

References

- Abdillah, W. &. (2015). *Partial Least Square (Pls), Alternatif Structural Equation Modeling (Sem) Dalam Penelitian Bisnis*. Yogyakarta: Penerbit Andi.
- Agung, K. G. (2018, Maret 22). *Kompas*. Retrieved from Kompas.com:
<http://www.https://lifestyle.kompas.com/>
- Ahn, T. R. (2004). The Impact of Online and Offline Features on The User Acceptance of Internet Shopping Malls. *Electronic Commerce Research and Application*, 405 - 420.
- Anderson, E. W., and Fornell, S. K. (2004). Customer Satisfaction and Stakeholders Value. *Journal Of Marketing*, 172 - 185.
- Asia, T. i. (2016). *Tech in Asia - Connecting Asia's Startup Ecosystem*. Retrieved from <http://www.techinasia.com>
- Babin, B. D. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 644.
- Babin, B. v. (1996). Good and Bad Shopping Vibes : Spending and Patronage Satisfaction. *Journal of Business*, 201.
- Bhatnagar, A. a. (2004). A Latest Class of Segmentation Analysis of E-Shoppers. *Journal of Business Research*, 758.
- Bhatnagar, A., and Ghosh, S. (2004). A latest class segmentation analysis of E-shoppers. *Journal of Business Research*, 758.
- Bikranti & Sunil. (2016). Satisfaction of mall shoppers: A study on perceived utilitarian and. *Journal of Retailing and Consumer Services*.
- Bougie, S. a. (2009). *Research Methodology for Business*. Wiley.
- Bougie, S. a. (2010). *Research Method For Business*. Singapore: Wiley.
- Butler, P. a. (1998). Consumer purchasing on the internet: Processes and Prospects. *European Management Journal*, 600 - 610.
- Chaffey, and Dave. (2019). *E-Business and E-commerce Management*. London: Pearson.
- Chang, H. a. (2008). The relationships among e-service quality, value, satisfaction and loyalty in online shopping. *European Advances in Consumer Research* .
- Chin, W. W. (2000). Frequently Asked Questions – Partial Least Squares & PLSGraph.
<http://disc-nt.cba.uh.edu/chin/plsfac/plsfac.htm>.

- Classifieds, B. I. (2019, June 06). *AIMGroup*. Retrieved 06 21, 2020, from AIMGroup: <https://aimgroup.com/2019/06/06/tokopedia-focuses-on-one-day-deliveries/>
- CNN. (2020, May 03). *CNN Indonesia*. Retrieved from CNN Indonesia.com: <http://www.CNNIndonesia.com>
- Cooper, D.R. and P.S Schindler. (2011). *Business Research Method*. New York: Mc Graw Hill.
- Cox, J. &. (1999). Service quality and e-commerce: An exploratory analysis. *Managing Service Quality Journal*.
- DailySocial. (2019). *Dailysocial.id*. Retrieved from <http://www.dailysocial.id>
- Databoks. (2019, 10 15). *Katadata.co.id*. Retrieved from Katadata.co.id: <http://www.databoks.katadata.co.id/>
- Delone, W. &. (2003). The DeLone and Mc Lean model information system success. *Journal of Management Information Systems*, 9.
- Delone, W. &. (2004). Measuring E-commerce Success : Applying The Delone & Mclean Information System Success Model. *International Journal of Electronic Commerce*, 31 - 47.
- Delone, W. a. (2003). The Delone and Mclean Model of Information System Success : A Ten Update. *Journal of Management of Information System*, 9 - 30.
- DeLone, W., and McLean, E. (2004). Measuring E-commerce Success : applying the DeLone &McLean information system success model. *International Journal of Electronic Commerce*, 31 - 47.
- Dodi Siregar, A. P. (2020). Technopreneurship: Strategi dan Inovasi. In *Technopreneurship: Strategi dan Inovasi* (p. 76). Jakarta: Yayasan Kita Menulis.
- Doll, W. D. (2004). The Meaning and Measurement of User Satisfaction : a multigroup invariance analysis of the end user computing satisfaction instrument. *Journal of Management Information System* , 227.
- Dusta, H. V., Jalalian, S., & Mojoodi. (2014). Evaluating the Influence of System Quality, Information and Services on Perceived Shopping Value. *Asian Journal of Research in Marketing*.
- Fishbein, M., and Ajzen, I. (1995). *Belief, attitude, intention and behavior: An introduction to theory*. New York: Addison Wesley.
- Ghozali, I. (2008). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)*. Semarang: Undip.

- Gone, W. a. (2006). *Structural Equation Modeling*.
- Grewala, D. I. (2004). Internet retailing: Enable, Limiters, and Market Consequences. *Journal of Business Research*, 703 - 714.
- Griethuijsen, R. A. (2014). Global patterns in students' views of science and interest in science. *Research in Science Education*.
- Grigoroudis, E. L. (2008). The assessment of user-perceived web quality: Application of a. *European Journal of Operational Research*, 187.
- Hair J.F., B. W. (2010). *Multivariate Data Analysis, A Global Perspective . Seventh Edition*. New Jersey: Pearson Education, Inc.
- Hair, J. F. (2010). *Multivariate Data Analysis*. London: Pearson. .
- Hellier, P. G. (2003). Customer Purchase Intention : a general structural equation model . *European Journal of Marketing* , 1762.
- Hellier, P. G. (2003). Customer Repurchase Intention : a general structural equation model . *European Journal of Marketing*, 12 - 13.
- Hellier, P. G. (2003). Customer Repurchase Intention : A General Structural Equation Model . *European Journal of Marketing* , 62.
- Hellier, P. K., Geursen, G. M., Carr, R. a., and Rickard, J. a. . (2003). Customer repurchase intention: A general structural equation model . *European Journal of Marketing*, 1762.
- Henseler, J., & Fasfott, G. (2010). *Testing Moderating Effects in PLS Path Model : An Illustration of Available Procedures*. Berlin: Springer.
- Henseler, J., & Sarstedt, M. (2013). *Goodness-of-fit indices for partial least squares path modeling*. Munich: DOI: 10.1007/s00180-012-0317-1.
- Hernandez, B. J. (2009). Key Website Factors in E-Business Strategy. *International Journal of Information Management*.
- Indonesia, A. P. (2018). Retrieved from <http://apjii.or.id/survei>
- Indonesia, K. K. (2018, February 19th). *Kominfo*. Retrieved from Kominfo: kominfo.go.id
- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict the Behavioral Intention Toward Website* .
- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict The Behavioral Intention Toward Website*.

- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict The Behavioral Intention Toward Website*. Bandung.
- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict the Behavioral Intention Toward Website (A Case Study in ABC University in Indonesia)*. Bandung: Trans Tech Publication.
- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance and Use of Technology to Predict The bevaioral Intention Toward Website*. scientific.net.
- Indrawati. (2014). *The Use of Modified Unified Theory of Acceptance ans Use of Technology to Predict the Behavioral Intention Toward Website*.
- Indrawati. (2014). *The Use of Modified United Theory of Acceptance and Use of Technology to Predict The Behavioral Intention Toward Website*.
- Indrawati. (2014). *The Use of Modified United Theory of Acceptance and Use of Technology to Predict the Behavioural Intention toward Website (A Case Study in ABC University in Indonesia)*. Bern: Trans Tech Publication.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Bisnis*. Bandung: PT Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis, Konvergensi Teknologi Komunikasi Dan Informasi*. Bandung: Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Bisnis*. Bandung: PT Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Bisnis*. . Bandung: PT Refika Aditama. .
- Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis, Konvergensi Teknologi Komunikasi Dan Informasi*. Bandung: Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Bandung: PT Refika Aditama.

- Indrawati, & H. (2015). *The Use of Modified Theory of Acceptance and Use of Technology 2 to Predict Prospective Users' Intention in Adopting TV Streaming*. Bandung: International Conference on Computing and Informatics.
- Insight, I. (2020). *Iprice Insight*. Retrieved from <http://www.iprice.co.id>
- Jones, L. N. (2013). Consumer-to-Consumer e-Commerce Research in Information Systems. *Journal of Internet Commerce*, 189.
- KAMATH, A. (2019, November 14). *Moengage*. Retrieved from Moengage: <https://www.moengage.com/blog/industry-study-ecommerce-in-indonesia-and-how-tokopedia-boosts-first-time-conversions/>
- Kazakeviciute, A. and Banyte, J. (2012). The Relationship of Consumers Perceived Hedonic Value and Behavior. *Inzinerine Ekonomika-Engineering Economic*, 532.
- Keeney, R. (1999). The Value of Internet Commerce to The Customer. *Management Science*, 533 - 542.
- Kenneth C. Laudon, C. G. (2009). *E-commerce, Business, Technology , and Society*. London: Pearson Education.
- Khalifa, M. a. (2007). Online Consumer Retention : Contingent Effects of Online Shopping Habit and Online Shopping Experience. *Europian Journal of Information System*, 780 - 792.
- Kim, C. G. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electronic Commerce Research and Applications*, 374 - 387.
- Kompasiana. (2009). Retrieved from Kompasiana.com: <http://www.kompasiana.com>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. New Jersey.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management (14 th ed.)*. New Jersey: Upper Saddle River.
- Latan. (2012). *Structural Equation Modeling*.
- Latan, H. (2012). *Structural Equation Modeling Konsep dan Aplikasi Menggunakan Program Lisrel 8.80*. Bandung: Alfabeta.
- Liao, C. P. (2009). Information Technology Adoption Behavior Life Cycle: Toward a Technology Continuance Theory. *International Journal of Information Management*, 309 - 320.
- Lin, H. (2007). The Impact of of Website Quality Dimensions on Customer Satisfaction in The B2C E-commerce. *Total Quality Management*, 363 - 378.

- Lin, H. (2007). The Impact of Website Quality Dimensions on Customer Satisfaction in The B2B E-commerce Context. *Total Quality Management*, 363 - 370.
- Lin, H. (2007). The Impact of Website Quality Dimensions on Customer Satisfaction in The B2C E-commerce Context . *Total Quality Management Journal*, 363.
- Lin, H.-F. (2010). The Impact of Website Quality Dimensions on Customer Satisfaction in the B2C E-commerce Context. *Total Quality Management & Business Excellence*, 363.
- Liu, M. a. (2008). Reach on Relationship between Customer Satisfaction and Web Shopping Behavior . *International Journal of Business Research* .
- Marcus, B. (1975). *Modern Marketing*. New York: Random House.
- Mendoza, L. E. (2007). Critical success factors for a customer relationship management strategy. *Journal of Information and Software Technology*, 913.
- Mendoza, L. M. (2007). Critical Success Factors for A Customer Relationship Management Strategy . *Journal of Information and Software Technology*, 913.
- Meyer, A., and Blümelhuber, C. (2000). "Relationship marketing success through investments in services", in Hennig-Thurau, T., & Hansen, U. (Eds.), *Relationship marketing: Gaining Competitive Advantage through customer satisfaction and customer retention*. Berlin: Springer Berlin Heidelberg.
- Overby, J. a. (2006). The Effects of Utilitarian and Hedonic Online Shopping Value on Customer Preference and Intentions. *Journal of Business Research*, 1160 - 1166.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer. *Journal of Business Research*, 1160.
- Rahhal, W. (2015). The Effect of Service Quality Dimension on Customer Satisfaction : An Empirical Investigation in Syrian Mobile Telecommunication Services. *International Journal of Business and Management Invention*, 81 - 89.
- Rai, A. L. (2002). Assessing The Validity of IS Success Models : An Emperical Test Theoretical Analysis. *Information System Research* , 50 - 69.
- Ranganathan, C. & Ganapathy, S. (2002). Key Dimensions of Business to Consumer Websites. *Journal Information and Management*, 457.
- Reichheld, F. (2001). *The loyalty effect: The hidden force behind growth, profits, and lasting value*. Boston: Harvard Business School Pres.
- Reinartz, W. H. (2009). An Emperical Comparison of The Efficacy of Covariance-Based and Variance-Based SEM. *International Jpurnal of Research Marketing*, 332 - 344.

- Riduwan. (2012). *Belajar Mudah Penelitian Untuk Guru, Karyawan, Dan Peneliti Pemula. Bandung*. Bandung: Alfabeta.
- Sekaran, U & Bougie. (2010). *Research Method For Business, A Skill Building Approach*. Singapore: John Wiley and Sons Inc.
- Sekaran, U & Bougie, R. (2010). *Research Method for Business*.
- Sekaran, U and Bougie, R. (2010). *Research Method for Business, A Skill Building Approach*. Singapore: John Wiley & Sons Inc.
- Sekaran, U and Bougie, R. (2010). *Research Methods for Business*. Singapore: Wiley.
- Sekaran, U and Bougie, R. (2010). *Research Methods for Business, A Skill Building Approach, Fourth Edition*. John Wiley & Sons Inc.
- Sekaran, U, & Bougie, R. (2010). *Research Method for Business*. Singapore: John Wiley & Sons Inc.
- Sekaran, U. & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach (5th Edition)*. . Haddington: John Wiley & Sons Ltd. .
- Sekaran, U. &, & Bougie, R. S. (2010). *Research Method for Business*. Singapore: John Wiley & Sons Inc.
- Sekaran, U., and Bougie, R. (2010). *Research Method for Business*. Singapore: Wiley.
- Sekaran, U., and Bougie, R. (2010). *Research Method For Business*. Singapore: Wiley.
- Shergil, G. and Chen, Z. (2005). Consumer's Attitudes Toward Online Shopping in New Zealand. *Journal of Electronic Commerce Research*, 79.
- TechinAsia. (2014, October 22). *TechinAsia*. Retrieved from <https://www.techinasia.com/tokopedia-softbank-sequoia-capital-funding-news>
- Tifferet, S. and Herstein, R. (2012). Gender differences in brand commitment, impulse buying, and hedonic consumption. *Journal of Product & Brand Management*, 176.
- Tokopedia. (2018, 08 02). *Tokopedia Blog*. Retrieved from Tokopedia Blog: <https://www.tokopedia.com/blog/help-cara-mengajukan-pengembalian-dana/>
- Tokopedia. (2019, 10 15). *Tokopedia.com*. Retrieved from Tokopedia.com: <https://www.tokopedia.com/about/our-story?lang=en>
- Tsai, H., and Huang, H. (2007). Determinants of Repurchase Intention : an integrative model of quadruple retention drivers. *Journal Information and Management*, 231 - 239.
- Turban, E. &. (2015). *Electronic Commerce*. New York: Springer International Publishing.

Turban, E. &. (2015). *Electronic Commerce* . New York: Springer International Publishing.

William G. Zikmund, B. J. (2010). *Business Research Method*.

William G. Zikmund, B. J. (2010). *Business Research Method*.

Wresch, W. a. (2011). Persistent Barriers to E-Commerce in Developing Countries. *Journal of Global Information Management* , 30 -44.