

## DAFTAR PUSTAKA

### Jurnal:

Adiwiwijaja, J.A dan Tarigan, Zeplin J.H, 2017, Pengaruh Brand Image dan Brand Trust Terhadap Keputusan Pembelian Sepatu Converse, *AGORA*. Vol. 5, No. 2, pp. 1-9.

Almana, A.M. dan Mirza, A.A. (2013). The Impact of Electronic Word of Mouth on Consumers Purchasing Decision. *International Journal of Computer Applications*. Vol. 82, No. 09, pp. 23-31.

Azalia, D., W. dan Magnadi, R., H. (2020). Analisis Faktor-Faktor yang Mempengaruhi Keputusan Pembelian pada Layanan Videon on Demand (Studi pada pengguna Netflix). *Jurnal Manajemen*. Vol. 09, No. 12, pp. 1-12.

Dharmawan, C. dan Wardhana, A. (2021). Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian Zanana Chips. *e-Proceeding of Management*. Vol.8, No.6, pp. 2355-9357.

Dewi, L. G. P. S., Edyanto, N., dan Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *Doctoral dissertation, EDP Sciences*). Vol. 76, No. 01023, pp. 1-10.

- Erkan, I., and Evans, C. (2016). The influence of EWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*. Vol. 61, pp. 47-55.
- Faza, M. A. (2018). Pengaruh Electronic Word of Mouth Terhadap Minat Beli Melalui Citra Merek (Studi Pada Smartphone Xiaomi Di Kota Yogyakarta). *Jurnal Fakultas Ekonomi*, Vol. 06, No. 04, pp. 1–11.
- Hamidah, L., Oktaviani., Nurhajati (2021). The Effect of Instagram's E-WOM on Netflix's Brand Image and Subscription Decision. *Jurnal Audience: Jurnal Ilmu Komunikasi*. Vol. 04, No. 02, pp. 167-179.
- Handi, H., Hendratono, T., Purwanto, E., dan Ihalauw, J. J. (2018). The effect of e-WOM and perceived value on the purchase decision of foods by using the go-food application as mediated by trust. *Quality Innovation Prosperity*. Vol. 22, No. 2, pp. 112-127.
- Jalilvand, M.R. dan Samiei, N. (2012). The Effect of Electronic Word-of-Mouth on Brand Image and Purchase Intention. *Journals of Marketing Intelligence and Planning*. Vol. 30, No. 4, pp. 460-476.
- Kameswara, I.G. dan Respati N.N. (2022). Brand Image Dalam Memediasi Pengaruh EWOM Terhadap Niat Beli Konsumen Pada Sepeda Motor Honda ADV. *E-Jurnal Manajemen*. Vol. 11, No. 5, pp. 2302-8912.
- Majid, Nurkholish. (2014). Analisis Pengaruh Electronic Word Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang. *Jurnal Ilmiah Mahasiswa FEB*. Vo.2, No.2, pp. 1-13.

- Mohamed Abd-Elaziz, G. K. (2015). Determinants Of Electronic Word Of Mouth (EWOM) Influence On Hotel Customers Purchasing Decision. *International Journal of Heritage, Tourism, and Hospitality*. Vol. 09, No. 02, pp. 194-223.
- Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site. *In IOP Conference Series: Materials Science and Engineering*. Vol. 1071, No. 1, pp. 012017.
- Manyanga, W. (2022). The effect of brand image on customer choices in the zimbabwean food industry. *International Journal of Information, Business, and Management*. Vol. 14, No.2, pp. 1-162.
- Paramita, E.L., dan Wijaya, Tomi. (2014). Pengaruh Electronic Word Of Mouth (EWOM) Terhadap Keputusan Pembelian Kamera Dslr. *Jurnal Ilmiah*. Vol. 2, No. 13, pp. 12-19.
- Prabowo, Rahmadi. 2019. “*Analisis Loyalitas Layanan Video on Demand Berlangganan Netflix Menggunakan Extended Unified Theory Acceptance and Use of Thecnology 2 (UTAUT2)*”. Jakarta: Skripsi Program Studi Sistem Informasi Fakultas Sains dan Teknolgi Universitas Islam Negeri Syarif Hidayatullah.
- Samuel, Hatane dan Lianto, Adi S. (2014). Pengaruh Analisis EWOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran*. Vol. 8, No. 2, pp. 7-54.

Sipahuntar, E. K. S., dan Nugrahani, R.U. (2021). Pengaruh Electronic Word of Mouth (EWOM) Terhadap Brand Image Dear Me Beauty. *e-Proceeding of Management*. Vol.8, No.6. pp. 22-38.

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, dan Akuntansi*. Vol. 03, No. 01, pp. 81- 89.

**Buku:**

Aaker, David A. 2018. *Manajemen Ekuitas Merek: Memanfaatkan Nilai dari Suatu Merek*. Jakarta: Spektrum.

Effendi, Sofian, dan Tukiran. 2012. *Metode Penelitian Survei*. Jakarta: LP3ES.

Evans, D., and Mckee, J. (2010). *Sosial Media Marketing*. Indianapolis: Wiley Publising, Inc.

Ghozali, Imam, 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali, Imam, dan Latan, Hengky. 2012. *Partial Least Square: Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro.

Haryono, S. (2017). *Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS*. Jakarta: Luxima Metro Media

- Ismagilova, E., Dwivedi, Y. K., Slade, E., dan Williams, M.D. (2017). *Electronic Word of Mouth (eWOM) in the Marketing Context: A State of the Art Analysis and Future Directions*. New York City: SpringerBriefs in Business.
- Keller, Kevin L. 2013. *Strategic Brand Management; Building, Measuring, and Managing Brand Equity*. Global Edition (Fourth Edition). Harlow: Pearson Education, Inc.
- Kotler, Philip dan Armstrong, Gary. 2012. *Principles of Marketing*. Fourteenth Edition. New Jersey: Pearson Prentice Hall
- Kotler, Philip dan Armstrong, Gary. 2018. *Principles of Marketing* Global Edition. Seventeenth Edition. Harlow: Pearson Education.
- Kotler, Philip dan Keller, Kevin Lane. 2016. *Marketing Management* Global Edition. Harlow: Pearson Education, Inc.
- Tjiptono, Fandy. 2014. *Pemasaran Jasa - Prinsip, Penerapan dan Penelitian*. Yogyakarta: Andi Offset.
- Petrescu, Maria. (2014). *Viral Marketing and Social Networks*. New York: Business Expert Press.
- Schiffman, L. dan Kanuk L. L. (2018). *Perilaku Konsumen*. Edisi 7. Alih Bahasa: Zoelkifli. Jakarta: Indeks.
- Setiadi Nugroho J. *Perilaku Konsumen: Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Jakarta: Kencana. 2003

Sugiyono. 2017. *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta

**Website:**

Brophy, A. (2020). Netflix tops YouGov's annual Buzz Rankings. Retrieved from You Gov: <https://yougov.co.uk/topics/consumer/articles-reports/2020/01/21/netflix-topsyougovs-annual-buzz-rankings>

Budiansyah. A. (2020, Januari 23). Netflix: Diburu Sri Mulyani, Diblokir Telkom & 'Dibidik' MUI. Retrieved from CNBC Indonesia Tech: <https://www.cnbcindonesia.com/tech/20200123142230-37-132199/netflix-diburu-sri-mulyani-diblokir-telkom-dibidik-mui>

Coconuts Jakarta. (2020, Januari 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-hashtag-netflixtidakaman-netflix-is-not-safe>

Dareportal.com. (2022, Januari 26). Digital 2022: Global Overview Report. Retrieved from Dare Portal: <https://datareportal.com/reports/digital-2022-global-overview-report>

Databooks.kadata.co.id. (2021, Januari 22). Efek Pandemi, Total Pelanggan Netflix Tembus 200 Juta. Retrieved from Databooks Kadata: <https://databoks.katadata.co.id/datapublish/2021/01/22/efek-pandemi-total-pelanggan-netflix-tembus-200-juta>

Databooks.kadata.co.id. (2022, Juli 29). Netflix, Aplikasi Video on Demand Paling Favorit di Indonesia. Retrieved from Databooks Kadata: <https://databoks.katadata.co.id/datapublish/2022/07/29/netflix-aplikasi-video-on-demand-paling-favorit-di-indonesia>

Databooks.kadata.co.id. (2022, April 14). Pendapatan Netflix Hampir Tembus US\$30 Miliar di 2021. Retrieved from Data Books Kadata: <https://databoks.katadata.co.id/datapublish/2022/04/14/pendapatan-netflix-hampir-tembus-us30-miliar-di-2021>

Dataindonesia.id. (2022, Juni 10). APJII: Pengguna Internet Indonesia Tembus 210 Juta pada 2022. Retrieved from Data Indonesia: <https://dataindonesia.id/digital/detail/apjii-pengguna-internet-indonesia-tembus-210-juta-pada-2022>

Dataindonesia.id. (2022, Agustus 03). Netflix Jadi Aplikasi Streaming Film Terfavorit di Indonesia. Retrieved from Data Indonesia: <https://dataindonesia.id/digital/detail/netflix-jadi-aplikasi-streaming-film-terfavorit-di-indonesia>

Dataindonesia.id (2023, Februari 03). Pengguna Media Sosial di Indonesia Sebanyak 167 Juta Pada 2023. Retrieved from Data Indonesia: <https://dataindonesia.id/internet/detail/pengguna-media-sosial-di-indonesia-sebanyak-167-juta-pada-2023>

Digital Agency. (2019). Data Digital Indonesia 2019. Retrieved from Tomato Digital Indonesia: <https://www.tomato.co.id/data-digital-indonesia-2019/>

Fitchard, K. (2018, Oktober 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>

Fourweekmba.com. (2022, November 09). Why Is Netflix Losing Subscribers?. Retrieved from Four Week MBA: <https://fourweekmba.com/why-is-netflix-losing-subscribers/>

Hasibuan, L. (2020, January 14). Raih 24 Nominasi, Netflix Jadi Raja dan Cetak Sejarah Oscar! CNBC Indonesia. Retrieved from <https://www.cnbcindonesia.com/lifestyle/20200114114845-33129828/raih-24-nominasi-netflix-jadi-raja-dan-cetak-sejarah-oscar>

Id.wikipedia.org. (2016, Agustus 15). Video sesuai permintaan. Retrieved from Wikipedia: [https://id.wikipedia.org/wiki/Video\\_sesuai\\_permintaan](https://id.wikipedia.org/wiki/Video_sesuai_permintaan)

Id.wikipedia.org. (2019, Januari). Netflix. Retrieved from Wikipedia: <https://id.wikipedia.org/wiki/Netflix>

Jagatreview.com (2019, Oktober 04). Survei: Pengguna Netflix Tak akan Hentikan Langganannya untuk Platform Baru. Retrieved from Jagat Review: <https://www.jagatreview.com/2019/10/survei-pengguna-netflix-tak-akan-hentikan-langganannya-untuk-platform-baru/>

Koesno, D. A. (2020, Agustus 25). Jumlah Pelanggan E-Commerce Tercatat Meningkat 38,3% Selama Pandemi. Retrieved from Tirto.id:



<https://tirto.id/jumlahpelanggan-e-commerce-tercatat-meningkat-383-selama-pandemi-f1eP>

Kominfo.go.id. (2021, September 22). Pemerintah Dorong Industri Film Manfaatkan Platform Digital. Retrieved from Kominfo: <https://www.kominfo.go.id/content/detail/37105/pemerintah-dorong-industri-film-manfaatkan-platform-digital/0/berita>

Kompasiana.com (2021, Juli 04). Netflix sebagai Budaya Populer di Masa Pandemi. Retrieved from Kompasiana: <https://www.kompasiana.com/deamelania68/60e1265f152510242c30f683/netflix-sebagai-budaya-populer-di-masa-pandemi>

Mediani.com. (2021, Agustus 05). Netflix dan 5 Layanan Video Streaming Lain Perang Harga, Mana yang Terbaik?. Retrieved from Mediani: <https://mediaini.com/branding-promosi/2020/09/12/35715/netflix-dan-5-layanan-video-streaming-lain-perang-harga-mana-yang-terbaik/>

Medcom.id (2017, April 10). Kebanyakan Mahasiswa Gemar Nonton Netflix. Retrieved from <https://www.google.com/amp/s/www.medcom.id/amp/Wb7YW2PK-kebanyakan-mahasiswa-gemar-nonton-netflix>

Nistanto, K. R. (2014, Maret 12). Riset: Wanita Menjadi “Raja” di Media Sosial. Retrieved from Kompas.com: <https://tekno.kompas.com/read/2014/03/12/0943093/Riset.Wanita.Menjadi>

Statista.com (2022, Oktober 14). Share of adults with a Netflix subscription in the United States as of August 2021, by age group. Retrieved from Statista:

(<https://www.statista.com/statistics/742108/netflix-subscription-adults-usa-by-age/>)

Tempo.co. (2016, Februari 09). Pro Kontra Telkom Blokir Netflix, Ini Penjelasannya. Retrieved from Tempo: <https://bisnis.tempo.co/read/743455/pro-kontra-telkom-blokir-netflix-ini-penjelasannya>

Tribunnews.com (2022, Oktober 19). Mulai Bangkit, Netflix Alami Lonjakan Pelanggan Sebanyak 2,4 Juta di Kuartal III 2022. Retrieved from Tribun News: <https://www.tribunnews.com/techno/2022/10/19/mulai-bangkit-netflix-alami-lonjakan-pelanggan-sebanyak-24-juta-di-kuartal-iii-2022>

Wearesocial.com (2023, April 27). The Global State of Digital in April 2023. Retrieved from We Are Social: <https://wearesocial.com/us/blog/2023/04/the-global-state-of-digital-in-april-2023/>

Zeitchik, S. (2020, Juli 17). Business. Retrieved from [washingtonpost.com: https://www.washingtonpost.com/business/2020/07/16/netflix-subscriber-results-q](https://www.washingtonpost.com/business/2020/07/16/netflix-subscriber-results-q)