

DAFTAR PUSTAKA

- Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance*, 37, 170–175. [https://doi.org/10.1016/S2212-5671\(16\)30109-5](https://doi.org/10.1016/S2212-5671(16)30109-5)
- APJII. (2019). *Laporan Survey PENETRASI & PROFIL PERILAKU PENGGUNA INTERNET INDONESIA Tahun 2018*. <https://apjii.or.id/survei2018s>
- Bachrudin, A., & Tobing, H. (2017). Analisis Data untuk Penelitian Survey dengan menggunakan LISREL 8. *Jurusan Statistika FMIPA-UNPAD*.
- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2016). Online branding: Development of hotel branding through interactivity theory. *Tourism Management*, 57, 180–192. <https://doi.org/10.1016/j.tourman.2016.06.007>
- Blanja.com. (2020). *Blanja.com*. Blanja.com
- Campbell, D. E., & Wright, R. T. (2008). *Shut-Up I Don't Care: Understanding The Role Of Relevance and Interactivity On Customer Attitudes Toward Repetitive Online Advertising*. 9(1), 15.
- Cebi, S. (2013). Determining importance degrees of website design parameters based on interactions and types of websites. *Decision Support Systems*, 54(2), 1030–1043. <https://doi.org/10.1016/j.dss.2012.10.036>
- Chang, C., Tekchandaney, J., & Rangaswamy, A. (2003). Websites as personalities and playgrounds: Their effects on brand image. *EBusiness Research Center*.
- Chiou, C.-M., Wang, E. T. G., Fang, Y.-H., & Huang, H.-Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: The roles of utilitarian value, hedonic value and perceived risk: Understanding customers' repeat purchase intentions. *Information Systems Journal*, 24(1), 85–114. <https://doi.org/10.1111/j.1365-2575.2012.00407.x>
- Esch, F., Langner, T., Schmitt, B. H., & Geus, P. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of*

- Product & Brand Management*, 15(2), 98–105.
<https://doi.org/10.1108/10610420610658938>
- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The Effect of Brand Attitude and Brand Image on Brand Equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75. <https://doi.org/10.1080/10696679.2001.11501897>
- Fenalosa, A. (2019). [Infografik] 16 Perusahaan E-commerce Indonesia yang Gugur Sejak Era 2000-an. <https://iprice.co.id/trend/insights/infografik-perusahaan-ecommerce-indonesia-yang-tutup/>
- Ghozali, I., & Fuad. (2017). *Structural Equation Modeling :Teori, Konsep, dan Aplikasi dengan Program Lisrel 9*.
- Guillory, J. E., & Sundar, S. S. (2014). How Does Web Site Interactivity Affect Our Perceptions of an Organization? *Journal of Public Relations Research*, 26(1), 44–61. <https://doi.org/10.1080/1062726X.2013.795866>
- Gunawan, A. (2019, March 15). *Yang Lain Sudah Unicorn, Duet e-Bay & Telkom Kok Masih Kecoa?* <https://www.cnbcindonesia.com/tech/20190315155326-37-60967/yang-lain-sudah-unicorn-duet-e-bay-telkom-kok-masih-kecoa>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective*. (7th Edition) (7th ed.). Pearson Education.
- Hartono, E., Holsapple, C. W., Kim, K.-Y., Na, K.-S., & Simpson, J. T. (2014). Measuring perceived security in B2C electronic commerce website usage: A respecification and validation. *Decision Support Systems*, 62, 11–21. <https://doi.org/10.1016/j.dss.2014.02.006>
- Hoeffler, S., & Keller, K. L. (2003). The marketing advantages of strong brands. *Journal of Brand Management*, 10(6), 421–445. <https://doi.org/10.1057/palgrave.bm.2540139>
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. PT Refika Aditama.
- iPrice, I. (2019). *The Map of E-commerce in Indonesia*. <https://iprice.co.id/insights/mapofcommerce/en/>

- Jamilatuzaahro. (2018). *INDONESIA E-COMMERCE MAPPING 2018 (9.9 Super Shopping Day)*. Katadata Insight Center.
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. *Journal of Marketing*, 57(1), 1. <https://doi.org/10.2307/1252054>
- Keng, C.-J., & Lin, H.-Y. (2006). Impact of Telepresence Levels on Internet Advertising Effects. *CyberPsychology & Behavior*, 9(1), 82–94. <https://doi.org/10.1089/cpb.2006.9.82>
- Kotler, P., & Armstrong, G. (2010). *Prinsip-prinsip Pemasaran*. Erlangga.
- Lowry, P. B., Spaulding, T., Wells, T., Moody, G., Moffit, K., & Madariaga, S. (2006). A Theoretical Model and Empirical Results Linking Website Interactivity and Usability Satisfaction. *Proceedings of the 39th Annual Hawaii International Conference on System Sciences (HICSS'06)*, 123a–123a. <https://doi.org/10.1109/HICSS.2006.33>
- Madhavaram, S., Badrinarayanan, V., & McDonald, R. E. (2005). INTEGRATED MARKETING COMMUNICATION (IMC) AND BRAND IDENTITY AS CRITICAL COMPONENTS OF BRAND EQUITY STRATEGY: A Conceptual Framework and Research Propositions. *Journal of Advertising*, 34(4), 69–80. <https://doi.org/10.1080/00913367.2005.10639213>
- Marwanto, A. (2015). *Marketing Sukses*. Kobis.
- Marwanto, Aris. (2015). *Marketing Sukses* (1st ed.). Kobis.
- Mullins, J. W., & Walker, U. C. (2010). *Marketing Management: A Strategic Decision-making Approach*. McGraw-Hill.
- Palla, P., Tsotsou, R. H., & Zotos, Y. C. (2013). Is Website Interactivity Always Beneficial? An Elaboration Likelihood Model Approach. In S. Rosengren, M. Dahlén, & S. Okazaki (Eds.), *Advances in Advertising Research (Vol. IV)* (pp. 131–145). Springer Fachmedien Wiesbaden. https://doi.org/10.1007/978-3-658-02365-2_10
- Playstore, G. (2019). *Keluhan-keluhan Pengguna/Konsumen Blanja.com*.
- Severi, E., & Ling, K. C. (2013). The Mediating Effects of Brand Association, Brand Loyalty, Brand Image and Perceived Quality on Brand Equity. *Asian Social Science*, 9(3), p125. <https://doi.org/10.5539/ass.v9n3p125>

- Statista.co. (2019). *Pertumbuhan Pendapatan Industri e-commerce di Indonesia*.
<https://www.statista.com/outlook/243/120/ecommerce/indonesia#market-revenue>
- Sudaryono. (2017). *Metode Penelitian*. Raja Grafindo Persada.
- Sugiyono. (2017). *Metode Penelitian*. Alfabeta.
- Sürücü, Ö., Öztürk, Y., Okumus, F., & Bilgihan, A. (2019). Brand awareness, image, physical quality and employee behavior as building blocks of customer-based brand equity: Consequences in the hotel context. *Journal of Hospitality and Tourism Management*, 40, 114–124. <https://doi.org/10.1016/j.jhtm.2019.07.002>
- swa.co.id. (2016, September 9). *Blanja.com Wujudkan Sinergi BUMN Melalui Pembinaan UKM*.
<https://swa.co.id/TelecommunicationUpdate/telecommunicationupdate/telkom-update/blanja-com-wujudkan-sinergi-bumn-melalui-pembinaan-ukm>
- Top Brand Award. (2019). *Top Brand Award Indeks Situs Jual Beli Online*.
https://www.topbrand-award.com/top-brand-index/?tbi_find=tokopedia
- Voorveld, H. A. M., van Noort, G., & Duijn, M. (2013). Building brands with interactivity: The role of prior brand usage in the relation between perceived website interactivity and brand responses. *Journal of Brand Management*, 20(7), 608–622. <https://doi.org/10.1057/bm.2013.3>
- Wang, H., Meng, Y., & Wang, W. (2013). The role of perceived interactivity in virtual communities: Building trust and increasing stickiness. *Connection Science*, 25(1), 55–73. <https://doi.org/10.1080/09540091.2013.824407>
- Widodo, T. (2015). The effect of transformative IT capability on sustainable competitive advantage. 2015 3rd International Conference on Information and Communication Technology (ICoICT). IEEE, 352–357.
- Widodo, T., Setiadjie, R. P., & Sary, F. P. (2017). Analysis of the e-commerce use behavior on music products. In Engineering Technology and Technopreneurship (ICE2T), 2017 International Conference on (pp. 1-6). IEEE.
- Widodo, Teguh. (2015). *The Effect of Transformative IT Capability on Sustainable Competitive Advantage*. 6.

- Widodo, Teguh. (2017). *Pengaruh Keberhasilan Perluasan Merek Terhadap Citra Merek Dan Dampaknya Terhadap Minat Beli Konsumen (Studi Kasus Pada Produk Kapal Api White Coffee Di Kota Bandung)*. 4(2), 8.
- Widodo, Teguh, Pratama Setiadjie, R., & Poerita Sary, F. (2017). Analysis of the e-commerce use behavior on music products. *2017 International Conference on Engineering Technology and Technopreneurship (ICE2T)*, 1–6. <https://doi.org/10.1109/ICE2T.2017.8215958>
- Yasin, N. M., Noor, M. N., & Mohamad, O. (2007). Does image of country-of-origin matter to brand equity? *Journal of Product & Brand Management*, 16(1), 38–48. <https://doi.org/10.1108/10610420710731142>
- Yoo, W.-S., Lee, Y., & Park, J. (2010). The role of interactivity in e-tailing: Creating value and increasing satisfaction. *Journal of Retailing and Consumer Services*, 17(2), 89–96. <https://doi.org/10.1016/j.jretconser.2009.10.003>