

## DAFTAR PUSTAKA

- Al-dweeri, Rami Mohammad et al. 2017. "The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust." *International Journal of Marketing Studies* 9(2): 92.
- Amin, Muslim. 2016. "Internet Banking Service Quality and Its Implication on E-Customer Satisfaction and e-Customer Loyalty." *International Journal of Bank Marketing* 34(3): 280–306.
- Analisa.id. (6 Oktober,2019) . *Sejarah Panjang Ovo : Startup Unicorn Kelima Indonesia* . Diakses pada <https://analisa.id/sejarah-panjang-ovo-startup-unicorn-kelima-indonesia/09/10/2019/>
- Anderson, Rolph E., and Srini S. Srinivasan. 2003. "E-Satisfaction and E-Loyalty: A Contingency Framework." *Psychology and Marketing* 20(2): 123–38.
- Azizah, N. (2018, Juni 12). *Belanja Tanpa Uang Tunai Makin Disukai Konsumen*. Dipetik 12 17, 2018, dari <https://www.republika.co.id/berita/gaya-hidup/trend/18/06/13/pa7348370-belanja-tanpa-uang-tunai-makin-disukai-konsumen>
- Catriana, Elsa (10 Januari, 2020) *Studi: 68 Persen Pengguna Dompot Digital adalah Milenial*. Diakses pada <https://money.kompas.com/read/2020/02/12/131300826/studi--68-persen-pengguna-dompot-digital-adalah-milenial>.
- Clement,J (21 November, 2019) *Mobile payments worldwide - Statistics & Facts*. Diakses pada <https://www.statista.com/topics/4872/mobile-payments-worldwide/>
- Devita, Vivin Dian (12 Agustus, 2019) *Siapa Aplikasi E-wallet dengan Pengguna Terbanyak di Indonesia?*. Diakses pada <https://iprice.co.id/trend/insights/e-wallet-terbaik-di-indonesia/>
- Fauzia, Mutia (2020) *Perempuan Indonesia Belanja Online: Impulsif hingga Tergiur Gratis Ongkir*. Diakses pada <https://money.kompas.com/read/2019/04/04/123029126/perempuan-indonesia-belanja-online-impulsif-hingga-tergiur-gratis-ongkir/>
- Hamid, Samrena Jabeen (2019) *Customer Switching Intention Behavior In Retail Hypermarket Kingdom of Saudi Arabia* . Arab Saudi : Partridge
- Hao, Jin Xing, Yan Yu, Rob Law, and Davis Ka Chio Fong. 2015. "A Genetic Algorithm-Based Learning Approach to Understand Customer Satisfaction with OTA Websites." *Tourism Management* 48: 231–41. <http://dx.doi.org/10.1016/j.tourman.2014.11.009>.
- Jasmine, Enberg (24 Oktober,2019) *Global Mobile Payment Users 2019*. Diakses pada <https://www.emarketer.com/content/global-mobile-payment-users-2019>
- John W. Mullins, Orville C. Walker,Jr. (2013) *Marketing Management: A Strategic Decision-Making Approach* . 8th Edition New York : McGraw-Hill

- Kotler Philip et al (2017) *Marketing for Hospitality and Tourism, Seventh Edition*. England : Pearson Education Limited.
- Kotler Philip, K. L. (2012). *Marketing Manajemen, 14th Edition*. Jakarta: Erlangga.
- Kotler, Philip & Gary Armstrong. (2012). *Principle of Marketing. 15th edition*. New Jersey: Pearson Prentice Hall.
- Lupiyoadi, Rambat. (2013). *Manajemen Pemasaran Jasa*. Jakarta: Salemba Empat.
- Media Konsumen ( 28 Oktober, 2019) *Saldo OVO Cash Hilang, Hanya Disuruh Menunggu*. Diakses pada <https://mediakonsumen.com/2019/10/28/surat-pembaca/saldo-ovo-cash-hilang-hanya-disuruh-menunggu>
- Monavita, Ambaranie Nadila ( 20 Desember, 2018) *Dalam Setahun, Pengguna OVO Melonjak 400 Persen*. Diakses pada <https://ekonomi.kompas.com/read/2018/12/20/153600326/dalam-setahun-pengguna-ovo-melonjak-400-persen?page=all>
- Nasution, Helvinasari. 2019. “European Journal of Management and Marketing Studies THE EFFECT OF E-SERVICE QUALITY ON E-LOYALTY THROUGH E-SATISFACTION ON STUDENTS OF OVO APPLICATION USERS AT THE FACULTY OF ECONOMICS.” : 146–62.
- Nistanto, Reska (8 Desember, 2019) *Layanan Dompot Digital Ovo Alami Gangguan Siang Ini*. <https://tekno.kompas.com/read/2019/08/12/12580027/layanan-dompot-digital-ovo-alami-gangguan-siang-ini>
- Parwita, Eka Santhika ( 5 November, 2019) *Ovo Error, Netizen Ribut*. Diakses pada <https://www.cnnindonesia.com/teknologi/20191105124250-192-445723/ovo-eror-netizen-ribut>
- Sekaran, Uma dan Bougie, Roger (2013). *Research Methods for Business: A Skill-Building Approach*.
- Setiawan, Tony (2019) *Pengaruh sales promotion dan brand image terhadap repurchase intention melalui customer satisfaction pada pengguna OVO Surabaya*. Widya Mandala Catholic University Surabaya Repository
- Setyowati, Desi ( 27 November, 2019 ) *Riset: Kalahkan OVO, GoPay Paling Banyak Digunakan Tahun Ini*. Diakses pada <https://katadata.co.id/berita/2019/11/27/riset-kalahkan-ovo-gopay-paling-banyak-digunakan-tahun-ini>
- Sugiyono. (2016). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni, Wiratna. (2015). *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press
- Sunjoyo, (2013). *Aplikasi SPSS Untuk Smart Riset: Program IBM SPSS 21.0*. Bandung: Alfabeta
- Supramono, & Haryanto. (2012). *Desain Proposal Penelitian Studi Pemasaran*. Jakarta: Salemba Empat.

- Ting, Ong Soo et al. 2016. "E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence Form Malaysia." IOP Conference Series: Materials Science and Engineering 131(1).
- Tjiptono, Fandy & Chandra Gregorius. (2017). *Pemasaran Strategik*. Yogyakarta: CV Andi Offset.
- Tjiptono, Fandy. (2013). *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Walfajri, Maizal (1 Juni,2019) *Menempati urutan pertama, 60% pengguna OVO top up saldo lewat perbankan*. Diakses pada <https://keuangan.kontan.co.id/news/menempati-urutan-pertama-60-pengguna-ovo-top-up-saldo-lewat-perbankan>
- Tobagus, A. (2018). Pengaruh E Service Quality Terhadap E Satisfaction Pada Pengguna di Situs Tokopedia. Agora , 1-10.
- Zikmund.W.G dan Babin.B.J. (2013). *Essentials of Marketing Research -5/E*. China: South-Wester Cengage Learning