

DAFTAR PUSTAKA

- Aguwa, C. C., Monplaisir, L., & Turgut, O. (2012). Voice of the customer: Customer satisfaction ratio based analysis. *Expert Systems with Applications*, 10112-10119.
- Ariata, C. (2020, December 2). *Apa Itu SEO? Pengertian SEO dan Cara Kerjanya*. Diambil kembali dari Hostinger: <https://www.hostinger.co.id/tutorial/apa-itu-seo/>
- Baki, B., Basfirinci, C. S., AR, I. M., & Cilingir, Z. (2009). An application of integrating SERVQUAL and Kano's model into QFD for logistics services: A case study from Turkey. *Asia Pacific Journal of Marketing and Logistics*, 106 - 126.
- Bala, M., & Verma, D. (2018). A Critical Review of Digital Marketing. *International Journal of Management, IT & Engineering*, 321-339.
- Barnes, S. J., & Vidgen, R. T. (2002). AN INTEGRATIVE APPROACH TO THE ASSESSMENT OF E-COMMERCE QUALITY . *Journal of Electronic Commerce Research*, 114-127.
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 500-517.
- Dominici, G., & Palumbo, F. (2013). How to build an e-learning product: Factors for student/customer satisfaction. *Business Horizons*, 87-96.
- Garett, R., Chiu, J., Zhang, L., & Young, S. D. (2016). A Literature Review: Website Design and User Engagement. *Online Journal of Communication and Media Technologies*, 1-14.
- Hadiyati, E. (2016). STUDY OF MARKETING MIX AND AIDA MODEL TO PURCHASING ON LINE PRODUCT IN INDONESIA. *British Journal of Marketing Studies*, 49-62.

- Hootsuite. (2020). *DIGITAL 2020 INDONESIA*. Vancouver: Hootsuite and We Are Social.
- Iba, T., Yoshikawa, A., & Munakata, K. (2017). Philosophy and Methodology of Clustering in Pattern Mining: KJ method invented by a Japanese Anthropologist Jiro Kawakita's KJ Method. *24th Conference on Pattern Languages of Programs* (hal. 1-11). Vancouver: HILLSIDE.
- Kesuma, D. P., Hidayanto, A. N., Meyliana, Phusavat, K., & Chahyati, D. (2016). Integrating E-SERVQUAL and Kano Model into Quality Function Deployment to Improve Website Service Quality: An Application to University's Website. Dalam G. Sreedhar, *Design Solutions for Improving Website Quality and Effectiveness* (hal. 52-87). Pennsylvania: IGI Global.
- Khadka, K., & Maharjan, S. (2017). *CUSTOMER SATISFACTION AND CUSTOMER LOYALTY*. Kokkola: Centria University of Applied Sciences Pietarsaari.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran*. Jakarta: Erlangga.
- Lestari, D., & Surendro, K. (2017). Designing Kano-Based E-Service Quality Model to Improve User Satisfaction. *International Conferences on Information Technology, Information Systems and Electrical Engineering*, 147-152.
- Moon, N. N., Sultana, S., Nur, F. N., & Saifuzzaman, M. (2017). A Literature Review of the Trend of Electronic Commerce in Bangladesh Perspective. *Global Journal of Management and Business Research (B) Economics and Commerce*, 10-18.
- Parasuraman, A., A. V., Zeithaml, & Berry, L. L. (1985). A Conceptual Model of Service Quality and Its Implications for Future Research. *Journal of Marketing*, 41-50.

- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL A Multiple-Item Scale for Assessing Electronic Service Quality. *Journal of Service Research*, 213-233.
- Priyono, A., & Yulita, A. (2017). Integrating Kano Model and Quality Function Deployment for designing service in hospital front office. *Intangible Capital*, 923-945.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The Impact Of E-Service Quality and Customer Satisfaction On Customer Behavior In Online Shopping. *Heliyon*, Volume 5, Issue 10.
- Sabanoglu, T. (2021, April 23). *Conversion rate of online shoppers worldwide as of 3rd quarter 2020*. Diambil kembali dari statista: <https://www.statista.com/statistics/439576/online-shopper-conversion-rate-worldwide/>
- Sauerwein, E., Bailom, F., Matzler, K., & Hinterhuber, H. H. (1996). THE KANO MODEL: HOW TO DELIGHT YOUR CUSTOMERS. *International Working Seminar on Production Economics*, 313-327.
- Sugiyono. (2015). *Metode Kuantitatif, Kualitatif dan Metode Penelitian dan Pengembangan (R&D)*. Bandung: CV Alfabeta.
- Tan, K. C., & Pawitra, T. A. (2001). Integrating SERVQUAL and Kano's model into QFD for service excellence development. *Journal of Service Theory and Practice* , 418-430.
- Ulrich, K. T., & Eppinger, S. D. (2016). *Product Design and Development: Sixth Edition*. New York: McGraw-Hill Education.
- Walden, D. (1993). A Special Issue on Kano's Methods for Understanding Customer-defined Quality. *Center for Quality of Management Journal*, 2–36.

Wallace. (2017). *Workbook E: Conducting In-Depth Interviews*. New York: The Wallace Foundation.

Wani, T. A. (2020). FROM 4PS TO SAVE A THEORITICAL ANALYSIS OF VARIOUS MARKETING MIX MODELS. *BUSINESS SCIENCES INTERNATIONAL RESEARCH JOURNAL*, 1-9.

Wardhana, A. (2015). Strategi Digital Marketing dan Implikasinya Pada Keunggulan Bersaing UMK di Indonesia. *In Seminar Nasional Keuangan dan Bisnis IV*(April 2015), 327-337.