

DAFTAR PUSTAKA

- Aji, A. S., & Harahab, N. (2018). Analysis of The Effect of Product Price, Product Image and Customer Satisfaction as a Mediation on Brand Loyalty of Canned Fish Product from ABC Brands. *Journal of Economic and Social of Fisheries and Marine*, 06, 83–92. <http://dx.doi.org/10.21776/ub.ecsofim.2018.006.01.08>
- Alias, R. A., Halim, M. S., & Mansor, N. (2016). The Mediatin Effect of E-Customer Satisfaction between E-Commerce Service Quality and E-Customer Loyalty in Malaysian Hotel Industry. *Journal of Applied Environmental and Biological Sciences*, 6, 55–61.
- Amin, M. (2015). Internet Banking Service Quality and Its Implication On E-Customer Satisfaction and E-Customer Loyalty. *International Journal of Bank Marketing*, 34(3), 280–291.
- Annur, C. M. (2023, September 22). Proporsi Penggunaan Internet Lewat Ponsel RI Lebih Tinggi dari Rerata Dunia. *databoks.katadata.co.id*. <https://databoks.katadata.co.id/datapublish/2023/09/22/proporsi-penggunaan-internet-lewat-ponsel-ri-lebih-tinggi-dari-rerata-dunia>
- Assauri. (2013). *Manajemen Pemasaran*. Rajawali Pers.
- Budiarti, A. (2018). Pengaruh Kualitas Layanan Dan Penanganan Keluhan Terhadap Kepuasan Dan Loyalitas Nasabah Bank Umum Syariah Di Surabaya. *EKUITAS (Jurnal Ekonomi dan Keuangan)*, 15. <https://doi.org/10.24034/j25485024.y2011.v15.i2.229>
- Candiwan, C. (2021). Analysis of the Influence of Website Quality to Customer's Loyalty on E-Commerce. *International Journal of Electronic Commerce Studies*, 12(1). <https://doi.org/10.7903/ijecs.1892>
- Darmawan. (2013). *Metode Penelitian Kuantitatif*. PT. Remaja Rosdakarya.
- Drucker, P. F. (2012). *Inovasi dan Kewitaswastaan*. Erlangga.
- Echdar, S. (2017). *Metode Penelitian Manajemen dan Bisnis*. Ghalia Indonesia.

- Fatmawati, I., & Amanati, A. K. (2023). How Does Consumer Experience with Cosmetics Products Create EWOM, Satisfaction, and Loyalty? *Jurnal Manajemen Bisnis*, 14, 53–71. <https://doi.org/10.18196/mb.v14i1.14525>
- Firmansyah. (2019). *Pemasaran: Dasar dan Konsep*. Cv. Penerbit Qiara Media.
- Ghozali, I. (2017). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2021). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10 ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Pearson Education Limited.
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2016). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM : Indeed a Silver Bullet. *Journal of Marketing Theory and Practice*, 139–152.
- Haryono, S. (2017). *Metode SEM Untuk Penelitian Manajemen AMOS LISREL PLS*. Intermedia Personalia Utama.
- Husnain, & Akhtas. (2015). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business & Management*.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis. Konvergensi Teknologi Komunikasi dan Informasi*. Refika ADITAMA.
- Indrawati. (2017). *Perilaku Konsumen Individu*. Refika ADITAMA.
- Irawan, H., Santoso, H. Z., Anisa, M. P., & Giovanni, N. B. M. (2021). Extracting Linguistic Properties to Predict Customer Satisfaction. *International Conference on Information Science and Communications Technologies (ICISCT)*. <https://doi.org/10.1109/ICISCT52966.2021.9670351>
- Jogiyanto. (2007). *Sistem Informasi Keprilakuan*. Andi.
- Juliansyah. (2013). *Metodologi Penelitian*. Kencana Prenada Media Grup.
- Kemenperin. (2022). *Perkembangan Industri Kosmetik Nasional*. <http://ikft.kemenperin.go.id/perkembangan-industri-kosmetik-nasional/>

- Kotler, P., & Amstrong. (2018). *Principles of Marketing Global Edition 17th Edition*. (7 ed.). Pearson Education.
- Kotler, P., & Keller. (2016). *Manajemen Pemasran* (12 ed.). PT. Indeks.
- Kotler, P., & Keller. (2018). *Manajemen Pemasaran. Edisi 12. Jilid 2*. PT. Indeks.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16 ed.). Pearson Education Limited.
- Laksana, M. F. (2019). *Praktis Memahami Manajemen Pemasaran*. CV Al Fath Zumar.
- Limakrisna, N., & Purba, T. P. (2017). *Manajemen Pemasaran, Teori dan Aplikasi dalam Bisnis di Indonesia* (2 ed.). Mitra Wacana Media.
- Lovelock, C., & Wright, L. K. (2007). *Manajemen Pemasaran Jasa* (2 ed.). PT. Indeks.
- Malau, H. (2017). *Teori dan Aplikasi Pemasaran Era Tradisional Sampai Era Modernisasi Global*. Alfabeta.
- Muniarti, M. P., Warastuti, Y., & Purnamasari, St. V. (2013). *Alat-alat Pengujian Hipotesis*. Universitas Katolik Soegijapranata.
- Mustajab, R. (2023, September 4). Pengguna E-Commerce RI Diproyeksi Capai 196,47 Juta pada 2023. *DataIndonesia.id*.
<https://dataindonesia.id/ekonomi-digital/detail/pengguna-ecommerce-ri-diproyeksi-capai-19647-juta-pada-2023>
- Nugroho, J. S. (2019). *Perilaku Konsumen: Perspektif Kontemporer Pada Motif Tujuan, Dan Keinginan Konsumen*. Prenadamedia Group.
- Olyvia, D. L., & Darwanto, D. (2023). Factors Influencing Muslim Customer Loyalty: The Mediating Effect of Muslim Customer Satisfaction in Indonesia. *Shirkah: Journal of Economics and Business*, 8, 1–18.
<https://doi.org/10.22515/shirkah.v8i1.441>
- Paramita, R. W. D., Rizal, N., & Sulistyan, R. B. (2021). *Metode Penelitian Kuantitatif* (3 ed.). Widya Gama Press.
- Priansa, D. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Alfabeta.
- Rahman, S., Fadrul, F., Yusrizal, Y., Marlyna, R., & Momin, M. M. (2022). Improving the Satisfaction and Loyalty of Online Shopping Customers

- Based on E-Commerce Innovation and E-Service Quality. *Gadjah Mada International Journal of Business*, 24(1), 56–81. <https://doi.org/10.22146/gamaijb.58783>
- Rahman, S., Fadrul, Momin, M. M., Yusrizal, & Marlyn, R. (2022). Improving Satisfaction and Loyalty of Online Shop Customer Based on E-Commerce Innovation and E-Service Quality. *Gadjah Mada International Journal of Business*, 24. <https://doi.org/10.22146/gamaijb.58783>
- Rizaty, M. (2023, Februari 3). Pengguna Internet di Indonesia Sentuh 212 Juta pada 2023. *DataIndonesia.id*. <https://dataindonesia.id/internet/detail/pengguna-internet-di-indonesia-sentuh-212-juta-pada-2023>
- Rolland, S., & Freeman, I. (2003). A New Measure of Service Quality in France. *International Journal of Retail and Distribution Management*, 13(3), 233–246.
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan AMOS 24*. ELEX MEDIA KOMPUTINDO.
- Sekaran, U., & Bougie, R. (2017). *Metodologi Penelitian untuk Bisnis*. Salemba Empat.
- Sudarsono, H. (2020). *Buku ajar: Manajemen Pemasaran*. Pustaka Abadi.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D* (24 ed.). Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suharto, & Hoti, A. (2023). Relationship Marketing, Customer Experience and Customer Satisfaction: Testing Their Theoretical and Empirical Underpinning,. *Jurnal Manajemen Bisnis*, 1, 21–35. <https://doi.org/10.18196/mb.v14i1.17805>
- Suharto, S., & Yuliansyah, Y. (2023). The Influence of Customer Relationship Management and Customer Experience on Customer Satisfaction. *Integrated Journal of Business and Economics*, 7, 389. <https://doi.org/10.33019/ijbe.v7i1.641>
- Suparyanto, R., & Rosad. (2015). *Manajemen Pemasran*. IN MEDIA.
- Suprajitno. (2013). *Asuhan Keperawatan Keluarga Aplikasi dalam Praktik*. EGC.

- Suryana. (2014). *Kewirausahaan*. Salemba Empat.
- Syahputra, R. D., & Wibowo, S. (2019). Analisis Kualitas Pelayanan Dan Customer Value Berbasis Digital Pada Media Sosial Facebook Terhadap Kepuasan Pelanggan (studi Pada Produk Indihome Di Plaza Telkom Lembong Kota Bandung Tahun 2019). *EProceedings of Applied Science*, 5(3), 1841–1850.
- Ting, O. S., Ariff, M. S., Zakuan, N., Sulaiman, Z., & Saman, M. Z. (2018). E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market. *Institute of Physics*, 1–10.
- Tjiptono. (2019). *Strategi Pemasaran Prinsip & Penerapan* (1 ed.). Andy.
- Tjiptono, F. (2017). *Pemasaran Jasa*. Banyumedia Publishing.
- Usman, A., Azis, Y., Harsanto, B., & Azis, A. M. (2023). The Role of Innovation and Airport Service Quality on Airport Image: Mediated Effect of Passenger Satisfaction. *African Journal of Hospitality, Tourism and Leisure*, 12(3), 1111–1126. <https://doi.org/10.46222/ajhtl.19770720.420>
- Valipour, dkk. (2018). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business & Management*.
- Zukhrufani, A., & Ratnasari, R. T. (2022). The Influence of Brand Personality, Brand Awareness, Fashion Consciousness, and Satisfaction as Intervening Variables On Muslim Fashion Product Loyalty in Indonesia. *Jurnal Ekonomi Bisnis dan Kewirausahaan (JEBIK)*, 11, 1–14. <http://dx.doi.org/10.26418/jebik.v11i1.50406>