Product Quality and Price on Resubscribe Intention through Customer Satisfaction as a Mediating Variable

Azrah Maysa Putri[1], Osly Usman[2]

[1]Department of Office Administration Education, Universitas Negeri Jakarta, Indonesia

[2]Department of Digital Business, Universitas Negeri Jakarta, Indonesia

Abstract

This study aims to explore the influence of product quality and price on resubscribe intention with customer satisfaction as a mediating variable in SVoD service, namely Amazon Prime Video. This study applied a quantitative approach with a data collection method in the form of a survey with a questionnaire as the research instrument. The population in this study are people who live in Jabodetabek and have used or are currently using the Amazon Prime Video streaming service. The analysis technique used in this study is the SEM-PLS (Partial Least Squares) method with a calculating tool, namely SmartPLS version 4, to assess validity, reliability, and test research hypotheses. The results of this research show that: 1) product quality influences customer satisfaction, 2) price influences customer satisfaction, 3) product quality influences resubscribe intention, 4) price influences resubscribe intention, 5) customer satisfaction influences resubscribe intention, 6) product quality influences resubscribe intention, mediated by customer satisfaction, and 7) price influences resubscribe intention, mediated by customer satisfaction. This study is expected to contribute to developing knowledge about customer behavior, especially for researchers who are interested in analyzing the relationship and influence of product quality and price on resubscribe intention through customer satisfaction.

Keyword: quality product; price; resubscribe intention; customer satisfaction; subscription video on demand

1. Introduction

The development of the world of entertainment which has been integrated with technology has led to changes in human lifestyles in consuming media services to enjoy their free time. One of them is the SVoD (Subscription Video On-Demand) service which has become the most popular service in recent years and is increasingly popular during the COVID-19 pandemic where everyone chose to enjoy entertainment content online. Based on We Are Social (2024), 30.1% of internet users globally are currently willing to spend money on SVoD subscriptions every month in 2023 and Indonesia was recorded in 13th place with a percentage of SVoD or video streaming service users of 95.6%.

Amazon Prime Video is one of the most popular SVoD services and has been operating in Indonesia since 2016. Proven by JustWatch's report for the fourth quarter of 2023, Amazon Prime Video appears to be in 6th place in Indonesian market share with an interest percentage of up to 9%. This number shows that Amazon Prime Video has succeeded in attracting of almost 1 in 10 of SVoD service users in Indonesia, beating another platform such as HBO Go. However, with this relatively low number, it can be said that Amazon Prime Video does not have strong subscriber growth compared to its competitors.

The low growth of Amazon Prime Video is suspected to have problems with its quality and price. This is shown by user reviews on the Play Store who has experienced various problems while logging in, doing payments, viewing quality and content that does not match their interests. Thus, this matter causes customer dissatisfaction and shows that the service has not met their expectations. In addition, the price of IDR 59,000/month is considered not commensurate with the quality of service, especially compared to its competitors such as Disney+ Hotstar and Viu which offer cheaper prices. On top of that, Amazon Prime Video is planning to display ads in 2024 and raising prices for services without ads, making matters worse.

Besides, the quality and price of a product are the main keys to attracting customer interest and maintaining customer trust, especially in this current year of intense and competitive market competition. Therefore, Amazon Prime Video needs to increase customer loyalty by paying attention to customer satisfaction with their services to keep their intentions to resubscribe. However, to respond to customer satisfaction, Amazon Prime Video also needs to pay attention to the prices that will be offered to customers. By providing affordable prices commensurate with quality, it can increase the value of the Amazon Prime Video service in the eyes of customers. This will likely increase customer satisfaction and their loyalty to Amazon Prime Video.

Thus, based on the above, it is important to understand how Amazon Prime Video provides streaming service with their quality and price impact customer satisfaction and resubscribe intention. So therefore, author is interested in conducting further research to explore the correlation between product quality and price on resubscribe intention to the Amazon Prime Video with customer satisfaction as a mediator, so that later it can be utilized by companies, customers, and the public in subscribing to SVoD services in the future, especially Amazon Prime Video.

2. Literature Review
2.1 Product Quality

Kotler & Armstrong (in Anwar, 2015) state that product quality is the ability to carry out its function which consists of durability, reliability, accuracy, ease of use and maintenance as well as other product attributes. Meanwhile, Kotler & Keller (in Kusuma, 2015) emphasize that product quality is not only about basic functions, but also about the ability of a product or service to provide an experience that exceeds customer expectations. Meanwhile, Wijaya (in Lestari & Iskandar, 2021) defines quality products in a comprehensive manner, namely as a combination of all the characteristics of products produced in the business world to be used according to customer needs. Even Lupiyoadi (in Hafilah et al., 2019) also added that consumers will feel satisfied if the products they use meet their expectations and are of high quality. Furthermore, according to Tjiptono (in Afnina & Hastuti, 2018) there are several attributes used to measure consumer satisfaction with product quality. However, some of those used in this study are performance, feature, reliability, conformance to specification, and serviceability.

2.2 Price

According to Kotler & Keller (in Azkiya, 2022) price is the amount of money or value exchanged by customers to obtain benefits, ownership or use and price competitiveness.

2.3 Customer Satisfaction

Of a product or service. Meanwhile, Hasan (in Pratiwi et al., 2019) emphasized that price is the total financial costs incurred by consumers for the entire value received, including ownership, use of goods and various related services. Efendi (in Nisrina & Usman, 2021) also added that price is the amount of money that is transacted to get benefits from a product or service. Furthermore, according to Kotler & Armstrong (in Azkiya, 2022) there are four attributes that can be used to measure a product price such as price affordability, price match with quality, price match with benefit,

According to Kotler & Keller (in Kusuma, 2015) customer satisfaction is a customer's feeling of satisfaction or disappointment that arises by comparing product performance (results) and their expectations. Furthermore, Chang, et al. (in Albi et al., 2021) defines customer satisfaction as the reaction that arises after using and evaluating a particular product or service. Meanwhile, Tjiptono (in Benny et al., 2020) emphasized that customer satisfaction is an evaluation or cognitive assessment regarding product performance and the suitability of its benefits to customer expectations. Thus, based on research by Razak et al. (2016) there are several customer satisfaction attributes such as satisfaction, loyalty, repurchase interest, willingness to recommend, and low complaint.

2.3 Resubscribe Intention

In general, subscription intention is a condition where consumers are interested and willing to buy a product at a certain time (Tanamee et al., 2022). Subscription intention is a plan to reflect the desire to subscribe to a particular product or service. Therefore, businessman needs to pay attention to consumers' subscription desires to predict future subscription intention. When making a purchase to subscribe, of course there is a difference

between the actual interest in subscribing and the interest in resubscribing. According to Hasan (in Sahara & Triwardhani, 2023) subscription intention refers to the subscription action that the consumer has taken, while resubscription intention shows the consumer's intention to subscribe again in the future. Repurchase interest which can be interpreted as resubscribe intention according to Cronin, et al. (in Faradisa et al., 2016) is consumer behavior that responds positively to a company's products or services where they show a desire to establish a long-term relationship with the company. According to Ferdinand (in Hadani, 2020), several dimensions of repurchase interest which can be considered as resubscription intention are categorized as transactional interest, referential interest, preferential interest, and exploratory interest.

3. Material and Method

3.1 Design Study

This study used quantitative methods based on the philosophy of positivism. According to Sugiyono (2019), this method is used to research certain populations or samples by collecting data through research instruments, analyzing data to test predetermined hypotheses. Apart from that, the quantitative research paradigm also assumes the existence of a cause-and-effect (causal) relationship between the variables studied so that it is called associative research. Therefore, this method is used to test hypotheses regarding the relationship of variables that have been determined.

Then, the population used in this study is the people in Jabodetabek. Meanwhile, the sample was determined using a purposive sampling method which determines a sample with certain considerations (Sugiyono, 2019). Thus, the number of samples required for this study is 100 respondents who have or currently using Amazon Prime Video in Jabodetabek.

For data collection, this study used observation and survey methods in the form of questionnaires, the results of which were then processed by testing predetermined hypotheses. The observation method is used to observe customer behavior in subscribing to Amazon Prime Video at large. Meanwhile, the questionnaire uses Google Form and have distributed freely via social media such as Whatsapp, Instagram, Twitter, and Telegram.

The types of data used as a reference for this research are categorized into two, namely primary data and secondary data. Primary data obtained was through the results of questionnaires distributed freely. Meanwhile, the secondary data used are references obtained from books, journals, literature, and other sources.

3.2 Data Analysis

In this study, data analysis was used the SEM PLS approach, which divided into two models, namely measurement model (outer model) and the structural model (inner model). In the measurement model there is a validity test consisting of convergent and discriminant validity. Convergent validity on the loading factors value must be >0.70 and the AVE value >0.5, then discriminant validity on the cross loadings value must be >0.70 or the Fornell-Lacker Criterion value must be higher than the others. Apart from that, there is also a reliability test where the Cronbach's alpha value must be >0.60 and composite reliability must be >0.70.

While in the structural model it can be seen from the R-square value and significance (t-value). R-Square values of 0.75, 0.50, and 0.25 indicate that the model is strong, moderate, and weak. Then, the significance value (t-value) can be seen in the Path Coefficient where the values are 1.65 (significance level 10%), 1.96 (significance level 5%), and 2.58 (significance level 1%) (Ghozali & Latan in Hamid & Anwar, 2019).

This data is then processed using SmartPLS 4.0 to assess the extent of the relationship between several variables: Product Quality (X1) and Price (X2) as independent variables, Resubscribe Intention (Y) as a dependent variable, dan Customer Satisfaction (Z) as an intervening or mediating variable.
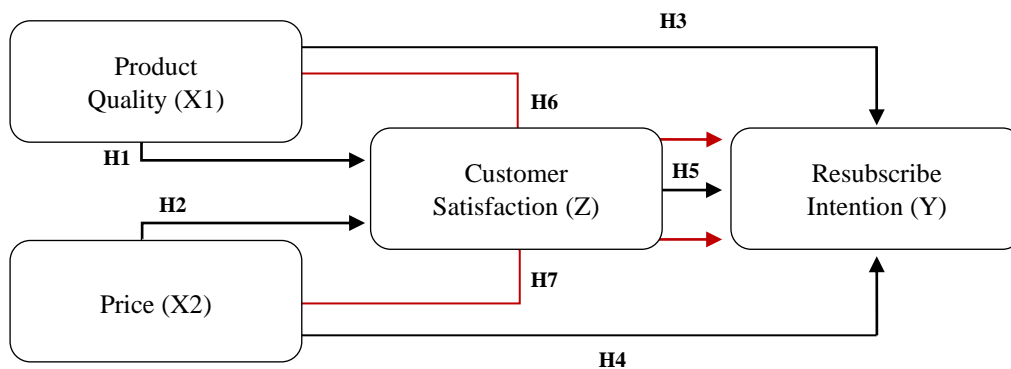
Figure 1. Research Model

4. Result
By using the SEM PLS model that been carried out using SmartPLS 4.0, the results obtained are as described below.

4.1 Outer Model
Table 1. Outer Loadings

Indicators	P	CS	PQ	RI
PQ1			0.734	
PQ2			0.760	
PQ3			0.726	
PQ4			0.710	
PQ5			0.724	
PQ6			0.736	
PQ7			0.743	
P1	0.732			
P2	0.789			
P3	0.811			

Indicators	P	CS	PQ	RI
RI1				0.795
RI2				0.710
RI3				0.760
RI4				0.721
RI5				0.765
CS1		0.794		
CS2		0.772		
CS3		0.782		

Based on the table above, it shows that the overall indicator coefficient has the recommended outer loadings value, namely >0.70. Thus, it can be said that the indicators used in this research are valid and have met convergent validity. Apart from that, this research also uses the average variance extracted (AVE) value to measure convergent validity with a recommended value of >0.5. The test results for the AVE value can be seen in the following table.

Table 2. AVE

Variables	Average Variance Extracted (AVE)
P	0.626
CS	0.639
PQ	0.538
RI	0.563

The table above shows that all variables have reached the AVE value which is >0.5. Apart from measuring convergent validity, an indicator also needs to measure its discriminant validity by looking at the expected cross loading value >0.70. The test results for cross loading values can be seen in the following table.

Table 3. Fornell-lacker Criterion

Variables	P	CS	PQ	RI
P	0.248	0.425	0.734	0.444
CS	0.390	0.448	0.760	0.506
PQ	0.312	0.413	0.726	0.454
RI	0.390	0.325	0.710	0.502

Based on the table, it can be interpreted that the value of each variable has met the discriminant validity of the root AVE value or fornell-lacker criterion where the value of one variable is higher than other variables.

Next, for the reliability test, it can be seen from Cronbach's alpha with a value of >0.6 and composite reliability with a value of >0.70. The results of reliability testing for composite reliability and Cronbach's alpha values can be seen in the following table.

Table 4. Cronbach's Alpha and Composite Reliability

Variables	Cronbach's Alpha	Composite Reliability
P	0.702	0.721
CS	0.717	0.721
PQ	0.857	0.858
RI	0.806	0.809

Based on the table above, it shows that all variables for composite reliability are >0.70 and Cronbach's alpha >0.60. Thus, this value can be said to be valid and reliable.

4.2 Inner Model

Table 5. R Square

Variables	R-square	Prediction
CS	0.408	Moderate
RI	0.638	Moderate

Based on the table above, it can be interpreted that the Satisfaction variable has an R-Square value of 0.408 which is explained by the Price and Product Quality variables at 40.8% moderately. Then the variable Resubscription Interest has an R-Square value of 0.638 which is explained by the variables Price, Product Quality and Customer Satisfaction at 63.8% moderately.

Furthermore, the significance value can be calculated by bootstrapping, which in this study uses a subsample with a significance level of 5% or 0.05, if it is greater then it is not significant. The results of calculating the significance value of the path coefficient can be seen in the following table.

Table 6. Path Coefficient

Variables	Original Samples (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
PQ → CS	0.383	0.392	0.088	4.345	0.000
PQ → RI	0.358	0.361	0.069	5.153	0.000
P → RI	0.356	0.346	0.088	4.049	0.000
P → CS	0.351	0.355	0.089	3.957	0.000
CS → RI	0.244	0.246	0.067	3.624	0.000

Based on the table above, it can be interpreted that the t-statistics are >1.95 and the p values are <0.05, so the variables in this study have a significant effect on each other. Furthermore, measuring the role of mediating variables in this research can also be seen through calculating the specific indirect effect on the dependent variable. The calculation results for the specific indirect effect values can be seen in the following table.

Table 6. Specific Indirect Effect

Variables	Original Samples (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
P → CS →RI	0.085	0.087	0.032	2.649	0.009
PQ → CS → RI	0.093	0.097	0.038	2.488	0.015

The table above shows that the mediating variable, namely Customer Satisfaction, also plays a significant role in the independent and dependent variables where the t-statistics value is >1.95 and the p value is <0.05.

5. Discussion

5.1 The influence of Product Quality on Customer Satisfaction

Based on the results above, it can be said that H1 is accepted where product quality has a positive and significant influence on customer satisfaction. This is shown by the value obtained for the t-statistic is 4.345>1.95 and the p value is 0.000<0.50. Thus, these findings support the research of Suciningrum & Usman (2020); Wantara & Tambrin (2019); and Napitupulu (2019) who have found that product quality has a positive and significant influence on customer satisfaction which means a high-quality product will attract customers' interest in buying the product and will feel satisfied with the product they have purchased.

5.2 The influence of Price on Customer Satisfaction

Based on the results above, it can be said that H2 is accepted where price has a positive and significant influence on customer satisfaction. This is indicated by the value obtained for the t-statistic 3.957>1.95 and p value 0.000<0.05. Thus, these findings support the research of Delima et al. (2019); Kusuma (2015); and D. A. Sari & Mayasari (2022) who have found that price has a positive and significant influence of customer satisfaction which means that if a price is set in accordance with the quality provided, it can increase customer satisfaction when buying a product.

5.3 The influence of Product Quality on Resubscribe Intention

Based on the results above, it can be said that H3 is accepted where product quality has a positive and significant influence on resubscribe intention. This is indicated by the value obtained for the t-statistic 5.153>1.95 and p value 0.000<0.05. Thus, these findings support

the research of Tanamee et al. (2022); Faradiba & Astuti (2013); and Putri (2022) who have found that product quality has a positive and significant influence of resubscribe intention which means that if a product has adequate quality and exceeds customer expectations, it will increase the customer's desire to buy or subscribe again.

5.4 The influence of Price on Resubscribe Intention

Based on the results above, it can be said that H4 is accepted where price has a positive and significant influence on resubscribe intention. This is indicated by the value obtained for the t-statistic 4.049>1.95 and p value 0.000<0.05. Thus, these findings support the research of R. K. Sari & Hariyana (2019); Fahlefi et al. (2023); and Sinambela (2019) who have found that price has a positive and significant influence of resubscribe intention which means that customers will pay attention to the price of a product, if it feels appropriate and suits their needs, then there is a possibility of making a repeat purchase.

5.5 The influence of Customer Satisfaction on Resubscribe Intention

Based on the results above, it can be said that H5 is accepted where customer satisfaction has a positive and significant influence on resubscribe intention. This is indicated by the value obtained for the t-statistic 3.624>1.95 and p value 0.000<0.05. Thus, these findings support the research of Carissa et al. (2023); Mulyana & Andreani (2019); and Salsabila et al. (2022) who have found that customer satisfactin has a positive and significant influence of resubscribe intention which means that if a customer is satisfied with a product that meets their expectations, then there is a big possibility for the customer to buy the product again.

5.6 The influence of Product Quality on Resubscribe Intention through Customer Satisfaction

Based on the results above, it can be said that H6 is accepted where product quality has a positive and significant influence on resubscribe intention through customer satisfaction. This is indicated by the value obtained for the t-statistic 2.488>1.95 and p value 0.015<0.05. Thus, these findings support the research of Syah (2022); Rizkina (2022); and Fuadi et al. (2021) who have found that product quality has a positive and significant influence of resubscribe intention through customer satisfaction which means that if customers have had a good experience with the quality of the product and feel satisfied when using it, it can create a feeling of wanting to buy the product again.

5.7 The influence of Price on Resubscribe Intention through Customer Satisfaction

Based on the results above, it can be said that H7 is accepted where price has a positive and significant influence on resubscribe intention through customer satisfaction. This is indicated by the value obtained for the t-statistic 2.649>1.95 and p value 0.009<0.05. Thus, these findings support the research of Nabillah (2020); Surni & Sulaiman (2019); and Sajidah & Anggarawati (2023) who have found that price has a positive and significant influence of resubscribe intention through customer satisfaction which means that if customers get product quality commensurate with the price offered, it will create a high sense of

satisfaction and the company needs to maintain this in order to attract customers to continue subscribing or buying again.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion

Based on the findings and analysis regarding "The Influence of Product Quality and Price on Resubscribe Intention through Customer Satisfaction as a Mediating Variable on Amazon Prime Video SVoD" it can be concluded that:

1) There is a significant and positive influence between product quality and customer satisfaction, which is indicated by the values obtained in t-statistic $4.345 > 1.95$ and p value $0.000 < 0.05$. H1 is accepted.

2) There is a significant and positive influence between price and customer satisfaction, which is indicated by the values obtained in t-statistic $3.957 > 1.95$ and p value $0.000 < 0.05$. H2 is accepted.

3) There is a significant and positive influence between product quality and resubscribe intention, which is indicated by the values obtained in t-statistic $5.153 > 1.95$ and p value $0.000 < 0.05$. H3 is accepted.

4) There is a significant and positive influence between price and resubscribe intention, which is indicated by the values obtained in t-statistic $4.049 > 1.95$ and p value $0.000 < 0.05$. H4 is accepted.

5) There is a significant and positive influence between customer satisfaction and resubscribe intention, which is indicated by the values obtained in t-statistic $3.624 > 1.95$ and p value $0.000 < 0.05$. H5 is accepted.

6) There is a significant and positive influence between product quality and resubscribe intention through customer satisfaction, which is indicated by the values obtained in t-statistic $2.488 > 1.95$ and p value $0.015 < 0.05$. H6 is accepted.

7) There is a significant and positive influence between price and resubscribe intention through customer satisfaction, which is indicated by the values obtained in t-statistic $2.649 > 1.95$ dan p value $0.009 < 0.05$. H7 is accepted.

6.2 Implication

This study can provide various implications in understanding the relationship between product quality and price that influence resubscribe intention through customer satisfaction. The implications of this study are as follows:

1) Provide information that customer satisfaction is a very important factor in increasing customer intention to resubscribe to streaming services, such as Amazon Prime Video.

2) Amazon Prime Video can use this study as a basis for optimizing their service and improving their quality in the future that can exceeds customer expectations.

3) This study can be of help for the Amazon Prime Video to understand better about customer wants and needs for good streaming media services, so they can determine the type of content and features to add to Amazon Prime Video to achieve customer loyalty.

6.3 Recommendation

Based on the conclusions above, there are several recommendations that can be given to future researchers to perfect the research are as follows:

1) For future researchers who will conduct studies on the same topic are expected to be able to develop the variables used in the research to strengthen the analysis and obtain more comprehensive results.

2) It is recommended for future researchers to improve their skills in collecting data from various sources so that it is more complete to support more in-depth research.

7. References

Afnina, & Hastuti, Y. (2018). Pengaruh Kualitas Produk terhadap Kepuasan Pelanggan. *Jurnal Samudra Ekonomi Dan Bisnis*, *9*(1), 21–30. https://doi.org/10.33059/jseb.v9i1.458

Albi, M., Parlyna, R., & Hidayat, N. (2021). *Pengaruh Kualitas Layanan dan Kepuasan Pelanggan terhadap Minat Beli Ulang pada Aplikasi Belanja Online X. 7*(3), 6.

Anwar, I. (2015). Pengaruh Harga dan Kualitas Produk terhadap Keputusan Pembelian. *Jurnal Ilmu Dan Riset Manajemen*, *4*(12).

Azkiya, S. (2022). Pengaruh Brand Awareness Dan Price Terhadap Subscribe Intention Svod Amazon Prime Video Pada Generasi Y Dan Z Di Indonesia. *Program Studi S1 Manajemen Fakultas Ekonomi Dan Bisnis Universitas Widyatama*, 2022. http://repository.widyatama.ac.id/xmlui/handle/123456789/15734

Benny, F., Rutinaias, P. S. ;, & Tinggi, A. S. (2020). Pengaruh Perceived Quality, Perceived Sacrifice. Dan Perceived Value Terhadap Customer Satisfaction Di Tokopedia. *Jurnal Sekolah Tinggi Ilmu Ekonomi Indonesia*, 1–19.

Carissa, N. E., Erlangga, M., Evik, C. S., & Handayani, P. W. (2023). The Influence of Perceived Usefulness, Satisfaction, and Personalization on Subscription Video on Demand Continuance Intentions. *CommIT Journal*, *17*(2), 169–184. https://doi.org/10.21512/commit.v17i2.8446

Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *SSRN Electronic Journal*, 1–15. https://doi.org/10.2139/ssrn.3308707

Digital 2024: 5 billion social media users. (2024). We Are Social Indonesia. https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/

Fahlefi, D. R., Harminingtyas, R., Susetyarsi, T., & Widowati, M. (2023). The Influence of Company Image, Service Quality and Price Perception on Repurchase Intention through Customer Satisfaction SU2R Travel Batang. *Jurnal Ilmiah Ekonomi*, *18*(02), 173–184. http://ejournal.stiepena.ac.id/index.php/fe

Faradiba, & Astuti, S. R. T. (2013). Analisis Pengaruh Kualitas Produk, Harga, Lokasi dan Kualitas Pelayanan terhadap Minat Beli Ulang Konsumen. *Diponegoro Journal of Management*, *2*(3), 1–11. http://ejournal-s1.undip.ac.id/index.php/djom

Faradisa, I., H, L. B., & Minarsih, M. M. (2016). Analisis Pengaruh Variasi Produk, Fasilitas, dan Kualitas Pelayanan Terhadap Minat Beli Ulang Konsumen pada Indonesian.

Journal of Management, 2(2), 1–13. http://jurnal.unpand.ac.id/index.php/MS/article/view/517/503

Fuadi, M. I., Survival, & Budiantono, B. (2021). *Analisis pengaruh kualitas produk terhadap minat pembelian ulang dengan kepuasan pelanggan sebagai variabel mediasi. Wnceb*, 140–151.

Hadani, A. L. (2020). Analisis Pengaruh Kualitas Layanan Terhadap Minat Beli Ulang. *Jurnal Sains Pemasaran Indonesia*, *8*(3), 270–282.

Hafilah, N. E., Chaer, V. P., & Usman, O. (2019). *The Effect of Brand Ambassador, Brand Image, Product Quality and Price on Purchase Decisions Samsung Smartphones*.

Hamid, R. S., & Anwar, S. M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian* (1st ed., Issue september 2016). PT Inkubator Penulis Indonesia.

Kusuma, R. W. (2015). Pengaruh Kualitas Produk, Harga, Fasilitas dan Emosional terhadap Kepuasan Pelanggan. *Jurnal Ilmu Dan Riset Manajemen*, *4*, 1–17.

Lestari, A. T., & Iskandar, K. (2021). Pengaruh Kualitas Pelayanan dan Kualitas Produk terhadap Kepuasan Konsumen Bank BTN Cabang Tegal. *Journal of Economic and Management (JECMA)*, *2*(1), 1–9. https://doi.org/10.46772/jecma.v2i1.513

Mulyana, A., & Andreani, F. (2019). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Pelanggan Shao Kao Kertajaya Melalui Kepuasan Pelanggan. *Agora*, *7*(2).

Nabillah, A. Z. (2020). *Pengaruh Kualitas Pelayanan, Harga dan Citra Perusahaan terhadap Loyalitas Pelanggan dengan Kepuasan Pelanggan sebagai Variabel Intervening (Studi Kasus pada Pelanggan Indihome di Kelurahan Lubang Buaya, Jakarta Timur)*. Sekolah Tinggi Ilmu Ekonomi Indonesia.

Napitupulu, F. (2019). Pengaruh harga dan kualitas produk terhadap kepuasan pelanggan pada PT. Ramayana Lestari Sentosa. *Kinerja*, *16*(1), 1–9.

Nisrina, T. N., & Usman, O. (2021). *The Influence of Price, Promotion and Customer Satisfaction towards Gojek Customer Loyalty Student Faculty of Economics, State University Jakarta*.

Pratiwi, H., Rosmawati, P., & Usman, O. (2019). Effect of Price, Promotion, Brand Trust and Customer Satisfaction on Customer Loyalty in Packaging Products Mineral Water Aqua. *Jurnal Ilmu Pendidikan*.

Putri, F. P. (2022). *Pengaruh Pengalaman Pelanggan, Variasi Produk, Electronic Word of Mouth dan Sosial Media Marketing terhadap Minat Beli Kembali Berlangganan Netflix serta tinjauannya dari Sudut Pandang Islam (Studi Kasus Penelitian di Provinsi DKI Jakarta)*. *8.5.2017*, 2003–2005.

Razak, I., Nirwanto, N., & Triatmanto, B. (2016). The Impact of Product Quality and Price on Customer Satisfaction with the Mediator of Customer Value. *Journal of Marketing and Consumer Research*, *30*.

Rizkina, F. (2022). *Pengaruh Kualitas Produk dan Kualitas Pelayanan Syariah terhadap Minat Beli Ulang yang di Mediasi oleh Kepuasan Konsumen pada Toko NZR Phone* [Universitas Islam Negeri Ar-Raniry]. https://doi.org/10.1080/23322039.2017

Sahara, F. T., & Triwardhani, D. (2023). Analisis faktor yang mempengaruhi minat berlangganan layanan streaming video-on-demand Netflix. *Journal of Young Entrepreneurs*, *2*(1), 71–91. https://ejournal.upnvj.ac.id/index.php/jye

Sajidah, N. A., & Anggarawati, S. (2023). Pengaruh Harga dan Kualitas Layanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Pengguna Netflix. *Reslaj : Religion Education Social Laa Roiba Journal*, *6*(3), 1446–1459. https://doi.org/10.47467/reslaj.v6i3.5499

Salsabila, C., Umbara, T., & Setyorini, R. (2022). Pengaruh Kepuasan Pelanggan Terhadap Minat Beli Ulang Produk Somethinc. *Publik: Jurnal Manajemen Sumber Daya Manusia, Administrasi Dan Pelayanan Publik*, *9*(4), 668–679. https://doi.org/10.37606/publik.v9i4.405

Sari, D. A., & Mayasari, D. A. (2022). Pengaruh Harga dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan di Toko Grosir Tirta Yasa Kecamatan Banjar. *Jurnal Manajemen Dan Bisnis*, *4*(1), 108–115.

Sari, R. K., & Hariyana, N. (2019). Pengaruh Harga, Kualitas Pelayanan Dan Kualitas Produk Terhadap Minat Pembelian Ulang Dan Kepuasan Pelanggan Online Shopping Pada Remaja Di Situbondo. *Jurnal Bisnis Dan Manajemen*, *6*(2), 107–116. https://doi.org/10.26905/jbm.v6i2.3674

Sinambela, R. Y. P. (2019). Pengaruh Kualitas Pelayanan Dan Harga Terhadap Minat Beli Ulang Konsumen (Studi Pada Portobello Café Semarang). *Jurnal Ilmu Administrasi Bisnis*, *8*(3), 231–240.

Suciningrum, F., & Usman, O. (2020). *The Effect of Product Quality, Service Quality, and Product Price on Customer Satisfaction in Shopee*. https://doi.org/10.1088/1755-1315/473/1/012028

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (1st ed.). CV Alfabeta.

Surni, & Sulaiman. (2019). Pengaruh Kualitas Pelayanan Dan Harga Yang Di Mediasi Oleh Kepuasan Pelanggan Serta Dampaknya Pada Loyalitas Pelanggan Di Swalayan Sena Rebung Blangkejeren. *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, *4*(2), 184–198.

Syah, A. B. (2022). *Pengaruh Brand Image dan Kualitas Produk terhadap Loyalitas Konsumen melalui Kepuasan Konsumen pada Layanan Video Streaming Digital Viu*.

Tanamee, D., Thanabordeekij, P., Witchawanitchanun, K., & Pornkongcharoen, N. (2022). Factors Influencing Generation Z's Subscription Intention of Video Streaming During the Pandemic in Thailand. *Journal of ASEAN+ Studies*, *3*(2), 23–34.

Wantara, P., & Tambrin, M. (2019). The Effect of Price and Product Quality Towards Customer Satisfaction and Customer Loyalty on Madura Batik. *International Tourism and Hospitality Journal*, *2*(1), 1–9. https://rpajournals.com/ithj:https://rpajournals.com/ithj