

DAFTAR PUSTAKA

- [1] A. Gusmawan, S. Bangsawan, and M. R. Ramelan, “The Influence of Consumer Value Perception and E-Ticket Service Quality on Traveloka Customer Satisfaction in Bandar Lampung,” *Int. J. Reg. Innov.*, vol. 2, no. 4, Dec. 2022, doi: 10.52000/ijori.v2i4.73.
- [2] R. T. Bimantaka and M. Muthohar, “The Effect of Service Quality, Brand Image, and Customer Satisfaction on Customer Loyalty on the Traveloka Application,” *J. Econ. Resour.*, vol. 6, no. 1, pp. 214–220, Aug. 2023, doi: 10.57178/jer.v6i1.649.
- [3] W. P. S. Setio and S. Johan, “Analisis Faktor-faktor yang Mempengaruhi Purchase Intention Konsumen pada Traveloka.com,” *J. Manaj. Bisnis Dan Kewirausahaan*, vol. 5, no. 3, p. 237, May 2021, doi: 10.24912/jmbk.v5i3.11856.
- [4] A. Putri, F. Kinanda, O. Marpaung, and B. Siburian, “E-Service Quality, Promotion and Price Perception on Loyalty of Traveloka Users,” *Int. J. Inform. Econ. Manag. Sci. IJIEMS*, vol. 1, no. 2, 2022, doi: 10.52362/ijiems.v1i2.879.
- [5] G. S. Mbete and R. Tanamal, “Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase,” *J. Inform. Univ. Pamulang*, vol. 5, no. 2, p. 100, Jun. 2020, doi: 10.32493/informatika.v5i2.4946.
- [6] P. Y. Setiawan and A. A. B. P. Widanta, “The effect of trust on travel agent online use: Application of the technology acceptance model,” *Int. J. Data Netw. Sci.*, pp. 173–182, 2021, doi: 10.5267/j.ijdns.2021.6.015.
- [7] L. O. Sugianto, T. Purwaningrum, and S. Chamidah, “ONLINE PURCHASE DECISIONS: ANALYSIS E-SERVICE QUALITY AND INFORMATION QUALITY IN TOKOPEDIA,” *Int. J. Econ. Bus. Account. Res. IJEBAR*, vol. 6, no. 3, 2022.
- [8] T. Sihombing and D. Sihombing, “INFLUENCE OF INTEREST, PRICE, PRODUCT QUALITY, PROMOTION, AND BRAND IMAGE ON PURCHASING DECISIONS IN TRAVELOKA APP,” *Ultima Manag. J. Ilmu*

Manaj., vol. 13, no. 1, pp. 183–196, Jun. 2021, doi: 10.31937/manajemen.v13i1.1968.

[9] I. Suryani and A. Syafarudin, “Effect of Sales Promotion on Purchasing Decisions,” *Ilomata Int. J. Tax Account. IJTC*, vol. 2, 2021, doi: 10.52728/ijtc.v2i2.216.

[10] A. Wirapraja, H. Aribowo, and E. T. Setyoadi, “The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya,” *Indones. J. Inf. Syst. IJIS*, vol. 3, 2021, doi: <https://doi.org/10.24002/ijis.v3i2.4191>.

[11] M. Ripandi and Y. Murni, “THE ANALYSIS OF CUSTOMER SATISFACTION FACTORS SHAPING AIRPLANE TICKET REPURCHASE INTEREST ON TRAVELOKA,” *Int. J. Econ. Bus. Manag. Res.*, vol. 4, 2020.

[12] Asnawati, M. Nadir, W. Wardhani, and M. Setini, “The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision,” 2021.

[13] A. M. Musyaffi, H. Khairunnisa, and D. K. Respati, *KONSEP DASAR STRUCTURAL EQUATION MODEL- PARTIAL LEAST SQUARE (SEM-PLS) MENGGUNAKAN SMARTPLS*. Pascal Books, 2022.

[14] J. E. Durado, F. Febianti, and M. Nova, “Pengaruh E-Service Quality dan Promosi Terhadap Keputusan Pembelian Konsumen Generasi Milenial Pada Layanan Traveloka,” *J. Ilm. Pariwisata Dan Bisnis*, vol. 2, no. 5, pp. 1236–1240, May 2023, doi: 10.22334/paris.v2i5.431.

[15] A. S. Pramudita and R. E. Agustia, “Analisis E-Service Quality Mobile Apps dan E-Promotion Mobile Apps pada Keputusan Pembelian Layanan Traveloka,” *J. Logist. Bisnis*, vol. 11, no. 1, pp. 69–76, May 2021, doi: 10.46369/logistik.v11i1.1380.

[16] I. T. Br Gurusinga, B. Irawan, and T. Endhiarto, “PENGARUH KUALITAS INFORMASI, PROMOSI, DAN KEMUDAHAN PENGGUNAAN TERHADAP KEPUTUSAN PEMBELIAN MELALUI KEPERCAYAAN PADA E-

COMMERCE TRAVELOKA DI KABUPATEN JEMBER,” *BISMA J. Bisnis Dan Manaj.*, vol. 17, no. 2, p. 162, Jul. 2023, doi: 10.19184/bisma.v17i2.41401.

[17] V. Nurshafira Ernando and F. Albanna, “PENGARUH KEMUDAHAN DAN CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN TIKET PESAWAT SECARA ONLINE MELALUI TRAVELOKA,” *J. Akunt. Ekon. Dan Manaj. Bisnis*, vol. 2, no. 3, pp. 346–354, Nov. 2022, doi: 10.55606/jaem.v2i3.370.

[18] Suwardi, R. Dwiaستutiningsih, and A. Y. Fertiaz, “ANALISIS PENGARUH PROMOSI, HARGA, DAN PERSEPSI KEMUDAHAN PENGGUNAAN TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE TRAVELOKA,” *J. JEKMA*, vol. 3, no. 2, 2024.

[19] S. D. N. Adi and A. Nuvriasari, “PENGARUH KEPERCAYAAN, PROMOSI, DAN ULASAN PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK AKOMODASI DI APLIKASI TRAVELOKA,” *J. Ilm. Mhs. Ekon. Manaj.*, vol. 6, no. 1, 2021.

[20] Inayah and A. Fakhrudin, “The Effect of Promotion and Consumer Trust on the Decision to Purchase Airline Tickets Online Through Traveloka,” *JETISH J. Educ. Technol. Inf. Soc. Sci. Health*, vol. 2, no. 1, pp. 292–305, Mar. 2023, doi: 10.57235/jetish.v2i1.367.

[21] R. A. Khaerani and A. E. Prihatini, “Pengaruh Promosi Dan Brand Image Terhadap Keputusan Pembelian Pada Layanan Traveloka,” *J. Ilmu Adm. Bisnis*, vol. 9, no. 3, pp. 310–317, Aug. 2020, doi: 10.14710/jiab.2020.28097.

[22] K. Mustafa and A. N. Andriana, “Pengaruh Kualitas Aplikasi, Promosi, Kualitas Pelayanan Terhadap Keputusan Pembelian Tiket Online Penerbangan Pada Aplikasi Traveloka (studi pada pengguna aplikasi Traveloka di Kota Samarinda),” *SEIKO J. Manag. Bus.*, 2023.

[23] A. R. Nggema, I. P. Eka Indrawan, and N. L. P. Yesy Anggreni, “ANALISIS PELAKSANAAN PEMBELAJARAN DARING DITENGAH PANDEMI COVID-19 DALAM MATA PELAJARAN MATEMATIKA PADA SISWA KELAS VIII SMP SANTO YOSEPH DENPASAR,” *J. Emasains J. Edukasi Mat. Dan Sains*, Dec. 2020, doi: 10.5281/ZENODO.4301080.

- [24] R. F. Agusti and S. Supadmini, “Analyze the Effect of Usability, Information Quality and Interaction Quality on User Satisfaction Website ‘traveloka.com’ using the Webqual 4.0 Method,” *Int. J. Innov. Sci. Res. Technol.*, vol. 8, 2023, doi: <https://doi.org/10.5281/zenodo.7628576>.
- [25] M. P. Maulana and E. P. Sari, “Analisa Kepuasan Pengguna Terhadap Aplikasi My Telkomsel Dengan Menerapkan Metode TAM (Technology Acceptance Model),” *Syntax J. Inform.*, vol. 12, 2023, doi: <https://doi.org/10.35706/syji.v12i02.9868>.
- [26] D. R. Rahadi, *PENGANTAR PARTIAL LEAST SQUARES STRUCTURAL EQUATION MODEL(PLS-SEM)* 2023.
- [27] I. Ghazali, *Partial Least Squares : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, 3/E. 2022.