocial-survei-layanan-streaming-musik-2018>.
- Beneke, Justin, dan Natalia Zimmerman. 2014. "Beyond private label panache: the effect of store image and perceived price on brand prestige." *Journal of Consumer Marketing*, Vol. 31, Issue: 4, 301-311.
- Brookshire, Jung-Ha, dan So-Hyang Yoon. 2012. "Country of origin factors influencing US consumers' perceived price for multinational products", *Journal of Consumer Marketing*, Vol. 29, Issue: 6, 445-454.
- Chang, H. H., dan Liu Y. 2009. "The impact of brand equity on brand preference and purchase intentions in the service industries." *Service Industries Journal*, Vol. 29, No. 12, 1687-1706.

- Chen, H. G., Liu J. Y., Sheu T. S., dan Yang M. 2012. "The impact of financial services quality and fairness on customer satisfaction." *Managing Service Quality: An Internation Journal*, Vol. 22, No. 4, 399-421.
- Chen, Mei-Fang, dan Chia-Lin Lee. 2015. "The impacts of green claims on coffee consumers' purchase intention." *British Food Journal*, Vol.117, Issue: 1, 195-209.
- Cheong, J. H., dan Park M. 2005. "Mobile Internet acceptance in Korea." *Internet Research*, Vol. 15, No. 2, 125-40.
- Childers, T. L., Carr C. L., Pecke J., dan Carson S. 2001. "Hedonic and utilitarian motivations for online retail shopping behavior." *Journal of Retailing*, Vol. 77, No. 4, 511-35.
- Ching-Wen, Chu, dan Hsi-Peng Lu. 2007. "Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework." *Internet Research*, Vol 17, 139-155.
- CNN Indonesia. 2019. "Spotify Sebut Pelanggan Berbayar Capai 100 Juta." *CNN Indonesia*, 30 April. Diakses pada 16 Juli 2019. <https://www.cnnindonesia.com/teknologi/20190429204651-185-390657/spotify-sebut-pelanggan-berbayar-capai-100-juta>.
- CNN Indonesia. 2019. "Streaming Sumbang Pendapatan Terbesar Industri Musik AS." *CNN Indonesia*, 2 Maret. Diakses pada 16 Juli 2019. <https://www.cnnindonesia.com/teknologi/20190301112918-185-373698/streaming-sumbang-pendapatan-terbesar-industri-musik-as>.
- Davis, F. D. 1989. "Perceived usefulness, perceived ease of use, and user acceptance of information technology." *MIS Quarterly*, Vol. 13, No. 3, 319-40.
- Dodds, W. B. 1999. "Managing customer' value." *Mid-American Journal of Business*, Vol. 14, No. 1, 13-22.
- Dodds, W. B., dan Monroe K. B. 1985. "The effect of brand and price information on subjective product evaluations." *Advances in Consumer Research*, Vol. 12, No. 1, 85-90.
- Dodds, W. B., Monroe K. B., dan Grewal D. 1991. "Effects of price, brand, and store information on buyers product evaluations." *Journal of Marketing Research*, Vol. 28, 307-19.

- Doha, Ahmed, Maryam Ghasemaghaei, dan Khaled Hassanein. 2017. "Social bundling: A novel method to enhance consumers' intention to purchase online bundles." *Journal of Retailing and Consumer Services*, Vol. 35, 106-117.
- Engel, J. F., Blackwell R. D., dan Miniard P. W. 2001. *Consumer Behavior*. South-Western: Division of Thomson Learning.
- Ferdinand, A. 2002. *Structural Equation Modeling Dalam Penelitian Manajemen*, Edisi Kedua. Semarang: Badan Penerbit Undip.
- Field, Andy. 2013. *Discovering Statistics Using IBM SPSS Statistics*. Los Angeles: Sage.
- Garg, Prerna, dan Richa Joshi. 2018. "Purchase intention of Halal brands in India: the mediating effect of attitude." *Journal of Islamic Marketing*, Vol. 9, Issue: 3, 683-694.
- Gefen, D., Straub D. W., dan Boudreau M. C. 2000. "Structural equation modeling and regression: guidelines for research practice." *Communications of the Association for Information Systems*, Vol. 4, No. 7, 2-77.
- Ghozali, Imam. 2018. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, Ricky W., dan Gregory Moorhead. 2014. *Organizational Behavior: Managing People and Organizations*, 11th Edition. USA: South Western.
- Hair Jr. Joseph F., Barry J. Babin, William C. Black, dan Rolph E. Anderson. 2010. *Multivariate Data Analysis*. Edinburgh: Pearson Education.
- Han, H., dan Hyun S. S. 2015. "Customer retention in the medical tourism industry impact of quality, satisfaction, trust, and price reasonableness." *Tourism Management*, Vol. 46, No. 2, 20-29.
- Hanaysha, Jalal Rajeh. 2018. "Customer retention and the mediating role of perceived value in retail industry." *World Journal of Entrepreneurship, Management, and Sustainable Development*, Vol.14, Issue: 1, 2-24.
- Haryanto, Agus Tri. 2019. "Pengguna Internet Indonesia Didominasi Milenial." *DetikInet*, 16 Mei. Diakses pada 12 November 2019. <https://inet.detik.com/telecommunication/d-4551389/pengguna-internet-indonesia-didominasi-milenial>.
- Heijden, van der, 2004. "User acceptance of hedonic information systems." *MIS Quarterly*, Vol. 28, No.4, 695-704.

- Helga, Drumond. 2003. *Metode Penelitian Bisnis*, Jilid 1, Edisi Kelima. Jakarta: Erlangga.
- Holbrook, M. B., dan Hirschman E. C. 1982. "The experiential aspects of consumption consumer fantasies, feelings, and fun." *Journal of Consumer Research*, Vol. 2, 132-40.
- Jati, Anggoro Suryo. 2019. "Spotify Berbayar Sudah Punya 108 Juta Pelanggan." *DetikInet*, 1 Agustus. Diakses pada 12 November 2019. <https://inet.detik.com/cyberlife/d-4648381/spotify-berbayar-sudah-punya-108-juta-pelanggan>.
- Jeko. 2015. "Orang Indonesia Pilih Dengarkan Musik Pakai Streaming." *Liputan 6*, 4 Juni. Diakses pada 16 Juli 2019. https://www.liputan6.com/teknoread/2245385/orang-indonesia-pilih-dengarkan-musik-pakai-streaming?utm_expid=.9Z4i5ypGQeGiS7w9arwTvQ.0&utm_referrer=http%3A%2F%2Fwww.google.com%2F.
- Kaonang, Glenn. 2015. "Tren Streaming Musik di Indonesia Sepanjang 2015." *DailySocial*, 16 Desember. Diakses pada 12 November 2019. <https://dailysocial.id/post/tren-streaming-musik-di-indonesia-sepanjang-2015-menurut-guvera>.
- Kotler, Philip, dan Kevin Lane Keller. 2012. *Marketing Management 14th ed.* Pearson.
- Koufaris, M. 2002. "Applying the technology acceptance model and flow theory to online consumer behavior." *Information Systems Research*, Vol. 13, No. 2, 205-33.
- Kudeshia, Chetna, dan Amresh Kumar. 2017. "Social eWOM: does it affect the brand attitude and purchase intention of brands?" *Management Research Review*, Vol. 40, Issue: 3, 310-330.
- Kwon, K. N., dan Schumann D. W. 2001. "The influence of consumers' price expectations on value perception and purchase intention." *Advances in Consumer Research*, Vol. 28, 316-22.
- Lacher, K. T. 1989. "Hedonic consumption music as a product." *Advances in Consumer Research*, Vol. 16, 367-73.
- Lee, Chai Har, Uchenna Cyril Eze, dan Nelson Oly Ndubisi. 2011. "Analyzing key determinants of online repurchase intentions." *Asia Pacific Journal of Marketing and Logistics*, Vol. 23, No. 2, 200-221.

- Lee, Chen-Ying, Chih-Hsuan Tsao, dan Wan-Chuan Chang. 2015. "The relationship between attitude toward using and customer satisfaction with mobile application services: An empirical study from the life insurance industry." *Journal of Enterprise Information Management*, Vol. 28, Issue: 5, 680-697.
- Lee, Hyun-Hwa, Ann Marie Fiore, dan Jihyun Kim. 2006. "The role of the technology acceptance model in explaining effects of image interactivity technology on consumer responses." *International Journal of Retail & Distribution Management*, Vol. 34, No. 8, 621-644.
- Lee, Yong-Ki, Sally Y. Kim, Namho Chung, Kwanghoon Ahn, dan Jong-Won Lee. 2016. "When social media met commerce: a model of perceived customer value in group-buying". *Journal of Services Marketing*, Vol. 30, Issue: 4, 398-410.
- Liao, Chechen, Pui-Lai To, dan Chuang-Chun Liu 2013. "A motivational model of blog usage." *Online Information Review*, Vol. 37, No. 4, 620-637.
- Lin, C. S., Wu S., dan Tsai R. J. 2005. "Integrating perceived playfulness into expectation-confirmation model for web portal context." *Information and Management*, Vol. 42, No. 5, 683-93.
- Lin, Long-Yi, dan Ching-Yuh Lu. 2010. "The influence of corporate image, relationship marketing, and trust on purchase intention: the moderation effects of word-of-mouth." *Tourism Review*, Vol. 65, Issue: 3, 16-34.
- Liu, B. S. C., Petruzzi N. C., dan Sudharshan D. 2007. "A service effort allocation model for assessing customer lifetime value in service marketing." *Journal of Services Marketing*, Vol. 21, No. 1, 24-35.
- Lovelock, C. 2001. *Services Marketing*, 4th Edition, Prentice-Hall. Englewood Cliff: NJ.
- Miniard, P. W., Obermiller C., dan Page T. J. Jr. 1983. "A further assessment of measurement influences on the intention-behavior relationship." *Journal Marketing Research*, Vol. 20, No. 2, 206-212.
- Mohammadi, Hossein. 2014. "The moderating role of individual and social factors in Internet banking loyalty: an exploratory study." *Transforming Government: People, Process, and Policy*, Vol. 8, Issue: 3, 420-446.
- Monroe, K. B. 1973. "Buyers' subjective perceptions of price." *Journal of Marketing Research*, Vol. 10, 70-80.
- Moon, J. W., dan Kim Y. G. 2001. "Extending the TAM for a World-Wide Web context." *Information and Management*, Vol. 38, 217-30.

- Mowen, John. C., dan Michael Minor. 2002. *Consumer Behaviour*, 7th Edition. Upper Saddle River: Prentice Hall.
- Mubina, M. Fathan. 2019. "Paid Online Music Streaming in Indonesia." *Medium*, 27 Agustus. Diakses pada 12 November 2019. <http://medium.com/@fathanm4196/paid-online-music-streaming-in-indonesia-449d9a1fd533>.
- Ndubisi, Nelson Oly, dan Muhamad Jantan. 2003. "Evaluating IS usage in Malaysian small and medium-sized firms using the technology acceptance model." *Logistics Information Management*, Vol.16, Issue: 6, 440-450.
- Park, B., Ahn S., dan Kim H. J. 2010. "Blogging: mediating impacts of flow on the motivational behavior." *Journal of Research in Interactive Marketing*, Vol. 4, No. 1, 6-29.
- Roni, Sutanto. 2010. "Analisis pengaruh reference price dan actual price terhadap perceived value dan willingness to buy." Fakultas Ekonomi Universitas Sebelas Maret.
- Ronnback, Asa, dan Lars Witell. 2009. "Value creation in outsourced service provision in public transportation." *The TQM Journal*, Vol. 21, No. 5, 517-529.
- Roy, Sanjit Kumar, Rik Paul, Ali Quazi, dan Bang Nguyen. 2018. "Developing a service value measurement scale in retail banking services: Evidence from India." *International Journal of Bank Marketing*.
- Schierz, P., Schilke O., dan Wirtz B. 2010. "Understanding customer acceptance of mobile payment services: an empirical analysis." *Journal of Electronic Commerce Research and Application*, Vol. 9, No. 3, 209-216.
- Schiffman, L. G., dan Kanuk L. L. 2000. *Consumer Behavior*. Prentice-Hall: Upper Saddle, NJ.
- Sekaran, Uma, dan Roger Bougie. 2016. *Research Methods for Business: A Skill Building Approach*. West Sussex: Wiley.
- Sekaran, Uma. 2003. *Research Methods for Business: A Skill Building Approach*. United States of America: John Wiley & Sons.
- Son, Jihyeong, Amrut Sadachar, Srikant Manchiraju, Ann Marie Fiore, dan Linda S. Niehm. 2012. "Consumer adoption of online collaborative customer co-design." *Journal of Research in Interactive Marketing*, Vol. 6, Issue: 3, 180-197.

- Statistikian. 2017. "Uji Normalitas." *Statistikian*, 14 September. Diakses pada 12 November 2019. <https://www.statistikian.com/2013/01/uji-normalitas.html/amp>.
- Tam, J. L. M. 2004. "Customer satisfaction, service quality and perceived value: an integrative model." *Journal of Marketing Management*, Vol. 20, 897-917.
- Tanadi, Trisna, Behrang Samadi, dan Behrooz Gharleghi. 2015. "The impact of perceived risks and perceived benefits to improve an online intention among generation-Y in Malaysia." *Asian Social Science*, Vol. 11, Issue:26, 226-238.
- Tariq, M. I., Nawaz M. R., Nawaz M. M. M., dan Butt H. A. 2013. "Customer perceptions about branding and purchase intention: a study of FMCG in an emerging market." *Journal of Basic and Applied Scientific Research*, Vol. 3, No. 2, 340-347.
- Vijayarathy, L. R. 2004. "Predicting consumer intentions to use-on-line shopping: the case for an augmented technology acceptance model." *Information and Management*, Vol. 41, No. 6, 247-762.
- Wang, Kai, dan Chien-Liang Lin. 2012. "The adoption of mobile value-added services: Investigating the influence of IS quality and perceived playfulness." *Managing Service Quality: An International Journal*, Vol. 22, Issue: 2, 184-208.
- Wang, Stephen M., dan Jillian Farquhar. 2018. "Co-branded services: perceived benefits and involvement of co-branded credit cards." *International Journal of Bank Marketing*.
- Wang, Yi-Shun, Ching-Hsuan Yeh, dan Yi-Wen Liao. 2013. "What drives purchase intention in the context of online content services? The moderating role of ethical self-efficacy for online piracy." *International Journal of Information Management*, Vol. 33, No. 1, 199-208.
- Webster, J., dan Martocchio J. J. 1992. "Microcomputer playfulness: development of admeasure with workplace implications." *MIS Quarterly*, Vol. 16, No. 2, 201-226.
- Wells, J. D., Valacich J. S., Hess T. J. 2011. "What signal are you sending? How website quality influences perceptions of product quality and purchase intentions." *MIS Quarterly*, Vol. 35, No. 2, 373-396.
- Wu, Lingfei, and Jun Li. 2011. "Perceived value of entrepreneurship: A study of the cognitive process of entrepreneurial career decision." *Journal of Chinese Entrepreneurship*, Vol. 3, No. 2, 134-146.

- Xia, L., Monroe K. B., dan Cox J. L. 2004. "The price is unfair! A conceptual framework of price fairness perceptions." *The Journal of Marketing*, Vol. 68, No. 4, 1-15.
- Zeithaml, V. A. 1988. "Consumer perceptions of price, quality, and value: a means-end model and synthesis of evidence." *Journal of Marketing*, Vol. 52, 2-22.
- Zietsman, Mariette Louise, Pierre Mostert, dan Goran Svensson. 2019. "Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective." *International Journal of Bank Marketing*, Vol.37, Issue: 1, 2-19.