

## DAFTAR PUSTAKA

- Afika Putri, A. (2021). *Analysis of Product Variation and Service Quality on Repurchase Intention Mediated by Customer Satisfaction*. 1(2), 295–309. <https://doi.org/10.37715/rmbe.v1i2.2435>
- Agus, H., & Ari, S. (2021). Pengaruh Citra Merk, Kualitas Produk, Harga, dan Promosi terhadap Kepuasan Konsumen Pengguna Motor Honda Beat. *Target : Jurnal Manajemen Bisnis*, 3(1), 91–98. <https://doi.org/10.30812/target.v3i1.1196>
- Ais Shah. (2022). *Sejarah Penubuhan Dan Pengenalan Aplikasi Viu*. Viu.Com. <https://www.viu.com/ott/my/articles/sejarah-penubuhan-dan-pengenalan-aplikasi-viu/>
- Andrean W, F., Yuli, N., & Chyntia, D. (2022). *Resmi! Aturan Lengkap PPKM Darurat Jawa-Bali*. Indonesia Baik.Id. <https://indonesiabaik.id/infografis/resmi-aturan-lengkap-ppkm-darurat-jawa-bali>
- Azka, N. K., & Aris, B. (2022). *Customer Loyalty Analysis Affected by Location and Promotion through Purchase Decisions and Customer Satisfaction*. 3(3), 417–428. <https://doi.org/10.52728/ijjm.v3i3.520>
- Chayatul, J., & Lutfi, A. (2022). Pengaruh Kualitas Pelayanan, Persepsi Harga, Cita Rasa Dan Variasi Produk Terhadap Kepuasan Konsumen Cv. Sumber Garuda Mas. *Jurnal Riset Rumpun Ilmu Ekonomi*, 1(2), 029–045. <https://doi.org/10.55606/jurrie.v1i2.361>
- Delima, A., Hajar, H. A., & Osly, U. (2019). *Influence of Service Quality , Product Quality , Price , Brand Image , and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop)*. <https://doi.org/10.2139/ssrn.3308707>
- Dennis, V. N., Widi, D. R., & Yunus, H. (2023). *THE INFLUENCE OF PRICE , PRODUCT QUALITY AND PROMOTION ON CUSTOMER LOYALTY THROUGH CUSTOMER SATISFACTION AS A CONNECTION VARIABLE IN CUSTOMER HYPERMART*. 11(2), 300–311. <https://doi.org/10.31846/jae.v11i2.617>
- Disney.fandom. (2021). *Disney+ Hotstar*. Disney.Fandom.Com. [https://disney.fandom.com/id/wiki/Disney%2B\\_Hotstar](https://disney.fandom.com/id/wiki/Disney%2B_Hotstar)
- Ensiklopedia, D. (2022). *WeTV*. P2k.Stekom. <https://p2k.stekom.ac.id/ensiklopedia/WeTV>

- Ensiklopedia Dunia. (2014). *PT Vidio Dot Com (Vidio)*. P2k.Stekom. <https://p2k.stekom.ac.id/ensiklopedia/Vidio>
- Ghozali, I. (2021a). *Desain Penelitian Kuantitatif & Kualitatif untuk Akuntansi, Bisnis, dan Ilmu Sosial Lainnya* (Y. Pratama (ed.)).
- Ghozali, I. (2021b). *Partial Least Squares : Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (Edisi 3). Badan Penerbit Universitas Diponegoro.
- Hariyanto. (2021). *Video on Demand Tumbuh Subur, Ini Tempat Nonton Terbaik. Ajaib*. <https://ajaib.co.id/video-on-demand-tumbuh-subur-ini-tempat-nonton-terbaik/>
- Jose, F. da S., Esatanislau Sousa de, S., & Domingos M B, B. (2019). *The Mediation Effect of Customer Satisfaction on the Relationship between Product Quality , Perceived Price Justice and Customer Loyalty*. 4(2), 48–60. <https://doi.org/10.51703/bm.v4i0.98>
- Krishna, R. V. (2020). *Apa itu Streaming VOD atau Video On Demand? OTT VERSE*. <https://ottverse.com/what-is-vod-video-on-demand-streaming/>
- Ling Chen, H., & Shaheen, M. (2018). *The Effects of Product Quality on Customer Satisfaction and Loyalty : Evidence from Malaysian Engineering Industry*. 3(1). <https://doi.org/10.5296/ijim.v3i1.13959>
- Mega, F., Hartoyo, & Arief, S. (2022). *Does Covid-19 Pandemic Change the Consumer Purchase Behavior Towards Cosmetic Products ?* 7, 1–19. <https://doi.org/10.29244/jcs.7.1.1-19>
- Nuran, W. (2018). *Netflix di Indonesia, Dijegal Sebelum Berkembang*. Tirto.Id. <https://tirto.id/netflix-di-indonesia-dijegal-sebelum-berkembang-Dd>
- Octaviana, R. A., & Nugrahaningsih, H. (2018). Pengaruh Experiential Marketing Dan Kualitas Pelayanan Terhadap Minat Membeli Ulang Melalui Kepuasan Pelanggan Sebagai Variabel Intervening (Studi Kasus Pada Pt. Meratus Line Jakarta). *Jurnal Online Internasional & Nasional*, 6(2), 57–72.
- Puspita, S. B. G. (2022). *Sejarah Youtube Dan Mengenal Pendiri Youtube, Platform Berbagi Video Terbesar Di Dunia*. Tis1.Itbi.Ac.Id. <https://tis1.itbi.ac.id/sejarah-youtube-dan-mengenal-pendiri-youtube-platform-berbagi-video-terbesar-di-dunia/>
- Ratih, P., Endang Sulistya, R., & Beby Karina F, S. (2021). *The Influence of Product Quality and Price on Customer Loyalty of Telkomsel Users through Customer Satisfaction in Medan City*. 8(December), 580–586.

<https://doi.org/10.52403/ijrr.20211270>

Sarah, O. A. (2021). *Kapan COVID-19 Masuk ke Indonesia? Begini Kronologinya*. DetikHealth. <https://health.detik.com/berita-detikhealth/d-5781536/kapan-covid-19-masuk-ke-indonesia-begini-kronologinya>

Suarni, N., Arman, Auzar, A., Amri, I., & Eka, P. (2021). Analysis of Product Variation, Quality of Service and Their Effect on Customer Satisfaction. *IJEED (International Journal of Entrepreneurship and Business Development)*, 4(6), 954–960. <https://doi.org/10.29138/ijebd.v4i6.1554>

Suharyanto, S., & Vita Budi, D. (2022). *THE EFFECT OF E-SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE ( A CASE STUDY ON WEBINAR SERVICE IN INDONESIAN CLINICAL TRAINING & EDUCATION CENTER ( ICTEC ) RSCM FKUI )*. 3(5), 861–876. <https://doi.org/10.31933/dijms.v3i5>

Suri, A., & Ayu, N. (2016). *Pengaruh Bauran Pemasaran terhadap Kepuasan Konsumen pada Warung Kanasha di Kota Langsa*. 5(1), 459–468.

UniPin. (2020). *Mengenal Aplikasi Vidio, Streaming Acara TV, Film, dan Seri Sepuasnya*. UniPin. <https://blog.unipin.com/mengenal-aplikasi-Vidio-streaming-acara-tv-film-dan-series-sepuasnya/>

Yohanes, M. C., & Singgih, S. (2022). *The influence of service quality, corporate image, and customer satisfaction on customer loyalty in banking sector in Yogyakarta*. 11(7), 9–16. <https://doi.org/10.20525/ijrbs.v11i7.2025>

Yoshua Richard, A. L., Tso Yen, M., Chih Wei, L., & Chi Huang, S. (2021). The effect of service quality, price and promotion on customer satisfaction in pegipegi.com. *2021 IEEE International Conference on Social Sciences and Intelligent Management, SSIM 2021*. <https://doi.org/10.1109/SSIM49526.2021.9555193>