

DAFTAR PUSTAKA

- Al-dweeri, R. M., Ruiz Moreno, A., Montes, F. J. L., Obeidat, Z. M., & Al-dwairi, K. M. (2019). The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. *Industrial Management and Data Systems*, 119(4), 902–923.
- Anderson, R.E. and Srinivasan, S.S. (2003), "E-satisfaction and e-loyalty: a contingency framework", *Psychology and Marketing*, Vol. 20 No. 2, pp. 99-121.
- Başer, İ. U., Cintamür, İ. G., & Arslan, F. M. (2016). Examining the Effect of Brand Experience on Consumer Satisfaction, Brand Trust and Brand Loyalty. *İktisadi ve İdari Bilimler Dergisi*, 37(2), 101.
- Chaffey, D. (2009). *E-business and E-commerce Management: Strategy. Implementation and practice*, Prentice Hall Publications.
- Chan, E. and Swatman, P. M. C. 1999. "Electronic commerce: A component model," 3rd Annual COLLECTeR Conference on Electronic Commerce, Wellington, New Zealand, Nov.
- Chang, H.H., and Wang, H.W., 2008. The Relationship among e-service quality, Value, Satisfaction and Loyalty in Online. *European Advances in Consumer Research*, 8, pp.10-14.
- Chang, H. H., Wang, Y.-H. and Yang, W.-Y. (2009), "The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value", *Total Quality Management & Business Excellence*, Vol. 20 No. 4, pp. 423-443.
- Chaudhuri, A., & Holbrook, M.B. (2001). The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty. *Journal of Marketing*, 65,2, 81-93.
- Cheng, S.I. (2011), "Comparisons of competing models between attitudinal loyalty and behavioral loyalty", *International Journal of Business and Social Science*, Vol. 2 No. 10, pp. 149-166.

- Chiguvi, D., & Guruwo, P. T. (2017). Impact Of Relationship Marketing On Customer Loyalty In The Banking Sector. *Far East Journal of Psychology and Business*, 6 No 3 Pap(Hirschman 1970), 36–55.
- Choi, S.-A., & Park, J.-W. (2015). Investigating the effect of online service quality of internet duty-free shops on trust and behavioral intention. *Journal of Airline and Airport Management*, 5(2), 101–115.
- Corritore, C.L., Kracher, B. & Weidenbeck, S. (2003). On-line Trust: Concepts, Evolving Themes, A Model. *International Journal of Human-Computer Studies*, 58, 6, 737-758.
- Dailysocial.2018. *Laporan DailySocial: Startup Report 2018*. Diakses pada 15 Mei 2019. Tersedia di <https://dailysocial.id/post/startup-report-2018>.
- Eid, M.I. 2011. Determinants of E-Commerce customer satisfaction, Trust, And Loyalty in Saudi Arabia. *Journal of Electronic and Consumer Research*, 12 (1), pp.78-93.
- Fauzan, F. (2015). Analisis Pengaruh Nilai Pelanggan Dan Lokasiterhadap Minat Terus Sebagai Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kost Sekitar Tembalang Dalam Empat Wilayah. *Diponegoro Journal Of Management*, 4(1), 1-13
- Ferdinand, P. D. A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Frederick, R., Robert, M.G. Jr. and Christopher, H. (2000), “e-customer Loyalty–Applying the Traditional Rules of Business for Online Success”, *European Business Journal*, Vol. 12(4), pp. 173–179.
- Gaffar, V. 2007. *Manajemen Bisnis*. Bandung. Alfabeta.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan menggunakan SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro
- Google & Temasek.2018. *E-conomy SEA 2018 Southeast Asia’s Internet Economy*. Diakses pada 27 Februari 2019. Tersedia di https://www.thinkwithgoogle.com/_qs/documents/6730/Report_e-Conomy_SEA_2018_by_Google_Temasek_v.pdf.

- Goutam, D., & Gopalakrishna, B. V. (2018). Customer loyalty development in online shopping: An integration of e-service quality model and commitment-trust theory. *Management Science Letters*, 8(11), 1149–1158.
- Griffin, J. 2005. *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Erlangga. Jakarta.
- Hoffman, D. L. and Novak, T. P., 1998 “Bridging the racial divide on the Internet,” *Science*, vol. 280, pp. 390-391.
- Husain, S. (2017). The determinants of loyalty in online commerce-an exploratory study in India. *Electronic Journal of Information Systems in Developing Countries*, 81(1), 1–17.
- IndonesiAx.n.d. *Partner MarkPlus*. Diakses pada 20 Desember 2019. Tersedia di <https://www.indonesiAx.co.id/partner-markplus>
- Kim, D. and Benbasat, I. (2003). “Trust Related Argument in Internet Stores: A Framework for Evaluation,” *Journal of Electronic Commerce Research*, Vol. 4(2), pp. 49–64.
- Kotler, Philip dan Keller, Kevin Lane. 2009. *Manajemen Pemasaran Jilid 1(1) edisi 13(13 ed)*. Jakarta: Erlangga
- Kompas.2018. *Inilah Daftar E-commerce Favorit Masyarakat Indonesia Versi MarkPlus Inc*. Diakses pada 24 Mei 2019. Tersedia di <https://biz.kompas.com/read/2018/11/29/115232728/inilah-daftar-e-commerce-favorit-masyarakat-indonesia-versi-markplus-inc>
- Lazada. [Online]. Diakses pada 20 Desember 2019. Tersedia di https://pages.lazada.co.id/wow/i/id/digitalgoods/home?spm=a2o4j.11215360.menu.2.571021324QAF&hybrid=1&scm=1003.4.icms-zebra-5000383-2586266.OTHER_5996463505_5293125_
- Li, H., Aham-Anyanwu, N., Tevrizci, C., & Luo, X. (2015). The interplay between value and service quality experience: e-loyalty development process through the eTailQ scale and value perception. *Electronic Commerce Research*, 15(4), 585–615.
- Lynch, P. D., Kent, R. J. and Srinivasan, S. S. 2001. “The global Internet shopper: Evidence from shopping tasks in twelve countries,” *Journal of Advertising Research*, vol. 41, no. 3, pp.15-23,

- McKnight, D. H. and Chervany, N. L. (2002). "What Trust Means in E-Commerce Customer Relationships: An Interdisciplinary Conceptual Typology," *International Journal of Electronic Commerce*, 6(2), 35-59.
- Mellroy, A., and Barnett, S., (2000). „Building Customer Relationships: Do Discount Cards Work? Managing Service Quality“: Volume 10 (6): 347-355.
- Minimol, M. C. (2018). E-Service Quality and Perceived Value as Predictors of Customer Loyalty towards Online Supermarkets. *Asian Social Science*, 14(3), 71.
- Parasuraman, A., Berry, L.L. and Zeithaml, V.A.1985. "A Conceptual Model of Service Quality andIts Implications for Future Research", *Journal ofMarketing* (49:3), Autumn, pp. 41–50.
- Riggins, F. and Rhee, S. 1998. "Toward a unified view of electronic commerce," *Communications of the ACM*, vol. 41, pp. 88-95.
- Safa, N. S. and Ismail, M. A. 2013. A customer loyalty formation model in electronic commerce, *Economic Modelling*, vol. 35, no. 1, pp. 559-564.
- Santos, J. (2003), "E-service quality: a model of virtual service quality dimensions", *Management Service Quality*, Vol. 13. No.3, pp. 233-46.
- Sanusi, A. (2014). *Metodologi Penelitian*. Jakarta. Salemba Empat.
- Schiffman dan Kanuk. 2008. *Perilaku Konsumen Edisi 7*. Jakarta. Indeks
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral customer loyalty in online shopping: The role of e-service quality and e-recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The Impact of Brand Awareness on the Consumers' Purchase Intention. *Journal of Accounting & Marketing*, 06(01), 34–38.
- Shoemaker, S. and Lewis, R.C. (1999), "Customer Loyalty: The Future of Hospitality Marketing", *International Journal of Hospitality Management*, Vol. 18, pp. 345–370.

- Shopee. [Online]. Diakses pada 20 Desember 2019. Tersedia di <https://help.shopee.co.id/s/article/Apa-itu-Produk-Digital>.
- Singh, S. (2017). Examining Factors Influencing Customer Loyalty and Repurchase Intentions in Online Shopping: An Indian Perspective. *Isbsimr.Com*, XI(Ii). Retrieved from <http://www.isbsimr.com/index.php/imr/article/view/137261>
- Sundaram, V., Ramkumar, D., & Shankar, P. (2017). Impact of E-Service Quality on Customer Satisfaction and Loyalty Empirical Study in India Online Business. *Kinerja*, 21(1), 48.
- Swatman, P. M. C., 1996. "Electronic commerce: Origins and future directions," 1st Australian DAMA Conference, Melbourne, Victoria.
- Tang, T. W., Tsai, C. H., & Wu, W. P. (2015). The relationships among trust, e-satisfaction, e-loyalty, and customer online behaviors. *Proceedings of the International Conference on Electronic Business (ICEB)*, 1(2), 788–794.
- Ting, O. S., Md Ariff, M. S., Zakuan, N., & Sulaiman, Z. (2016). Relationship Between e-Service Quality, e-Satisfaction and e-Loyalty in B2C e-Commerce. *Advanced Science, Engineering and Medicine*, 8(10), 819–825.
- Tokopedia. [Online]. Diakses pada 20 Desember 2019. Tersedia di <https://www.tokopedia.com/pulsa/> & <https://www.tokopedia.com/keuangan/>.
- Turban, E., Outland, J., King, D., Lee, J. K., Liang, T.-P., & Turban, D. C. (2018). *Social Commerce: Foundations, Social Marketing, and Advertising*.
- Valvi, A. C., & West, D. C. (2013). E-loyalty is not all about trust, price also matters: Extending expectation-confirmation theory in bookselling websites. *Journal of Electronic Commerce Research*, 14(1), 99–123.
- Wigand, R. 1997. "Electronic commerce: Definition, theory and context," *The Information Society*, vol. 13, no. 1, pp. 1-16.
- Wikipedia. n.d. *Tokopedia*. Diakses pada 13 Juni 2019. Tersedia di <https://id.wikipedia.org/wiki/Tokopedia>.
- Xiao, L., Guo, Z., D'Ambra, J., & Fu, B. (2016). Building loyalty in e-commerce: Towards a multidimensional trust-based framework for the case of China. *Program*, 50(4), 431–461.

- Yousuf, K. (2017). Impact of online service quality on customer satisfaction in banking sector of Pakistan. *African Journal of Business Management*, 5(30).
- Yusra, Y.2018. *Mengungkap Layanan E-commerce Terpopuler di Indonesia*. Diakses pada 24 Mei 2019. Tersedia di <https://dailysocial.id/post/mengungkap-layanan-e-commerce-terpopuler-di-indonesia>
- Zwass, V., 1996. "Electronic commerce: Structures and issues," *International Journal of Electronic Commerce*, vol. 1, no. 1, pp. 3-23.
- Zeithaml, V. A., Parasuraman, A. and Malhotra, A.2002. "Service Quality Delivery through Websites: A Critical Review of Extant Knowledge," *Journal of the Academy of Marketing Science* (30:4), pp. 362–375.