

DAFTAR PUSTAKA

- Angelovska, J., Sotiroska, S. B., & Angelovska, N. (2012). The impact of environmental concern and awareness on consumer behaviour. *Journal of International Environmental Application and Science*, 7(2) 2012, 406-416.
- APJII. (2018). *Penetrasi & Perilaku Pengguna Internet Indonesia*. Jakarta: APJII.
- Arikunto, S. (2010). In *Manajemen Penelitian*. Jakarta: PT. Rinek Cipta.
- Bulut, J.A., (2015). Determinants of Repurchase Intention in Online Shopping: A Turkish Cusumer's Perspective. *International Journal of Business and Social Science Vol. 6, No.10; October 2015*.
- Chaipoopirutana, S. & Kyauk, S.T., (2014). Factor Influencing Repurchase Intention: A Case Study of Xyz.com Online Shopping Website in Myanmar. *International Conference on Trends in Economics, Humanities and Management (ICTEHM'14) Aug 13-14, 2014*.
- Dennis, C., & Fenech, T., & Merrilees, B. (2005). Sale the seven Cs Teaching/training aid for the (e-)retail mix . *International Journal of Retail and Distribution Management*, 33 (3): 179-193.
- Cheng, X., & Zeng, Q. & Li, Z. (2019). Mechnism Study of Repurchase Intention in Cross-Border E-Commerce. *Proceedings of the Twelfth International Conference on Management Science and Engineering Management, 2019*
- Dailysocial. (2018, Januari 4). *Dailysocial.id*. Retrieved from Dailysocial.id: <https://dailysocial.id/post/traveloka-populer-survei-nusaresearch>
- Detik. (2018, Januari 2018). *Travel.detik.com*. Retrieved from Travel.detik.com: <https://travel.detik.com/travel-news/d-2353478/kini-traveling-jadi-prioritas-kedua-orang-indonesia,&>
<https://travel.detik.com/travel-news/d-4397507/bidik-target-350-tiketcom-pasang-slogan-baru>

- Dinisari, M. C. (2016, Oktober 13). Retrieved from <http://traveling.bisnis.com>:
<http://traveling.bisnis.com/read/20161013/85/592095/tren-pemesanan-ka-cenderung-melonjak-di-akhir-tahun>
- Dixit, V. (2004). Marketing Bank Products. *IBA Bulletin, April '14*, 15.
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS)*. Semarang: Badan Penerbit Universitas Diponegoro Semarang.
- Hair et all, J. F. (2010). *Multivariate Data Analysis*. Prentice-Hall.
- Hariaja, J.S., (2017). The Effect Of E-Marketing Mix On Satisfaction And Its Impact On Partner Loyalty Of DELIMA Point Channel. *Telkom University (2017)*
- Hsu, M.H., & Chang, C.M., & Chu, K.K., & Lee, Y.J., Chaipoopirutana, S. & Kyauk, S.T., (2014). Determinants of repurchase intention in online group-buying: The perspectives of DeLone & McLean IS succes model and trust. *Computers in Human Behavior 36 (2014) 234–245*.
- Ilmu Ekonomi ID. (2019, Januari 2019). *ilmu-ekonomi-id*. Retrieved from www.ilmu-ekonomi-id.com:
<https://www.ilmu-ekonomi-id.com/2016/12/pengertian-retail-dan-5-jenis-retail.html>
- Indrawati, P. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.
- Kalyanam, K., & McIntyre, S. (2002). The E-Marketing Mix: A Contribution of the E-Tailing Wars. *Journal of the Academy of Marketing Science: October 2002*, 1-39.
- Keller, K. (2013). *Strategic Brand Management*. USA: Pearson.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing (14th Ed)*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. New Jersey: Pearson Education.

- Laudon, K. d. (2012). *E-commerce 2012 Business Technology Society 8th Edition*. England: Pearson Education.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Mahendratmo, B. P. J. (2019). Analysis of E-Marketing Mix to Consumer Purchase Decisions Traveloka. *Asian Journal of Management Sciences & Education Vol. 8(1) January 2019*
- Mahmood, R., & Khan, S. M. (2014). Impact of Service Marketing Mixes on Customer Perception: A Study on Eastern Bank Limited, Bangladesh. *European Journal of Business and Management 2014*, 164-172.
- Maxmanroe. (2018). Retrieved from www.maxmanroe.com:https://www.maxmanroe.com/traveloka-solusi-pesan-tiket-pesawat-tanpa-ribet.html
- Nielsen. (2014). *Konsumen Indonesia Mulai Menyukai Belanja Online*. Nielsen. Retrieved from Nielsen.
- Nuseir et al, M. T. (2010). Evidence of Online Shopping: A Consumer Perspective. *International Review of Business Research Papers Volume 6. Number 5. November 2010*, 90-106.
- Phuong,N.N.D.,& Trang,T.T.D. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Marketing and Branding Research 5(2018) 78-91*.
- Sam, K. M., & Chatwin, C. R. (2014). Measuring E-Marketing Mix Elements for Online Business. *Research Gate*, 1-15.
- Satit dkk, R. P. (2012). The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents: An Empirical Study. *International Journal of Academic Research in Business and Social Sciences 2012*, 522-530.
- Sekaran, U. (2006). In *Research Methods For Business : Buku 2 (4th Ed)*. Jakarta: Salemba Empat.

- Selimun, & Fernandes, A.A.R. (2018). The mediation effect of customer satisfaction in the relationship between quality, service orientation, and marketing mix strategy to customer loyalty. *Journal of Management Development Vol. 37 No. 1, 2018 pp. 76-87*
- Shergill, G. S., & Chen, Z. (2005). Web-based shopping: consumers' attitudes towards online shopping in New Zealand. *Journal of Electronic Commerce Research, VOL. 6, NO.2, 2005, 79 - 94.*
- SimiliarWeb. (2018, April 25). *Similiarweb*. Retrieved from <https://www.similarweb.com>:
<https://www.similarweb.com/website/traveloka.com#overview>
- Solomon, M. R. (2013). *Consumer Behaviour: Buying, Having, and Being (10th)*. New Jersey: Prentice Hall.
- Sudjatmika, F. V. (2017). Pengaruh Harga, Ulasan Produk Kemudahan, dan Keamanan Terhadap Keputusan Pembelian Secara Online di Tokopedia.com. *AGORA Volume 5 No 1, 1-7.*
- Sukotjo, H., & Radix, S. (2010). Analisa Marketing Mix-7P (Produk, Price, Promotion, Place, Partisipant, Process, dan Physical Evidence) terhadap Keputusan Pembelian Produk Klinik Kecantikan Teta di Surabaya. *Jurnal Mitra Ekonomi dan Manajemen Bisnis, Vol.1, No. 2, Oktober 2010, 216-228.*
- Syahdadini, P., & Ariyanti, M. (2018). PENGARUH BAURAN PEMASARAN TERHADAP KEPUTUSAN PEMBELIAN PRODUK MOBILE XL (STUDI KASUS DI KOTA BANDUNG). *Fakultas Ekonomi dan Bisnis, Universitas Telkom, 1-5.*
- Techinasia, I. (2017). Retrieved from Techinasia.com: <https://id.techinasia.com/pertumbuhan-pengguna-internet-di-indonesia-tahun-2016>
- Tiket.com. (2019, Mei 22). *Tiket.com*. Retrieved from Tiket.com: <https://www.tiket.com.com/>

- Traveloka. (2019, Mei 22). *Traveloka*. Retrieved from Traveloka:
<https://www.traveloka.com/>
- UCNews. (2019, Mei 22). *UCNews*. Retrieved from UCNews:
<https://www.ucnews.id/news/ShopBack---Orang-Indonesia-Suka-Travelling--Ini-Buktinya-/292246063993531.html>
- Usman, S. (2016, April 22). Retrieved from www.merdeka.com:
<https://www.merdeka.com/teknologi/pegipegicom-klaim-sudah-untung.html>
- Wijanto. (2008). *Structural Equation Modelling dengan LISREL 8.8*. Yogyakarta: Graha Ilmu.