

DAFTAR PUSTAKA

- Assauri, Sofjan. 2013. *Manajemen Pemasaran: Dasar, Konsep dan Strategi*. Jakarta: Rajawali Pers.
- Banirestu, Hening. (2016) Cara Zomato Menangkan Persaingan Foodtech di Indonesia. SWA [online]. <https://swa.co.id/swa/trends/technology/cara-zomato-menangkan-persaingan-foodtech-di-indonesia> [27 Oktober 2017]
- Brown, Carol V., Daniel W. DeHayes, Jeffrey A. Hoffer., E. Wainright Martin, William C. Perkins. 2012. *Managing Information Technology* (5th ed.). New Jersey: Pearson.
- Buchory, Herry Achmad dan Dajslim Saladin. 2010. *Manajemen Pemasaran*. Bandung: Linda Karya.
- Chase, R. B., F. R. Jacobs, dan N. J. Aquilano. 2006. *Operations Management For Competitive Advantage* (9th ed.). New York: McGraw-Hill.
- Elsharnouby, Tamer H., dan Abeer A. Mahrous. 2015. Customer Participation in Online Co-Creation Experience: The Role of E-Service Quality. *Journal of Research in Interactive Marketing*, 9(4), 313-336. Retrieved from Emerald.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21*. Semarang: Badan Penerbit universitas Diponegoro.
- Grewal, Dhruv dan Michael Levy. 2014. *Marketing* (4th ed.). New York: The McGraw-Hill.
- Hadi, Aditya. (2017) Strategi Zomato untuk Merebut Pasar Platform Kuliner Tanah Air. Techinasia [online]. <https://id.techinasia.com/strategi-zomato-untuk-merebut-pasar-platform-kuliner-tanah-air> [27 Oktober 2017]
- Ho, C. I., dan Y. L. Lee. (2007). The Development of an E-Travel Service Quality Scale. *Tourism Management*, 28(6), 1434-1449. Retrieved from Science Direct.

- Indrawati. 2015. *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Kandulapati, Suresh, dan Raja Shekhar Bellamkonda. 2014. E-Service Quality: A Study of Online Shoppers in India. *American Journal of Business*, 29(2), 178-188. Retrieved from Emerald.
- Kemp, Simon. (2017). *Digital in 2017: Global Overview*. In *We are Social* [online]. <https://wearesocial.com/special-reports/digital-in-2017-global-overview> [27 Oktober 2017]
- Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management* (15th ed.). New Jersey: Prentice-Hall.
- Kotler, Philip dan Gary Armstrong. 2012. *Principles of Marketing* (14th ed.). New Jersey: Prentice-Hall.
- Laudon, K. C. 2000. *Management Information*. New Jersey: Prentice-Hall.
- Listiyani, Dini. (2017). 17 Juta Data Pengguna Zomato Dicuri. Okezone. Okezone Techno[online]. <https://techno.okezone.com/read/2017/05/18/207/1694401/17-juta-data-pengguna-zomato-dicuri> [27 Oktober 2017]
- Loiacono, Eleanor, Richard Watson, dan D. Goodhue. 2002. A Web Site Quality Instrument. *American Marketing Association: Winter Marketing Educators' Conference*, 1-12. Retrieved from WebQual™.
- Lovelock, Christopher, Jochen Wirtz, dan Jacky Mussry. 2011. *Pemasaran Jasa* (7th ed.). Jakarta: Erlangga.
- Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Millward, Steven. (2014). Jumlah Pengguna Smartphone di Indonesia 2018. Techinasia[online]. <https://id.techinasia.com/jumlah-penggunasmartphone-di-indonesia-2018> [27 Oktober 2017]

- Noviandari, L. (2014). Jumlah Pengguna Internet Indonesia 2014-2018. Techinasia [online]. <https://id.techinasia.com/jumlah-pengguna-internet-indonesia-2014-2018> [27 Oktober 2017]
- Parasuraman, A., V.A. Zeithaml, dan A. Malhotra. 2005. E-S-Qual: A Multiple-Item Scale For Assessing Electronic Service Quality. *Journal of Service Research*, 7(3), 213-233. Retrieved from Sage Journals.
- Peterson, R.A., dan W.R. Wilson. 1992. Measuring Customer Satisfaction: Fact and Artifact. *Journal Academy of Marketing Science*, 20-61. Retrieved from Spinger.
- Purnama, Rangsang. 2010. *Mari Mengenal J2ME Java 2 Micro Edition*. Jakarta: Prestasi Pustaka.
- Ratminto, dan Atik Septi Winarsih. 2005. *Manajemen Pelayanan*. Yogyakarta: Pustaka Pelajar.
- Ratnasari, Ririn Tri, dan Mastusti H. Aksa. 2011. *Manajemen Pemasaran Jasa*. Bogor: Ghalia Indonesia.
- Reza, Pahlevi. (2016). Aplikasi Seluler Memberikan Kemudahan Berbagai Bidang Bisnis. *Tribun News* [online]. <http://www.eb.com:180/cgi-bin/g:DocF=macro/5004/45/0.html> [27 Oktober 2017]
- Riduwan. 2010. *Dasar-Dasar Statistika*. Bandung: Alfabeta.
- Sanusi, Anwar. 2011. *Metode Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sawitri, Ni Putu, Ni Nyoman Kerti Yasa, dan Abdulah Jawas. 2013. Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Loyalitas Pelanggan Tegal Sari Accommodation di Ubud. *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*, 7(1), 40-47. Retrieved from E-Jurnal Universitas Udayana.
- Schiffman, dan Kanuk. 2008. *Perilaku Konsumen* (7th ed.). Jakarta: Indeks.
- Sinambela, Lijan Poltak. 2011. *Reformasi Pelayanan Publik*. Jakarta: Bumi Aksara.

- Sugiyono. 2014. *Metode Penelitian Kuantitatif*. Bandung: Alfabeta..
- Susetyo, Dwi. (2016). Strategi Zomato Menangkan Hati dan Perut Generasi Millenial. CNN Indonesia [online]. <https://www.cnnindonesia.com/teknologi/20161218062844-185-180396/strategi-zomato-menangkan-hati-dan-perut-generasi-millennial> [27 Oktober 2017]
- Sutarman. 2009. *Pengantar Teknologi Informasi*. Jakarta: Bumi Aksara.
- Szymanski, D.M., dan R.T. Hise. 2000. E-Satisfaction An Initial Examination. *Journal of Retailing*, 76, 309-322. Retrieved from Scientific Research.
- Tjiptono, Fandy. 2015. *Strategi Pemasaran* (4th ed.). Yogyakarta: CV Andi Offset.
- William, B.K., dan S. C. Sawyer. 2011. *Using Information Technology*. Yogyakarta: Kompitindo.
- Wolfenbarger, M., dan M.C. Gilly. 2003. eTailQ: Dimensionalizing, Measuring, and Predicting eTail Quality. *Journal of Retailing*, 79, 183–198. Retrieved from Science Direct.
- Woodruff, R.B. 1997. Customer Value The Next Source of Competitive Advantage. *Journal of The Academy of Marketing Science*, 25, 139-153. Retrieved from Spinger.
- Wu, Kuang-Wen. 2011. Customer Loyalty Explained by Electronic Recovery Service Quality: Implications of the Customer Relationship Re-Establishment for Consumer Electronics E-Tailers. *Contemporary Management Research*, 7(1), 21-44. Retrieved from Research Gate.
- Yooa, Boonghee, dan Naveen Donthu. 2001. Developing and Validating A Aultidimensional Consumer-Based Brand Equity Scale. *Journal of Business Research*, 52(1), 1-14. Retrieved from Science Direct.