

DAFTAR PUSTAKA

- [1] “Netflix to Announce Third Quarter 2025 Financial Results,” Netflix Investor. [Online]. Available: <https://ir.netflix.net/investor-news-and-events/financial-releases/press-release-details/2025/Netflix-to-Announce-Third-Quarter-2025-Financial-Results/default.aspx> (akses pada: 10 Oktober 2025).
- [2] J. Johannes, Nanda Billy Amero, and M Hutagaol, “Faktor Faktor Yang Mempengaruhi Customer Loyalty Pengguna Layanan Netflix di Indonesia,” *Jurnal Ekonomi Manajemen Sistem Informasi*, vol. 6, no. 1, pp. 256–272, Sep. 2024, doi: 10.38035/jemsi.v6i1.2918.
- [3] M. A. Nugroho, R. Alamsyah, and F. A. Artanto, “End User Computing Satisfaction (EUCS) Dalam Analisis Kepuasan Penggunaan Aplikasi Netflix,” *Jurnal Surya Informatika*, vol. 14, no. 2, pp. 57–65, Nov. 2024, doi: 10.48144/suryainformatika.v14i2.1968.
- [4] N. M. T. M, N. R. Oktadini, P. Putra, P. E. Sevtiyuni, and A. Meiriza, “Analisis Kepuasan Pengguna Aplikasi Netflix Mobile di Kota Palembang Menggunakan Metode End User Computing Satisfaction (EUCS),” *Jurnal Teknologi Sistem Informasi dan Aplikasi*, vol. 7, no. 1, pp. 155–164, Jan. 2024, doi: 10.32493/jtsi.v7i1.37833.
- [5] D. Heriyanto, W. P. Utomo, K. A. Pasaman, M. T. Rizka, Y. G. Hutaaruk, and F. Yulianti, “Indonesia Gen Z Report 2024,” 2024. [Online]. Available: <https://cdn.idntimes.com/content-documents/indonesia-gen-z-report-2024.pdf> (akses pada: 8 Oktober 2025)
- [6] Y. Kusnadi and I. A. Rahman, “User Satisfaction Analysis of Netflix Application Using End User Computing Satisfaction (EUCS) Method,” *Jurnal Teknologi Informatika dan Komputer*, vol. 11, no. 1, pp. 278–287, Mar. 2025, doi: 10.37012/jtik.v11i1.2561.
- [7] E. Istianah and W. Yustanti, “Analisis Kepuasan Pengguna pada Aplikasi Jenius dengan Menggunakan Metode EUCS (End-User Computing Satisfaction) berdasarkan Perspektif Pengguna,” *Journal of Emerging Information System and Business Intelligence (JEISBI)*, vol. 3, no. 4, pp. 36–44, Jul. 2022, doi: 10.26740/jeisbi.v3i4.47882.

- [8] M. Schrepp and J. Thomaschewski, *Handbook for the modular extension of the User Experience Questionnaire Plus*, vol. 6. 2023. [Online]. Available: <https://ueqplus.ueq-research.org/> (akses pada: 5 Oktober 2025)
- [9] H. B. Santoso, M. Schrepp, L. M. Hasani, R. Fitriansyah, and A. Setyanto, "The use of User Experience Questionnaire Plus (UEQ+) for cross-cultural UX research: evaluating Zoom and Learn Quran Tajwid as online learning tools," *Heliyon*, vol. 8, no. 11, p. e11748, Nov. 2022, doi: 10.1016/j.heliyon.2022.e11748.
- [10] I. Hamidah, B. I. Nugroho, and S. Surejo, "Penerapan Interaksi Manusia Dan Komputer Pada Antarmuka Sistem Informasi Akademik," *Jurnal Informatika Teknologi dan Sains*, vol. 5, no. 1, pp. 111–120, Feb. 2023, doi: 10.51401/jinteks.v5i1.2467.
- [11] F. T. Farira, "Analisa dan Evaluasi Pemodelan Sistem Pemarkiran Berdasarkan Konsep Interaksi Manusia dan Komputer," *TECHSI - Jurnal Teknik Informatika*, vol. 14, no. 1, p. 54, Jul. 2023, doi: 10.29103/techsi.v14i1.10099.
- [12] R. D. Rifaldi, I. M. Nugroho, and I. Jaelani, "Perancangan User Interface Dan User Experience Aplikasi Mobile Penjualan Souvenir Dan Aksesoris Pada Rumah Souvenir Purwakarta Menggunakan Metode Double Diamond," *JATI (Jurnal Mahasiswa Teknik Informatika)*, vol. 8, no. 5, pp. 9811–9818, Sep. 2024, doi: 10.36040/jati.v8i5.10812.
- [13] By Team, "User Interface Adalah? Pengertian, Manfaat, dan Contohnya," Coding Studio. [Online]. Available: <https://codingstudio.id/blog/user-interface-adalah/> (akses pada: 4 Oktober 2025)
- [14] Redksi Jagoan Hosting, "Apa itu User Experience (UX): Fungsi, Pengertian & Penerapan," Jagoan Hosting. [Online]. Available: <https://www.jagoanhosting.com/blog/user-experience-adalah/> (akses pada: 4 Oktober 2025)
- [15] A. A. Arif, "6 Komponen Penting Dalam User Experience," Binus University. [Online]. Available: [https://sis.binus.ac.id/2021/01/29/6-komponen-penting-dalam-user-experience/#:~:text=User%20Experience%20\(UX\)%20merupakan%20salah,info](https://sis.binus.ac.id/2021/01/29/6-komponen-penting-dalam-user-experience/#:~:text=User%20Experience%20(UX)%20merupakan%20salah,info)

mation%20architecture%2C%20dan%20user%20research (akses pada: 4 Oktober 2025)

- [16] R. A. Ananda and G. F. Nama, “Analisis dan Perancangan Layanan Streaming Film Berbasis Web Langganan Menggunakan Framework NEXTjs,” *Jurnal Informatika dan Teknik Elektro Terapan*, vol. 12, no. 1, Jan. 2024, doi: 10.23960/jitet.v12i1.3967.
- [17] A. D. Anjani and S. Sujarwo, “Fenomena Layanan Video on Demand Sebagai Pengganti Bioskop di Kalangan Masyarakat Indonesia,” *Jurnal Ilmu Sosial Humaniora Indonesia*, vol. 3, no. 2, pp. 53–59, Mar. 2024, doi: 10.52436/1.jishi.104.
- [18] E. T. A. W. Wratsari, MF. S. Junaedi, and M. N. Krisjanti, “Online Streaming Services Uses During The COVID-19 Pandemic in Indonesia,” *KINERJA*, vol. 26, no. 2, Sep. 2022, doi: 10.24002/kinerja.v26i2.6068.
- [19] M. I. B. Tarigan and R. N. Siahaan, “Kepuasan Pelanggan Netflix Di Kota Medan Diukur Dengan Nilai Pelanggan, Brand Experience Dan User Experience,” *Jurnal Riset Akuntansi & Keuangan*, vol. 9, no. 1, pp. 120–129, Feb. 2023, doi: 10.54367/jrak.v9i1.2460.
- [20] A. B. Pratomo, M. A. K. Harahap, T. Oswari, P. M. Akhirianto, and A. Widarman, “The Application of End User Computing Satisfaction (EUCS) to Analyze the Satisfaction of MyPertamina User,” *Jurnal Sistim Informasi dan Teknologi*, vol. 5, no. 1, pp. 78–83, Apr. 2023, doi: 10.37034/jsisfotek.v5i1.205.
- [21] W. J. Doll and G. Torkzadeh, “The Measurement of End-User Computing Satisfaction,” *MIS Quarterly*, vol. 12, no. 2, p. 259, Jun. 1988, doi: 10.2307/248851.
- [22] R. A. Setiawan, D. N. Triwibowo, and R. B. B. Sumantri, “Peran Pengguna dalam Pengembangan Sistem Informasi,” *Jurnal Pengabdian Masyarakat - PIMAS*, vol. 3, no. 1, pp. 68–75, Feb. 2024, doi: 10.35960/pimas.v3i1.1355.
- [23] P. K. Sugiharto, S. H. Wijoyo, and M. C. Saputra, “Evaluasi User Experience Aplikasi ‘J-KOPI (Jember Kota Pintar)’ Menggunakan Metode Survei Dengan User Experience Questionnaire Dan User Interview,” *Jurnal Teknologi Informasi*

- dan Ilmu Komputer*, vol. 10, no. 6, pp. 1389–1400, Dec. 2023, doi: 10.25126/jtiik.2023107430.
- [24] Dr. Martin Schrepp, *User Experience Questionnaire Handbook*, vol. 11. 2023. [Online]. Available: <https://www.ueq-online.org/> (akses pada: 5 Oktober 2025)
- [25] P. C. Susanto, D. U. Arini, L. Yuntina, J. P. Soehaditama, and N. Nuraeni, “Konsep Penelitian Kuantitatif: Populasi, Sampel, dan Analisis Data (Sebuah Tinjauan Pustaka),” *Jurnal Ilmu Multidisplin*, vol. 3, no. 1, pp. 1–12, Apr. 2024, doi: 10.38035/jim.v3i1.504.
- [26] P. G. Subhaktiyasa, “Menentukan Populasi dan Sampel: Pendekatan Metodologi Penelitian Kuantitatif dan Kualitatif,” *Jurnal Ilmiah Profesi Pendidikan*, vol. 9, no. 4, pp. 2721–2731, Nov. 2024, doi: 10.29303/jipp.v9i4.2657.
- [27] H. Nainggolan and R. Dewantara, “Dampak Promosi Online Serta Mutu Layanan Pengiriman Kepada Loyalitas Konsumen Terhadap Aplikasi Grab,” *Journal of Computer Science and Information Technology*, vol. 1, no. 1, pp. 44–58, Dec. 2023, doi: 10.59407/jcsit.v1i1.335.
- [28] S. Yarsasi, I. Tahyudin, and T. Hariguna, “Analisis Validitas dan Reliabilitas Kuesioner dengan Metode Partial Least Squares Structural Equation Modeling pada Aplikasi SMARTPLS,” *Jurnal Pendidikan dan Teknologi Indonesia*, vol. 5, no. 7, pp. 1905–1913, Jul. 2025, doi: 10.52436/1.jpti.885.
- [29] P. G. Subhaktiyasa, “Evaluasi Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif: Sebuah Studi Pustaka,” *Journal of Education Research*, vol. 5, no. 4, pp. 5599–5609, Nov. 2024, doi: 10.37985/jer.v5i4.1747.
- [30] G. D. Ahadi and N. N. L. E. Zain, “Pemeriksaan Uji Kenormalan dengan Kolmogorov-Smirnov, Anderson-Darling dan Shapiro-Wilk,” *EIGEN MATHEMATICS JOURNAL*, vol. 6, no. 1, pp. 11–19, Jun. 2023, doi: 10.29303/emj.v6i1.131.
- [31] D. A. Mukhsinin, M. Rafliansyah, S. A. Ibrahim, R. Rahmadden, and D. Wulandari, “Implementasi Algoritma Decision Tree untuk Rekomendasi Film dan Klasifikasi Rating pada Platform Netflix,” *MALCOM: Indonesian Journal of Machine Learning and Computer Science*, vol. 4, no. 2, pp. 570–579, Mar. 2024, doi: 10.57152/malcom.v4i2.1255.

- [32] F. A. Firdausya and R. Indawati, "Perbandingan Uji Glejser dan Uji Park dalam Mendeteksi Heteroskedastisitas pada Angka Kematian Ibu di Provinsi Jawa Timur Tahun 2020," *Jurnal Ners*, vol. 7, no. 1, pp. 793–796, Apr. 2023, doi: 10.31004/jn.v7i1.14069.
- [33] D. Suryadi, "Pengaruh Manajemen Laba, Leverage, Profitabilitas, Struktur Modal dan Ukuran Perusahaan Terhadap Nilai Perusahaan," *Journal of Business and Economics (JBE) UPI YPTK*, vol. 7, no. 2, pp. 223–228, May 2022, doi: 10.35134/jbeupiyptk.v7i2.168.
- [34] A. H. Nugraha, "Analisis Perbandingan User Experience (UX) Pada Aplikasi Netflix Dengan Disney+ Hotstar Menggunakan Metode User Experience Questionnaire (UEQ)," *Jurnal Penelitian Teknologi Informasi dan Sains*, vol. 2, no. 2, pp. 100–114, Jun. 2024, doi: 10.54066/jptis.v2i2.1944.
- [35] Y. Kusnadi and I. A. Rahman, "User Satisfaction Analysis of Netflix Application Using End User Computing Satisfaction (EUCS) Method," *Jurnal Teknologi Informatika dan Komputer*, vol. 11, no. 1, pp. 278–287, Mar. 2025, doi: 10.37012/jtik.v11i1.2561.
- [36] D. Aziz, "Pengalaman Pengguna Aplikasi DANA Menggunakan Metode User Experience Questionnaire (UEQ)," *Media Teknologi dan Informatika*, vol. 1, no. 2, Sep. 2024, doi: 10.31294/mti.v1i2.5119.
- [37] Ardiansyah, Risnita, and M. S. Jailani, "Teknik Pengumpulan Data Dan Instrumen Penelitian Ilmiah Pendidikan Pada Pendekatan Kualitatif dan Kuantitatif," *Jurnal IHSAN: Jurnal Pendidikan Islam*, vol. 1, no. 2, pp. 1–9, Jul. 2023, doi: 10.61104/ihsan.v1i2.57.
- [38] U. S. Sukmawati, K. Katsirin, C. Chotimah, and E. Suherman, "Konsep Dasar dalam Merancang Penelitian Studi Islam," *Al-fiqh*, vol. 1, no. 1, pp. 11–19, Mar. 2023, doi: 10.59996/al-fiqh.v1i1.91.
- [39] N. Y. Wicaksana and J. S. Suroso, "Implementasi Model Kesuksesan Sistem Informasi DeLone dan McLean pada SVOD Platform (Studi Kasus: Netflix)," *ITEJ (Information Technology Engineering Journals)*, vol. 7, no. 2, pp. 109–122, Dec. 2022, doi: 10.24235/itej.v7i2.98.

- [40] B. Simamora, "Skala Likert, Bias Penggunaan dan Jalan Keluarnya," *Jurnal Manajemen*, vol. 12, no. 1, pp. 84–93, Nov. 2022, doi: 10.46806/jman.v12i1.978.
- [41] A. Padalia and T. Natsir, "End-User Computing Satisfaction (EUCS) Model: Implementation of Learning Management System (LMS) on Students Satisfaction at Universities," *International Journal of Environment, Engineering and Education*, vol. 4, no. 3, pp. 100–107, Dec. 2022, doi: 10.55151/ijeedu.v4i3.72.
- [42] W. W. Chin and M. K. O. Lee, *A Proposed Model And Measurement Instrument For The Formation Of Is Satisfaction: The Case Of End-user Computing Satisfaction*. Brisbane Australia: Twenty-First International Conference on Information Systems, 2000. [Online]. Available: https://www.researchgate.net/publication/220268832_A_proposed_model_and_measurement_instrument_for_the_formation_of_IS_satisfaction_the_case_of_end-user_computing_satisfaction (akses pada: 28 Oktober 2025)
- [43] Y. Utami, "Uji Validitas dan Uji Reliabilitas Instrument Penilaian Kinerja Dosen," *Jurnal Sains dan Teknologi*, vol. 4, no. 2, pp. 21–24, Feb. 2023, doi: 10.55338/saintek.v4i2.730.
- [44] S. Sutrismi and N. Anggraeni, "Pengaruh Biaya Pemasaran Terhadap Penjualan (Studi Kasus Pada PT. Suling Mas Tritunggal Abadi Tulungagung)," *JAT : Journal Of Accounting and Tax*, vol. 2, no. 1, pp. 23–31, Jun. 2023, doi: 10.36563/jat.v2i1.785.
- [45] Moh. R. F. Amin, R. Fitriani, A. Momon, B. A. Nasution, and R. Martin, "Analisis Kinerja Karyawan Dengan Menggunakan Metode Regresi Linear Berganda DI PT. EFG," *Industri Inovatif: Jurnal Teknik Industri*, vol. 14, no. 2, pp. 261–267, Oct. 2024, doi: 10.36040/industri.v14i2.11513.
- [46] A. Latifah Jusdienar and F. Zulina Ayunani, "Motivasi Kerja Dan Peningkatan Jenjang Karier Terhadap Kompetensi Karyawan Mega Sejahtera," *IKRA-ITH HUMANIORA : Jurnal Sosial dan Humaniora*, vol. 9, no. 2, pp. 54–69, Jul. 2025, doi: 10.37817/ikraith-humaniora.v9i2.4339.
- [47] R. Akbar, U. S. Sukmawati, and K. Katsirin, "Analisis Data Penelitian Kuantitatif," *Jurnal Pelita Nusantara*, vol. 1, no. 3, pp. 430–448, Jan. 2024, doi: 10.59996/jurnalpelitanusantara.v1i3.350.