

REFERENCES

- Abdillah, W., & Jogiyanto. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*.
- Ahn, T., Ryu, S., & Han, I. (2004). The impact of the online and offline features on the user acceptance of Internet shopping malls. *Electronic Commerce Research and Applications*, 3(4), 405–420. <https://doi.org/10.1016/j.elerap.2004.05.001>
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 92(4), 500–517. <https://doi.org/10.1016/j.jretai.2016.09.002>
- Campbell, M. C., & Goodstein, R. C. (2001). The Moderating Effect of Perceived Risk on Consumers' Evaluations of Product Incongruity: Preference for the Norm. *Journal of Consumer Research* 28, 439–449.
- Díaz, E., & Koutra, C. (2013). Evaluation of the persuasive features of hotel chains websites: A latent class segmentation analysis. *International Journal of Hospitality Management*, 34(1), 338–347. <https://doi.org/10.1016/j.ijhm.2012.11.009>
- Digital in Indonesia: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights.* (n.d.-a). Retrieved February 15, 2022, from <https://datareportal.com/reports/digital-2021-indonesia>
- Digital in Indonesia: All the Statistics You Need in 2021 — DataReportal – Global Digital Insights.* (n.d.-b). Retrieved February 6, 2022, from <https://datareportal.com/reports/digital-2021-indonesia>
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139–150. <https://doi.org/10.1016/j.chb.2016.09.057>
- Firdous, S., & Farooqi, R. (2019). *Service Quality To E-Service Quality: A Paradigm Shift*.

- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6–21.
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of Services Marketing*, 24(2), 142–156. <https://doi.org/10.1108/08876041011031118>
- Grönroos, C. (2000). *Service management and marketing : a customer relationship management approach*. Wiley.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139–152. <https://doi.org/10.2753/MTP1069-6679190202>
- Hasil Riset Indeks Kebahagiaan Berbelanja Online 2021, Ternyata E-Commerce Ini yang Paling Buat Bahagia - Semua Halaman - Nextren.grid.id.* (n.d.). Retrieved February 6, 2022, from <https://nextren.grid.id/read/012985863/hasil-riset-indeks-kebahagiaan-berbelanja-online-2021-ternyata-e-commerce-ini-yang-paling-buat-bahagia?page=all>
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer behavior : building marketing strategy*. McGraw-Hill Irwin.
- Hsin Chang, H., & Wang, H. W. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Online Information Review*, 35(3), 333–359. <https://doi.org/10.1108/1468452111151414>
- Hurlock, E. (2012). *Psikologi Perkembangan (Suatu Pendekatan Sepanjang Rentang Kehidupan)* (5 Edition). Penerbit Erlangga .
- Indonesia ecommerce marketplace GMV reached US\$40 billion, with Shopee and Tokopedia leading - TLD by MW / DO.* (n.d.-a). Retrieved February 15, 2022,

from <https://thelowdown.momentum.asia/indonesia-ecommerce-marketplace-gmv-reached-us40-billion-with-shopee-and-tokopedia-leading/>
Indonesia ecommerce marketplace GMV reached US\$40 billion, with Shopee and Tokopedia leading - TLD by MW / DO. (n.d.-b). Retrieved February 6, 2022, from <https://thelowdown.momentum.asia/indonesia-ecommerce-marketplace-gmv-reached-us40-billion-with-shopee-and-tokopedia-leading/>
Indonesia: mobile internet users 2026, Statista. (n.d.). Retrieved February 5, 2022, from <https://www.statista.com/statistics/558642/number-of-mobile-internet-user-in-indonesia/>
Indonesia: number of monthly web visits on Shopee 2021, Statista. (n.d.). Retrieved February 15, 2022, from <https://www.statista.com/statistics/1012548/indonesia-number-monthly-web-visits-shopee-quarter/>
Indonesia: reasons to prefer Shopee over others 2018, Statista. (n.d.). Retrieved February 15, 2022, from <https://www.statista.com/statistics/964362/indonesia-reasons-to-prefer-shopee-over-others/>

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis* (1st ed.). PT Refika Aditama.

Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulistyo, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>

Kotler, P., & Keller, K. L. (2012). *Marketing management* (14th ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.

Kotler, P., Wong, V., John, S., & Armstrong Gary. (2005). *Principles of Marketing* Visit the. www.pearsoned.co.uk/

- Lupiyoadi, R., & Hamdani, D. A. (2011). *Manajemen Pemasaran Jasa* (2nd ed.). Salemba Empat.
- Miswanto, M., & Angelia, Y. R. (2019). *The Influence of Customer Satisfaction on Trust, Word of Mouth, and Repurchase Intention: Case for Consumer of Souvenir Stores in Yogyakarta.* 308–313. <https://doi.org/10.5220/0008492303080313>
- Narimawati, U., & Sarwono, J. (2007). *Structural equation modeling (SEM) dalam riset ekonomi : menggunakan lisrel*. Gaya Medias.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Pengguna Internet di Indonesia.* (n.d.). Retrieved February 5, 2022, from <https://kompaspedia.kompas.id/baca/infografik/peta-tematik/pengguna-internet-di-indonesia>
- Pereira, H. G., Salgueiro, M. de F., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30, 279–291. <https://doi.org/10.1016/J.JRETCONSER.2016.01.003>
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). Journal of Marketing and Consumer Research www.iiste.org ISSN. In *An International Peer-reviewed Journal* (Vol. 30). www.iiste.org
- Rice, M. (1997). What makes users revisit a Web site? *Marketing News*, 31(6), 11–18.
- Riduwan, & Husdarta. (2012). *Metode & Teknik Menyusun Proposal Penelitian*. Alfabeta.
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10). <https://doi.org/10.1016/j.heliyon.2019.e02690>

- Sallam, M. A. (2014). The Effects of Brand Image and Brand Identification on Brand Love and Purchase Decision Making: The Role of WOM. *International Business Research*, 7(10). <https://doi.org/10.5539/ibr.v7n10p187>
- satisfaction noun - Definition, pictures, pronunciation and usage notes / Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.com.* (n.d.). Retrieved December 30, 2021, from <https://www.oxfordlearnersdictionaries.com/definition/english/satisfaction?q=satisfaction>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (Seventh). Wiley.
- Shopee jadi e-commerce terbanyak digunakan selama akhir 2021 - ANTARA News.* (n.d.). Retrieved February 14, 2022, from <https://www.antaranews.com/berita/2677053/shopee-jadi-e-commerce-terbanyak-digunakan-selama-akhir-2021>
- Stauss, B., & Neuhaus, P. (1997). *The qualitative satisfaction model* (Vol. 8).
- Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D* (19th ed.). Penerbit Alfabeta.
- Sujarwени, V. W. (2015). Metodologi Penelitian Bisnis Dan Ekonomi. *Pustaka Baru Press*.
- Tentang Shopee - Karir / Shopee Indonesia.* (n.d.). Retrieved February 15, 2022, from <https://careers.shopee.co.id/about>
- Tjiptono, F., & Chandra, G. (2016). *Service, Quality, and Customer Satisfaction* (F. Tjiptono, Ed.; 5th ed.). Penerbit Andi .
- Top Brand Index Beserta Kategori Lengkap / Top Brand Award.* (n.d.). Retrieved February 15, 2022, from https://www.topbrand-award.com/top-brand-index/?tbi_find=shopee
- Wolfinbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*, 79(3), 183–198. [https://doi.org/10.1016/S0022-4359\(03\)00034-4](https://doi.org/10.1016/S0022-4359(03)00034-4)

- Wu, M.-Y., & Tseng, L.-H. (2014). Customer Satisfaction and Loyalty in an Online Shop: An Experiential Marketing Perspective. *International Journal of Business and Management*, 10(1). <https://doi.org/10.5539/ijbm.v10n1p104>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2010). *Business Research Methods* (8th ed.). South-Western Cengage Learning.