

DAFTAR PUSTAKA

- (KOMINFO), K. K. (2023). Pengguna Internet Meningkat, Kominfo Galang Kolaborasi Tingkatkan Kualitas Layanan. Hämtat från KOMINFO: https://www.kominfo.go.id/content/detail/54481/siaran-pers-no-80hmkominfo012024-tentang-pengguna-internet-meningkat-kominfo-galang-kolaborasi-tingkatkan-kualitas-layanan/0/siaran_pers
- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Penerbit Andi.
- Abdullah, A., et al. (2020). "The Impact of Website Efficiency on Electronic Customer Satisfaction: Evidence from Indonesian E-commerce Sector." *Journal of Business Management*, 15(2), 45-58.
- Ahdiat, d. (2023, Oktober 11). Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat>
- Ahdiat, A. (2023). Rata-rata Jumlah Kunjungan ke 5 Situs E-Commerce Terbesar di Indonesia (Kuartal I-Kuartal III 2023)*. Hämtat från Databoks: <https://databoks.katadata.co.id/datapublish/2023/10/11/tren-pengunjung-e-commerce-kuartal-iii-2023-shopee-kian-melesat#:~:text=Menurut%20data%20SimilarWeb%2C%205%20situs%20e-commerce%20kategori%20marketplace,Shopee%20dan%20Blibli%2C%20sedangkan%20para%20p>
- Akhmad, O. :, & Makarim, F. (t.t.). *PENGARUH E-SERVICE QUALITY TERHADAP E-LOYALTY MELALUI E-SATISFACTION STUDI PADA KONSUMEN MILENIAL PENGGUNA E-COMMERCE SHOPEE*.
- Akil, S., & Ungan, M. C. (2022). E-commerce logistics service quality: Customer satisfaction and loyalty. *Journal of Electronic Commerce in Organizations*, 20(1). <https://doi.org/10.4018/JECO.292473>
- Annur, C. M. (2023). Databoks. Hämtat från Katadata: <https://databoks.katadata.co.id/datapublish/2023/11/06/e-commerce-sektor-penyumbang-ekonomi-digital-terbesar-indonesia-pada-2023>
- Annur, C. M. (2023). E-commerce, Sektor Penyumbang Ekonomi Digital Terbesar Indonesia pada 2023. Hämtat från Databoks: <https://databoks.katadata.co.id/datapublish/2023/11/06/e-commerce-sektor-penyumbang-ekonomi-digital-terbesar-indonesia-pada-2023>
- Annur, C. M. (2023). E-commerce, Sektor Penyumbang Ekonomi Digital Terbesar Indonesia pada 2023. Hämtat från Databoks: <https://databoks.katadata.co.id/datapublish/2023/11/06/e-commerce-sektor-penyumbang-ekonomi-digital-terbesar-indonesia-pada-2023>
- APJII. (2023). Survei Internet APJII. Hämtat från APJII: <https://survei.apjii.or.id/survei>
- Aprillia, W., Ariyanti, M., & Widiyanesti, S. (2024). Service Quality Analysis Baed On Online Customer Review In Google Play Store (Study Case Of Telkomsel). *International Journal of Science, Technology & Management*, 156-162.
- Arifianto, E. Y., & Choiri, M. (t.t.). *PEMANFAATAN E-COMMERCE DALAM PEBELAJARAN MANAJEMEN USAHA KECIL DAN MENENGAH*.

- Aslam, W., Tariq, A., & Arif, I. (2019). The Effect of ATM Service Quality on Customer Satisfaction and Customer Loyalty: An Empirical Analysis. *Global Business Review*, 20(5), 1155–1178. <https://doi.org/10.1177/0972150919846965>
- Budiman, A., Yulianto, E., & Saifi, M. (2020a). PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION DAN E-LOYALTY NASABAH PENGGUNA MANDIRI ONLINE. Dalam *Jurnal Profit/* (Nomor 1). <https://profit.ub.ac.id>
- Chen, Y., Tan, J., & Liu, S. (2021). Responsiveness and Customer Satisfaction: A Study in the Digital Service Context. *International Journal of Digital Commerce*, 18(2), 145-162.
- Danang Prasetyo, H., & Dinalestari Purbawati, dan P. (t.t.). *Pengaruh E-Service Quality dan E-Security Seals terhadap E-Satisfaction melalui Keputusan Pembelian Konsumen E-Commerce (Studi Kasus pada Konsumen Lazada Indonesia)*.
- Dedi Subagja, A., & Hilda Astuti, P. (t.t.). *PENGARUH BAURAN PEMASARAN JASA TERHADAP KEPUTUSAN PEMBELIAN PRODUK JASA PENGIRIMAN POS REGULER DI KANTOR POS CABANG SUBANG* (Vol. 5). <http://ejournal.unsub.ac.id/index.php/bisnis>
- Deng, Z. L. (2020). Understanding customer satisfaction and loyalty: An empirical study of mobile instant messages in China. *International Journal of Information Management*, 50-65.
- Deng, Z. L. (2021). The effects of e-service quality on loyalty intention: The mediating role of customer satisfaction,58. *Journal of Retailing and Consumer Services*, 102-118.
- Ekonomi, P., Belanja, T., & Pandemi, P. (2023). *Laporan Perilaku Konsumen e-Commerce Indonesia 2023*.
- Firdaus, M., & Rachmawati, I. (2024). The Influence of E-Service Quality on Customer Loyalty Through Customer Satisfaction Among Livin' by Mandiri Users. *International Journal of Social Science and Business*, 142-150.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Semarang: Universitas Diponegoro.
- Gotama, F., & Indarwati, T. A. (2019). The Effects of E-Trust and E-Service Quality to E-Loyalty with E-Satisfaction as the Mediation Variable (The Study of Bebas Bayar Application User's in Indonesian). *Jurnal Minds: Manajemen Ide dan Inspirasi*, 6(2), 145. <https://doi.org/10.24252/minds.v6i2.9503>
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. Sage Publications.
- Hapsara, O., Wenny Desty Febrian, M., Nuzleha, M., Indra Sani, M., Lustono, S., Hj Nurna Yuni, M., Sos Abdurohim, S. M., Mila Karmila, M. S., Rahmi Utami Sos, M. S., Ahmad Dzul Ilmi, M. S., Liza yuliana Ds, M. S., Eka Purnama Sari, M., Anne Lasminingrat, M., Sudung Simatupang, M., Ali Imron, M., & Shalfi Andri, Ms. (t.t.). *MANAJEMEN PEMASARAN JASA (MEMBANGUN LOYALITAS PELANGGAN) PENERBIT CV.EUREKA MEDIA AKSARA*.
- Haudi, Rahadjeng, E. R., Santamoko, R., Putra, R. S., Purwoko, D., Nurjannah, D., Koho, I. R., Wijoyo, H., Siagian, A. O., Cahyono, Y., & Purwanto, A. (2022). The role of e-marketing and e-crm on e-loyalty of indonesian companies during covid

- pandemic and digital era. *Uncertain Supply Chain Management*, 10(1), 217–224. <https://doi.org/10.5267/j.uscm.2021.9.006>
- Huang, P. L., Lee, B. C. Y., & Chen, C. C. (2019). The influence of service quality on customer satisfaction and loyalty in B2B technology service industry. *Total Quality Management and Business Excellence*, 30(13–14), 1449–1465. <https://doi.org/10.1080/14783363.2017.137218>
- Hsu, L. C., & Chen, M. Y. (2019). Factors influencing customer e-loyalty: An integration of service quality dimensions and customer satisfaction. *Journal of Business Research*, 216–229.
- Ilmi Rizqi, D., Guntur Utomo, R., & Al Malkky, M. (t.t.). *Analisis Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Pada Aplikasi Pemesanan Tiket Bioskop*.
- Indira Rachmawati, Z. M. (2019). International Conference on Business Sustainability and. *Future Academy*.
- Indrawati, I., Rabbani, P. R., & Kurnia, K. (2021). Using Text Mining to Improve Service Quality Effort: a Case on Indonesia Beauty E-Commerce. *International Conference Advancement in Data Science, E-Learning and Information Systems, ICADEIS 2021, 2021*.
- Iqbal, M., & Tantra, T. (t.t.). *PENGARUH DESIGN WEBSITE QUALITY DAN E-SERVICE QUALITY TERDAHAP REPURCHASE INTENTION YANG DIMEDIASI OLEH CUSTOMER SATISFACTION*. www.katadata.com, *Jurnal Mirai Management*. (2023).
- Jr, J. F., Hult, G. T., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE.
- Jun, G., & Cai, S. (2020). Service responsiveness in online retail: Its effect on customer satisfaction and loyalty. *Electronic Commerce Research and Applications*, 39, 100923.
- Kang, S. N. (2023). The impact of online service quality on customer satisfaction and loyalty: Moderating effect of online customer review. *Journal of Retailing and Consumer Services*, 68, 103012.
- Kenneth C. Laudon, C. G. (2019). *E-commerce 2019: Business. Technology. Society*. Pearson.
- 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, H., Park, S., & Choi, M. (2021). Personalization in E-commerce: Impact on Customer Satisfaction and Loyalty. *Journal of Retailing and Consumer Services*, 58, 102345.
- KOMINFO. (2024). Pengguna Internet Meningkat, Kominfo Galang Kolaborasi Tingkatkan Kualitas Layanan. Hämtat från KOMINFO: https://www.kominfo.go.id/content/detail/54481/siaran-pers-no-80hmkominfo012024-tentang-pengguna-internet-meningkat-kominfo-galang-kolaborasi-tingkatkan-kualitas-layanan/0/siaran_pers
- Kotler, P., & Keller, K. L. (2020). *Marketing Management (15th ed.)*. Pearson.

- Kurniawan, A., Trianasari, N., & Tantra, T. (t.t.). *ANALISIS PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION DAN E-LOYALTY PELANGGAN APLIKASI ITEMKU*.
- Kusumawati, A., & Rahayu, K. S. (2020). The effect of experience quality on customer perceived value and customer satisfaction and its impact on customer loyalty. *TQM Journal*, 32(6), 1525–1540. <https://doi.org/10.1108/TQM-05-2019-0150>, *LinktoPurchaseServiceQualityandSatisfaction*. (t.t.).
- Lavinda. (2023, Mei 16). *APJII: Pengguna Internet Indonesia 215 Juta Jiwa pada 2023, Naik 1,17%*. Retrieved from [katadata..co.id](https://katadata.co.id): <https://katadata.co.id/lavinda/digital/646342df38af1/apjii-pengguna-internet-indonesia-215-juta-jiwa-pada-2023-naik-1-17>
- Lee, S., & Park, G. (2018). The Effects of Electronic Service Quality and Customer Satisfaction on Customer Loyalty: A Field Study of Korean Internet Banking Services. *Journal of Electronic Commerce Research*, 19(1), 1-12.
- Lee, G., & Lin, H. (2019). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 47(9), 905-918.
- Maulana Adhiim, D., & Pradana, M. (t.t.-a). *PENGARUH E-SERVICE QUALITY TERHADAP E-CUSTOMER LOYALTY PADA APLIKASI OVO MELALUI E-CUSTOMER SATISFACTION SEBAGAI VARIABEL INTERVENING*.
- Mofokeng, T. E. (2021). The impact of online shopping attributes on customer satisfaction and loyalty: Moderating effects of e-commerce experience. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1968206>
- Muniarty, Puji, Wulandari Wulandari, dan Della Saputri. "Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Pada Marketplace Shopee." *Equilibrium: Jurnal Ilmiah Ekonomi, Manajemen dan Akuntansi* 11.2 (2022): 1-6.
- Nasution, H., Fauzi, A., & Rini, E. S. (2019). European Journal of Management and Marketing Studies THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY THROUGH E-SATISFACTION ON STUDENTS OF OVO APPLICATION USERS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF NORTH SUMATRA, INDONESIA THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY THROUGH E-SATISFACTION ON STUDENTS OF OVO APPLICATION USERS AT THE FACULTY OF ECONOMICS AND BUSINESS, UNIVERSITY OF NORTH SUMATRA, INDONESIA. *European Journal of Management and Marketing Studies*, 4. <https://doi.org/10.5281/zenodo.3360880>
- Nugroho, R., Sari, D., & Putra, A. (2019). Pengaruh Keandalan Layanan terhadap Kepuasan Pelanggan dalam E-commerce di Indonesia. *Jurnal Ilmu Manajemen Indonesia*, 14(2), 210-225.
- Nurbaiti, d. (2021). Pengaruh E-Commerce Shopee pada Kualitas Layanan Shopee. *Jurnal Pendidikan Tambusai*, 8600-8606.
- Nurida, D., & Hendayani, R. (2023). THE EFFECT OF E-SERVICE QUALITY ON CUSTOMER. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, E-ISSN: 2614-1280 P-ISSN 2622-4771.
- Palupi, G. A. (2023). Shopee Masih Jadi E-Commerce Pilihan Utama Masyarakat Indonesia. *Merek dan Perusahaan*.

- 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), 41-50
- 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, A., Zeithaml, V. A., & Berry, L. L. (2019). Refinement and reassessment of the SERVQUAL scale. *Journal of Retailing*, 67(4), 420-450.
- Park, S., & Kim, H. (2020). Website Layout and Customer Satisfaction: An Empirical Study. *International Journal of E-Commerce Research*, 14(1), 98-110.
- Pasaribu, F., Sari, W. P., Ni Bulan, T. R., & Astuty, W. (2022). The effect of e-commerce service quality on customer satisfaction, trust and loyalty. *International Journal of Data and Network Science*, 6(4), 1077–1084. <https://doi.org/10.5267/j.ijdns.2022.8.001>
- Philip Kotler, K. L. (2021). *Marketing Management, 16th edition*. Pearson Higher Ed.
- Pradnyaswari, N. P. I., & Aksari, N. M. A. (2020). E-SATISFACTION DAN E-TRUST BERPERAN DALAM MEMEDIASI PENGARUH E-SERVICE QUALITY TERHADAP E-LOYALTY PADA SITUS E-COMMERCE BLIBLI.COM. *E-Jurnal Manajemen Universitas Udayana*, 9(7), 2683. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p11>
- Prasetyo, A. N., & Yusran, H. L. (2022). *Pengaruh E-Service Quality Dan E-Trust Terhadap Repurchase Intention Melalui E-Satisfaction Pada Pengguna E-Commerce*. 4(1).
- Priyatno, D. (2017). *Analisis Korelasi, Regresi, dan Multivariate dengan SPSS*. Yogyakarta: Gava Media.
- Ranjbarian, B., & Rezaei, Z. (1496). *INTERDISCIPLINARY JOURNAL OF CONTEMPORARY RESEARCH IN BUSINESS Factors Influencing on Customers' E-Satisfaction: A case Study from Iran*.
- 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>
- Ria Arumsar, M. A. (2015). The Effect of Electronic Word of Mouth, Brand. *International Journal of Science and Research (IJSR)*.
- Rosalinda, R., & Sinambela, F. A. (2023). Pengaruh Dimensi Online Service Quality Terhadap Online Loyalty Melalui Mediasi Online Satisfaction Pada Pengguna E-Commerce C2C di Kota Batam. *At-Tadbir : jurnal ilmiah manajemen*, 7(1), 1. <https://doi.org/10.31602/atd.v7i1.9143>
- Sadya, S. (den 9 Maret 2023). APJII: Pengguna Internet Indonesia 215,63 Juta pada 2022-2023. Hämtat från dataindonesia.id: <https://dataindonesia.id/internet/detail/apjii-pengguna-internet-indonesia-21563-juta-pada-20222023>
- Santos, J. (2019). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3), 233-246.
- Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O., Jainuri, J., & Waruwu, H. (2021). The Impact of E-Service Quality and Satisfaction

- on Customer Loyalty: Empirical Evidence from Internet Banking Users in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 465–473. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0465>
- Shopee Indonesia. (n.d.). *Shopee*. Retrieved from Shopee Indonesia: <https://shopee.co.id/>
- Shopee . (2023). Shopee Carrers. Hämtat från <https://careers.shopee.sg/about>
- Shopee. (2023). Shopee. Hämtat från Shopee: <https://www.shopee.com>
- Sugiharto. (2022). Memanfaatkan E-Commerce Dengan Benar. Artikel DJKN. Hämtat från KOMINFO.
- Simanjuntak, J. O., & Mayasari, M. (2023). E-Commerce Service Quality, E-Customer Satisfaction and Loyalty: Modification of E-Servqual Model. Proceedings of the 4th International Conference on Applied Economics and Social Science, ICAESS 2022, Batam, Riau Islands, Indonesia. DOI: 10.4108/eai.5-10-2022.2325900.
- Smith, A., Jones, B., & Brown, C. (2019). Enhancing Customer Satisfaction through User-Friendly Interfaces in Electronic Platforms. *International Journal of Electronic Commerce*, 27(3), 321-335.
- Sugiyono. (2022). *Metode penelitian kuantitatif, kualitatif, dan R&D (edisi 2)*. Bandung: Alfabeta.
- Tarupay, Y. K., & Kusumahadi, K. (t.t.). *ANALISIS PENGARUH E-SERVICE QUALITY TERHADAP KEPUASAN PELANGGAN BLANJA.COM*.
- Tjiptono, F. (2019). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*.
- Tjiptono, F. & Chandra, G. (2016). *Service, Quality & Satisfaction*. Penerbit ANDI Yogyakarta.
- Tobagus, A. (2018). *PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION PADA PENGGUNA DI SITUS TOKOPEDIA* (Vol. 6, Nomor 1).
- TomassMHultt, G. (t.t.). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www>.
- Valarie Zeithaml, M. J. (2010). *Services Marketing: Integrating Customer Focus Across the Firm, 8th Edition*. New York: McGraw-Hill.
- 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 and Tourism*, 21(5), 499–523. <https://doi.org/10.1080/1528008X.2019.1695701>
- Wang, Y., & Teo, T. S. H. (2020). Online service quality and perceived value in online shopping: A developed-developing country comparison. *Internet Research*, 22(3), 330-354.
- Widodo, S., & Yanthy Yosepha, S. (2023). E-Loyalty Model Based On E-Service Quality, E-Trust And E-Satisfaction On Gojek Consumers In East Jakarta. *International Journal Of Artificial Intelegence Research*, 6(1), 2022. <https://doi.org/10.29099/ijair.v6i1.2.607> Academy.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). 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. (2021). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375.