

DAFTAR PUSTAKA

- Aaker, D. A. . (1991). *Managing brand equity : capitalizing on the value of a brand name*. Free Press ; Maxwell Macmillan Canada ; Maxwell Macmillan International.
- Agarwal, R., & Dhingra, S. (2023). Factors influencing cloud service quality and their relationship with customer satisfaction and loyalty. *Heliyon*, 9(4), e15177. <https://doi.org/10.1016/J.HELIYON.2023.E15177>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Aman, A. M., Ng, W., Hao, F., Zhang, C., & Chon, K. K. S. (2025). Digital nudge persuasiveness of avatars in restaurants toward healthy choices and happy diners. *Tourism Review*. <https://doi.org/10.1108/TR-07-2024-0567>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep umum populasi dan sampel dalam penelitian. *Pilar*, 14(1), 15–31.
- Ariesca, A. C., Mahendra, B. E. P., Septiana, L., & Nuranindia, V. (n.d.). *Pengaruh Citra Merek Dan Kepuasan Konsumen Terhadap Loyalitas Merek Pada Pengguna Aplikasi Belanja Online*. <https://doi.org/10.56393/aktiva.v4i2.2368>
- Arikunto, S. (2006). Prosedur penelitian tindakan kelas. *Bumi Aksara*, 136(2), 2–3.
- Ayu Andrina, A. A., Kurniadi, C. J., Kenang, I. H., & Sutrisno, T. F. C. W. (2022). The Role of Technology Acceptance Model Factors on Purchase Intention in E-Commerce. *Bisma (Bisnis Dan Manajemen)*. <https://doi.org/10.26740/bisma.v14n2.p160-176>
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 92(4), 500–517. <https://doi.org/https://doi.org/10.1016/j.jretai.2016.09.002>
- Chao, S. L., Yu, M. M., & Sun, Y. H. (2023). Ascertaining the effects of service quality on customer loyalty in the context of ocean freight forwarders: An integration of structural equation modeling and network data envelopment analysis. *Research in Transportation Business & Management*, 47, 100955. <https://doi.org/10.1016/J.RTBM.2023.100955>
- Chinelato, F. B., & Hoyos Vallejo, C. A. (2024a). Operational excellence in online food delivery service: the role of food biosafety measures. *British Food Journal*, 126(12), 4485–4502. <https://doi.org/10.1108/BFJ-05-2024-0455>

- Chinelato, F. B., & Hoyos Vallejo, C. A. (2024b). Operational excellence in online food delivery service: the role of food biosafety measures. *British Food Journal*, 126(12), 4485–4502. <https://doi.org/10.1108/BFJ-05-2024-0455>
- Chinelato, F. B., & Hoyos Vallejo, C. A. (2024c). Operational excellence in online food delivery service: the role of food biosafety measures. *British Food Journal*, 126(12), 4485–4502. <https://doi.org/10.1108/BFJ-05-2024-0455>
- Dakduk, S., Horst, E. ter, Santalla, Z., Molina, G., & Malavé, J. (2017). Customer Behavior in Electronic Commerce: A Bayesian Approach. *Journal of Theoretical and Applied Electronic Commerce Research*. <https://doi.org/10.4067/s0718-18762017000200002>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Diwayanti, N. V., Widayat, W., & Robbie, I. (2025). Assessing the role of service quality, customer experience and perceived value as mediator on customer loyalty: evidence in Indonesian pharmacies. *International Journal of Pharmaceutical and Healthcare Marketing*. <https://doi.org/10.1108/IJPHM-01-2025-0002>
- Dodi Ria Atmaja, & Putri Lestari. (2025). PENGARUH PERCEIVED QUALITY, PERCEIVED VALUE, BRAND TRUST DAN BRAND IMAGE TERHADAP BRAND LOYALTY YANG DIMEDIASI OLEH CUSTOMER SATISFACTION. *JURNAL LENTERA BISNIS*, 14(1), 84–107. <https://doi.org/10.34127/jrlab.v14i1.1295>
- Ferdinand, A. (2014a). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen*.
- Ferdinand, A. (2014b). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi tesis dan desrtasi ilmu manajemen*.
- Fida, B. A., Ahmed, U., Al-Balushi, Y., & Singh, D. (2020). Impact of Service Quality on Customer Loyalty and Customer Satisfaction in Islamic Banks in the Sultanate of Oman. *Sage Open*. <https://doi.org/10.1177/2158244020919517>
- Giese, J. L. (2002). *Defining Consumer Satisfaction*. <https://www.researchgate.net/publication/235357014>
- Gurler, H. E. (2025a). How does service quality predict loyalty? The serial mediation effects of perceived value and consumer brand identification.

International Journal of Quality and Reliability Management, 42(3), 920–940. <https://doi.org/10.1108/IJQRM-12-2023-0385>

Gurler, H. E. (2025b). How does service quality predict loyalty? The serial mediation effects of perceived value and consumer brand identification. *International Journal of Quality and Reliability Management*, 42(3), 920–940. <https://doi.org/10.1108/IJQRM-12-2023-0385>

Hair, J. F. (2009a). *Multivariate data analysis*.

Hair, J. F. (2009b). *Multivariate data analysis*.

Hameed, I., Chatterjee, R. S., Zainab, B., Tzhe, A. X., Yee, L. S., & Khan, K. (2024a). Navigating loyalty and trust in the skies: The mediating role of customer satisfaction and image for sustainable airlines. *Sustainable Futures*, 8. <https://doi.org/10.1016/j.sftr.2024.100299>

Hameed, I., Chatterjee, R. S., Zainab, B., Tzhe, A. X., Yee, L. S., & Khan, K. (2024b). Navigating loyalty and trust in the skies: The mediating role of customer satisfaction and image for sustainable airlines. *Sustainable Futures*, 8. <https://doi.org/10.1016/j.sftr.2024.100299>

Hameed, I., Chatterjee, R. S., Zainab, B., Tzhe, A. X., Yee, L. S., & Khan, K. (2024c). Navigating loyalty and trust in the skies: The mediating role of customer satisfaction and image for sustainable airlines. *Sustainable Futures*, 8, 100299. <https://doi.org/10.1016/J.SFTR.2024.100299>

Handayani, D. F. R., PA, R. W., & Nuryakin, N. (2021). The influence of e-service quality, trust, brand image on Shopee customer satisfaction and loyalty. *Jurnal Siasat Bisnis*, 25(2), 119–130. <https://doi.org/10.20885/jsb.vol25.iss2.art3>

Harahap, S. F., & Tirtayasa, S. (2020). pengaruh Motivasi, disiplin, dan kepuasan kerja terhadap kinerja karyawan di PT. angkasa pura II (persero) kantor cabang kualanamu. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 3(1), 120–135.

Helson, H. (1948). Adaptation-level as a basis for a quantitative theory of frames of reference. *Psychological Review*, 55 6, 297–313. <https://api.semanticscholar.org/CorpusID:12064881>

Herman, H., Syukrina, V., Janrosl, E., & Aslan, I. (2024). *The effect of service quality and brand image on customer loyalty with consumer satisfaction as a mediation variable in Shopee e-commerce*. 10(1), 29–36. <https://doi.org/10.29210/020243167>

Hermantoro, M., & Albari. (2022). E-Servicescape Analysis and Its Effect on Perceived Value and Loyalty on E-Commerce Online Shopping Sites in

Yogyakarta. *International Journal of Business Ecosystem and Strategy* (2687-2293). <https://doi.org/10.36096/ijbes.v4i4.354>

- Hsu, C.-L., & Lin, J. C.-C. (2015). What drives purchase intention for paid mobile apps? – An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. <https://doi.org/https://doi.org/10.1016/j.elerap.2014.11.003>
- Huang, Q., Zhang, R., Lee, H., Xu, H., & Pan, Y. (2024). A Study on Customer Behavior in Online Dating Platforms: Analyzing the Impact of Perceived Value on Enhancing Customer Loyalty. *Behavioral Sciences*, 14(10). <https://doi.org/10.3390/bs14100973>
- Jasin, M., Firmansyah, A., Anisah, H. U., Junaedi, I. W. R., & Haris, I. (2023). The effects of customer satisfaction, perceived service quality, perceived value, and brand image on customer loyalty. *Uncertain Supply Chain Management*, 11(2), 763–768. <https://doi.org/10.5267/j.uscm.2023.1.004>
- Jr., A. R. A., Rochelle, J. S. La, Dezee, K. J., & Gehlbach, H. (2014). Developing questionnaires for educational research: AMEE Guide No. 87. *Medical Teacher*, 36(6), 463–474. <https://doi.org/10.3109/0142159X.2014.889814>
- Juanli, L., Lei, H., Yubo, W., Ye, L., Sleiman, K. A. A., & Suliman, M. A. E. (2025). An empirical investigation of E-loyalty formation for online shopping in China. *Acta Psychologica*, 258. <https://doi.org/10.1016/j.actpsy.2025.105135>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based Brand Equity. In *Source: Journal of Marketing* (Vol. 57, Number 1).
- Kothari, C. R. (2004). *Research methodology: Methods and techniques*. New Age International.
- Kotler, Philip., & Keller, K. Lane. (2016). *Marketing management* (15th ed.). Pearson.
- Kunadi, E., Wuisan, D., E-service, P., Felicia Kunadi, E., & Wuisan, D. S. (2021). *PENGARUH E-SERVICE QUALITY DAN FOOD QUALITY TERHADAP CUSTOMER LOYALTY PENGGUNA GOFOOD INDONESIA YANG DIMEDIASI OLEH PERCEIVED VALUE DAN CUSTOMER SATISFACTION*. 8(1), 141–162.
- Lenka, U., Suar, D., & Mohapatra, P. K. J. (2009). Service Quality, Customer Satisfaction, and Customer Loyalty in Indian Commercial Banks. *The Journal of Entrepreneurship*. <https://doi.org/10.1177/097135570801800103>
- Liao, C., Chen, J. L., & Yen, D. C. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated

- model. *Computers in Human Behavior*, 23(6), 2804–2822.
<https://doi.org/10.1016/j.chb.2006.05.006>
- Liu, J., Hu, G. Z., Yi, W., Liu, L., & Zuo, L. (2017). A study on the influence of online-store image on customer satisfaction and loyalty. *International Conference on Service Systems and Service Management*, 1–5.
<https://doi.org/10.1109/ICSSSM.2017.7996274>
- Lolemo, S. E., & Pandya, H. B. (2025). Customer e-satisfaction as a mediator between e-service quality, brand image, and e-loyalty: Insights from Ethiopian digital banking technology. *Journal of Digital Economy*, 4, 1–15.
<https://doi.org/10.1016/J.JDEC.2025.05.005>
- Negash, Y. T., Jyun, L. P., Tarhini, A., & Rehman, S. U. (2024). Business strategic insight: understanding the impact of perceived value and impulsiveness on consumer response in global mobile shopping. *Review of International Business and Strategy*, 34(3), 341–367. <https://doi.org/10.1108/RIBS-08-2023-0097>
- Nguyen, T., Thu Truong, H. T., & Le-Anh, T. (2023). Online Purchase Intention Under the Integration of Theory of Planned Behavior and Technology Acceptance Model. *Sage Open*. <https://doi.org/10.1177/21582440231218814>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. In *Source: Journal of Marketing Research* (Vol. 17, Number 4).
- Olsen, S. O. (2007). Repurchase loyalty: The role of involvement and satisfaction. *Psychology & Marketing*, 24(4), 315–341.
<https://doi.org/10.1002/MAR.20163>
- Pai, F., & Yeh, T. (2014). Investigating the Antecedents of Customer Behavioral Intentions Using the Service Acceptance Model. *Human Factors and Ergonomics in Manufacturing & Service Industries*.
<https://doi.org/10.1002/hfm.20560>
- Palvia, P. (2009). The role of trust in e-commerce relational exchange: A unified model. *Information & Management*, 46(4), 213–220.
<https://doi.org/10.1016/J.IM.2009.02.003>
- Prisco, A., Troise, C., Monge, F., & Giovando, G. (2025). How food delivery service can be sustainable: some evidence from the Giusta delivery case. *British Food Journal*, 127(1), 363–386. <https://doi.org/10.1108/BFJ-03-2024-0260>
- Slack, N. J., & Singh, G. (2020a). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction :

- Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558.
<https://doi.org/10.1108/TQM-07-2019-0187>
- Slack, N. J., & Singh, G. (2020b). The effect of service quality on customer satisfaction and loyalty and the mediating role of customer satisfaction : Supermarkets in Fiji. *TQM Journal*, 32(3), 543–558.
<https://doi.org/10.1108/TQM-07-2019-0187>
- Soeharso, S. Y. (2024). Customer satisfaction as a mediator between service quality to repurchase intention in online shopping. *Cogent Business and Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2336304>
- Swarjana, I. K. (2022). *Populasi-sampel, teknik sampling \& bias dalam penelitian*. Penerbit Andi.
- Tahir, A. H., Adnan, M., & Saeed, Z. (2024). The impact of brand image on customer satisfaction and brand loyalty: A systematic literature review. *Heliyon*, 10(16). <https://doi.org/10.1016/j.heliyon.2024.e36254>
- Tangchua, P., & Vanichchinchai, A. (2025). The effects of service quality on relationship quality and loyalty in business-to-business electrical and electronics industry. *Asia Pacific Journal of Marketing and Logistics*, 37(5), 1339–1356. <https://doi.org/10.1108/APJML-01-2024-0089>
- Wattoo, M. U., Du, J., Zhou, J., Jose, S., & Piccardi, P. (2025a). Exploring green purchase behavior in online agricultural markets: a multi-phase consumer decision model. *British Food Journal*. <https://doi.org/10.1108/BFJ-11-2024-1134>
- Wattoo, M. U., Du, J., Zhou, J., Jose, S., & Piccardi, P. (2025b). Exploring green purchase behavior in online agricultural markets: a multi-phase consumer decision model. *British Food Journal*. <https://doi.org/10.1108/BFJ-11-2024-1134>
- Woldemichael, T. M. (2024). Effect of Service Quality on Customer Satisfaction: The Case of Ethiopian Electric Utility in South Western Region. *Journal of Multidisciplinary Cases*. <https://doi.org/10.55529/jmc.43.24.30>
- Xiao, Y., Ren, X., Zhang, P., & Ketlhoafetse, A. (2019). The Effect of Service Quality on Foreign Participants' Satisfaction and Behavioral Intention With the 2016 Shanghai International Marathon. *International Journal of Sports Marketing and Sponsorship*. <https://doi.org/10.1108/ijsms-04-2019-0037>
- Yuriev, A., Dahmen, M., Paillé, P., Boiral, O., & Guillaumie, L. (2020). Pro-Environmental Behaviors Through the Lens of the Theory of Planned Behavior: A Scoping Review. *Resources Conservation and Recycling*. <https://doi.org/10.1016/j.resconrec.2019.104660>

- Zamzuri, N. H. A., Mohamed, N., & Hussein, R. (2008). Antecedents of customer satisfaction in repurchase intention in the electronic commerce environment. *International Symposium on Information Technology*, 3, 1–5.
<https://doi.org/10.1109/ITSIM.2008.4631998>
- Zhang, R., Jun, M., & Palacios, S. (2021). M-shopping service quality dimensions and their effects on customer trust and loyalty: an empirical study. *International Journal of Quality & Reliability Management*, 40(1), 169–191.
<https://doi.org/10.1108/IJQRM-11-2020-0374>
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behavior: A Literature Review. *Open Journal of Business and Management*, 3(1), 58–62.
<https://doi.org/10.4236/OJBM.2015.31006>

