

## DAFTAR PUSTAKA

- Ab Hamid, M. R., Sami, W., & Mohmad Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890(1). <https://doi.org/10.1088/1742-6596/890/1/012163>
- Aditya, F. T., Mahrinasari, M., & Roslina, R. (2023). Influence of E-Service Quality, E-Trust, E-Satisfaction, and E-WOM on Repurchase Intention at Travel Media Online (Traveloka) in Indonesia. *JOURNAL OF ECONOMICS, FINANCE AND MANAGEMENT STUDIES*, 06(10). <https://doi.org/10.47191/jefms/v6-i10-20>
- Al Adwan, A., Kokash, H., Al Adwan, A., Alhorani, A., & Yaseen, H. (2020). Building customer loyalty in online shopping: the role of online trust, online satisfaction and electronic word of mouth. *International Journal of Electronic Marketing and Retailing*, 11(3), 278. <https://doi.org/10.1504/ijemr.2020.10029027>
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust. *International Journal of Marketing Studies*, 9(2), 92. <https://doi.org/10.5539/ijms.v9n2p92>
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Alnaim, A. F., Sobaih, A. E. E., & Elshaer, I. A. (2022). Measuring the Mediating Roles of E-Trust and E-Satisfaction in the Relationship between E-Service Quality and E-Loyalty: A Structural Modeling Approach. *Mathematics*, 10(13). <https://doi.org/10.3390/math10132328>
- Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *International Journal of Bank Marketing*, 34(3), 280–306. <https://doi.org/10.1108/IJBM-10-2014-0139>
- Andrian, J., & Trinanda, O. (2019). THE INFLUENCE OF E-SERVICE QUALITY, E-SATISFACTION, AND E-WORD OF MOUTH TOWARD REVISIT INTENTION ON TOKOPEDIA WEBSITE IN PADANG CITY. *EcoGen*, 2(2), 1–9.
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2023). Toward the e-loyalty of digital library users: investigating the role of

- e-service quality and e-trust in digital economy. *Library Hi Tech*, 41(4), 1006–1021. <https://doi.org/10.1108/LHT-07-2020-0165>
- Antwi, S. (2021). “I just like this e-Retailer”: Understanding online consumers repurchase intention from relationship quality perspective. *Journal of Retailing and Consumer Services*, 61, 1–6. <https://doi.org/10.1016/j.jretconser.2021.102568>
- Ashiq, R., & Hussain, A. (2023). Exploring the effects of e-service quality and e-trust on consumers’ e-satisfaction and e-loyalty: insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economics*. <https://doi.org/10.1108/jebde-09-2023-0019>
- Barnes, S. J., & Vidgen, R. T. (2002). Barnes & Vidgen: An Integrative Approach to the Assessment of E-Commerce Quality AN INTEGRATIVE APPROACH TO THE ASSESSMENT OF E-COMMERCE QUALITY. *Journal of Electronic Research*, 3(3), 114–127.
- Bordoloi, S., Fitzsimmons, J. A., & Fitzsimmons, M. J. (2019). *Service management operations, strategy, information technology* (99th ed.). McGraw-Hill.
- Cantaloops, A. S., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457–3477. <https://doi.org/10.1108/IJCHM-02-2020-0113>
- Chaffey, D. (2015). *DIGITAL BUSINESS AND E-COMMERCE MANAGEMENT: STRATEGY, IMPLEMENTATION, AND PRACTICE* (6th ed.). Pearson Education Limited.
- Chaffey, D., & Chadwick, F. E. (2016). *Digital Marketing* (6th ed.). Pearson Education Limited. [www.pearson.com/uk](http://www.pearson.com/uk)
- Chaffey, D., & Smith, P. (2017). *Digital Marketing Excellence; Planning, Optimizing and Integrating Online Marketing; Fifth Edition* (5th ed.). Pearson Education Limited.
- Chang, M. K., Cheung, W., & Tang, M. (2013). Building trust online: Interactions among trust building mechanisms. *Information and Management*, 50(7), 439–445. <https://doi.org/10.1016/j.im.2013.06.003>
- Che, T., Peng, Z., Lim, K. H., & Hua, Z. (2015). Antecedents of consumers’ intention to revisit an online group-buying website: A transaction cost perspective. *Information and Management*, 52(5), 588–598. <https://doi.org/10.1016/j.im.2015.04.004>

- Chou, S., Chen, C. W., & Lin, J. Y. (2015). Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development. *Internet Research*, 25(4), 542–561. <https://doi.org/10.1108/IntR-01-2014-0006>
- Chung, K. H., & Shin, J. I. (2010). The antecedents and consequents of relationship quality in internet shopping. *Asia Pacific Journal of Marketing and Logistics*, 22(4), 473–491. <https://doi.org/10.1108/13555851011090510>
- Cnnindonesia.com. (2020). *Kronologi Lengkap 91 Juta Akun Tokopedia Bocor dan Dijual*. <https://www.cnnindonesia.com/teknologi/20200503153210-185-499553/kronologi-lengkap-91-juta-akun-tokopedia-bocor-dan-dijual>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method* (12th ed.). McGraw-Hill.
- Dabholkar, P. A. (1996). Consumer evaluations of new technology-based self-service options: An investigation of alternative models of service quality. *J. of Research in Marketing*, 13, 29–51.
- Databoks. (2021). *Tokopedia Masih Jadi E-Commerce Paling Banyak Dikunjungi pada Kuartal III 2021*. <https://databoks.katadata.co.id/datapublish/2021/11/18/tokopedia-masih-jadi-e-commerce-paling-banyak-dikunjungi-pada-kuartal-iii-2021>
- Databoks. (2022). *Ini Situs E-Commerce dengan Pengunjung Terbanyak per Agustus 2022*. <https://databoks.katadata.co.id/datapublish/2022/09/20/ini-situs-e-commerce-dengan-pengunjung-terbanyak-per-agustus-2022>
- Databoks. (2023a). *Awal 2023, Pengunjung E-Commerce Indonesia Menurun*. <https://databoks.katadata.co.id/datapublish/2023/03/15/awal-2023-pengunjung-e-commerce-indonesia-menurun>
- Databoks. (2023b). *Transaksi Tokopedia Turun Karena Pangkas Diskon, Bagaimana Bisnis GoTo Lainnya?* <https://databoks.katadata.co.id/datapublish/2023/08/25/transaksi-tokopedia-turun-karena-pangkas-diskon-bagaimana-bisnis-goto-lainnya>
- Databoks. (2023c). *Tren Pengunjung E-Commerce Kuartal III 2023, Shopee Kian Melesat*. <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>
- Dataindonesia.id. (2023). *Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023*. <https://dataindonesia.id/internet/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023>
- Dhingra, S., Gupta, S., & Bhatt, R. (2020). A study of relationship among service quality of E-Commerce websites, customer satisfaction, and purchase

- intention. *International Journal of E-Business Research*, 16(3), 42–59. <https://doi.org/10.4018/IJEBR.2020070103>
- Do, Q. H., Kim, T. Y., & Wang, X. (2023). Effects of logistics service quality and price fairness on customer repurchase intention: The moderating role of cross-border e-commerce experiences. *Journal of Retailing and Consumer Services*, 70, 1–12. <https://doi.org/10.1016/j.jretconser.2022.103165>
- Elliot, G., Thiele, S. R., Smith, S., Waller, D., Eades, L., & Bentrott, I. (2017). *Marketing* (4th ed.). John Wiley & Sons. <http://ebookcentral.proquest.com/lib/mqu/detail.action?docID=5049568>.
- Fang, J., Wen, C., George, B., & Prybutok, V. R. (2016). CONSUMER HETEROGENEITY, PERCEIVED VALUE, AND REPURCHASE DECISION-MAKING IN ONLINE SHOPPING: THE ROLE OF GENDER, AGE, AND SHOPPING MOTIVES. *Journal of Electronic Commerce Research*, 12(2), 116–131.
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Giovanis, A. N., & Athanasopoulou, P. (2014). Gaining customer loyalty in the e-tailing marketplace: the role of e-service quality, e-satisfaction and e-trust. *International Journal Technology Marketing*, 9(3), 288–304.
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of Services Marketing*, 24(2), 142–156. <https://doi.org/10.1108/08876041011031118>
- Grewal, Dhruv., & Levy, M. (2014). *Marketing* (4th ed.). McGraw-Hill.
- Gupta, R., & Madan, S. (2023). *Digital Marketing: The Science and Magic of Digital Marketing Can Help You Become a Successful Marketing Professional* (1st ed.). BPB Online.
- Hafidz, G. P., & Sitorus, D. T. (2023). Analysis of factors that can increase repurchase intention, WOM, and site revisit in e-commerce applications.

*Sean Institute: Jurnal Ekonomi*, 12(01), 2023.  
<http://ejournal.seaninstitute.or.id/index.php/Ekonomi>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications, Inc.

Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. *European Journal of Marketing*, 37(11–12), 1762–1800.  
<https://doi.org/10.1108/03090560310495456>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135.  
<https://doi.org/10.1007/s11747-014-0403-8>

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi* (1st ed.). PT Refika Aditama.

Indrawati, & Najiya, R. (2017). Predicting Acceptance and Use Behavior of Consumers toward IndiHome Services by Using Extended UTAUT Model (A Case Study in Bandung). *International Journal of Science and Research*, 6(5), 2319–7064. <https://doi.org/10.21275/ART20173547>

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184.  
<https://doi.org/10.1016/j.apmrv.2022.07.007>

Indrawati, Raman, M., Wai, C. K., Ariyanti, M., Mansur, D. M., Marhaeni, G. A. M. M., Tohir, L. M., Gaffar, M. R., Has, M. N., & Yuliansyah, S. (2017). *Perilaku Konsumen Individu Dalam mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi* (1st ed.). PT Refika Aditama.

Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). *Electronis Word of Mouth (eWOM) in the Marketing Context: A state of the art analysis and future directions* (1st ed.). Springer International Publishing.

Jhaveri, C. A., & Nenavani, J. M. (2020). Evaluation of eTail Services Quality: AHP Approach. *Vision*, 24(3), 310–319.  
<https://doi.org/10.1177/0972262919898093>

Johnston, R., Clark, G., & Shulver, M. (2012). *Service OperatiOnS ManageMent Improving Service Delivery* (4th ed.). Pearson Education Limited.  
[www.pearson-books.com](http://www.pearson-books.com)

- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulistyo, 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>
- Kazancoglu, I., & Demir, B. (2021). Analysing flow experience on repurchase intention in e-retailing during COVID-19. *International Journal of Retail and Distribution Management*, 49(11), 1571–1593. <https://doi.org/10.1108/IJRDM-10-2020-0429>
- Keaveney, S. M., & Parthasarathy, M. (2001). Customer Switching Behavior in Online Services: An Exploratory Study of the Role of Selected Attitudinal, Behavioral, and Demographic Factors. *Journal of the Academy of Marketing Science*, 29(4), 374–390.
- Kerin, R. A., & Hartley, S. W. (2017). *Marketing* (13th ed.). McGraw-Hil.
- Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, 8(3), 283–302. <https://doi.org/10.1108/SAJBS-01-2019-0016>
- Kim, J. H., & Kim, C. (2010). E-service quality perceptions: A cross-cultural comparison of american and Korean consumers. *Journal of Research in Interactive Marketing*, 4(3), 257–275. <https://doi.org/10.1108/17505931011070604>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education Limited.
- Kredivo, & Katadata. (2023). *Laporan Perilaku Konsumen e-Commerce Indonesia 2023: Pemulihan Ekonomi dan Tren Belanja Pasca Pandemi*. <https://databoks.katadata.co.id/publikasi/2023/06/14/laporan-perilaku-konsumen-e-commerce-indonesia-2023>
- Kusmita, A. C., Farida, N., & Saryadi. (2021). PENGARUH E-TRUST DAN E-SERVICE QUALITY TERHADAP ONLINE REPURCHASE INTENTION MELALUI E-SATISFACTION (Pada Mahasiswa S1 FISIP yang Pernah Berbelanja di Lazada). In *Jurnal Ilmu Administrasi Bisnis: Vol. X* (Issue 3).
- Lamb, C. W., Hair JR, J. F., & McDaniel, C. (2017). *MKTG: Principle of Marketing*. Cengage Learning.

- Laudon, K. C., & Traver, C. G. (2018). *E-commerce 2017: business, technology, society* (13th ed.). Pearson Education Limited.
- Lee, H., Choi, S. Y., & Kang, Y. S. (2009). Formation of e-satisfaction and repurchase intention: Moderating roles of computer self-efficacy and computer anxiety. *Expert Systems with Applications*, 36(4), 7848–7859. <https://doi.org/10.1016/j.eswa.2008.11.005>
- Limbu, Y. B., Wolf, M., & Lunsford, D. (2012). Perceived ethics of online retailers and consumer behavioral intentions: The mediating roles of trust and attitude. *Journal of Research in Interactive Marketing*, 6(2), 133–154. <https://doi.org/10.1108/17505931211265435>
- Loiacono, E. A., Watson, R. T., & Goodhue, D. I. (2002). WEBQUAL: a measure of website quality. *Marketing Theory and Applications*, 432–438.
- Loureiro, S. M. C., Gorgus, T., & Kaufmann, H. R. (2017). Antecedents and outcomes of online brand engagement: The role of brand love on enhancing electronic-word-of-mouth. *Online Information Review*, 41(7), 985–1005. <https://doi.org/10.1108/OIR-08-2016-0236>
- Luong, D. B., Wu, K. W., & Vo, T. H. G. (2020). Difficulty is a possibility: turning service recovery into e-WOM. *Journal of Services Marketing*, 35(8), 1000–1012. <https://doi.org/10.1108/JSM-12-2019-0487>
- Malhotra, N. K. (2020). *Marketing Research: An Applied Orientation* (7th ed.). Pearson Education Limited.
- Matute, J., Redondo, Y. P., & Utrillas, A. (2016). The influence of EWOM characteristics on online repurchase intention: Mediating roles of trust and perceived usefulness. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>
- Molinari, L. K., Abratt, R., & Dion, P. (2008). Satisfaction, quality and value and effects on repurchase and positive word-of-mouth behavioral intentions in a B2B services context. *Journal of Services Marketing*, 22(5), 363–373. <https://doi.org/10.1108/08876040810889139>
- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer behavior: building marketing strategy* (13th ed.). McGraw-Hill Education.

- Nadarajan, G., Bojei, J., & Khalid, H. (2017). The study on negative eWOM and its relationship to consumer's intention to switch Mobile Service Provider. *Procedia Computer Science*, 124, 388–396. <https://doi.org/10.1016/j.procs.2017.12.169>
- Omoregie, O. K., Addae, J. A., Coffie, S., Ampong, G. O. A., & Ofori, K. S. (2019). Factors influencing consumer loyalty: evidence from the Ghanaian retail banking industry. *International Journal of Bank Marketing*, 37(3), 798–820. <https://doi.org/10.1108/IJBM-04-2018-0099>
- Parasuraman, A., Zeithaml, V. A., & Berry L. (1998). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 64(1), 12–40.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Prahiawan, W., Fahlevi, M., Juliana, J., Purba, J. T., & Tarigan, S. A. A. (2021). The role of e-satisfaction, e-word of mouth and e-trust on repurchase intention of online shop. *International Journal of Data and Network Science*, 5(4), 593–600. <https://doi.org/10.5267/j.ijdns.2021.8.008>
- Randabunga, P., Hudayah, S., & Indriastuti, H. (2021). The Effect of Electronic Word of Mouth and Sales Promotion on Brand Switching with Brand Image as an Intervening Variable at Erha Beauty Clinic in Samarinda City. *Saudi Journal of Business and Management Studies*, 6(4), 102–113. <https://doi.org/10.36348/sjbms.2021.v06i04.001>
- 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. *The TQM Journal*, 32(6), 1443–1466. <https://doi.org/10.1108/TQM-02-2020-0019>
- Riduwan. (2012). *Belajar Mudah Penelitian untuk Guru-Karyawan dan Peneliti* (1st ed.). Alfabeta.
- Risnia, Z. N., & Solekah, N. A. (2023). E-satisfaction as a mediating variable the influence of e-service quality on e-WOM in Linkaja Syariah users. *Malia: Jurnal Ekonomi Islam*, 14(2), 171–188. <https://doi.org/10.35891/ml.v14i2.3797>
- 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), 1–14. <https://doi.org/10.1016/j.heliyon.2019.e02690>

- Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*, 57. <https://doi.org/10.1016/j.jretconser.2020.102201>
- Saodin, Suharyono, Arifin, Z., & Sunarti. (2019). THE INFLUENCE OF E-SERVICE QUALITY TOWARD E-SATISFACTION, E-TRUST, E-WORD OF MOUTH AND ONLINE REPURCHASE INTENTION: A STUDY ON THE CONSUMERS OF THE THREE-STAR HOTELS IN LAMPUNG. *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), 27–38. <https://doi.org/10.18551/rjoas.2019-09.03>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education Limited.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). John Wiley & Sons Ltd. [www.wileypluslearningspace.com](http://www.wileypluslearningspace.com)
- Sendari, A. A. (2023). *7 Manfaat Internet yang Bisa Mudahkan Segala Aktivitas, Gunakan Dengan Bijak*. <https://www.liputan6.com/hot/read/5309130/7-manfaat-internet-yang-bisa-mudahkan-segala-aktivitas-gunakan-dengan-bijak?page=2>
- Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453–463. <https://doi.org/10.1016/j.ijinfomgt.2013.02.003>
- Solomon, M. R. (2018). *Consumer Behavior: Buying, Having, and Being* (12th ed.). Pearson Education Limited. <http://www.pearsonmylabandmastering.com>
- Statista. (2023). *Number of users of e-commerce in Indonesia from 2018 to 2027*. <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia>
- Stokes, R. (2023). *EMARKETING-THE ESSENTIAL GUIDE TO MARKETING IN A DIGITAL WORLD*. LibreTexts Project. <https://LibreTexts.org>
- Suh, Y. I., Ahn, T., & Pedersen, P. M. (2013). Examining the effects of team identification, e-service quality (e-SQ) and satisfaction on intention to revisit sports websites. *International Journal of Sports Marketing & Sponsorship*, 1–19.
- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments.

- International Journal of Information Management*, 39, 199–219.  
<https://doi.org/10.1016/j.ijinfomgt.2017.12.008>
- Szymanski, D. M., Hise, R. T., & Al, M. (2000). e-Satisfaction: An Initial examination. *Journal of Retailing*, 76(3), 309–322.
- Tandon, U., Kiran, R., & Sah, A. (2017a). Analyzing customer satisfaction: users perspective towards online shopping. *Nankai Business Review International*, 8(3), 266–288. <https://doi.org/10.1108/NBRI-04-2016-0012>
- Tandon, U., Kiran, R., & Sah, A. N. (2017b). Customer Satisfaction as mediator between website service quality and repurchase intention: An emerging economy case. *Service Science*, 9(2), 106–120. <https://doi.org/10.1287/serv.2016.0159>
- Thamrin, A., & Tantri, F. (2016). *Manajemen Pemasaran* (1st ed.). PT Raha Grafindo Persada.
- Tokopedia. (2023). *INA Company Fact Sheet dan Logo*. <https://www.tokopedia.com/about/news/#fact-sheet>
- Tokopedia.com. (2023). *Tokopedia*. <https://www.tokopedia.com/>
- Tran, V. D., & Vu, Q. H. (2019). Inspecting the relationship among e-service quality, e-trust, e-customer satisfaction and behavioral intentions of online shopping customers. *Global Business and Finance Review*, 24(3), 29–42. <https://doi.org/10.17549/gbfr.2019.24.3.29>
- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023). Web design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty. *TQM Journal*, 35(8), 2455–2484. <https://doi.org/10.1108/TQM-10-2022-0298>
- Wibowo, E. P., & Indrawati. (2024). The Effect of Perceived Advertising Value of Instagram Ads on Purchase Intentions through Consumer Affective Response. *International Journal of Social Science and Human Research*, 07(02). <https://doi.org/10.47191/ijsshr/v7-i02-51>
- Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting etail 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)
- Wu, J. J., Hwang, J. N., Sharkhuu, O., & Tsogt-Ochir, B. (2018). Shopping online and off-line? Complementary service quality and image congruence. *Asia Pacific Management Review*, 23(1), 30–36. <https://doi.org/10.1016/j.apmrv.2017.01.004>

- Yeo, S. F., Tan, C. L., Teo, S. L., & Tan, K. H. (2021). The role of food apps servitization on repurchase intention: A study of FoodPanda. *International Journal of Production Economics*, 234, 1–11. <https://doi.org/10.1016/j.ijpe.2021.108063>
- Yoo, B., & Donthu, N. (2001). Developing a scale to measure the perceived quality of an internet shopping site (SITEQUAL). *Quarterly Journal of Electronic Commerce*, 2(1), 31–47. [https://doi.org/10.1007/978-3-319-11885-7\\_129](https://doi.org/10.1007/978-3-319-11885-7_129)
- Yu, X., Roy, S. K., Quazi, A., Nguyen, B., & Han, Y. (2017). Internet entrepreneurship and “the sharing of information” in an Internet-of-Things context: The role of interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs’ websites. *Internet Research*, 27(1), 74–96. <https://doi.org/10.1108/IntR-02-2015-0060>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing: integrating customer focus across the firm* (7th ed.). McGraw-Hill.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2000). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). A Conceptual Framework for Understanding e-Service Quality: Implications for Future Research and Managerial Practice. *Marketing Science Institute*, 115, 1–50.
- Zia, S., Rafique, R., Rehman, H. U., & Chudhery, M. A. Z. (2022). A comparison between E-TailQ and ES-Qual for measuring e-service quality in the retail industry: an emerging economy case. *The TQM Journal*, 1–27. <https://doi.org/10.1108/TQM-02-2022-0052>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Method* (9th ed.). Cengage Learning.