DAFTAR PUSTAKA

- Adjei, Mavis T., Stephanie M. Noble, and Charles H. Noble (2010), "The Influence of C2C Communications in Online Brand Communities on Customer Purchase Behavior," *Journal of the Academy of Marketing Science*, 38 (5), 634-53.
- Ahmad, A., Rahman, O., & Khan, M. N. (2017). Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India. *Journal of Research in Interactive Marketing*, 11(3), 246–267. https://doi.org/10.1108/JRIM-04-2017-0022
- Ahn, T., Hong, M. and Pedersen, P.M. (2014) Effects of perceived interactivity and web organisation on user attitudes. *European Sport Management Quarterly* 14(2): 111–128.
- 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. https://doi.org/10.1108/IMDS-12-2017-0598
- Anderson, R.E., Srinivasan, S., and Rajiv, M. (2013), "How to Drive Customer Satisfaction," *MIT Sloan Management Review*, 54 (4), 13-15.
- Anser, M. K., Tabash, M. I., Nassani, A. A., Aldakhil, A. M., & Yousaf, Z. (2021). Toward the e-loyalty of digital library users: investigating the role of e-service quality and e-trust in digital economy. *Library Hi Tech*. https://doi.org/10.1108/LHT-07-2020-0165
- Arya, S., & Srivastava, S. (2015). Effects of user's primary need on relationship between e-loyalty and its antecedents. *Decision*, 42(4), 419–449. https://doi.org/10.1007/s40622-015-0103-3
- Avery, J., Steenburgh, T., Deighton, J. and Caravella, M. (2013), "Adding bricks to clicks: on the role of physical stores in a world of online shopping", *GfK Marketing Intelligence Review*, Vol. 5 No. 2, pp. 29-33. DOI:10.2478/gfkmir-2014-0015
- Bai, B., Hu, C. and Jang, S. (2006), "Examining E-relationship marketing features on hotel websites", *Journal of Travel & Tourism Marketing*, Vol. 21 Nos 2/3, pp. 33-48.
- Bansal et al. (2005). "Migrating to New Service Providers: Toward Unifying Framework of Customer's Switching Intention". *Journal of The Academy of Marketing Science*, vol.2, p. 200-218.

- Bao, H., Li, B., Shen, J., & Hou, F. (2016). Industrial Management & Data Systems Article information: Repurchase Intention in Chinese E-marketplace: Roles of Interactivity, Trust and Perceived Effectiveness of E-commerce Institutional Mechanisms. *Industrial Management & Data Systems*, 116(8), 1–31. https://doi.org/http://dx.doi.org/10.1108/IMDS-07-2015-0296
- Bart, Y., Shankar, V., Sultan, F. and Urban, G.L. (2005), "Are the drivers and role of online trust the same for all web sites and consumers? A large-scale exploratory empirical study", *Journal of Marketing*, Vol. 69 No. 4, pp. 133-152.
- Berry, L.L. (2002), "Relationship marketing of services perspectives from 1983 and 2000", *Journal of Relationship Marketing*, Vol. 1 No. 1, pp. 59-77.
- Bilgihan, A., & Bujisic, M. (2015). The effect of website features in online relationship marketing: A case of online hotel booking. *Electronic Commerce Research and Applications*, 14(4), 222–232. https://doi.org/10.1016/j.elerap.2014.09.001
- Bleier, A. and Eisenbeiss, M. (2015), "The importance of trust for personalized online advertising", *Journal of Retailing*, Vol. 91 No. 3, pp. 390-409.
- Boateng, S. L. (2019). Online relationship marketing and customer loyalty: a signaling theory perspective. *International Journal of Bank Marketing*, 37(1), 226–240. https://doi.org/10.1108/IJBM-01-2018-0009
- Bock, G. W., Lee, J., Kuan, H. H., & Kim, J. H. (2012). The progression of online trust in the multi-channel retailer context and the role of product uncertainty. *Decision Support Systems*, 53(1), 97–107. https://doi.org/10.1016/j.dss.2011.12.007
- Bonsón, E. and Flores, F. (2011). Social media and corporate dialogue: The response of global financial institutions. *Online Information Review* 35(1): 34–49.
- Brun, I., Durif, F., & Ricard, L. (2012). E-relationship marketing: a cognitive mapping introspection in the banking sector. *European Journal of Marketing*, 48(3/4), 572–594. https://doi.org/10.1108/ejm-04-2012-0207
- Brun, I., Rajaobelina, L. and Ricard, L. (2014), "Online relationship quality: scale development and initial testing", International Journal of Bank Marketing, Vol. 32 No. 1, pp. 5-27.
- Brynjolfsson, E., Hu, Y.J. and Rahman, M.S. (2013), "Competing in the age of omnichannel retailing", *MIT Sloan Management Review*, Vol. 54 No. 4, pp. 1-7.

- Cao H, Jiang J, Oh L-B, Li H, Liao X, Chen Z (2013) A Maslow's hierarchy of needs analysis of social networking services continuance. *J Serv Manag* 24(2):170–190
- Chaffey, D. (2009). *E-business and e-commerce management: Strategy, implementation and practice.* (4th ed.). FT Prentice Hall.
- Chaston, I. (2000), "Internal marketing in small firms: extending the concept to encompass organisational learning", in Lewis, B. (Ed.), Internal Marketing, Routledge, London.
- Chaston, I., & Mangles, T. (2001). Relationship marketing in online business-to-business markets. *European Journal of Marketing*, *37*(5/6), 753–773. https://doi.org/10.1108/03090560310465134
- Chen, C. W., & Cheng, C. Y. (2012). How online and offline behavior processes affect each other: customer behavior in a cyber-enhanced bookstore. Quality & Quantity. *International Journal of Methodology*, 5(47), 2539–2555. https://doi.org/10.1007/s11135-012-9670-y
- 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.
- Cheng, H. and Chan, S. (2009), "Consumer perception of interface quality, security and loyalty in electronic commerce", *Journal of Information and Management*, Vol. 46 No. 1, pp. 411-417.
- Ching, H. L., & Ellis, P. (2006). Does relationship marketing exist in cyberspace? *Management International Review*, 46(5), 557–572. https://doi.org/10.1007/s11575-006-0115-5
- Chiou, J. (2004). *The antecedents of consumers loyalty toward Internet Service Providers*, 41, 685–695. https://doi.org/10.1016/j.im.2003.08.006
- Chiu, W. and Leng, H.K. (2015), "Consumers' intention to purchase counterfeit sporting goods in Singapore and Taiwan", *Asia Pacific Journal of Marketing and Logistics*, Vol. 28 No. 1, pp. 23-36. https://doi.org/10.1108/APJML-02-2015-0031
- Chiu, W., Kim, T. and Won, D. (2018), "Predicting consumers' intention to purchase sporting goods online: An application of the model of goal-directed behavior", *Asia Pacific Journal of Marketing and Logistics*, Vol. 30 No. 2, pp. 333-351. https://doi.org/10.1108/APJML-02-2017-0028
- Chou, S., Chen, C.-W. and Lin, J.-Y. (2015), "Female online shoppers: Examining the mediating roles of e-satisfaction and e-trust on e-loyalty development", *Internet Research*, Vol. 25 No. 4, pp. 542-561. https://doi.org/10.1108/IntR-01-2014-0006

- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, *33*(4), 761–784. https://doi.org/10.1108/14684520910985710
- Childers, T.L., Carr, C.L., Peck, J., Carson, S., (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 774, 511–535.
- Colgate, M., Buchanan-Oliver, M. and Elmsly, R. (2005), "Relationship benefits in an internet environment", *Managing Service Quality*, Vol. 15 No. 5, pp. 426-436.
- Cyr, D., Head, M., Larios, H. and Pan, B. (2009), "Exploring human images in website design: a multi-method approach", *MIS Quarterly*, Vol. 33 No. 3, pp. 539-566.
- d'Astous, Alain., Chnaoui, Karim., (2002), "Consumer Perception of Sports Apparel: The Role of Brand Name, Store Name, Price, and Intended Usage Situation", *International Journal of Sports Marketing and Sponsorship*, Vol. 4 Iss 2 pp. 14 31 http://dx.doi.org/10.1108/IJSMS-04-02-2002-B004
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9e30.
- Delone, W. H., & Mclean, E. R. (2014). The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management*, (March 2015), 37–41. https://doi.org/10.1080/07421222.2003.11045748
- Demangeot, C. and Broderick, A.J. (2010), "Consumer perceptions of online shopping environments: a gestalt approach", *Psychology & Marketing*, Vol. 27 No. 2, pp. 117-140.
- Demangeot, C., Broderick, A. J. (2016). engagement Engaging customers during a website visit: a model of website customer engagement. *International Journal of Retail & Distribution Management*, 44(8), 814–839. https://doi.org/10.1108/IJRDM-08-2015-0124
- Deng, Z., Wang, Z. (2016). Early-mover advantages at cross-border business-to-business e- commerce portals. *J. Bus. Res.* 69 (12), 6002–6011. https://doi.org/10.1016/j.jbusres.2016.05.015
- Dholakia, U.M., Blazevic, V., Wiertz, C. and Algesheimer, R. (2009), "Communal service delivery: how customers benefit from participation in firm-hosted virtual P3 communities", *Journal of Service Research*, Vol. 12 No. 2, pp. 208-226.

- Diaz-Puente, R., & Arroyo-Cavazos, J. (2019). The role of cognitive feelings and content information in the evaluations of sport brands. *Managing Sport and Leisure*, 24(4), 262–274. https://doi.org/10.1080/23750472.2019.1623065
- Dominique-Ferreira, S., Vasconcelos, H., Proença, J.F., (2016). Determinants of customer price sensitivity: an empirical analysis. *J. Serv. Mark.* 30, 327–340.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer seller relationships. *Journal of Marketing*, 61, 35e51.
- Eisingerich, A. B., Bell, S. J. (2007). Maintaining customer relationships in high credence services. *Journal of Services Marketing*, 21(4). https://doi.org/10.1108/08876040710758559
- Fan, H., Poole, M.S., (2006). What is personalization? Perspectives on the design and implementation of personalization in information systems. *Journal of Organizational Computing and Electronic Commerce*, 16 (3–4), 179–202.
- Fang, Y.H. (2012), "Does online interactivity matter? Exploring the role of interactivity strategies in consumer decision making", *Computers in Human Behaviour*, Vol. 28 No. 5, pp. 1790-1804.
- Faraoni, M., Rialti, R., Zollo, L., & Pellicelli, A. C. (2019). Exploring e-Loyalty Antecedents in B2C e-Commerce: Empirical results from Italian grocery retailers. *British Food Journal*, *121*(2), 574–589. https://doi.org/10.1108/BFJ-04-2018-0216
- Flavian, C., Guinaliu, M. and Gurrea, R. (2006), "The role played by perceived usability, satisfaction and consumer trust on website loyalty", *Information & Management*, Vol. 43 No. 1, pp. 1-14.
- Floh, A., & Treiblmaier, H. (2006). What keeps the e-banking customer loyal? A multigroup analysis of the moderating role of consumer characteristics on e-loyalty in the financial service industry. *Journal of Electronic Commerce Research*, 7(2), 97e110.
- Floh, A., & Madlberger, M., (2013). The role of atmospheric cues in online impulse- buying behavior. *Electronic Commerce Research and Applications*, 126, 425–439.
- Garcia-Madariaga, J., Recuero Virto, N., Blasco López, M. F., & Aldas Manzano, J. (2019). Optimizing website quality: the case of two superstar museum websites. *International Journal of Culture, Tourism, and Hospitality Research*, *13*(1), 16–36. https://doi.org/10.1108/IJCTHR-06-2018-0074

- Garepasha, A., Aali, S., Bafandeh Zendeh, A. R., & Iranzadeh, S. (2020). Relationship dynamics in customer loyalty to online banking services. *Journal of Islamic Marketing*, 12(4), 830–863. https://doi.org/10.1108/JIMA-09-2019-0183
- Gefen, D. (2002), "Customer loyalty in e-commerce", *Journal of the Association for Information Systems*, Vol. 3 No. 1, pp. 27-51.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51-90.
- Gefen, D., & Straub, D. W. (2004). Consumer trust in B2C e-Commerce and the importance of social presence: experiments in e-Products and e-Services. *Omega*, *32*, 407–424. https://doi.org/10.1016/j.omega.2004.01.006
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. https://doi.org/10.5267/j.uscm.2019.11.004
- Gupta, S., & Kim, H. W. (2010). Value-Driven Internet Shopping: The Mental Accounting Theory. *Psychology & Marketing*, 27(1), 13–35. https://doi.org/10.1002/mar
- Gustafsson, A., Johnson, M.D. and Roos, I. (2005), "The effects of customer satisfaction, relationship commitment dimensions, and triggers on customer retention", *Journal of Marketing*, Vol. 69 No. 4, pp. 210-218.
- Hakansson, H. and Snehota, I. (1989), "No business is an island: the network concept of business strategy", *Scandinavian Journal of Management*, Vol. 4, pp. 187-200.
- Happ, E., Scholl-Grissemann, U., Peters, M. and Schnitzer, M. (2021), "Insights into customer experience in sports retail stores", *International Journal of Sports Marketing and Sponsorship*, Vol. 22 No. 2, pp. 312-329. https://doi.org/10.1108/IJSMS-12-2019-0137
- Harker, M.J. (1999) Relationship marketing defined? An examination of current relationship marketing definitions. *Marketing Intelligence and Planning* 17(1): 13–20.
- Harris, L.C. and Goode, M. (2010), "Online servicescapes, trust, and purchase intentions", *Journal of Services Marketing*, Vol. 24 No. 3, pp. 240-243.
- Herhausen, D., Binder, J., Schoegel, M. and Hermann, A. (2015), "Integrating bricks with clicks: retailer-level and channel-level outcomes of online—offline channel integration", *Journal of Retailing*, Vol. 91 No. 2, pp. 309-325.

- Hoffman, D. and Novak, P. (1996), "Marketing in hypermedia computer-mediated environments: conceptual foundations", *Journal of Marketing*, Vol. 60 No. 3, pp. 50-68.
- Homburg, C., & Fürst, A. (2005). How organizational complaint handling drives customer loyalty: An analysis of the mechanistic and the organic approach. *Journal of Marketing*, 69(3), 95–114.
- Hong, W., Thong, J.Y.L., Tam, K.Y., (2004). The effects of information format and shopping task on consumers' online shopping behavior: a cognitive fit perspective. *Journal of Management Information Systems*, 213, 149–184.
- Hsu, M. H., Chang, C. M., & Chuang, L. W. (2015). Understanding the determinants of online repeat purchase intention and moderating role of habit: The case of online group-buying in Taiwan. *International Journal of Information Management*, 35(1), 45–56. https://doi.org/10.1016/j.ijinfomgt.2014.09.002
- Huang, Y., Vir Singh, P. and Srinivasan, K. (2014), "Crowdsourcing new product ideas under consumer learning", *Management Science*, Vol. 60 No. 9, pp. 2138-2159.
- Hult, G. T. M., Sharma, P. N., Morgeson, F. V., & Zhang, Y. (2019). Antecedents and Consequences of Customer Satisfaction: Do They Differ Across Online and Offline Purchases? *Journal of Retailing*, 95(1), 10–23. https://doi.org/10.1016/j.jretai.2018.10.003
- Hwang, S., Kim, S., 2018. Does mIM experience affect satisfaction with and loyalty toward O2O services? *Comput. Hum. Behav.* 82, 70–80.
- Ismail, M. A., & Safa, N. S. (2014). Trust, satisfaction, and loyalty formation in electronic commerce. *Journal of Industrial and Intelligent Information*, 2(3), 228-232.
- Jeon, M.M. and Jeong, M. (2017), "Customers' perceived website service quality and its effects on e-loyalty", *International Journal of Contemporary Hospitality Management*, Vol. 29 No. 1, pp. 438-457. https://doi.org/10.1108/IJCHM-02-2015-0054
- Jeon, H., Jang, J. and Barrett, E.B. (2016), "Linking website interactivity to consumer behavioural intention in an online travel community: the mediating role of utilitarian value and online trust", *Journal of Quality Assurance in Hospitality & Tourism*, Vol. 18 No. 2, pp. 1-24.
- Jiang, P., & Rosenbloom, B. (2005). Customer intention to return online: Price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing*, 39(1–2), 150–174. https://doi.org/10.1108/03090560510572061

- Jiang, Y., & Lau, A. K. W. (2021). Roles of consumer trust and risks on continuance intention in the sharing economy: An empirical investigation. *Electronic Commerce Research and Applications*, 47(March), 101050. https://doi.org/10.1016/j.elerap.2021.101050
- Jr, J. F. H., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). MULTIVARIATE DATA ANALYSIS Multivariate Data Analysis (8th ed.). Cengage.
- Jo, S. and Kim, Y. (2003), "The effect of web characteristics on relationship building", *Journal of Public Relations Research*, Vol. 15 No. 3, pp. 199-223.
- Joshi, A. W. (2009). Continuous supplier performance improvement: Effects of collaborative communication and control. *Journal of Marketing*, 73 (January), 133–150.
- Kaabachi, S., Ben Mrad, S., & Fiedler, A. (2020). The moderating effect of e-bank structure on French consumers' trust. *International Journal of Bank Marketing*, 38(2), 501–528. https://doi.org/10.1108/IJBM-04-2019-0119
- Kamran-Disfani, O., Mantrala, M. K., Izquierdo-Yusta, A., & Martínez-Ruiz, M. P. (2017). The impact of retail store format on the satisfaction-loyalty link: An empirical investigation. *Journal of Business Research*, 77(April), 14–22. https://doi.org/10.1016/j.jbusres.2017.04.004
- Kang, A. (2015). Brand Love Moving Beyond Loyalty An Empirical Investigation of Perceived Brand Love of Indian Consumer. *Arab Economic and Business Journal*, 10(2), 90–101. https://doi.org/10.1016/j.aebj.2015.04.001
- Kang, J., Alejandro, T.B. and Groza, M.D. (2015), "Customer-company identification and the effectiveness of loyalty programs", *Journal of Business Research*, Vol. 68 No. 2, pp. 464-471.
- Kang, K., Lu, J., Guo, L., & Li, W. (2021). The dynamic effect of interactivity on customer engagement behavior through tie strength: Evidence from live streaming commerce platforms. *International Journal of Information Management*, 56(December 2019), 102251. https://doi.org/10.1016/j.ijinfomgt.2020.102251
- Kassim, N., & Abdullah, N. A. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 351–371.

- Kaya, B., Behravesh, E., Abubakar, A. M., Kaya, O. S., & Orús, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, 18 (4), 369–394. https://doi.org/10.1080/15332861.2019.1668658
- Keiningham, T.L., T. G. Vavra, L. Aksoy, and H. Wallard. 2005. Loyalty myths: Hyped strategies that will put you out of business—and proven tactics that really work. Hoboken: John Wiley & Sons.
- Kim, M., Kim, J. and Lennon, S.J. (2011), "E-service attributes available on men's and women's apparel web sites", *Managing Service Quality: An International Journal*, Vol. 21 No. 1, pp. 25-45.
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and website quality on online consumers'emotion, perceived risk and purchase intention. *Journal of Research in Interactive Marketing*, 7(1), 33 56.
- Kim, H., & Niehm, L. S. (2009). The Impact of Website Quality on Information Quality Value, and Loyalty Intentions in Apparel Retailing. *INTMAR*, 23(3). https://doi.org/10.1016/j.intmar.2009.04.009
- Kim, S., & Stoel, L. (2004). Apparel retailers: website quality dimensions and satisfaction. *Journal of Retailing and Consumer Services*, 11(November 2001). https://doi.org/10.1016/S0969-6989(03)00010-9
- Kim, Y., Wang, Q., & Roh, T. (2021). Do information and service quality affect perceived privacy protection, satisfaction, and loyalty? Evidence from a Chinese O2O-based mobile shopping application. *Telematics and Informatics*, 56 (August 2020), 101483. https://doi.org/10.1016/j.tele.2020.101483
- Kingshott, R. P. J., Sharma, P., & Nair, S. R. (2020). Social and technical chains-of-effects in business-to-business (B2B) service relationships. *European Journal of Marketing*, *54*(6), 1225–1246. https://doi.org/10.1108/EJM-04-2019-0329
- Köhler, C.F., Rohm, A.J., de Ruyter, K. and Wetzels, M. (2011) Return on interactivity: The impact of online agents on newcomer adjustment. *Journal of Marketing* 75(2): 93–108.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Edinburgh: Pearson Education Limited.
- Kozlenkova, I. V, Palmatier, R. W., Fang, E. E., Xiao, B., Kozlenkova, I. V, Palmatier, R. W., Fang, E. E., & Xiao, B. (2017). American Marketing Association, Sage Publications, Inc. *Journal of Marketing*, 81(3), 21–40.

- Kumar, V., Pozza, I. D., & Ganesh, J. (2013). Revisiting the satisfaction—loyalty relationship: Empirical generalizations and directions for future research. *Journal of Retailing*, 89(3), 246–262.
- Lanlan Cao (2014) Business Model Transformation in Moving to a Cross-Channel Retail Strategy: A Case Study, *International Journal of Electronic Commerce*, 18:4, 69-96, DOI: 10.2753/JEC1086-4415180403
- Laudon, K. C., & Traver, C. G. (2013). *E-commerce 2014* (10th ed.). Boston: Pearson Education.
- Li, D., Browne, G.J., Chau, P.Y.K., (2006). An empirical investigation of website use using a commitment based model. *Decision Sciences*, 373, 427–444.
- Li, Y. (2014). The impact of disposition to privacy, website reputation and website familiarity on information privacy concerns. *Decision Support Systems*, 57. https://doi.org/10.1016/j.dss.2013.09.018
- Li, L., Peng, M., Jiang, N. and Law, R. (2017), "An empirical study on the influence of economy hotel website quality on online booking intentions", *International Journal of Hospitality Management*, Vol. 6, pp. 1-10.
- Li, H., N. Aham-Anyanwu, C. Tevrizci, and X. Luo. (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. doi:10.1007/s10660-015-9202-7.
- Liang, L. J., Choi, H. C., & Joppe, M. (2018). Exploring the relationship between satisfaction, trust and switching intention, repurchase intention in the context of Airbnb. *International Journal of Hospitality Management*, 69(October 2017), 41–48. https://doi.org/10.1016/j.ijhm.2017.10.015
- López-Miguens, M. J., & Vázquez, E. G. (2017). An integral model of e-loyalty from the consumer's perspective. *Computers in Human Behavior*, 72, 397–411. https://doi.org/10.1016/j.chb.2017.02.003
- Lu, L.C., Chang H.H. and Yu, S.T. (2013), "Online shoppers' perceptions of eretailers' ethics, cultural orientation, and loyalty: an exploratory study in Taiwan", *Internet Research*, Vol. 23 No. 1, pp. 47-68.
- Manchanda, P., Grant, P., and Adithya, P. (2015), "Social Dollars: The Economic Impact of Customer Participation in a Firm-Sponsored Online Customer Community," *Marketing Science*, 34 (3), 367-87.
- Mao, L.L. (2021), "Understanding retail quality of sporting goods stores: a text mining approach", *International Journal of Sports Marketing and Sponsorship*, Vol. 22 No. 2, pp. 330-352. https://doi.org/10.1108/IJSMS-03-2020-0029

- Martínez-López, F.J., Anaya-Sánchez, R., Aguilar-Illescas, R. and Molinillo, S. (eds.) (2016) Value creation in virtual brand communities. In: Online Brand Communities. Switzerland: Springer International Publishing, pp. 189–205.
- McKinney, V., Yoon, K. and Zahedi, F. (2002), "The measurement of webcustomer satisfaction: an expectation and disconfirmation approach", *Information Systems Research*, Vol. 13 No. 3, pp. 296-315.
- McMillan, S., Hwang, J. and Lee, G. (2003) Effects of structural and perceptual factors on attitudes toward the website. *Journal of Advertising Research*, 43(4): 400–409.
- Melis, K., Campo, K., Breugelmans, E. and Lamey, L. (2015), "The impact of the multi-channel retail mix on online store choice: does online experience matter?", *Journal of Retailing*, Vol. 91 No.2, pp.272-288. https://doi.org/10.1016/j.jretai.2014.12.004
- Mero (Järvinen), J. (2018). The effects of two-way communication and chat service usage on consumer attitudes in the e-commerce retailing sector. *Electronic Markets*, 28(2), 205–217. https://doi.org/10.1007/s12525-017-0281-2
- Michelle Childs, Thomas F. Turner & Kittichai Watchravesringkan (2019): Active leisure: an investigation of active participants' shopping, purchase and behavioural loyalty for physical activity apparel, *Leisure/Loisir*, DOI: 10.1080/14927713.2019.1582354
- Morgan, R.M., Hunt, S.D., (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing* 58, 20–38.
- Nam, C., Cho, K., & Kim, Y.D. (2021) Cross-cultural examination of apparel online purchase intention: S-O-R paradigm, *Journal of Global Fashion Marketing*, 12:1, 62-76, DOI: 10.1080/20932685.2020.1845766
- Noel, H. (2009). *Basics Marketing: Consumer Behaviour* (1st ed.). Lausanne: AVA Publishing SA.
- Nilashi, M., Jannach, D., Ibrahim, O. bin, Esfahani, M. D., & Ahmadi, H. (2016). Recommendation quality, transparency, and website quality for trust-building in recommendation agents. *Electronic Commerce Research and Applications*, *19*, 70–84. https://doi.org/10.1016/j.elerap.2016.09.003
- Oliver, R. L. (2014). *Satisfaction: A behavioral perspective on the consumer.* New York: Routledge.

- Ou, C.X., Pavlou, P.A. and Davison, R.M. (2014), "Swift Guanxin in online marketplaces: the role of computer-mediated communication technologies", *MIS Quarterly*, Vol. 38 No. 1, pp. 209-230.
- Pai, P., Y., and Tsai, H., T. (2011), "How Virtual Community Participation Influences Consumer Loyalty Intentions in Online Shopping Contexts: An Investigation of Mediating Factors," *Behaviour & Information Technology*, 30 (5), 603-15. Palmatier,
- Parasuraman, A., Zeithaml, V.A. and Malhotra, A. (2005), "ES-QUAL a multipleitem scale for assessing electronic service quality", *Journal of Service Research*, Vol. 7 No. 3, pp. 213-233.
- Park, S., Kim, S., & Chiu, W. (2021). Segmenting sport fans by eFANgelism: a cluster analysis of South Korean soccer fans. *Managing Sport and Leisure*, 0(0), 1–15. https://doi.org/10.1080/23750472.2021.1873169
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly*, 30(1). https://doi.org/10.2307/25148720
- Peck, H., Payne, A. Christopher, M., & Clark, M., (1999). *Relationship marketing: Strategy and implementation*. Oxford: Butterworth-Heinemann.
- Pengnate, S. and Sarathy, R. (2017), "An experimental investigation of the influence of website emotional design features on trust in unfamiliar online vendors", *Computers in Human Behavior*, Vol. 67, pp. 49-60.
- Polites, G. L., Williams, C. K., Karahanna, E., et al. (2012). A theoretical framework for consumer e-satisfaction and site stickiness: An evaluation in the context of online hotel reservations. *Journal of Organizational Computing and Electronic Commerce*, 22(1), 1-37.
- Punyatoya, P. (2019). Effects of cognitive and affective trust on online customer behavior. *Marketing Intelligence and Planning*, *37*(1), 80–96. https://doi.org/10.1108/MIP-02-2018-0058
- Rafiq, M., Heather, F. and Xiaoming, L. (2013), "Building customer loyalty in online retailing: the role of relationship quality", *Journal of Marketing Management*, Vol. 29 Nos 3-4, pp. 494-517.
- Rafaeli, S. (1988). Interactivity: From new media to communication. In Advancing communication science: Merging mass and interpersonal processes (pp. 110–134). Newbury Park, CA: Sage.
- Rialti, R., Zollo, L., Caliandro, A. and Ciappei, C. (2016), "Social media strategies to protect brand image and corporate reputation in the digital era: a digital investigation of the Eni vs. Report case", *Mercati & Competitività*, Vol. 4, pp. 65-84.

- Richard, M.O., Chebat, J.C., Yang, Z. and Putrevu, S. (2010), "A proposed model of online consumer behavior: assessing the role of gender", *Journal of Business Research*, Vol. 63 Nos 9/10, pp. 926-934.
- Riley, M., Niinine, O., Szivas, E. and Wills, T. (2001), "The case for process approaches in loyalty research in tourism", *International Journal of Tourism Research*, Vol. 3 No. 1, pp. 23-32.
- 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
- Reichheld, F. F., & Schefter, P. (2000). E-Loyalty: Your secret weapon on the web. *Harvard Business Review*, 78(4), 105–113.
- Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*, 57(July). https://doi.org/10.1016/j.jretconser.2020.102201
- Russell, B.R., McColl-Kennedy, J.R. and Coote, L.V. (2007), "Involvement, satisfaction, and brand loyalty in a small business services setting", *Journal of Business Research*, Vol. 60 No. 12, pp. 1253-1260.
- Ryan, D., & Jones, C. (2009). *Understanding Digital Marketing: Marketing strategies for engaging the digital generation* (1st ed.). London: Kogan Page Limited.
- Schneider, P.J. and Zielke, S. (2020), "Searching offline and buying online an analysis of showrooming forms and segments", *Journal of Retailing and Consumer Services*, Vol. 52, p. 101919,
- Sekaran, U., & Bougie, R. (2016). *Research Method For Business* (7th ed.). Sussex: Wiley.
- Sebastianelli, R. and Tamimi, N. (2018), "E-tailer website attributes and trust: understanding the role of online reviews", *Online Information Review*, Vol. 42 No. 4, pp. 506-519. https://doi.org/10.1108/OIR-02-2016-0039
- Shankar, V., Smith, A.K. and Rangaswamy, A. (2003), "Customer satisfaction and loyalty in online and offline environments", *International Journal of Research in Marketing*, Vol. 20 No.2 pp. 153-175.
- Shapiro, J.M., Romano Jr., N.C. and Mittal, B. (2004) Emergent internet technology applications for relationship marketing. *Journal of Relationship Marketing* 2(3/4): 85–108.

- Shih-Hsien Chin, Chunwei Lu, Ping-Tsan Ho, Yung-Fu Shiao, Tzu-Jung Wu, Commodity Anti-counterfeiting Decision in E-commerce Trade Based on Machine Learning and Internet of Things, *Computer Standards & Interfaces* (2020), doi: https://doi.org/10.1016/j.csi.2020.103504
- Shin, J. I., Chung, K. H., Oh, J. S., et al. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453-463.
- Sicilia, M. and Ruiz, S. (2010), "The effect of web-based information availability on consumers' processing and attitudes", *Journal of Interactive Marketing*, Vol. 24 No. 1, pp. 31-41.
- Singh, J. and Sirdeshmukh, D. (2000), "Agency and trust mechanisms in consumer satisfaction and loyalty judgments", *Journal of the Academy of Marketing Science*, Vol. 28 No. 1, pp. 150-167.
- Steinhoff, L., Arli, D., Weaven, S., & Kozlenkova, I. V. (2019). Online relationship marketing. *Journal of the Academy of Marketing Science*, 47(3), 369–393. https://doi.org/10.1007/s11747-018-0621-6
- Steuer, J. (1992) Defining virtual reality: Dimensions determining telepresence. *Journal of Communication*, 42(4): 73–93.
- Suki, N.M., (2010). An empirical study of factors affecting the internet banking adoption among Malaysian consumers. *Journal of Internet Banking and Commerce*, 15 (2), 1–11.
- Tabrani, M., Amin, M. and Nizam, A. (2018), "Trust, commitment, customer intimacy and customer loyalty in Islamic banking relationships", *International Journal of Bank Marketing*, Vol. 36 No. 5, pp. 823-848.
- Thaichon, P., Liyanaarachchi, G., Quach, S., Weaven, S., & Bu, Y. (2019). Online relationship marketing: evolution and theoretical insights into online relationship marketing. *Marketing Intelligence and Planning*, *38*(6), 676–698. https://doi.org/10.1108/MIP-04-2019-0232
- Tam, C., Loureiro, A. and Oliveira, T. (2020), "The individual performance outcome behind e-commerce: Integrating information systems success and overall trust", *Internet Research*, Vol. 30 No. 2, pp. 439-462. https://doi.org/10.1108/INTR-06-2018-0262
- Thibaut, E., Vos, S., & Scheerder, J. (2021). Running Apparel Consumption Explained: A Diary Approach. *Journal of Global Sport Management*, 6(4), 373–387. https://doi.org/10.1080/24704067.2019.1639064

- Toufaily, E. and Pons, F. (2017), "Impact of customers' assessment of website attributes on e-relationship in the securities brokerage industry: a multichannel perspective", *Journal of Retailing and Consumer Services*, Vol. 34, January, pp. 58-69.
- Tsai, Shu-pei. (2017): E-loyalty Driven by Website Quality: The Case of Destination Marketing Organization Websites, *Journal of Organizational Computing and Electronic Commerce*, DOI: 10.1080/10919392.2017.1331674
- Tsao, W., Hsieh, M., & Lin, T. M. Y. (2016). Intensifying online loyalty! The power of website quality and the perceived value of consumer / seller relationship. *Industrial Management & Data Systems*, 25(5). https://doi.org/10.1108/IMDS-07-2015-0293
- Urban, L.G., Amyx, C. and Lorenzo, A. (2009), "Online trust: state of the art, new frontiers, and research potential", *Journal of Interactive Marketing*, Vol. 23 No. 1, pp. 179-190.
- Van der Heijden, H., (2004). User acceptance of hedonic information systems. *MIS Quarterly* 28 (4), 695–704.
- Wang, K. and Goldfarb, A. (2017), "Can offline stores drive online sales?", *Journal of Marketing Research*, Vol. 54, pp. 706-719.
- Wang, L., Law, R., Guillet, B.D., Hung, K.K.D. and Fong, C. (2015), "Impact of hotel website quality on online booking intentions: e-trust as a mediator", *International Journal of Hospitality Management*, Vol. 47, pp. 108-115.
- Wang, L., & Prompanyo, M. (2020). Modeling the relationship between perceived values, e-satisfaction, and e-loyalty. *Management Science Letters*, 10(11), 2609–26616. https://doi.org/10.5267/j.msl.2020.3.032
- Wells, J.D., Valacich, J.S. and Hess, T.J. (2011), "What signal are you sending? How website quality influences perceptions of product quality and purchase intentions", *MIS Quarterly*, Vol. 35 No.2, pp. 373-396.
- Winnie, P. M. W., & Lo, M. C. (2014). The impact of trustworthiness and customer e-loyalty and e-satisfaction. *International Journal of Academic Research in Business and Social Sciences*, 4(3), 390-408. Xiang,
- Woldie, A., Hinson, R., Iddrisu, H. and Boateng, R. (2008) Internet banking: An initial look at Ghanaian bank consumer perceptions. *Bank and Bank Systems* 3(2): 35–46.
- Wu, J. J., & Chang, Y. S. (2005). Towards understanding members' interactivity, trust, and flow in online travel community. *Industrial Management & Data Systems*, 105(7), 937-954.

- Yang, H.E. and Wu, C.C. (2009), "Effects of image interactivity technology adoption on e-shoppers' behavioural intentions with risk as moderator", *Production Planning & Control*, Vol. 20 No. 4, pp. 370-82.
- Ye, Y., Lau, K. H., & Teo, L. K. Y. (2018). Drivers and barriers of omni-channel retailing in China: A case study of the fashion and apparel industry. *International Journal of Retail and Distribution Management*, 46(7), 657–689. https://doi.org/10.1108/IJRDM-04-2017-0062
- Yen, Y.S. (2010), "Can perceived risks affect the relationship of switching costs and customer loyalty in e-commerce?", *Internet Research*, Vol. 20 No. 2, pp. 210-224.
- Yoon, D., Choi, S. M., & Sohn, D. (2008). Understanding the Acceptance of Mobile SMS Advertising among Young Chinese Consumers. *Psychology & Marketing*, 25(7), 602–618. https://doi.org/DOI: 10.1002/mar.20227
- Yoon, D., Choi, S. M., & Sohn, D. (2008). Building customer relationships in an electronic age: The role of interactivity of e-commerce web sites. *Psychology and Marketing*, 25(7), 602.
- Yuan, Y., Lai, F. and Chu, Z. (2019), "Continuous usage intention of Internet banking: a commitment trust model", *Information Systems and E-Business Management*, Vol. 17 No. 1, pp. 1-25.
- Yu, H. Y., Robinson, G. M., & Lee, D. H. (2021). To partner or not? A study of co-branding partnership and consumers' perceptions of symbolism and functionality toward co-branded sport products. *International Journal of Sports Marketing and Sponsorship*, 22(4), 677–698. https://doi.org/10.1108/IJSMS-02-2020-0018
- Yu, X., Roy, S.K., Quazi, A., Nguyen, B., and Han, Y., (2017) "Internet entrepreneurship and "the sharing of information" in an Internet-of-Things context: The role of interactivity, stickiness, e-satisfaction and word-of-mouth in online SMEs' websites", *Internet Research*, Vol. 27 Issue: 1, pp.74-96, https://doi.org/10.1108/IntR-02-2015-0060
- Zeithaml, V. A. (2000). Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn. *Journal Of Marketing Science*, 28(1). https://doi.org/https://doi.org/10.1177%2F0092070300281007
- Zeng, M., W. Reinartz. (2003), Beyond online search: the road to profitability: *California Management Review* 45 (2) 107–130.
- Zhou, T. (2013), "An empirical examination of continuance intention of mobile payment services", *Decision Support System*, Vol. 54No. 2, pp. 1085-1091.

- Zhu, R., Utpal, M.D., Xinlei, C., and René, A. (2012), "Does Online Community Participation Foster Risky Financial Behavior?" *Journal of Marketing Research*, 49 (June), 394-407.
- Athletic Footwear https://www.statista.com/outlook/cmo/footwear/athletic-footwear/indonesia (Diakses, 10 Oktober 2021)
- World Sporting Goods Consumption Mapping https://www.statista.com/outlook/cmo/toys-hobby/sportsequipment/indonesia#revenue (Diakses, 11 Oktober 2021)
- Number of online users in the Asia Pacific region in 2020, by country or region https://www.statista.com/statistics/1040617/apac-number-of-online-users-by-country/ (Diakses, 10 Mei 2021)
- Top 5 Indonesian E-Commerce Monthly Competitive Overview Jul-Sep 2021 https://pro.similarweb.com/#/dashboard/146ad5fb-0315-4b7c-b4c1-ee5c13329321 (Diakses, 10 Oktober 2021)
- Planet Sports Profile https://www.planetsports.asia/about-us (Diakses, 10 November 2021)