

DAFTAR PUSTAKA

- Al-Nahdi, T., Nyakwende, E., M. Banamah, A., & Jappie, A. A. (February 2015). Factors Affecting Purchasing Behavior in Real Estate in Saudi Arabia. International Jurnal of Business and Social Science Vol. 6, No. 2
- Amuati, D. R., & Ariyanti, M. (2016). Pengaruh Brand Image Terhadap Keputusan Pembelian Pada Pt.Indonesia Air Asia Pasca Tragedi Jatuhnya Pesawat Air Asia Indonesia Qz8501 Rute Surabaya-Singapura.
- Antaki, C., Barnes, R., dan Leudar, I. (2005). Self-Disclosure as A Situated Interactional Practice. *The British Journal of Social Psychology*, 3(44), 181-189. doi:10.1348/014466604X15733
- Arum, Harjanti P. 2012. Pengaruh Kesadaran Wajib Pajak, Pelayanan Fiskus dan Sanksi Perpajakan terhadap Kepatuhan Wajib Pajak Orang Pribadi yang Melakukan Kegiatan Usaha Dan Pekerjaan Bebas. Jurnal volume 1, Nomor 1, tahun 2012. Universitas Diponegoro.
- Arumsari, R., & Ariyanti, M. (2017). The Effect of Electronic Word of Mouth, Brand Image, Customer Trust and Customer Satisfaction towards Repurchase Intention at PT. GO-JEK Indonesia. *International Journal of Science and Research (IJSR)*, 6(7), 1732–1737. <https://doi.org/10.21275/art20175247>
- Audina, M., Isnurhadi, & I. A. (2021). Faktor Yang Mempengaruhi Behavioral Intention Transaksi Keuangan Digital (E-Wallet) Pada Generasi Milenial Di Kota Palembang. *Media Riset Bisnis & Manajemen*, 21(2), 99-116.
- Barnes, S. J and Vidgen R. (2005). WebQual: An Exploration of Web Site Quality. Schoo of Management, University of Bath, Bath
- Carlson, J & Aron O'Cass, A. (2010). "Exploring the relationship between e-service quality, satisfaction, attitudes and behaviours in content- driven e-service web sites". *Journal of service marketing*, Vol. 24 No. 2, pp. 112-127.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital Marketing: Strategy, Implementation and practice (7th ed.). Pearson.

- Chan, J., Chan, I. C. C., Sassenberg, A. M., & Shrestha, A. (2022). Exploring the Formation of Mobile Travel Website Quality and Predicting its Influence on Travelers' Behavioral Intentions. *Journal of China Tourism Research*, 18(5), 1011–1034.
<https://doi.org/10.1080/19388160.2021.1969310>
- Chiu, Chao-Min, Chen-Chi Chang, Hsiang-Lan Chengdan Yu-Hui Fang. 2009. Determinants of Customer Repurchase Intention in Online Shopping. *Online Information Riview*, 33 (4), pp. 761-784.
- Chiu, H. C., Hsieh, Y. I. C., & Kao, C. Y. I. (2005). Website quality and customer's behavioural intention: An exploratory study of the role of information asymmetry. *Total Quality Management and Business Excellence*, 16(2), 185–197. <https://doi.org/10.1080/14783360500054277>
- Christodoulides, G., & De Chernatony, L. (2010). Consumer-based brand equity conceptualization and measurement-a literature review. *International Journal of Market Research*, 52(1), 43–66
- Cobb-Walgren, C.J., Ruble, C.A. and Donthu, N. (1995), “Brand equity, brand preference, and purchase intent”, *Journal of Advertising*, Vol. 24 No. 3, pp. 25-40.
- Coviello, N. Milley, R. & Marcolin, B. (2001). Understanding it-enable interactivity in contemporary marketing. *Journal of Interactive Marketing*, Vol. 15 No. 4, P. 18-33
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240.
<http://doi.org/10.1016/j.indmarman.2005.08.013>
- Cuong, D. T., & Long, N. T. (2020). The impact of Service Quality and Brand Image on Customer Satisfaction and Behavioral Intention in Vietnam Fashion Market. *Engineering and Management*, 83(March), 389–398.
- Dharmesta, B. S., dan Handoko, H. T. 2010. Manajemen Pemasaran (Analisa Perilaku Konsumen), Penerbit BPFE, Yogyakarta.

- Fandi, Tjiptono. 2014. Service, Quality & Satisfaction. Edisi 3. Yogyakarta: Penerbit Andi.
- Faqih, Husni., Kuhon, Fiola., Aji, Ardiansyah, Sop Angga., 2020. "An Analysis and Measurement of Website Quality Using WebQual 4.0 and Importance Performance Analysis (IPA) Method (A Case Study of Kemiriamba Village Brebes)". *Phys.: Conf. Ser.* **1641** 012096
- Fauziyah, Suci (2016), Pengaruh Brand Trust dan Brand Equity Terhadap Loyalitas Konsumen Pada Produk Kosmetik Wardah. *Jurnal JOM FISIP*. Vol 3 No. 2.
- Gardner, B. B., & Levy, S. (1955). The Product and the Brand. *Harvard Business Review*.
- Google Analitics (2022). "Grafik jumlah visitor Medcom.id bulan Agustus 2022". Google Analitics. (2022)
- Google Analitics (2022). "Grafik jumlah visitor Medcom.id bulan September 2022". Google Analitics. (2022)
- Google Analitics (2022). "Grafik jumlah visitor Medcom.id bulan Oktober 2022". Google Analitics. (2022)
- Google Analitics (2022). "Grafik jumlah visitor dari 1 Januari – 31 Desember 2020". Google Analitics. (2022)
- Google Analitics (2022). "Grafik jumlah visitor dari 1 Januari – 31 Desember 2021". Google Analitics. (2022)
- Google Analitics (2022). "Grafik jumlah visitor dari 1 Januari – 31 Oktober 2020". Google Analitics. (2022)
- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., Singhet, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, JBR 09187(9).
- GWI.com (2022) "Alasan visitor menggunakan internet". GWI.com (2022)
- Hays, W. L., 1976, Quantification in Psychology, New Delhi, Prentice Hall
- Heizer, Jay and Render Barry, (2015), Manajemen Operasi: Manajemen Keberlangsungan dan Rantai Pasokan, edisi 11, Salemba Empat, Jakarta.

- Huang, S., & Hsu, C. H. C. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of Travel Research*, 48(1), 29e44.
- Hung-Chang Chiu, Yi-Ching Hsieh & Ching-Yi Kao (2005) Website quality and customer's behavioural intention: an exploratory study of the role of information asymmetry, *Total Quality Management & Business Excellence*, 16:2, 185-197, DOI: [10.1080/14783360500054277](https://doi.org/10.1080/14783360500054277).
- <https://www.apjji.or.id/> (2022). “penduduk Indonesia yang telah terkoneksi dengan internet pada kurun 2021-2022”. APJJI. (2022)
- Hosany, S., Ekinci, Y. and Uysal, M. (2007) “Destination Image and Destination Personality” *International Journal of Culture, Tourism and Hospitality Research*, 1 (1), 62-81
- Indrawati. (2015). Metode Penelitian Manajemen Dan Bisnis Konvergensi Teknologi Komunikasi Dan Informasi, Bandung : Aditama.Sekaran 2013
- Iskandar, H., & Berlianto, M. P. (2018, Oktober 15). Analisis Pengaruh Brand Image, Perceived Price, Trust Dan Value Terhadap Behavioral Intention Pengguna Smartphone Samsung Galaxy S8. *Seminar Nasional dan Call for Paper*. Tangerang, Banten, Indonesia: Universitas Pelita Harapan.
- Khan, Imran dan Majeed, Salman (2012). Impact Of Brand Related Attributes On Purchase Intention Of Customers. A Study About The Customers Of Punjab, Pakistan. Pakistan.
- Katadata.co.id (2022). “Jumlah Pengguna Internet di Indonesia pada tahun 2022”. Katadata.co.id. Jakarta (2022)
- Kotler dan Keller. 2009. Manajemen Pemasaran. Jilid I. Edisi ke 13. Jakarta: Erlangga
- Kotler, Philip and Gary Armstrong. (2016). Prinsip-prinsip Pemasaran (Bob Sabran, Penerjemah). Jakarta: Erlangga.
- Medcom.id FAQ (2022). “Tentang Kami”. Homepage Mecom.id (2022)
- Mowen / Hansen. 2013. Akuntansi Manajerial. Salemba Empat. Jakarta
- Mowen, John C dan Minor, Micheal. (2012). Perilaku Konsumen dialih bahasakan oleh Dwi Kartika Yahya. Jakarta : Erlangga.

- Muhsin, Ali. & Zuliestiana, Dinda Amanda. (2017). "Analisis Pengaruh Kualitas Website (*WebQual*) 4.0 Terhadap Kepuasan Pengguna Bukalapak di Kota Bandung". [online]. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/4977> [25 Oktober 2022]
- Kilgour, Peter., Reynaud, Daniel., Northcote, Maria., dan Shields, Marion. 2015. "Role Playing As A Tool To Facilitate Learning, Self Reflection And Social Awareness In Teacher Education". International Journal of Innovative Interdisciplinary Research
- Krause, K. L., Bochner, S., dan Duchesne, S. (2006). *Educational Psychology for Learning and Teaching* (2nd ed.). South Melbourne, Vic., Australia: Thomson.
- Kuncoro, Mudrajad.2007. Metode Kuantitatif: Teori dan Aplikasi Untuk Bisnis dan Ekonomi. Yogyakarta: UPP STIM YKPN. Mulyasa. 2006.
- Low, G. S., & Lamb, C. W. (2000). The measurement and dimensionality of brand associations. *Journal of Product & Brand Management*, 9(6), 350–370. <https://doi.org/10.1108/10610420010356966>
- Namkung, Y. & Jang, S. (2007). Does food quality really matter in restaurant?: its impact on customer satisfaction and behavioral intentions. *Journal of Hospitality and Tourism Research*, Vol. 31 No. 3, pp. 387-410.
- Nykiel, Ronald A. (2003). Marketing your business : a guide to developing a strategic marketing plan / Ronald A. Nykiel.
- O'Cass, A. & Grace, D. (2004), "Exploring consumer experiences with a service brand", *Journal of Product & Brand Management*, Vol. 13 No. 4, pp. 257-68.
- Oppong, P. K. (2021). The Effect of Brand Credibility, Brand Image and Customer Satisfaction on Behavioural Intentions in Traditional Medicine Market. *Journal of Social and Development Sciences*, 11(4(S)), 15–25. [https://doi.org/10.22610/jsds.v11i4\(s\).3133](https://doi.org/10.22610/jsds.v11i4(s).3133)

- Permana, M. S., & Haryanto, J. O. (2014). Pengaruh Country Of Origin, Brand Image dan Persepsi Kualitas Terhadap Intensitas Pembelian. XVIII(03), 47 365–380.
- Purwianti, L., & Tio, K. (2017). Faktor-Faktor Yang Mempengaruhi Behavioural Intention. *Jurnal Manajemen Maranatha*, 17(1), 15-32.
- Ragatantya, V. C., & Soesanto, H. (2015). "Analisis Pengaruh Kualitas Produk Dan Brand Images Terhadap Behavioural Intention Pada Konsumen Antimo Di Kota Semarang. *Diponegoro Journal Of Marketing*, 5(2), 1-11.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Saha, G. C., & Theingi. (2009). Service quality, satisfaction, and behavioural intentions: A study of low-cost airline carriers in Thailand. *Managing Service Quality*, 19(3), 350–372. <https://doi.org/10.1108/09604520910955348>
- Sangadji, E.M., dan Sopiah. 2013. Prilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian. Yogyakarta: Penerbit Andi.
- Saunders, Lewis, Adrian Thornhill. 2009. *Research Methods for Business Students*. Edinburg: Pearson Education Limited
- Schiffman, Leon. & Kanuk, Leslie. 2015. *Consumer Behaviour Eighth Edition: International Edition*. New Jersey: Pearson Prentice Hall. (Alih Bahasa Rio, Yulihar, dan Reni.
- Sekaran, dan Roger Bougie, (2016), *Research Methods for Business: A Skill-Building Approach*. 7th Edition, Wiley & Sons, West Sussex.
- Semuel, H., Wijaya, S., & Devie. (2019). The analysis website quality, intention to use the website and behavioral intention nitizen Indonesia batik-tenun traditional products of indonesia. *International Journal of Recent Technology and Engineering*, 8(2 Special Issue), 136–144. <https://doi.org/10.35940/ijrte.b1802.078219>

- Siagian, Hotlan., Cahyono, Hotlan., 2014, Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop, Jurnal Manajemen Pemasaran Vol 8 No 2.
- Sidik, Betha, dan Husni Iskandar Faqih, 2007. Pemrograman WEB dengan HTML. Bandung: Informatika
- Smiliarweb (2022). “Website Serupa dan Pesaing Medcom.id”. Smiliarweb.com (2022)
- Smiliarweb (2022). “Traffic Overview Medcom.id dan Antaranews.com”. Smiliarweb.com (2022)
- Smiliarweb (2022). “Traffic Overview Medcom.id dan Antaranews.com”. Smiliarweb.com (2022)
- Sumarwan, U. (2007). Perilaku Konsumen: Teori dan penerapannya dalam pemasaran. Bogor: Ghalia Indonesia.
- Sibero, Alexander F.K. (2013). Web programming power pack. Yogyakarta: mediaKom.
- Siagian, Hotlan., Cahyono, Hotlan., 2014, Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop, Jurnal Manajemen Pemasaran Vol 8 No 2. [online]. <https://jurnalpemasaran.petra.ac.id> › article › view [20 Oktober].
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: PT Alfabet.
- Sujarweni, V. Wiratna. 2015. Metodologi Penelitian Bisnis Dan Ekonomi, 33. Yogyakarta: Pustaka Baru Press.
- Sultan, P., & Wong, H. Y. (2019). How service quality affects university brand performance, university brand image and behavioural intention: the mediating effects of satisfaction and trust and moderating roles of gender and study mode. *Journal of Brand Management*, 26(3), 332–347. <https://doi.org/10.1057/s41262-018-0131-3>
- Tania, N. L., & Abror, A. (2019). Pengaruh Web Service Quality, Customer Satisfaction Dan Behavioural Intention: Attitude Towards The Website Sebagai Variabel Intervening (Study Pada Mahasiswa Universitas Negeri Padang). *Jurnal Kajian Manajemen Dan Wirausaha*, 1(3). <https://doi.org/10.24036/jkmw0278780>

- Tjiptono, Fandy. 2014, Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian, Andi Offset: Yogyakarta.
- Tigler Syamsuddin dan Damaianti, Vismania S. 2006. Metode Penelitian Pendidikan Bahasa. Bandung : PT. Remaja Rosda Karya.
- Urban, Glen. L. 2004. Digital Marketing Strategy: text and cases. Pearson Education
- Wang, Liang, Rob Law, Kam Hung, et al. (2014). “Consumer Trust in Tourism and Hospitality: A Review of the Literature.” *Journal of Hospitality and Tourism Management*, vol. 21, Elsevier Ltd, 2014, pp. 1–9, doi:10.1016/j.jhtm.2014.01.001.
- Wibowo, E. L., Widodo, T., & Jumhur, H. M. (2023). “The Effect of Website Quality on Ralali.com Visitors’ Purchase Intention Using E-Trust as A Mediation Variable”. [online] <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/4977> [1 September 2023]
- Yoga, P., & Ariyanti, M. (2018). The Influence of Brand Experience, Brand Image, and Brand Trust on Brand Loyalty of Abc-Cash. *Asian Journal of Management Sciences & Education*, 7(3), 12–23.

Tambahan dapus