DAFTAR PUSTAKA

- Abd-el-salam, Eman Mohamed, and Ayman Yehia Shawky. 2013. "The Impact of Corporate Image and Reputation on Service Quality, Customer Satisfaction and Customer Loyalty: Testing the Mediating Role. Case Analysis in An International Service Company." *The Business & Management Review* 3(2): 177–96.
- Adnan, Hooria. 2014. "An Analysis of the Factors Affecting Online Purchasing Behavior of Pakistani Consumers." *International Journal of Marketing Studies* 6(5): 133–48.
- Ahmed, Zohaib, Muhammad Rizwan, Mukhtar Ahmad, and Misbahul Haq. 2014. "Effect of Brand Trust and Customer Satisfaction on Brand Loyalty in Bahawalpur." *Journal of Sociological Research* 5(1): 306–26.
- Ahrholdt, Dennis C., Siegfried P. Gudergan, and Christian M. Ringle. 2019. "Enhancing Loyalty: When Improving Consumer Satisfaction and Delight Matters." *Journal of Business Research* 94(August 2018): 18–27.
- Alloza, Angel. 2008. "Brand Engagement and Brand Experience at BBVA, the Transformation of a 150 Years Old Company." *Corporate Reputation Review* 11(4): 371–79.
- Ambler, Tim. 2000. "Marketing Metrics." *Business Strategy Review* 11(2): 59–66. Apăvăloaie, Elena-Iulia. 2014. "The Impact of the Internet on the Business Environment." *Procedia Economics and Finance* 15(14): 951–58. https://linkinghub.elsevier.com/retrieve/pii/S2212567114006546.
- Azjen, Icek. 2014. "The Influence of Attitudes on Behavior." (January 2005): 173–221.
- Brakus, J. Josko, Bernd H. Schmitt, and Lia Zarantonello. 2009. "Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?" *Journal of Marketing* 73(3): 52–68.
- Brodie, Roderick J., Ana Ilic, Biljana Juric, and Linda Hollebeek. 2013. "Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis." *Journal of Business Research* 66(1): 105–14. http://dx.doi.org/10.1016/j.jbusres.2011.07.029.
- Chaffey, Dave. 2002. E-Business and E-Commerce Management. Strategy, Implementation and Practice. Fourth Edi. Prantice Hall.
- Chen, Changfeng. 2008. "Identifying Significant Factors Influencing Consumer Trust in an Online Travel Site." *Information Technology & Tourism* 8(3): 197–214.
- Chung, Namho, and Soon Jae Kwon. 2009. "Effect of Trust Level on Mobile Banking Satisfaction: A Multi-Group Analysis of Information System Success Instruments." *Behaviour and Information Technology* 28(6): 549–62.
- Cyr, Dianne, Gurprit S. Kindra, and Satyabhusan Dash. 2008. "Web Site Design, Trust, Satisfaction and e-Loyalty: The Indian Experience." *Online Information Review* 32(6): 773–90.
- Fam, Kim Shyan, Thomas Foscht, and Regan David Collins. 2004. "Trust and the

- Online Relationship-an Exploratory Study from New Zealand." *Tourism Management* 25(2): 195–207.
- Ferdinand, Augusty. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Flavián, Carlos, Miguel Guinalíu, and Raquel Gurrea. 2006. "The Role Played by Perceived Usability, Satisfaction and Consumer Trust on Website Loyalty." *Information and Management* 43(1): 1–14.
- FORSYTHE, SANDRA, CHUANLAN LIU, DAVID SHANNON, and LIU CHUN GARDNER. 2007. "Word Of Mouth Communication Within Online Communities." *Journal of Interactive Marketing* 21(3): 2–21.
- Gee, Robert, Graham Coates, and Mike Nicholson. 2008. "Understanding and Profitably Managing Customer Loyalty." *Marketing Intelligence and Planning* 26(4): 359–74.
- Gefen, David. 2000. "E-Commerce: The Role of Familiarity and Trust." *Omega* 28(6): 725–37.
- Gefen, David, Karahanna, and Detmar W Straub. 2003. "Inexperience and Experience with Online Stores: The Importance of TAM and Trust." *IEEE Transactions on Engineering Management* 50(3): 307–21.
- Geok Theng Lau, and Sook Han Lee. 1999. "Consumers' Trust in a Brand and the Link to Brand Loyalty." *Journal of Market Focused Management*, 4, 341–370.
- Ghozali, Imam. 2014. Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS) (4th Ed.). 4th ed. Semarang: Badan Penerbit Universitas Diponegoro.
- Giannakos, Michail N., Adamantia G. Pateli, and Ilias O. Pappas. 2011. "Identifying the Direct Effect of Experience and the Moderating Effect of Satisfaction in the Greek Online Market." *International Journal of E-Services and Mobile Applications* 3(2): 39–58.
- Ha, Sejin, and Leslie Stoel. 2009. "Consumer E-Shopping Acceptance: Antecedents in a Technology Acceptance Model." *Journal of Business Research* 62(5): 565–71. http://dx.doi.org/10.1016/j.jbusres.2008.06.016.
- Hair, Joseph F., William C. Black, Barry J. Babin, and Rolph E. Anderson. 2014. Exploratory Data Analysis in Business and Economics *Multivariate Data Analysis*. Seventh Ed. Pearson Education Limited.
- Harris, Lloyd C., and Mark M.H. Goode. 2004. "The Four Levels of Loyalty and the Pivotal Role of Trust: A Study of Online Service Dynamics." *Journal of Retailing* 80(2): 139–58.
- Huang, Chao Chin. 2017. "The Impacts of Brand Experiences on Brand Loyalty: Mediators of Brand Love and Trust." *Management Decision* 55(5): 915–34.
- Ieva, Marco, and Cristina Ziliani. 2018. "The Role of Customer Experience Touchpoints in Driving Loyalty Intentions in Services." *TQM Journal* 30(5): 444–57.
- Imran Khan Zillur Rahman, (2016). 2016. "Article Information: "E-Tail Brand Experience's Influence on e-Brand Trust and e-Brand Loyalty." *Journal of Service Management* 26(2): 182–205. http://dx.doi.org/10.1108/JOSM-12-2014-0323.

- Jiang, Shuqiang et al. 2014. "Preface: Internet Multimedia Computing and Service." *Multimedia Tools and Applications* 70(2): 599–603.
- Jin, Byoungho, Jin Yong Park, and Jiyoung Kim. 2008. "Cross-Cultural Examination of the Relationships among Firm Reputation, e-Satisfaction, e-Trust, and e-Loyalty." *International Marketing Review* 25(3): 324–37.
- Kenning, Peter. 2008. "The Influence of General Trust and Specific Trust on Buying Behaviour." *International Journal of Retail and Distribution Management* 36(6): 461–76.
- Kim, Myung Ja, Namho Chung, and Choong Ki Lee. 2011. "The Effect of Perceived Trust on Electronic Commerce: Shopping Online for Tourism Products and Services in South Korea." *Tourism Management* 32(2): 256–65
- Kim, Woo Gon, Chang Lee, and Stephen J. Hiemstra. 2004. "Effects of an Online Virtual Community on Customer Loyalty and Travel Product Purchases." *Tourism Management* 25(3): 343–55.
- Kotler, Philip. & Gary Armstrong. 2018. New Jersey: Pearson Pretice Hall, Inc *Principle of Marketing, 17th Global Edition*.
- Lau, Geok Theng, and Sook Han Lee. 1999. "Consumers' Trust in a Brand and the Link to Brand Loyalty." *Journal of Market Focused Management* 4(1999): 341–70.
- Liang, Ting Peng, and Jin Shiang Huang. 1998. "An Empirical Study on Consumer Acceptance of Products in Electronic Markets: A Transaction Cost Model." *Decision Support Systems* 24(1): 29–43.
- Mandel, Naomi, and Eric J. Johnson. 2002. "When Web Pages Influence Choice: Effects of Visual Primes on Experts and Novices." *Journal of Consumer Research* 29(2): 235–45.
- Mccole, Patrick. 2002. "The Role of Trust for Electronic Commerce in Services." International Journal of Contemporary Hospitality Management 14(2): 81–87.
- Moriuchi, Emi, and Ikuo Takahashi. 2016. "Satisfaction Trust and Loyalty of Repeat Online Consumer within the Japanese Online Supermarket Trade." *Australasian Marketing Journal* 24(2): 146–56. http://dx.doi.org/10.1016/j.ausmj.2016.02.006.
- Novia, Jessica. 2016. "Loyalitas Belanja Pada Vittoriashop." 1(3).
- Pine, B. Joseph, and James H. Gilmore. 2013. "The Experience Economy: Past, Present and Future." *Handbook on the Experience Economy* (October): 21–44
- Şahin, Azize, Cemal Zehir, and Hakan Kitapçi. 2011. "The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; an Empirical Research on Global Brands." *Procedia Social and Behavioral Sciences* 24: 1288–1301.
- Schiffman, Leon G., and Leslie Lazar Kanuk. 2010. *Consumer Behaviour*. Second Edi. New Jearsey: Pearson.
- Sekaran, and Bougie. 2016. *Research Methods for Business*. 7th Editio. United Kingdom: John Wiley & Son.
- So, Kevin Kam Fung, Ceridwyn King, Beverley A. Sparks, and Ying Wang.

- 2016. "The Role of Customer Engagement in Building Consumer Loyalty to Tourism Brands." *Journal of Travel Research* 55(1): 64–78.
- Suandana, N. P. W, K Rahyuda, and N. n. K Yasa. 2014. "Pengaruh Pengalaman Membeli Produk Fashion Terhadap Niat Membeli Kembali Melalui Kepuasan Dan." *Jurnal Manajemen, Strategi Bisnis dan Kewirausahaan* 10: 85–97.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Sumarwan, U. 2014. *Perilaku Konsumen, Teori Dan Penerapannya Dalam Pemasaran*. Edisi Kedu. Jakarta: Ghalia Indonesia.
- Swinyard, William R., and Scott M. Smith. 2003. "Why People (Don't) Shop Online: A Lifestyle Study of the Internet Consumer." *Psychology and Marketing* 20(7): 567–97.
- Turban, Efraim et al. 2015. *Electronic Commerce: A Managerial and Social Networks Perspective*. Eight Eidi. Springer Text in Business and Econimic.
- Vivek, Shiri D., Sharon E. Beatty, and Robert M. Morgan. 2012. "Customer Engagement: Exploring Customer Relationships Beyond Purchase." *Journal of Marketing Theory and Practice* 20(2): 122–46.
- Yoon, Sung Joon. 2002. "The Antecedents and Consequences of Trust in Online-Purchase Decisions." *Journal of Interactive Marketing* 16(2): 47–63.