

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial least square (PLS) : alternatif structural equation modeling (SEM) dalam penelitian bisnis* (D. Prabantini, Ed.; 1st ed.). Yogyakarta .
- Aditya, I. A., Haryadi, F. N., Haryani, I., Rachmawati, I., Ramadhani, D. P., Tantra, T., & Alamsyah, A. (2023). Understanding service quality concerns from public discourse in Indonesia state electric company. *Heliyon*, 9(8). <https://doi.org/10.1016/j.heliyon.2023.e18768>
- Agustina, R. (2021). *Pengaruh Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Konsumen Pengguna Tokopedia Di Bandar Lampung*.
- Alma, B. (2018). *Manajemen Pemasaran & Pemasaran Jasa*. Alfabeta.
- Anggriana, R., Qomariah, N., & Santoso, B. (2017). Pengaruh Harga Promosi dan Kualitas Layanan Terhadap Kepuasan Pelanggan Jasa Ojek Online OM-JEK. *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 7, 137–156.
- Atun Mumtahana, H., Nita, S., & Winerawan Tito, A. (2017). *Pemanfaatan Web E-Commerce untuk Meningkatkan Strategi Pemasaran* (Vol. 3, Issue 1).
- Ayu, F. R. P., & Srihandoko, W. (2021). Peranan Customer Servis Dalam Meningkatkan Mutu Pelayanan Pada Sekolah Islam Ibnu Hajar. *Jurnal Aplikasi Bisnis Kesatuan*, 1(1), 31–40. <https://doi.org/10.37641/jabkes.v1i1.565>
- Balinado, J. R., Prasetyo, Y. T., Young, M. N., Persada, S. F., Miraja, B. A., & Perwira Redi, A. A. N. (2021). The effect of service quality on customer satisfaction in an automotive after-sales service. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020116>
- Bayu Kencana, M. R. (2022, August 29). *Hasil Survei: Tokopedia Jadi E-Commerce Paling Dicari Untuk Berbelanja Online*. Liputan6.
- Beldad, A. D., De Jong, M. D. T., Steehouder, M. F., & Kerkhof, P. (2010). How shall I trust the faceless and the intangible? A literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857–869.
- Cahyo, M. R. D., & Candiwan, C. (2020). Analysis and Design of Sales Information System on Web-Based E-Commerce in Yoga Farm Catfish Breeding Business Using UML. *JURNAL MEDIA INFORMATIKA BUDIDARMA*, 4(3), 683. <https://doi.org/10.30865/mib.v4i3.2106>

Candiwan, & Wibisono, C. (2021). Analysis of the influence of website quality to customer's loyalty on e-commerce. *International Journal of Electronic Commerce Studies*, 12(1), 83–102. <https://doi.org/10.7903/IJECS.1892>

Chaffey, D. (2015). *Digital Business and E-Commerce Management*.

Creswell, J. W. (2014). *Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed* (S. Zuhri, Ed.; Edisi Ketiga). Pustaka Belajar.

Databoks. (2019, October 10). *Tren Pengguna E-Commerce*. Databoks. <https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>

Databoks. (2023, September 20). *Pengguna Internet di Indonesia Tembus 213 Juta Orang hingga Awal 2023*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2023/09/20/pengguna-internet-di-indonesia-tembus-213-juta-orang-hingga-awal-2023>

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340.

Dewi, R., Arfan, H., Nasir, M., & A, I. H. (2023). Peran Kualitas Layanan Elektronik Mobile dalam Meningkatkan Penjualan: Kerangka Konseptual dan Evaluasi Empiris. *Jurnal Manajemen Dan Bisnis Indonesia*, 09, 29–44.

Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif Dengan Partial Least Squares (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro Semarang .

Ghozali, I., & Latan, H. (2015). *Partial least squares konsep, teknik dan aplikasi menggunakan program SmartPLS 3.0 untuk penelitian empiris*. Semarang Badan Penerbit Universitas Diponegoro.

Gomory, S., Hoch, R., Lee, J., Podlaseck, M., & Schonberg, E. (2008). E-Commerce Intelligence: Measuring, Analyzing, and Reporting on Merchandising Effectiveness of Online Stores. *IBM T.J Watson Research Center*, 1–11.

Hair Jr, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, M., P. Danks, N., & Ray Soumya. (2021). *A Primer on Partial Least Square Structural Equation Modeling (PLS-SEM)*. Sage Publications.

Hair, Jr. J. F., M. Hult G. Tomas, M. Ringle Christian, & Sarstedt Marko. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) Third Edition*. Sage Publications.

- Hammoud, J., Bizri, R. M., & El Baba, I. (2018). The Impact of E-Banking Service Quality on Customer Satisfaction: Evidence From the Lebanese Banking Sector. *SAGE Open*, 8(3). <https://doi.org/10.1177/2158244018790633>
- Hardiyansyah, M., Setiawan, A. B., & Haryanto, J. O. (2021). Customer satisfaction and loyalty in e-commerce: The role of customer service in Shopee. *Journal of Business Administration Research*, 10(3), 45–57.
- Heryanto, A. (2017). *FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT MENGGUNAKAN KEMBALI E-COMMERCE DENGAN PENDEKATAN MODEL KESUKSESAN SISTEM INFORMASI*.
- Ihwanudin, N., Nugroho, L., Bangun, R., Darmaningrum, K., Juliansyah, R., My, A. S., Dewi, I. C., Nopiyani, P. E., Kraugusteeliana, Krisnanik, E., Suganda, A. D., Aryani, L., Marietza, F., Yudawisastra, H. G., Koynja, J. J., & Purwanda, E. (2023). *Ekonomi dan Bisnis Digital*.
- Indrawati. (2015). *Metodologi Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati, I., & Henriques, M. P. (2020). The effect of service quality to customer satisfaction: A case study from Timor Leste, Dili. In *Advances in Business, Management and Entrepreneurship* (pp. 87–92). CRC Press. <https://doi.org/10.1201/9780429295348-22>
- Iprice. (2022). *Persaingan Toko Online di Indonesia*. Iprice.
- Jiang, A., Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*, 24(2), 191–214.
- Keller, K. (2021). *Intisari Manajemen Pemasaran* (A. Pramesta, Ed.; 6th ed.). Andi.
- Kim, J., Jin, B., & Swinney, J. L. (2019). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *The Role of Etail Quality, e-Satisfaction and e-Trust in Online Loyalty Development Process*, 16(4), 239–247.
- Kinasih, B. S., & Albari. (2017). *PENGARUH PERSEPSI KEAMANAN DAN PRIVASI TERHADAP KEPUASAN DAN KEPERCAYAAN KONSUMEN ONLINE*. 16(1), 1–14.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (Seventeenth Edition). Pearson Education.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16e ed.). Pearson Education.
- Latan, H., & Noonan, R. (2017). *Partial Least Squares Path Modeling*. Springer.

- Leokamto, A. (2012). Implementasi Technology Acceptance Model (TAM) Dalam Online Shopping. *Kajian Ilmiah Mahasiswa Manajemen*, 1, 1–5.
- Martiana, R., Apriani, S., La, S., & Mashiro, T. (2019). Apriani/Pengaruh Kualitas Produk dan Kualitas Pelayanan. *Journal of Management Studies*, 121–134.
- Miyazaki, A. D., & Fernandez, A. (2001). Consumer perceptions of privacy and security risks for online shopping. *Journal of Consumer Affairs*, 35(1), 27–44.
- Muhsin, A., Dinda, A., & Zuliestiana, S. E. (2017). Analisis Pengaruh Kualitas Website (WebQual) 4.0 Terhadap Kepuasan Pengguna Bukalapak di Kota Bandung. 4(3).**
- Mustofa, R., & Baehaqi, M. (2024). PENGARUH KENYAMANAN TRANSAKSI DAN SALES PROMOTION TERHADAP KEPUTUSAN PEMBELIAN ULANG PRODUK FASHION SHOPEE DI KEBUMEN DENGAN KEPUASAN PELANGGAN SEBAGAI VARIABEL INTERVENING. *Jurnal Tajam*, 07(1).
- Nigatu, A. G., Belete, A. A., & Habtie, G. M. (2023). Effects of automated teller machine service quality on customer satisfaction: Evidence from commercial bank of Ethiopia. *Heliyon*, 9(8). <https://doi.org/10.1016/j.heliyon.2023.e19132>
- 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>
- Parasuraman, Zeithaml, V. A., & Berry, L. L. (2020). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. . *Journal of Retailing*.
- Purwanegara, M. S., Apriani, D., & Andika, D. (2019). Investigating the influence of e-service quality, trust and satisfaction on loyalty: A case study of e-commerce customers in Indonesia. *Journal of Business and Management*.
- Putlely, Z., Andry Lesnussa, Y., Wattimena, A. Z., & Matdoan, M. Y. (2021). *Structural Equation Modeling (SEM) untuk Mengukur Pengaruh Pelayanan, Harga, dan Keselamatan terhadap Tingkat Kepuasan Pengguna Jasa Angkutan Umum Selama Pandemi Covid-19 di Kota Ambon*.
- Ricky Majesta, R. D., Kawung, E. J. R., & Goni, S. Y. V. I. (2021). Dampak Aplikasi Belanja Online (Online Shop) di Masa Pandemi Covid-19 Terhadap Minat Belanja Masyarakat di Kelurahan Girian Weru Ii Kecamatan Girian Kota Bitung Provinsi Sulawesi Utara. *Jurnal Ilmiah Society*, 1, 1–9.
- Tokopedia. (2009). *Cerita Di Balik Layanan Pengguna Tokopedia: 100% Digital!* Tokopedia. <https://www.tokopedia.com/blog/cerita-di-balik-layanan->

[pengguna-tokopedia-100-digital-bts/?utm_source=google&utm_medium=organic](https://www.pinterest.com/pin/9403111111111111/)

- Safitri, K., & Sukmana, Y. (2023, December 7). *Survei Populix: 54 Persen Masyarakat Indonesia RI Berbelanja di “E-Commerce”, Mayoritas Gen z.* Kompas.Com.
- Saputra, A. (2017). Pengaruh Penerapan E-Commerce dan Kualitas Pelayanan Terhadap Kepuasan Konsumen. *JURNAL MANAJEMEN BISNIS STIE IBBI*.
- Sardana, S., Abdul, A. P. J., & Bajpai, V. N. (2020). E-banking service quality and customer satisfaction: an exploratory study on India. In *Int. J. Services and Operations Management* (Vol. 35, Issue 2).
- Setiawan, A. B. (2018). REVOLUSI BISNIS BERBASIS PLATFORM SEBAGAI PENGERAK EKONOMI DIGITAL DI INDONESIA BUSINESS REVOLUTION BASED ON PLATFORM AS A DIGITAL ECONOMIC ACTIVATOR IN INDONESIA. In *Jl. Medan Merdeka Barat* (Issue 9). Telp.
- Siregar, S. (2017). *Metode Penelitian Kuantitatif: Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Kencana.
- Sofiati, I., Qomariah, N., & Hermawan, H. (2018). Dampak kualitas pelayanan terhadap loyalitas konsumen . *Jurnal Sains Manajemen Dan Bisnis Indonesia*, 8, 244–259.
- Statista. (2021). *E-commerce in Indonesia - Statistics & Facts*. . Statista.
- Sucipto, E., & Fuad, T. M. (2020). Analisis Pengaruh Citra Merek dan Kualitas Layanan Terhadap Keputusan Pembelian Tokopedia di Jakarta. *Jurnal Managemen*, 8.
- Sudirjo, F., Purwati, T., Unggul Budiman, Y., & Manuhutu, M. (2023). Analisis Dampak Strategi Pemasaran Digital dalam Meningkatkan Loyalitas Pelanggan: Perspektif Industri E-commerce. *Jurnal Pendidikan Tambusai*, 7.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. ALFABETA.
- Sugiyono. (2022). *Metode Penelitian Manajemen* (1st ed.). ALFABETA.
- Sujarweni, W. (2019). *SPSS Untuk Penelitian* (Florent, Ed.; 1st ed.). Pustaka Baru Pers.
- Sulisyandri, & Ramadhan, Arna. M. (2021). ANALISIS INTENSI MENABUNG PADA BANK SYARIAH DENGAN IMPORTANCE-PERFORMANCE MATRIX ANALYSIS (IPMA). *Jurnal Tabarru': Islamic Banking and Finance*, 4(1), 1–10.

- Susanto, J. E. (2020). The influence of service quality and perceived value on customer satisfaction and loyalty in e-commerce: A case study of Lazada. *Journal of Marketing Research and Case Studies*, 4, 123–135.
- Tjiptono, F. (2019). *Strategi Pemasaran Prinsip & Penerapan*. Andi.
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality dan Satisfaction* (4th ed.). Andi.
- Tjiptono, F., & Diana, A. (2020). *Pemasaran* (1st ed.). Andi.
- Tokopedia. (2009). *Tokopedia*. Tokopedia.Com.
- Tokopedia. (2022). *Annual Report*. Tokopedia.
- Turban, E., Whiteside, J., King, D., & Outland, J. (2017). *Introduction to Electronic Commerce and Social Commerce*. <http://www.springer.com/series/10099>
- UNCTAD. (2021). *COVID-19 and E-commerce: a Global Review*. . UNCTAD.
- Widodo. (2017). *Metodologi Penelitian: Populer & Praktis* (1st ed.). Rajawali Pers.
- Wiranata, A., & Wijaya, T. (2017). The impact of e-service quality and customer satisfaction on customer loyalty: The case of Bukalapak. *Journal of Business Research*.
- Wulan, D., Ambara, N., Ratnasari, K., & Ssi, S. (2015). PENILAIAN SERVICE QUALITY PLASA TELKOM LEMBONG BANDUNG TERHADAP KEPUASAN PELANGGAN ASSESSMENT ON SERVICE QUALITY OF PLASA TELKOM LEMBONG BANDUNG TOWARDS CUSTOMER SATISFACTION.**
- Yazid, M. A., Wijoyo, S. H., & Rokhmawati, R. I. (2019). valuasi Kualitas Aplikasi Ruangguru Terhadap Kepuasan Pengguna Menggunakan Metode EUCS (End-User Computing Satisfaction) dan IPA (Importance Performance Analysis). *Jurnal Pengembangan Teknologi Informasi Dan Ilmu Komputer*, 3(9).
- Zeithaml, V., Bitner, M. J., & Gremler, D. (2017). *Services Marketing: Integrating Customer Focus Across the Firm*.