

DAFTAR PUSTAKA

- Amalia, E. I. (2020). *MENGINTIP BISNIS PERUSAHAAN VOUCHER GAME DIGITAL DI INDONESIA*. <https://hybrid.co.id/post/bisnis-voucher-game-digital>
- Anestia, C. (2016). *Pengguna Mobile Lebih Suka Pakai Aplikasi Dibanding Browser*. <https://www.liputan6.com/tekno/read/2477796/pengguna-mobile-lebih-suka-pakai-aplikasi-dibanding-browser>
- Azwar. (1987). *Metodologi Penelitian*. Binarupa Aksara.
- Barnes, S., & Vidgen, R. (2002). An Integrative Approach to the Assessment of E-Commerce Quality. *Journal of Electronic Commerce Research*. *Journal of Electronic Commerce Research*, 3(3), 114–127.
- Birkmeyer, S., Wirtz, B. W., & Langer, P. F. (2021). Determinants of mHealth success: An empirical investigation of the user perspective. *International Journal of Information Management*, 59(April), 102351. <https://doi.org/10.1016/j.ijinfomgt.2021.102351>
- 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>
- Candra, S., & Juliani, M. (2018). Impact of E-Service Quality and Customer Value on Customer Satisfaction in Local Brand. *Binus Business Review*, 9(2), 125–132. <https://doi.org/10.21512/bbr.v9i2.4650>
- Chandra, W., & Wirapraja, A. (2020). The Effect of Application Usability, Service Quality, and E-Satisfaction on Influencing Purchase Intention of GO-FOOD Customers. *Indonesian Journal of Information Systems*, 3(1), 38. <https://doi.org/10.24002/ijis.v3i1.3563>
- Chin, W. . W. (1998). *The Partial Least Squares Approach to Structural Equation Modeling*. *Modern Methods for Business Research*.
- Da Costa Tavares, O. C. (2020). The Web-Based Usability Heuristic Survey Supports User Satisfaction. *Indonesian Journal of Information Systems*, 3(1), 75. <https://doi.org/10.24002/ijis.v3i1.3579>
- Daassi, M., & Debbabi, S. (2021). Intention to reuse AR-based apps: The combined role of the sense of immersion, product presence and perceived realism. *Information and Management*, 58(4), 103453. <https://doi.org/10.1016/j.im.2021.103453>
- Dahlan, M. S. (2014). *Statistik untuk Kedokteran dan Kesehatan*. Epidemiologi Indonesia.

- De Oliveira, R., Cherubini, M., & Oliver, N. (2012). Influence of usability on customer satisfaction: A case study on mobile phone services. *CEUR Workshop Proceedings*, 922(September), 14–19.
- Fakarilmi, H., & Prasetio, A. (2019). *THE EFFECT OF USABILITY, INFORMATION QUALITY AND SERVICE INTERACTION ON CUSTOMER SATISFACTION AND REPEAT PURCHASE INTENTION AT TIKET.COM WEBSITE*.
- Firdous, S., & Farooqi, R. (2019). Service quality to e-service quality: A paradigm shift. *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2019(MAR), 1656–1666.
- 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>
- Indraawan, R., & Yaniawan, P. (2014). *metode penelitian kuantitatif, kualitatif dan campuran* (N. Falah Atif (ed.)). refika.
- Indrawati, I. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. PT Refika Aditama.
- Kusdinar, P., & Ariyanti, M. (2020). The influence of e-service quality on the data package buying experience in Telkomsel. *Understanding Digital Industry*, 27–30. <https://doi.org/10.1201/9780367814557-9>
- Lee, K. C., & Chung, N. (2009). Understanding factors affecting trust in and satisfaction with mobile banking in Korea: A modified DeLone and McLean's model perspective. *Interacting with Computers*, 21(5–6), 385–392. <https://doi.org/10.1016/j.intcom.2009.06.004>
- Melović, B., Jocović, M., Dabić, M., Vulić, T. B., & Dudic, B. (2020). The impact of digital transformation and digital marketing on the brand promotion, positioning and electronic business in Montenegro. *Technology in Society*, 63, 101425. <https://doi.org/10.1016/j.techsoc.2020.101425>
- Novrialdy, E. (2019). Kecanduan Game Online pada Remaja: Dampak dan Pencegahannya. *Buletin Psikologi*, 27(2), 148. <https://doi.org/10.22146/buletinpsikologi.47402>
- Olson, E. M., Olson, K. M., Czaplewski, A. J., & Key, T. M. (2021). Business strategy and the management of digital marketing. *Business Horizons*, 64(2), 285–293. <https://doi.org/10.1016/j.bushor.2020.12.004>
- Pangestu, Y. (2017). PENGARUH CUSTOMER SATISFACTION TERHADAP

CUSTOMER LOYALTY PADA PEMBELIAN TIKET ONLINE PESAWAT DI SURABAYA. *Calyptra*, 6(2), 892–909.

- 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>
- Patel, N. (2020). *Bounce Rate Analytics: How to Measure, Assess, and Audit to Increase Conversions*. <https://neilpatel.com/blog/bounce-rate-analytics/>
- 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), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Shabrina Nurqamarani, A., Robin Jonathan, L., NH Gaffar, E., & Indrawati, A. (2020). the Effects of Mobile Service Qualities on Customer Reuse Intention of Gojek Super App. *Humanities & Social Sciences Reviews*, 8(4), 1134–1146. <https://doi.org/10.18510/hssr.2020.84108>
- Shi, M., & Yuan, H. (2019). Impact of e-commerce website usability on user satisfaction. *Journal of Advanced Computational Intelligence* AnShi, M., & Yuan, H. (2019). *Impact of e-Commerce Website Usability on User Satisfaction. Journal of Advanced Computational Intelligence and Intelligent Informatics*, 23(1), 91–96. <https://doi.org/10.20965/jaciii.2019.p0091>
- Sidik, M., & Indrawati, I. (2019). *PENGARUH E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY DENGAN CUSTOMER SATISFACTION SEBAGAI INTERVENING PADA PENGGUNA JENIUS BTPN*.
- Sugiyono. (2015). *Metode penelitian pendidikan*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suh, T., & Chow, T. E. (2021). Developing a digital marketing tool for ethnic ventures' mixed business model and market-shaping: A design scientific approach of web demographics. *Industrial Marketing Management*, 93(January), 10–21. <https://doi.org/10.1016/j.indmarman.2020.12.014>
- Tran, L. T. T., Pham, L. M. T., & Le, L. T. (2019). E-satisfaction and continuance intention: The moderator role of online ratings. *International Journal of Hospitality Management*, 77(November 2017), 311–322. <https://doi.org/10.1016/j.ijhm.2018.07.011>
- Turel, O., & Connelly, C. E. (2013). Too busy to help: Antecedents and outcomes of interactional justice in web-based service encounters. *International Journal of*

Information Management, 33(4), 674–683.
<https://doi.org/10.1016/j.ijinfomgt.2013.03.005>

- Vatolkina, N., Gorbashko, E., Kamynina, N., & Fedotkina, O. (2020). E-service quality from attributes to outcomes: The similarity and difference between digital and hybrid services. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 1–21. <https://doi.org/10.3390/joitmc6040143>
- Wang, W. T., & Chen, W. Y. (2016). Assessing the effects of mobile service quality on customer satisfaction and the continued usage intention of mobile service: A study of non-gaming mobile apps. *Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics)*, 9741, 459–467. https://doi.org/10.1007/978-3-319-40093-8_46
- Weichbroth, P. (2020). Usability of mobile applications: A systematic literature study. *IEEE Access*, 8(March), 55563–55577. <https://doi.org/10.1109/ACCESS.2020.2981892>
- Wetzler, T. (2021). *Mobile App Industry Trends 2021*. 42.
- Wirapraja, A., Aribowo, H., & Setyoadi, E. T. (2021). The Influence of E-Service Quality, and Customer Satisfaction On Go-Send Customer Loyalty In Surabaya. *Indonesian Journal of Information Systems*, 3(2), 128. <https://doi.org/10.24002/ijis.v3i2.4191>