DAFTAR PUSTAKA

- Alan, W. (2018). *Marketing Research: Delivering Customer Insight*. https://doi.org/10.1057/978-1-352-00112-9
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, *ESJ*, *14*(13), 228. https://doi.org/10.19044/esj.2018.v14n13p228
- APJII. (2018). Penetrasi & Profil Perilaku Pengguna Internet Indonesia. https://www.apjii.or.id/
- Billboard. (2019). With Outsize Streaming Influence, Indonesia's Potential Shines. Billboard.

 https://www.billboard.com/articles/news/international/8543613/indonesia-streaming-spotify-southeast-asia-digtal-music-market
- Bloomberg. (2019). Spotify to Test a More Expensive Version of Its Popular Music Service. Bloomberg. https://www.bloomberg.com/news/articles/2019-08-15/spotify-to-test-more-expensive-version-of-popular-music-service
- Business Insider. (2019). Spotify is moving to test a 13% price hike for its premium family plan. https://www.businessinsider.com/spotify-tests-price-hike-for-premium-family-plan-2019-8?IR=T
- Byrne, B. M. (2013). Structural equation modeling with EQS: Basic concepts, applications, and programming. Routledge.
- Cahyani, N. S., Joyce Lapian, S. L. H. V, & Tumiwa, J. (2017). The Efect of Brand Image, Perceived Price, Perceived Quality on Consumer's Purchase Decision of Pond's Skin Care Product. *354 Jurnal EMBA*, *5*(2), 354–362.
- Cheng, L. P. (2017). Effects of Brand Image, Perceived Price, Perceived Quality, and Perceived Value on the Purchase Intention towards Sports and Tourism Products of the 2016 Taichung International Travel Fair. *The Journal of International Management Studies*, 12(2), 97–107.
- Cnet. (2019). Spotify vs. Apple Music: 2019 music streaming service pros and cons. https://www.cnet.com/news/apple-music-vs-spotify-2019-pros-cons-music-streaming-service/

- FE UNJ (2012). *Pedoman Penulisan Skripsi Sarjana* http://fe.unj.ac.id/wp-content/uploads/2015/05/PEDOMAN-SKRIPSI-2012-terakhir.pdf
- Geçti, F. (2014). Examining Price Perception and The Relationship Among Its Dimentions Via Structural Equation Modeling: A Research on Turkish Consumers. *British Journal of Marketing Studies*, 2(1), 1–11. Google Play. (n.d.). *Spotify Aplication*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate Data Dari, Analysis.* (7th ed.). Pearson Education Limited.
- Hakim, L., Susanti, N., & -, U. (2017). Influence of Customer Relationship Management, Brand Equity, Perceived Product Quality, Perceived Price on Customer Value and Purchase Intention (Studies Philips Light Bulb in Batam). *International Journal of Economics and Finance*, 9(7), 122. https://doi.org/10.5539/ijef.v9n7p122
- Haryono, S. (2017). Metode Sem untuk Penelitian Manajemen dengan Amos Lisrel PLS. Luxima: Jakarta.
- Hashmi, U., Huong, N. T., & Wee, C. S. (2012). Key Factors Affecting Consumer Purchase Intention a Study of Safe Vegetable in Ho Chi Minh City, Vietnam. *University of Economics Ho Chi Minh City: International School of Business*, 1(1), 1–68.
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. https://doi.org/10.1016/j.elerap.2014.11.003
- Information is Beautiful. (2018). *Money Too Tight to Mention?*https://www.informationisbeautiful.net/visualizations/spotify-apple-music-tidal-music-streaming-services-royalty-rates-compared/
- Investopedia.com. (2019). *Freemium Definition*. https://www.investopedia.com/terms/f/freemium.asp
- Kompas. (2020). Ada Pajak Digital Pelanggan Netflix dan Spotify Akan Kena Biaya Tambahan.
- Konuk, F. A. (2018). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43(April), 304–310. https://doi.org/10.1016/j.jretconser.2018.04.011

- Kotler, P., & Amstrong, G. (2014). Principle of Marketing. In *Pearson Education Limited*. Pearson.
- Kotler, P., & Amstrong, G. (2016). *Prinsip Prinsip Pemasaran* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Pearson Education Limited*. Pearson. https://doi.org/10.1007/978-1-137-32601-0 12
- Lalujan, D. I. O., Pengemanan, S. S., & Alfa Tumbuan, W. J. F. (2016).

 Analyzing the Influence of Brand Image, Perceived Price and Perceived Quality on Consumer Buying Decision of Low Cost Green Car (Case Study of: Astra Toyota Agya At Manado). *Berkala Ilmiah Efisiensi*, 16(04), 145–155.
- Lin, C.-H. (2013). The effects of brand images on purchase intention in catering industry. *Pakistan Journal of Statistics*, 29, 745–754.
- Lomboan, L. K. (2017). Analysis the Influence of Perceived Quality, Perceived Price and Perceived Value on Consumer Purchase Intention in Traditional Fabrics (Case Study Kaeng Manado). *Jurnal Berkala Ilmiah Efisiensi*, 17(01), 100–112.
- Malhotra, N. K. (2010). Marketing Research an Applied Orientation. Pearson Education Inc.
- Manorek, S. (2015). The Influence of Brand Image, Advertising, perceived Price Toward Consumer Purchase Intention at Samsung Smartphone. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 3(4), 661–670.
- Music Business Worldwide. (2019). IS IT TIME FOR SPOTIFY AND OTHER STREAMING SERVICES TO INCREASE THEIR PRICES?

 https://www.musicbusinessworldwide.com/is-it-time-for-spotify-and-other-streaming-services-to-increase-their-prices/
- Musically.com. (2020). How many users do Spotify, Apple Music and other big music streaming services have? Musically.Com. https://musically.com/2020/02/19/spotify-apple-how-many-users-big-music-streaming-services/
- Panigara, G., & Ratnaningtyas, S. (2017). FACTOR INFLUENCE PURCHASE INTENTION TOWARDS HAIRSTYLING INDUSTRY IN BANDUNG. *Journal of Innovation, Business and Entrepreneurship*, 2(1), 77–85.
- Priyono. (2008). Metode Penelitian Kuantitatif (2016th ed.). Zifatama Publishing.

- Ramadhan, M. D., & Muthohar, M. (2019). The influence of perceived price, perceived quality, brand image, and store image on the purchase intention of Hypermart private label. 308(Insyma), 140–143. https://doi.org/10.2991/insyma-19.2019.36
- Rolling Stone. (2018). *Spotify Is in Trouble With Record Labels (Again)*. Rolling Stone. https://www.rollingstone.com/music/music-news/spotify-record-labels-dispute-720512/
- Saunders, M., Lewis, P., & Thornhill, A. (2009). Research Methods for Business Students. In *International Journal of the History of Sport* (Vol. 30, Issue 1). https://doi.org/10.1080/09523367.2012.743996
- Setiawan, R., & Achyar, A. (2013). Effects of Perceived Trust and Perceived Price on Customers' Intention to Buy in Online Store in Indonesia. *ASEAN Marketing Journal*, 4(1), 26–36. https://doi.org/10.21002/amj.v4i1.2029
- Siahaan, M. C., Pangemanan, S. S., Pandowo, M., Siahaan, M. C., Pangemanan, S. S., & Pandowo, M. (2014). Price, Brand Equity, and Perceived Quality on Purchase Intention of Honda Scooter Motorcycle in Manado. *Jurnal EMBA*, 2(1), 441–449.
- Songtrust. (2019). What Is the Pay Rate for Spotify Streams?

 https://help.songtrust.com/knowledge/what-is-the-pay-rate-for-spotify-streams
- Spotify. (2020). Company Info. https://newsroom.spotify.com/company-info/
- Sugiyono. (2015). *Metode Penelitian Pendidikan* (21st ed.). Alfabeta. https://books.google.co.id/books/about/Metode_penelitian_pendidikan.html? hl=id&id=0xmCnQAACAAJ&redir_esc=y
- Sukardi. (2015). Metodologi Penelitian Pendidikan. PT. Bumi Aksara.
- Tansil, M. J. (2014). the Effect of Perceived Price and Perceived Quality on Purchase Intention At Shmily Cupcakes Store Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3).
- Techinasia. (2016). Spotify is now in Indonesia. It's cheap and even accepts cash. Techinasia.Com. https://www.techinasia.com/spotify-indonesia-cheap-offers-local-payment-methods
- The Finery Report. (2020). *Netflix gains, Spotify plunges*. https://www.thefineryreport.com/articles/2020/5/14/nusuy6cq9bnvzvhewxuw2a8jo75a6h?rq=spotify

- The Guardian. (2020). Musicians ask Spotify to triple payments to cover lost concert revenue. https://www.theguardian.com/music/2020/mar/19/musicians-ask-spotify-to-triple-payments-to-cover-lost-concert-revenue
- The Local. (2020). Spotify Reports Increased Loss Despite User and Subscriber Growth. The Local Sweden. https://www.thelocal.se/20200205/spotify-reports-increased-loss-despite-user-and-subscriber-growth
- Trillo, A. T. (2017). Faculty of Economics and Business Measuring Brand Equity in the Smartphone industry: An approach through Aaker's Model.
- Tulipa, D., & Muljani, N. (2015). The Country of Origin and Brand Image Effect on Purchase Intention of Smartphone in Surabaya Indonesia. *Mediterranean Journal of Social Sciences*, 6(5), 64–70. https://doi.org/10.5901/mjss.2015.v6n5s5p64
- Walsh, G., Shiu, E., & Hassan, L. M. (2014). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, 67(3), 260–267. https://doi.org/10.1016/j.jbusres.2013.05.012
- Wang, Y., & Tsai, C. (2014). The Relationship Between Brand Image and Purchase Intention: Evidence From Award Winning Mutual Funds.

 International Journal of Business & Finance Research, 8(2), 27–40. http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=90154805 &site=ehost-live
- Wijaya, B. S. (2013). Dimension of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55–65. https://doi.org/10.13140/ejbm.2013.55.65
- Yoo, B., & Donthu, N. (2001). *Developing a Scale to Measure the Perceived Quality of an Internet Shopping Site (PQISS)*. *January*, 471–471. https://doi.org/10.1007/978-3-319-11885-7_129
- Yu, S., & Lee, J. (2019). The effects of consumers' perceived values on intention to purchase upcycled products. *Sustainability (Switzerland)*, 11(4). https://doi.org/10.3390/su11041034
- Zahid, W., & Dastane, O. (2016). Factors Affecting Purchase Intention of South East Asian (SEA) Young Adults towards Global Smartphone Brands. *Asean Marketing Journal*, 8(1), 66–84.