

REFERENCES

- Adhi Prasetyo, Muhammad Ashoer, Jeperson Hutahaean, Janner Simarmata, Ridha Sefina Samosir, Hafiz Nugraha, Jamaludin, Harmayani, Surya Hendra Putra, Irdawati, Dewa Putu Yudhi Ardiana, Bonaraja Purba, & Sardjana Orba Manullang. (2021). *Konsep Dasar E-Commerce*. Yayasan Kita Menulis.
- Ahmed, R. R., Romeika, G., Kauliene, R., Streimikis, J., & Dapkus, R. (2020). ES-QUAL model and customer satisfaction in online banking: evidence from multivariate analysis techniques. *Oeconomia Copernicana*, 11(1), 59–93. <https://doi.org/10.24136/oc.2020.003>
- Al-dweeri, R. M., Ruiz Moreno, A., Montes, F. J. L., Obeidat, Z. M., & Al-dwairi, K. M. (2019). The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. *Industrial Management & Data Systems*, 119(4), 902–923. <https://doi.org/10.1108/IMDS-12-2017-0598>
- Arifin, R., & Rachmadi, K. R. (2021). Analisis E-Service Quality, Harga dan E-Promotion Terhadap E-Customer Satisfaction. *Inkubis : Jurnal Ekonomi Dan Bisnis*, 3.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2022). *Survei Profil Internet Indonesia 2021 dan 2022*. APJII. <https://apjii.or.id/survei>
- Bangun, N., & Aisyah. (2022). Pengaruh Website Design, Informativeness, dan Security of Online Transaction terhadap Customer Satisfaction. *Jurnal Ilmu Sosial Dan Ilmu Politik*, 19.
- Fatihudin, D., & Firmansyah, A. (2019a). *Pemasaran Jasa (Strategi, Mengukur Kepuasan dan Loyalitas Pelanggan)*. Deepublish.
- Fatihudin, D., & Firmansyah, A. (2019b). *Pemasaran Jasa (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Deepublish Publisher.
- Fernandus, F. (2020). The Effect of Website Design, Website Security, Information Quality, and Perceived Ease of Use on Customer. *International Journal of Advanced Trends in Computer Science and Engineering*, 9(2), 1696–1703. <https://doi.org/10.30534/ijatcse/2020/121922020>
- Ghosh, M. (2018). Measuring electronic service quality in India using E-S-QUAL. *International Journal of Quality & Reliability Management*, 35(2), 430–445. <https://doi.org/10.1108/IJQRM-07-2016-0101>
- Giao, H. N. K. (2020). Customer Satisfaction at Tiki.vn E-Commerce Platform. *The Journal of Asian Finance, Economics and Business*, 7(4), 173–183. <https://doi.org/10.13106/jafeb.2020.vol7.no4.173>
- Hidayah, R. T., & Utami, E. M. (2017). E-SERVICE QUALITY AND E-RECOVERY SERVICE QUALITY ON E-SATISFACTION LAZADA.COM. *JRMSI - Jurnal Riset Manajemen Sains Indonesia*, 8(2), 258–274. <https://doi.org/10.21009/JRMSI.008.2.05>
- Hou, Y., & Ma, Y. (2022). The Impact Of Three Factors Related To Online Shopping (Efficiency, E-service Quality, Brand Image) On Customer Satisfaction. *Digitala Vetenskapliga Arkivet*.
- Ikmah, & Widawati, A. S. (2018). *Penerapan E-Commerce Untuk Pemasaran Pada Usaha Handycraft*.
- Indrasari, M. (2019). *Pemasaran dan Kepuasan Pelanggan: pemasaran dan kepuasan pelanggan*. Unitomo Press.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informai*. Refika Aditama.
- Indriastuti, H., Putri, A. N. O. D., Robiansyah, & Anwar, H. (2022). The Effect of E-Service Quality and E-Trust on Customer Loyalty and Mediating Customer Satisfaction of Internet

- Banking Users. *Jurnal Manajemen Dan Kewirausahaan*, 1, 24–34.
- iPrice Indonesia. (2017). *Kilas Balik Persaingan E-Commerce Indonesia Tahun 2017*.
<https://iprice.co.id/trend/insights/kilas-balik-e-commerce-indonesia-2017/>
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486.
<https://doi.org/10.5267/j.ijdns.2021.12.006>
- Kasmir. (2017). *Customer Service Excellent*. PT Raja Grafindo Persada.
- Khusdhil, C. (2018). Does service quality matter in the context of internet banking? A perceptual analysis of India's internet banking customer's perception regarding service quality, trust, satisfaction and loyalty. *Journal of Commerce & Accounting Research*, 7(3), 56–60.
- Kotler, P., & Keller, K. L. (2017). *Manajemen Pemasaran* (12th ed., Vol. 1). Erlangga.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16e ed.). Pearson Education.
- Laudon, K. C., & Traver, C. G. (2017). *E-Commerce 2016 business, technology, society* (12th ed.). Britis Library Cataloguint-i.
- Lazada Indonesia. (2022). *Company Profile Lazada Indonesia*. Lazada Indonesia.
<https://www.lazada.co.id/about/>
- Lipsus. (2019). *Indonesia Digital 2019: Tinjauan Umum*. Websindo.
- Moreira, C. A., Pedror, F. M., & Ferreira, V. M. (2017). The effects of brand experiences on quality, satisfaction and loyalty: an empirical study in the telecommunications multiple-play service market. *Innovar*, 27(64), 23–36. <https://doi.org/10.15446/innovar.v27n64.62366>
- Ningsih, H. W., Safitri, I., & Yusuf, A. (2022). Pengaruh e-Service Quality dan Kepuasan terhadap e- Loyalty (Survey pada Pengguna Gopay). *Business Management Journal*, 18(1), 51.
<https://doi.org/10.30813/bmj.v18i1.3068>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). *Servqual: A Multiple-Item Scale For Measuring Consumer Perceptions of Service Quality*. *Journal of Retailing*.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41.
<https://doi.org/10.2307/1251430>
- Pham, T. S. H., & Ahammad, M. F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. *Technological Forecasting and Social Change*, 124, 332–342. <https://doi.org/10.1016/j.techfore.2017.04.003>
- Pramuditha, R., Hidayah, S., & Indriastuti, H. (2021). Pengaruh Service Quality, E-Trust Terhadap E-Satisfaction Dan E-Loyalty Konsumen. *SKETSA BISNIS*, 8(2), 123–134.
<https://doi.org/10.35891/jsb.v8i2.2632>
- Prentice, C., Dominique Lopes, S., & Wang, X. (2020). The impact of artificial intelligence and employee service quality on customer satisfaction and loyalty. *Journal of Hospitality Marketing and Management*, 29(7), 739–756.
<https://doi.org/10.1080/19368623.2020.1722304>
- Priansah, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer* (1st ed.). Alfabeta.
- Pudjarti, S., Nurchayati, N., & Dwi Putranti, H. R. (2019). Penguatan Kepuasan Model Hubungan E-Service Quality dan E-Loyalty Pada Konsumen Go-Jek dan Grab. *Sosiohumaniora*, 21(3).
<https://doi.org/10.24198/sosiohumaniora.v21i3.21491>

- Purwanti, A., & Wahdiniwaty, R. (2017). Analisis Kualitas Pelayanan, Kepercayaan, dan Kewajaran Harga Pengaruhnya Terhadap Loyalitas Pelanggan Pada Cinderella School Of English For Children Di Bandung. *Jurnal Ilmiah Magister Manajemen UNIKOM Bandung*, 62–75.
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model. *TQM Journal*, 32(6), 1443–1466. <https://doi.org/10.1108/TQM-02-2020-0019>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Salome, I. O., Ayotunde, O. A., Samuel, O. O., & Samuel, O. O. (2022). From Service Quality to E-Service Quality: Measurement, Dimension, and Model. *Journal of Management Information and Decision Sciences*, 25(1).
- Santi, I. N., Muzakir, M., & Wahyuningsih, W. (2020). Pengaruh E-Servqual Terhadap E-Loyalty Pada Pelanggan Traveloka. *E-Journal Ekonomi Bisnis Dan Akuntansi*, 7(2), 120. <https://doi.org/10.19184/ejeba.v7i2.18429>
- Saraswati, A., & Indriani, F. (2021). Effect E-Service Quality on Customer Satisfaction and Impact on Repurchase in Lazada Indonesia's Online Selling in The City of Semarang. *International Journal of Economics, Business, and Accounting Research (IJEBAR)*, 2(3).
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behaviour* (12th ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2018). *Research Method for Business* (6th ed.). John Wiley & Sons.
- Sudjiani, E., Subarto, S., & Kusjono, G. (2019). Pengaruh Citra dan Kualitas Layanan Pendidikan Terhadap Kepuasan Peserta Didik di Sekolah Cikal Harapan. *JURNAL ILMIAH FEASIBLE (JIF)*, 1(2), 123. <https://doi.org/10.32493/fb.v1i2.2019.123-137.2970>
- Sugiyono. (2018a). *Metode Penelitian Kuantitatif*. Alfabeta .
- Sugiyono. (2018b). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Alfabeta.
- Suhaily, L., & Soelasih, Y. (2017). What Effects Repurchase Intention of Online Shopping. *International Business Research*, 10(12), 113. <https://doi.org/10.5539/ibr.v10n12p113>
- Suhartanto, D., Helmi Ali, M., Tan, K. H., Sjahroeddin, F., & Kusdibyo, L. (2019). Loyalty toward online food delivery service: the role of e-service quality and food quality. *Journal of Foodservice Business Research*, 22(1), 81–97. <https://doi.org/10.1080/15378020.2018.1546076>
- Suyanto, M. (2018). *Muhammad Marketing Strategy*. Andi.
- Thi Hoai Nhung, D., & Ngan, N. T. (2022). Impacts of E-service Quality on Customer Satisfaction: A Case Study of Lazada. *VNU JOURNAL OF ECONOMICS AND BUSINESS*, 2(2). <https://doi.org/10.25073/2588-1108/vnueab.4676>
- Tjiptono, F. (2017). *Service, quality, and satisfaction*.
- Tjiptono, F., & Chandra, G. (2017). *Pemasaran Strategik* (3rd ed.). Andi offset.
- VO, N. T., Chovancová, M., & Tri, H. T. (2020). The Impact of E-service Quality on the Customer Satisfaction and Consumer Engagement Behaviors Toward Luxury Hotels. *Journal of Quality Assurance in Hospitality & Tourism*, 21(5), 499–523. <https://doi.org/10.1080/1528008X.2019.1695701>
- Wibowo, H. A., & Fausi, Moh. (2017). *Pelayanan Konsumen*. Parama Publishing.
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predictingetail

- quality. *Journal of Retailing*, 79(3), 183–198. [https://doi.org/10.1016/S0022-4359\(03\)00034-4](https://doi.org/10.1016/S0022-4359(03)00034-4)
- Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L., & Guo, H. (2019). Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting. *Electronic Commerce Research*, 19(3), 477–499. <https://doi.org/10.1007/s10660-018-9301-3>
- Zikmund, W. G. (1997). *Business Research Methods*. Dryden Press Hill.