

Daftar Pustaka

- Abdillah, W. (2015). *Partial Least Square (Pls) Alternatif Struktural Equation Modeling (Sem) Dalam Penelitian Bisnis*. Andi.
- Adi Ahdiat. (2024). *5 E-Commerce Dengan Pengunjung Terbanyak Di Indonesia (Januari-Desember 2023)**. databoks.co.id.
<https://databoks.katadata.co.id/datapublish/2024/01/10/5-e-commerce-dengan-pengunjung-terbanyak-sepanjang-2023>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The Influence Of Discount Framing Towards Brand Reputation And Brand Image On Purchase Intention And Actual Behaviour In E-Commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Agnez Z. Yonatan. (2024, March 8). *10 Produk Dengan Total Belanja Terbesar Di E-Commerce Indonesia*. Goodstats Data.
- Akter, S., Ambra, J. D. ', & Ray, P. (2011). An Evaluation Of Pls Based Complex Models: The Roles Of Power Analysis, An Evaluation Of Pls Based Complex Models: The Roles Of Power Analysis, Predictive Relevance And Gof Index Predictive Relevance And Gof Index. *Proceedings Of The 17th Americas Conference On Information Systems (Amcis2011)*.
<https://ro.uow.edu.au/commpapers>
- Alamsyah, A., & Rachmadiansyah, I. (2018). Mapping Online Transportation Service Quality And Multiclass Classification Problem Solving Priorities. *Journal Of Physics: Conference Series*, 971(1). <https://doi.org/10.1088/1742-6596/971/1/012021>
- Ali, Mm., Hariyati, T., Yudestia Pratiwi, M., & Afifah Sekolah Tinggi Agama Islam Ibnu Rusyd Kotabumi, S. (2022). Metodologi Penelitian Kuantitatif Dan Penerapan Nya Dalam Penelitian. *Education Journal.*, 2(2).
- Andrean W. Finaka. (2024). *221 Juta Penduduk Indonesia Makin Melek Sama Internet*. Indonesiabaik.Id. <https://indonesiabaik.id/infografis/221-juta-penduduk-indonesia-makin-melek-sama-internet>

- Anugrah, F. T. (2020). Effect Of Promotion And Ease Of Use On Customer Satisfaction And Loyalty On Ovo Application Users. *Quantitative Economics And Management Studies*, 1(1). <https://doi.org/10.35877/454ri.qems1177>
- Arsuni. (2020). *Pengaruh Ekuitas Merek, Diskon Harga Dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan Pt. Astra International Daihatsu Di Kota Muara Teweh*.
- Arumsari, R., & Ariyanti, M. (2017). The Effect Of Electronic Word Of Mouth, Brand Image, Customer Trust And Customer Satisfaction Towards Repurchase Intention At Pt. Go-Jek Indonesia. *International Journal Of Science And Research (Ijsr)*, 6(7), 1732–1737. <https://doi.org/10.21275/art20175247>
- Ayo, C. K., Oni, A. A., Adewoye, O. J., & Eweoya, I. O. (2016). E-Banking Users' Behaviour: E-Service Quality, Attitude, And Customer Satisfaction. *International Journal Of Bank Marketing*, 34(3), 347–367. <https://doi.org/10.1108/ijbm-12-2014-0175>
- Bolton, R. N., & Drew, J. H. (2012). Linking Customer Satisfaction To Service Operations And Outcomes. In *Service Quality: New Directions In Theory And Practice* (Pp. 173–200). Sage Publications, Inc. <https://doi.org/10.4135/9781452229102.n8>
- Chakrabarty, S., Whitten, D., & Green, K. (2016). Project Management Effectiveness, And The Task-Technology-Structure Fit. *Journal Of Computer Information Systems*, 48(2), 1–15. <https://doi.org/10.1080/08874417.2008.11646004>
- Chin, W. W. (1998). *Modern Method For Business Research*.
- Cindy Mutia Annur. (2023). *Transaksi Tokopedia Turun Karena Pangkas Diskon, Bagaimana Bisnis Goto Lainnya?* [databoks.co.id. https://databoks.katadata.co.id/datapublish/2023/08/25/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)
- Cindy Mutia Annur. (2024). *Jumlah Kunjungan Ke 5 Situs E-Commerce Terbesar Di Indonesia (Januari-Desember 2023)**.

<https://databoks.katadata.co.id/datapublish/2024/01/10/ini-persaingan-kunjungan-5-e-commerce-terbesar-di-indonesia-sepanjang-2023>

- Cohen, J. (1988). *Statistical Power Analysis For The Behavioral Sciences Second Edition* (Second Edition). Lawrence Erlbaum Associates.
- Dam, S. M., & Dam, T. C. (2021). Relationships Between Service Quality, Brand Image, Customer Satisfaction, And Customer Loyalty. *Journal Of Asian Finance, Economics And Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dick, A. S., & Basu, K. (1994). *Customer Loyalty: Toward An Integrated Conceptual Framework*.
- Dimas Aditya, M., Saidani, B., & Febrilia, I. (2021). *Pengaruh Service Quality Dan Trust Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Intervening Pada Aplikasi Jasa Kesehatan X* (Vol. 2, Issue 3).
- Dong, X., Chang, Y., Wang, Y., & Yan, J. (2017). Understanding Usage Of Internet Of Things (Iot) Systems In China: Cognitive Experience And Affect Experience As Moderator. *Information Technology And People*, 30(1), 117–138. <https://doi.org/10.1108/itp-11-2015-0272>
- Fornell, C., Johnson, M. D., Anderson, E. W., Cha, J., & Bryant, B. E. (1996). The American Customer Satisfaction Index: Nature, Purpose, And Findings. In *Source: Journal Of Marketing* (Vol. 60, Issue 4).
- Garson, D. (2015). *Partial Least Squares: Regression & Structural Equation Model*. Statistical Associates Publishing.
- Hair, G. Tomas M. Hult, Christian M. Ringle, Marko Sarstedt, Nicholas P. Danks, & Soumya Ray. (2021). *Business Partial Least Squares Structural Equation Modeling (Pls-Sem) Using R*. <http://www>.
- Hair, J. F., Hult, T., Ringle, C., & Sarstedt, M. (2022). *A Primer On Partial Least Squares Structural Equation Modeling (Pls-Sem) Third Edition* (Third Edition). Sage.
- Hardani, Ustiawaty, J., & Juliana Sukmana, D. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*. <https://www.researchgate.net/publication/340021548>

- Hasbi, I., Syahputra, S., Syarifuddin, S., Wijaksana, T. I., & Farías, P. (2022). The Impact Of Discount Appeal Of Food Ordering Application On Consumer Satisfaction In Southeast Asia. *Journal Of Eastern European And Central Asian Research*, 9(6), 978–991. <https://doi.org/10.15549/jeecar.v9i6.956>
- Hidayah, F. E., & Suryadi, N. (2021). *Pengaruh E-Service Quality Terhadap E-Loyalty Melalui E-Satisfaction Pada Pengguna E-Commerce Tokopedia*.
- Hsieh, S.-W., Lu, C.-C., & Lu, Y.-H. (2018). A Study On The Relationship Among Brand Image, Service Quality, Customer Satisfaction, And Customer Loyalty – Taking ‘The Bao Wei Zhen Catering Team’ As An Empirical Study. *Kne Social Sciences*, 3(10). <https://doi.org/10.18502/kss.v3i10.3512>
- Indrawati. (2015). *Metode Penelitian Manajemen Dan Bisnis Konvergensi Teknologi Komunikasi Dan Informasi* (1st Ed.). Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). Ewom Via The Tiktok Application And Its Influence On The Purchase Intention Of Somethinc Products. *Asia Pacific Management Review*. <https://doi.org/10.1016/j.apmr.v.2022.07.007>
- Irawan, F., & Sibarani, M. (2020). Pengaruh Price Discount Dan Layanan Aplikasi Grabfood Terhadap Customer Loyalty Melalui Customer Satisfaction Kandang Ayam. *Journal Of Accounting And Business Studies*, 5(2).
- Iskamto, D. (2017). Analisis Customer Satisfaction Alfa Mart Kalisari Jakarta. *Jurnal Ekonomi Dan Bisnis*, 8. <https://www.researchgate.net/publication/327686789>
- Ismi, R. N., & Abdilla, M. (2023). Pengaruh Citra Merek, Kualitas Layanan, Dan Kemudahan Penggunaan Terhadap Loyalitas Konsumen Yang Dimediasi Oleh Kepuasan Konsumen. *Jurnal Ekonomi Dan Bisnis Dharma Andalas*, 25.
- Kartawinata, B., Akbar, A., Wijaksana, T. I., & Nurlela, S. N. (2021). *The Quality Of Logistic And Expedition Business Services In The Era Covid 19 (Study On Shipping And Logistics Company In Indonesia)*.
- Keller. (2013). *Strategic Brand Management Building, Measuring, And Managing Brand Equity Global Edition*.

- 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>
- Kotler & Keller. (2012). *A Framework For Marketing Management*.
- Kotler, P., & Armstrong, G. (2018). *Principles Of Marketing* (Seventeenth Edition). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*.
- Latan, H., & Noonan, R. (2017). Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues And Applications. In *Partial Least Squares Path Modeling: Basic Concepts, Methodological Issues And Applications*. Springer International Publishing. <https://doi.org/10.1007/978-3-319-64069-3>
- Lenny Septiani. (2023, August 29). *Survei: Pengguna Tokopedia Lebih Loyal Ketimbang Shopee Dan Lazada*. Katadata.
- Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online Hotel Booking: The Effects Of Brand Image, Price, Trust And Value On Purchase Intentions. *Asia Pacific Management Review*, 20(4), 210–218. <https://doi.org/10.1016/j.apmr.2015.03.005>
- Ligouri, A., & Samuel, H. (2018). *Pengaruh Activity Involvement Terhadap Customer Loyalty Dengan Customer Satisfaction Sebagai Variabel Mediasi Pada Xo Suki Cabang Kupang Indah Surabaya*.
- Lisani, A. M., & Indrawati. (2020). Pengaruh Digital Marketing Mobile Application Terhadap Loyalitas Pelanggan Gojek. *Jurnal Penelitian Ipteks*, 5(2), 254–258.
- Liu, Y. (2007). The Long-Term Impact Of Loyalty Programs On Consumer Purchase Behavior And Loyalty. *Journal Of Marketing*, 71, 19–35. <http://www.marketingpower.com/jmblog>.
- Lovelock, C. H., & Wirtz, Jochen. (2011). *Services Marketing: People, Technology, Strategy*. Prentice Hall.

- Ma, Z., & Zhao, J. (2012). Evidence On E-Banking Customer Satisfaction In The China Commercial Bank Sector. *Journal Of Software*, 7(4), 927–933. <https://doi.org/10.4304/jsw.7.4.927-933>
- Magdalena, A., & Jaolis, F. (2018). *Analisis Antara E-Service Quality, E-Satisfaction, Dan E-Loyalty Dalam Konteks E-Commerce Bibli*.
- Maria Elena. (2024). *Top! Transaksi E-Commerce Capai Rp453,75 Triliun Sepanjang 2023 Artikel Ini Telah Tayang Di Bisnis.Com Dengan Judul “Top! Transaksi E-Commerce Capai Rp453,75 Triliun Sepanjang 2023.”* *bisnis.com*. <https://finansial.bisnis.com/read/20240118/90/1733241/top-transaksi-e-commerce-capai-rp45375-triliun-sepanjang-2023>
- Martini, E., & Hardito, L. (2018). E-Service Quality, Perceived Value, And Customer Loyalty Relationship Of Zomato Users In Indonesia. *International Journal Of Science And Research (Ijsr)*, 7(7).
- Misbakhul, O., & Mubarak, M. (2022). *E-Commerce Dalam Perspektif Hukum Ekonomi Syariah*. 2(8).
- Mishra, M., Kushwaha, R., & Gupta, N. (2024). Impact Of Sales Promotion On Consumer Buying Behavior In The Apparel Industry. *Cogent Business And Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2310552>
- Najib, M. F., & Sosianika, A. (2019). Retail Service Quality, Satisfaction, And Trust: The Key To Shopper Loyalty In The Context Of The Indonesian Traditional Market. *International Journal Of Electronic Marketing And Retailing*, 10(4), 425–440. <https://doi.org/10.1504/ijemr.2019.104216>
- Nurdiansah, A., & Widyastuti, W. (2022). Pengaruh Price Discount Terhadap Customer Satisfaction Dan Repurchase Intention (Studi Pada Pengguna Shopee Food). *Sibatik Journal: Jurnal Ilmiah Bidang Sosial, Ekonomi, Budaya, Teknologi, Dan Pendidikan*, 1(8), 1495–1514. <https://doi.org/10.54443/sibatik.v1i8.198>
- Oktafiani, H., Yohana, C., & Saidani, B. (2021). *Pengaruh Perceived Ease Of Use Dan Perceived Usefulness Terhadap Customer Satisfaction E-Wallet X* (Vol. 2, Issue 2).

- Parasuraman, Zeithaml, V. A., & Berry, L. L. (1988). *Servqual A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality*. <https://www.researchgate.net/publication/200827786>
- Priangani, A. (2013). Memperkuat Manajemen Pemasaran Dalam Konteks Persaingan Global Memperkuat Manajemen Pemasaran Dalam Konteks Persaingan Global. *Jurnal Kebangsaan*, 2.
- Privitera, G. J. (2017). *Statistics For The Behavioral Sciences* (Third Edition). Sage Publication.
- Putra Trihutama, R., & Hirfiyana Rosita, N. (2018). *Pengaruh Perceived Ease Of Use, Perceived Usefulness, Dan Trust Terhadap Behavioral Intention To Use (Studi Pada Pengguna Go-Pay Layanan Go-Jek)*.
- Putro, R. N. C. A., & Rachmat, B. (2019). Effect Of Brand Image And Service Quality On Customer Satisfaction And Loyalty At Bank Jatim Syariah Surabaya. *Russian Journal Of Agricultural And Socio-Economic Sciences*, 87(3), 152–165. <https://doi.org/10.18551/rjoas.2019-03.19>
- Radjab, E., & Jam'an, A. (2017). *Metodologi Penelitian Bisnis*.
- Rehatalanit, Y. L. R. (2021). *Peran E-Commerce Dalam Pengembangan Bisnis*.
- Riswandi, D. (2019). *Transaksi On-Line (E-Commerce) : Peluang Dan Tantangan Dalam Perspektif Ekonomi Islam*.
- Robi, M., Kusnandar, D., & Sulistianingsih, E. (2017). Penerapan Structural Equation Modeling (Sem) Untuk Analisis Kompetensi Alumni. In *Buletin Ilmiah Math. Stat. Dan Terapannya (Bimaster)* (Vol. 6).
- Saleh, M. Y. (2019). *Konsep Dan Strategi Pemasaran*. Sah Media.
- Santouridis, I., & Trivellas, P. (2010). Investigating The Impact Of Service Quality And Customer Satisfaction On Customer Loyalty In Mobile Telephony In Greece. *Tqm Journal*, 22(3), 330–343. <https://doi.org/10.1108/17542731011035550>
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (Eleven Edition). Pearson.
- Sekaran, U., & Bougie, R. (2016). *An Easy Way To Help Students Learn, Collaborate, And Grow*. www.wileypluslearningspace.com

- Setiawan, H., & Sayuti, A. J. (2017). Effects Of Service Quality, Customer Trust And Corporate Image On Customer Satisfaction And Loyalty: An Assessment Of Travel Agencies Customer In South Sumatra Indonesia. *Iosr Journal Of Business And Management*, 19(05), 31–40. <https://doi.org/10.9790/487x-1905033140>
- Subianto, M., Fitriani Jurusan Matematika Fmipa Unsyiah Jl Syech Abdul Rauf No, R., & Aceh, B. (2012). *Perbandingan Metode Partial Least Square (Pls) Dengan Regresi Komponen Utama Untuk Mengatasi Multikolinearitas* (Vol. 12, Issue 1).
- Suwarsa, T., & Hasibuan, A. R. (2021). *Pengaruh Pajak Restoran Dan Pajak Hotel Terhadap Pendapatan Asli Daerah Kota Padangsidempuan Periode 2018-2020*.
- Tambunan, T. U., Yuniman Zebua, & Junita Lubis. (2023). Pengaruh Fasilitas, Pelayanan, Harga Dan Pemberian Diskon Terhadap Kepuasan Pelanggan (Studi Kasus Pada Warnet @N-Kom Net). *Jemsi (Jurnal Ekonomi, Manajemen, Dan Akuntansi)*, 9(3), 642–649. <https://doi.org/10.35870/jemsi.v9i3.1099>
- Tang, Y. M., Lau, Y. Y., & Ho, U. L. (2023). Empowering Digital Marketing With Interactive Virtual Reality (Ivr) In Interior Design: Effects On Customer Satisfaction And Behaviour Intention. *Journal Of Theoretical And Applied Electronic Commerce Research*, 18(2), 889–907. <https://doi.org/10.3390/jtaer18020046>
- Tokopedia. (2024). *Tokopedia*. Tokopedia.Com. <https://www.tokopedia.com/about/our-story/>
- Tu, Y.-T., Wang, C.-M., & Chang, H.-C. (2012). Corporate Brand Image And Customer Satisfaction On Loyalty: An Empirical Study Of Starbucks Coffee In Taiwan. In *Journal Of Social And Development Sciences* (Vol. 3, Issue 1).
- Vashti, H., & Antonio, T. (2021). The Role Of Price Promotion And Product Quality In Influencing The Intention To Repurchase Cok-Kis Cookies. *Kne Social Sciences*. <https://doi.org/10.18502/kss.v5i5.8831>

- Wattoo, M. U., & Iqbal, S. M. J. (2022). Unhiding Nexus Between Service Quality, Customer Satisfaction, Complaints, And Loyalty In Online Shopping Environment In Pakistan. *Sage Open*, 12(2). <https://doi.org/10.1177/21582440221097920>
- Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). E-Wom From E-Commerce Websites And Social Media: Which Will Consumers Adopt? *Electronic Commerce Research And Applications*, 17, 62–73. <https://doi.org/10.1016/j.elerap.2016.03.004>
- Yap, B. W., Ramayah, T., & Wan Shahidan, W. N. (2012). Satisfaction And Trust On Customer Loyalty: A Pls Approach. *Business Strategy Series*, 13(4), 154–167. <https://doi.org/10.1108/17515631211246221>
- Zikri, A., & Harahap, M. I. (2022). *Analisis Kualitas Pelayanan Pengiriman Barang Terhadap Kepuasan Konsumen Pada Pt Pos Indonesia (Persero) Regional I Sumatera*.