

DAFTAR PUSTAKA

- Abdillah, & Hartono. (2015). *Partial least square (PLS) : alternatif structural equation modeling (SEM) dalam penelitian bisnis* (D. Prabantini, Ed.).
- Abidin, A. R., Abidin, M., Pendidikan, D. P., Islam, A., Ambon, I., Universitas, D., Negeri, I., & Makassar, A. (2021). *URGENSI KOMUNIKASI MODEL STIMULUS ORGANISM RESPONSE (S-O-R) DALAM MENINGKATKAN KUALITAS PEMBELAJARAN* (Vol. 6, Issue 2).
- Aisyah Yekti. (2024, March 13). *Bedah Strategi Campaign GoJek untuk Meningkatkan Minat Pengguna*. Notisdigital.Com. <https://notisdigital.com/strategi-campaign-gojek/>
- Alfyana, U. Y., Zuhroh, S., Alfiana, U. Y., Zuhroh, S., Pgri, S., Jombang, D., Kunci, K., Penggunaan, K., Elektronik, K., & Kembali, N. P. (n.d.). *PENGARUH EASE OF USE TERHADAP REPURCHASE INTENTION YANG DI MEDIASI E-SATISFACTION (Studi Pada Online Travel Agent)*.
- Asniati, A. A., & Fourqoniah, F. (2023). *Pengaruh User Interface (Ui) Dan User Experience (Ux) Terhadap Minat Beli Ulang Akun Netflix*.
- Assaker, G., O'Connor, P., & El-Haddad, R. (2020). Examining an integrated model of green image, perceived quality, satisfaction, trust, and loyalty in upscale hotels. *Journal of Hospitality Marketing & Management*, 29(8), 934–955. <https://doi.org/10.1080/19368623.2020.1751371>
- Atya. (2024, May 4). *Faktor Penting ini Menjadikan Gojek Sebagai Platform Transportasi Online Terbesar di Indonesia*. LAYANA ID. <https://layana.id/faktor-penting-ini-menjadikan-gojek-sebagai-platform-transportasi-online-terbesar-di-indonesia>
- A'yuni, S. G., & Chusumastuti, D. (2021). Pengaruh User Interface Aplikasi Shopee terhadap Minat Beli Masyarakat. *Jurnal Ilmiah Manajemen Informasi Dan Komunikasi*, 5(1), 49–58. <https://doi.org/10.56873/jimik.v5i1.154>
- Beno, J., Silen, A., & Yanti, M. (2022). DAMPAK PANDEMI COVID-19 PADA KEGIATAN EKSPOR IMPOR (STUDI PADA PT. PELABUHAN INDONESIA 2 (PERSERO) CABANG TELUK BAYUR). *Jurnal Saintek Maritim*.

- Bernarto, I., Purwanto, A., Tulung, J. E., & Pramono, R. (2024). The Influence of Perceived Value, And Trust on Wom and Its Impact on Repurchase Intention. *Revista de Gestão Social e Ambiental*, 18(4), e04983. <https://doi.org/10.24857/rgsa.v18n4-081>
- Bintang Pasya, M., Nurdin, E., Yusuf, S., Made, S., & Purnaman, N. (2023). *The Influence of Perceived Benefits and Ease of Use Quick Response Indonesian Standard (QRIS): TAM Theory Approach*.
- Bravo, R., Catalán, S., & Pina, J. M. (2021). Understanding how customers engage with social tourism websites. *Journal of Hospitality and Tourism Technology*, 12(1), 141–154. <https://doi.org/10.1108/JHTT-02-2019-0040>
- Chin, Wynne. W. (1998). *The partial Least Square Approach to Structural Equation Modeling*.
- Dağ, K., Çavuşoğlu, S., & Durmaz, Y. (2024). The effect of immersive experience, user engagement and perceived authenticity on place satisfaction in the context of augmented reality. *Library Hi Tech*, 42(4), 1331–1346. <https://doi.org/10.1108/LHT-10-2022-0498>
- Effendi, L. P., & Andriani, M. (2023). Perceived Value dan Repurchase Intention.... *Jurnal Ekonomi, Manajemen, Dan Perbankan*.
- Erlina F. Santika. (2024, January 23). *5 Aplikasi Transportasi Online dengan Rerata Unduhan Terbanyak di Indonesia (2022-2023)*. Databoks. <https://databoks.katadata.co.id/teknologi-telekomunikasi/statistik/4e49e3af7a225fe/aplikasi-transportasi-online-terbanyak-diunduh-di-ri-2023-gojek-juaranya>
- Frisca Rizti. (2024, May 29). *Jumlah Pengguna Internet di Indonesia*. Good Stats. <https://data.goodstats.id/statistic/1853-juta-pengguna-internet-tercatat-di-indonesia-pada-2024-JFNoa>
- Gao, Z., Cheah, J. H., Lim, X. J., Ng, S. I., Cham, T. H., & Yee, C. L. (2024). Can travel apps improve tourists' intentions? Investigating the drivers of Chinese gen Y users' experience. *Journal of Vacation Marketing*, 30(3), 505–534. <https://doi.org/10.1177/13567667231152938>

- Ghozali. (2021). *Partial least Square (Konsep, Teknik dan Aplikasi) Menggunakan Pempograman SmartPLS 3.2.1n*.
- Gursoy, D. (2019). A critical review of determinants of information search behavior and utilization of online reviews in decision making process (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). *International Journal of Hospitality Management*, 76, 53–60. <https://doi.org/10.1016/j.ijhm.2018.06.003>
- Habibullah Arief, M., Diambang Ramadhany, E., Rapita Kun Panuluh, M., Studi Bisnis Digital, P., & dr Soebandi, U. (2023). Analisa Pengaruh Sosial Media Instagram terhadap Perilaku Belanja Online dengan SEM-GesCa. *Jurnal Simki Economic*, 6(1), 282–292. <https://jipred.org/index.php/JSE>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *MULTIVARIATE DATA ANALYSIS*.
- Hair, J. F., Hult, G. T. M., R. C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.)*. Thousand Oaks, CA: Sage.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. A. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*.
- Halim, F., & Suwandy, R. (2023). Evaluasi User Engagement dan User Experience pada Aplikasi Satu Sehat. *Journal of Information System Research (JOSH)*, 5(1), 151–158. <https://doi.org/10.47065/josh.v5i1.4346>
- Hardani, Auliya, N. H., Andruani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*.
- Hasian, I., Segara, A., & Safira, I. (2022). Perancangan Media Promosi Desain Aplikasi Mobile Tentang Tepung Mocaf Pengganti Tepung Terigu Pada

- UMKM Arum Ayu Healthy Local Food. *Magenta | Official Journal STMK Trisakti*, 6(02), 931–941. <https://doi.org/10.61344/magenta.v6i02.87>
- Intip Rahasia UI/UX Gojek, App Transportasi No 1 di Indonesia!* (2024). <https://instiki.ac.id>. <https://instiki.ac.id/2023/08/16/intip-rahasia-ui-ux-gojek-app-transportasi-no-1-di-indonesia/>
- Latan, H., Hair, F. J., & Noonan. (2023). *Partial Least Squares Path Modeling Basic Concepts, Methodological Issues and Applications*.
- Lenny Septiani. (2024, March 20). *Transaksi Gojek Turun Efek Kurangi Promosi*. KataData.Co.Id. <https://katadata.co.id/digital/startup/65fa722c8d078/transaksi-gojek-turun-efek-kurangi-promosi>
- Liu, G., Yang, H., & Nie, J. (2023). Research on the influence of online fitness user engagement on value co-creation behavior. *Asia Pacific Journal of Marketing and Logistics*, 35(12), 3138–3155. <https://doi.org/10.1108/APJML-12-2022-1061>
- Liu, H., Meng-Lewis, Y., Ibrahim, F., & Zhu, X. (2021). Superfoods, super healthy: Myth or reality? Examining consumers' repurchase and WOM intention regarding superfoods: A theory of consumption values perspective. *Journal of Business Research*, 137, 69–88. <https://doi.org/10.1016/j.jbusres.2021.08.018>
- Logo Aplikasi Gojek*. (2024). <https://www.gojek.com>
- Lystiawan, L., Doni Yunanto, R., Budi Riyanto, K., & Junianto, A. (2024). Analisis Kepuasan Konsumen: Perspektif Perceived Value Dan Loyalitas Di Swalayan Putra Baru 15, Jalan Ahmad Yani No. 45, Kota Metro, Lampung. *Jurnal Ekonomi Bisnis, Manajemen Dan Akuntansi (JEBMA)*, 4(2), 843–855. <https://doi.org/10.47709/jebma.v4i2.4028>
- Made, N., Febriani, A., Ketut, I. G. A., & Ardani, S. (2021). The Influence of Customer Experience, Ease of Use, and Trust on Repurchase Intention (Case Study of Tokopedia Consumers in Denpasar). In *American Journal of Humanities and Social Sciences Research* (Issue 5). www.ajhssr.com
- Maria, I., Wijaya, V., & Keni, K. (2021). PENGARUH INFORMATION QUALITY DAN SERVICE QUALITY TERHADAP PERCEIVED VALUE

DAN KONSEKUENSINYA TERHADAP CUSTOMER ENGAGEMENT BEHAVIOR INTENTION (STUDI PADA SOCIAL COMMERCE INSTAGRAM). *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(2), 321. <https://doi.org/10.24912/jmieb.v5i2.12276>

Mariati Tirta Wiyata, Elisya Pramana Putri, & Ce Gunawan. (2020). Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee. *Cakrawala Repositori IMWI*, 3(1), 11–21. <https://doi.org/10.52851/cakrawala.v3i1.36>

Meida, T. A., & Yusran, H. L. (2022). *Pengaruh Information Quality Dan Brand Equity Melalui Perceived Value Terhadap Customer Satisfaction Pada Pengguna Aplikasi Go Food Di Masa Covid-19*. 4(1).

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>

Micu, A. E., Bouzaabia, O., Bouzaabia, R., Micu, A., & Capatina, A. (2019). Online customer experience in e-retailing: implications for web entrepreneurship. *International Entrepreneurship and Management Journal*, 15(2), 651–675. <https://doi.org/10.1007/s11365-019-00564-x>

Monavia Ayu Rizaty. (2024, February 26). *APJII: Data Jumlah Pengguna Internet di Indonesia hingga 2024*. Dataindonesia.Com. <https://dataindonesia.id/internet/detail/apjii-data-jumlah-pengguna-internet-di-indonesia-hingga-2024>

Nabila, Z., & Kuswanto, A. (2022a). *Pengaruh Perceived Value Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Pada Kopi Kenangan Jakarta*. <http://ejournal.urindo.ac.id/index.php/administrasimanajemen/index>

Nabila, Z., & Kuswanto, A. (2022b). *Pengaruh Perceived Value Terhadap Loyalitas Konsumen Melalui Kepuasan Konsumen Pada Kopi Kenangan Jakarta*. <http://ejournal.urindo.ac.id/index.php/administrasimanajemen/index>

- Nugroho, A. s, & Haritanto, W. (2022). *Metode Penelitian Kuantitatif dengan Pendekatan Statistika*.
- 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>
- Nurul Islami, Q., Putra, H. T., Achmad, U. J., & Cimahi, Y. (2024). The Influence Of Information Quality And Ease Of Use On Customer Loyalty Mediated By E-Satisfaction On The Grab Application In Bandung City Pengaruh Information Quality Dan Ease Of Use Terhadap Customer Loyalty Yang Dimediasi Oleh E-Satisfaction Pada Aplikasi Grab Di Kota Bandung. In *Management Studies and Entrepreneurship Journal* (Vol. 5, Issue 2). <http://journal.yrpiiku.com/index.php/msej>
- Pratama, M. A. T., & Cahyadi, A. T. (2020). Effect of User Interface and User Experience on Application Sales. *IOP Conference Series: Materials Science and Engineering*, 879(1). <https://doi.org/10.1088/1757-899X/879/1/012133>
- Rachel, T., Situngkir, A., Rahayu, S., & Astuti, T. (2024a). EXPERIENCE SEBAGAI VARIABEL INTERVENING (Studi pada Pelanggan Restoran Cepat Saji MCDonalds di Semarang, Jawa Tengah). *DIPONEGORO JOURNAL OF MANAGEMENT*, 13(1). <https://ejournal3.undip.ac.id/index.php/djom/index>
- Rachel, T., Situngkir, A., Rahayu, S., & Astuti, T. (2024b). EXPERIENCE SEBAGAI VARIABEL INTERVENING (Studi pada Pelanggan Restoran Cepat Saji MCDonalds di Semarang, Jawa Tengah). *DIPONEGORO JOURNAL OF MANAGEMENT*, 13(1). <https://ejournal3.undip.ac.id/index.php/djom/index>
- Ran, L., Zhenpeng, L., Bilgihan, A., & Okumus, F. (2021). Marketing China to U.S. travelers through electronic word-of-mouth and destination image: Taking Beijing as an example. *Journal of Vacation Marketing*, 27(3), 267–286. <https://doi.org/10.1177/1356766720987869>

- Saputra, F., Khaira, N., & Saputra, R. (2023a). Pengaruh User Interface dan Variasi Produk terhadap Minat Beli Konsumen (Studi Literature). *JKIS*, 1(1). <https://doi.org/10.38035/jkis.v1i1>
- Saputra, F., Khaira, N., & Saputra, R. (2023b). Pengaruh User Interface dan Variasi Produk terhadap Minat Beli Konsumen (Studi Literature). *Jurnal Komunikasi Dan Ilmu Sosial*, 1(1), 18–25. <https://doi.org/10.38035/jkis.v1i1.115>
- Sekaran, uma, & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*.
- Sharif, S., Rehman, S. U., Ahmad, Z., Albadry, O. M., & Zeeshan, M. (2024). Consumer quality management for beverage food products: analyzing consumer' perceptions toward repurchase intention. *TQM Journal*, 36(2), 431–459. <https://doi.org/10.1108/TQM-01-2022-0012>
- Sharma, P., Srivastava, A., Sharma, V., Singh, N., & Nijjer, S. (2024). Understanding consumer repurchase intentions towards luxury retail brands: Evidence from an emerging market. *Journal of Retailing and Consumer Services*, 76, 103570. <https://doi.org/10.1016/j.jretconser.2023.103570>
- Sholihin, M., & Ratmono, D. (2020). *Analisis SEM-PLS dengan WarpPLS 7.0 : Untuk Hubungan Nonlinier Dalam Penelitian Sosial dan Bisnis*.
- Sholihin, M., & Ratmono, D. (2021). *Analisis SEM-PLS dengan WarpPLS 7.0 - untuk Hubungan Nonlinier dalam Penelitian Sosial dan Bisnis* (C. Mitak, Ed.). PENERBIT ANDI (Anggota IKAPI).
- Sugiyono. (2017). *Metode penelitian kuantitatif, kualitatif, dan R&D*. ALFABETA.
- Sugiyono. (2018). *Sugiyono. (2018). Metode Penelitian Kuantitatif*. Alfabeta.
- Sugiyono. (2019). *Metode penelitian kuantitatif kualitatif dan R dan D* . Alfabeta.
- Sugiyono. (2021). *Metode Penelitian Pendidikan (Kuantitatif, Kualitatif, Kombinasi, R&D dan Penelitian Pendidikan)* .
- Sugiyono. (2022). *Metode Penelitian Manajemen*. Alfabeta, 2022.
- Suryawardana, E., & Dyah Pitaloka, D. A. (2024). Pengujian Variabel Mediasi Brand Preference Terhadap Repurchase Intention di Sektor Jasa Asuransi. *Solusi*, 22(3), 261. <https://doi.org/10.26623/slsi.v22i3.9155>

- Tufahati, N., Safa, C., Barkah, atul, Wulan Tresna, P., & Chan, A. (2021). THE IMPACT OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION (SURVEYS ON CUSTOMER OF BLOOMYTHINGS). In *Journal of Business & Applied Management* (Vol. 14, Issue 2). <http://journal.ubm.ac.id/>
- Uddin, S. M. F., Kirmani, Mohd. D., Bin Sabir, L., Faisal, Mohd. N., & Rana, N. P. (2024). Consumer resistance to WhatsApp payment system: integrating innovation resistance theory and SOR framework. *Marketing Intelligence & Planning*. <https://doi.org/10.1108/MIP-09-2023-0519>
- Uzir, Md. U. H., Al Halbusi, H., Thurasamy, R., Thiam Hock, R. L., Aljaberi, M. A., Hasan, N., & Hamid, M. (2021). The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country. *Journal of Retailing and Consumer Services*, 63, 102721. <https://doi.org/10.1016/j.jretconser.2021.102721>
- Wang, F. J., & Chiu, W. (2023). Service encounter and repurchase intention in fitness centers: perceived value as a mediator and service innovativeness as a moderator. *International Journal of Sports Marketing and Sponsorship*, 24(1), 145–167. <https://doi.org/10.1108/IJSMS-03-2022-0055>
- Widiyanti, W. (2020). Pengaruh Kemanfaatan, Kemudahan Penggunaan dan Promosi terhadap Keputusan Penggunaan E-Wallet OVO di Depok. *Moneter - Jurnal Akuntansi Dan Keuangan*, 7(1), 54–68. <https://doi.org/10.31294/moneter.v7i1.7567>
- Widodo, A., & Yusiana, R. (2021). *Metodologi Penelitian: Penentuan Metode dengan Pendekatan Partial Least Square - Structural Equation Modeling (PLS - SEM)*. PT. REFIKA ADITAMA.
- Witoelar, R. N., Hasyim, I., & G.I.K., M. (2024). PENGARUH PRICE PERCEPTION TERHADAP REPURCHASE INTENTION MELALUI PERCEIVED VALUE DI GARDENICE RINK BANDUNG. *Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA)*, 8(2), 642–656. <https://doi.org/10.31955/mea.v8i2.3995>

- Yuliansyah, A., & Handoko, T. D. (2019). Pengaruh Perceived Quality dan Perceived Value terhadap Brand Loyalty melalui Customer Satisfaction J-Klin Beauty Jember. *Journal of Economic, Bussines and Accounting (COSTING)*, 2(2), 292–301. <https://doi.org/10.31539/costing.v2i2.560>
- Yulin, M., & Bernarto, I. (2024). Enrichment: Journal of Management The Influence of Website Design Quality, Perceived Value, E-Trust and Mediating Effects on Satisfaction on Repurchase Intentions (Case Study: Tokopedia.Com). In *Enrichment: Journal of Management* (Vol. 14, Issue 2).