

## DAFTAR PUSTAKA

1. Abdi, S. J., & Greenacre, Z. A. (2020). An approach to website design for Turkish universities, based on the emotional responses of students. In *Cogent Engineering* (Vol. 7, Issue 1). Cogent OA. <https://doi.org/10.1080/23311916.2020.1770915>
2. Akgül, E., Delice, Y., Aydoğan, E. K., & Boran, F. E. (2022). An application of fuzzy linguistic summarization and fuzzy association rule mining to Kansei Engineering: a case study on cradle design. *Journal of Ambient Intelligence and Humanized Computing*, 13(5), 2533–2563. <https://doi.org/10.1007/s12652-021-03292-9>
3. Akram, A., Kozhamuratova, A., & Shamoi, P. (2024). *The Kansei Engineering Approach in Web Design: Case of Transportation Website*. <http://arxiv.org/abs/2405.03223>
4. Ali Memon, M., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Huei Cham, T. (2020). Journal of Applied Structural Equation Modeling SAMPLE SIZE FOR SURVEY RESEARCH: REVIEW AND RECOMMENDATIONS. In *Journal of Applied Structural Equation Modeling* (Vol. 4, Issue 2).
5. Amin, N. F., Garancang, S., & Abunawas, K. (2023). KONSEP UMUM POPULASI DAN SAMPEL DALAM PENELITIAN. *JURNAL PILAR: Jurnal Kajian Islam Kontemporer*, 14(1), 15–31.
6. Apriliya, G., Kartini, U., Kunci, K., Pembelian, K., & Konsumen, P. O. (2022). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN KONSUMEN DALAM PEMBELIAN MAKANAN SECARA ONLINE Jurnal Mitra Manajemen (JMM Online). *JMM Online*, 6(5), 294–306.
7. Ardiansyah. (2024, January 4). *Industri Teh Indonesia Menuju “Sunset”?* DetikNews. <https://news.detik.com/kolom/d-7120837/industri-teh-indonesia-menuju-sunset>
8. Asfar, A. M. I. A. (2017). Efektifitas Penurunan Kadar Kafein pada Teh Hitam dengan Metode Ekstraksi. *INTEK: Jurnal Penelitian*, 4(2), 100–102. <https://doi.org/10.31963/intek.v4i2.150>

9. Atmaja, M. I. P., Mulana, H., Shabri, Riski, G. P., Fauziah, A., & Harianto, S. (2021). EVALUASI KESESUAIAN MUTU PRODUK TEH DENGAN PERSYARATAN STANDAR NASIONAL INDONESIA. *Jurnal Standardisasi*, 23(1), 43–52.
10. Bappenas. (2015). *Agenda 2030 untuk Pembangunan Berkelanjutan*.
11. Bidin, S. A. H., & Lokman, A. M. (2018). Enriching the comfortability emotion on website interface design using Kansei engineering approach. *Advances in Intelligent Systems and Computing*, 739, 792–800. [https://doi.org/10.1007/978-981-10-8612-0\\_82](https://doi.org/10.1007/978-981-10-8612-0_82)
12. Chen, D., & Cheng, P. (2020). The style design of professional female vest based on kansei engineering. *International Journal of Clothing Science and Technology*, 32(1), 5–11. <https://doi.org/10.1108/IJCST-07-2018-0090>
13. Darmawan, D., Sudrajat, I., Kahfi, M., Maulana, Z., Febriyanto, B., Pendidikan, J., Sekolah, L., Pendidikan, K., Sultan, U., & Tirtayasa, A. (2021). Perencanaan Pengumpulan Data sebagai Identifikasi Kebutuhan Pelatihan Lembaga Pelatihan. *Journal of Nonformal Education and Community Empowerment*, 5(1), 71–88. <https://doi.org/10.15294/pls.v5i1.30883>
14. Dewi, J. K., Purwijantiningsih, L. M. E., & Pranata, F. S. (2018). *KUALITAS TEH CELUP DENGAN KOMBINASI TEH OOLONG DAN DAUN STEVIA (Stevia rebaudiana Bertonii)*.
15. Direktorat Statistik Tanaman Pangan Hortikultura dan Perkebunan. (2023). *Statistik Teh Indonesia 2022* (Direktorat Statistik Tanaman Pangan Hortikultura dan Perkebeunan, Ed.; Vol. 16). Badan Pusat Statistik.
16. Dolega, L., Rowe, F., & Branagan, E. (2021). Going digital? The impact of social media marketing on retail website traffic, orders and sales. *Journal of Retailing and Consumer Services*, 60. <https://doi.org/10.1016/j.jretconser.2021.102501>
17. Donegan, H. A., & Dodd, F. J. (1991). A NOTE ON SAATY'S RANDOM INDEXES. In *Mathl. Comput. Modelling* (Vol. 15, Issue 10).

18. Du, Y., Liu, X., Cai, M., & Park, K. (2024). A Product's Kansei Appearance Design Method Based on Conditional-Controlled AI Image Generation. *Sustainability (Switzerland)*, 16(20). <https://doi.org/10.3390/su16208837>
19. Du, Y., Zhang, M., Cai, M., & Park, K. (2024). Construction of Product Appearance Kansei Evaluation Model Based on Online Reviews and FAHP: A Case Study of Household Portable Air Conditioners. *Sustainability (Switzerland)* , 16(8). <https://doi.org/10.3390/su16083132>
20. Engku Md Azmi, E. A. A. (2020). Small Medium Enterprises (SMEs) business owner's wellbeing and business growth in Malaysia. *Malaysian Journal of Society and Space*, 16(4). <https://doi.org/10.17576/geo-2020-1604-22>
21. Faisal, D., Fathimahhayati, L. D., & Sitania, F. D. (2021). Penerapan Metode Kansei Engineering Sebagai Upaya Perancangan ulang Kemasan Takoyaki (Studi Kasus: Takoyakiku Samarinda). *Jurnal TEKNO*, 18(1), 92–109.
22. Farida, I., Hanum, N., Ardi, N., Mutoati, S., & Akuntansi Politeknik Harapan Bersama, P. (2022). Digital Marketing Sebagai Strategi Meningkatkan Konsumen UMKM di Kota Tegal. In *Jurnal Abdimas PHB* (Vol. 5, Issue 3).
23. Fauziah, F., Wulansari, R., Erdiansyah, D., Pusat, R., Teh, P., & Kina, D. (2018). Pengaruh Pemberian Pupuk Mikro Zn dan Cu serta Pupuk Tanah terhadap Perkembangan Empoasca sp. pada Areal Tanaman Teh. *Jurnal Agrikultura*, 29(1), 26–34.
24. Gao, W., & Li, X. (2019). Building presence in an online shopping website: the role of website quality. *Behaviour and Information Technology*, 38(1), 28–41. <https://doi.org/10.1080/0144929X.2018.1509127>
25. Gewiese, J., & Rau, S. (2023). *Target audience: Tea drinkers in Indonesia*.
26. Gharios, R., & Abu Khalaf, B. (2024). Digital Marketing's Effect on Middle East and North Africa (MENA) Banks' Success: Unleashing the Economic Potential of the Internet. *Sustainability (Switzerland)*, 16(18). <https://doi.org/10.3390/su16187935>
27. Goestjahjanti, F. S., Pasaribu, S. B., Novitasari, D., Azz, I. K. H., & Winanti, W. (2023). The Role of Export in Boosting Indonesia's GDP during Crisis:

- Macroeconomic Conditions. *ETIKONOMI*, 22(2), 369–388.  
<https://doi.org/10.15408/etk.v22i2.32381>
28. Hasan, L., & Abuelrub, E. (2011). Assessing the quality of web sites. *Applied Computing and Informatics*, 9(1), 11–29.  
<https://doi.org/10.1016/j.aci.2009.03.001>
  29. Hasanah, U., & Bagis, F. (2024). CAUSES OF HIGH TURNOVER INTENTION: DUE TO WORK FAMILY CONFLICT AND WORK ENVIRONMENT FACTORS. *Revista de Gestao Social e Ambiental*, 18(1).  
<https://doi.org/10.24857/RGSA.V18N1-116>
  30. Hazimeh, D., Massoud, G., Parish, M., Singh, B., Segars, J., & Islam, M. S. (2023). Green Tea and Benign Gynecologic Disorders: A New Trick for An Old Beverage? In *Nutrients* (Vol. 15, Issue 6). MDPI.  
<https://doi.org/10.3390/nu15061439>
  31. Hendrawan, A., Sucahyowati, H., Cahyandi, K., Rayendra, A., & Maritim Nusantara, A. (2019). PENGARUH MARKETING DIGITAL TERHADAP KINERJA PENJUALAN PRODUK UMKM ASTI GAURI DI KECAMATAN BANTARSARI CILACAP. In *Jurnal Administrasi dan Kesekretarisan* (Vol. 4).
  32. Herosian, M. Y., & Samvara, M. A. (2019). PENGARUH PENGGUNAAN DIGITAL MARKETING DAN KEMUDAHAN AKSES LAYANAN APLIKASI BELANJA ONLINE DALAM PENINGKATAN DAYA BELI MASYARAKAT KOTA MEDAN DI ERA REVOLUSI INDUSTRI MARKETING 4.0. *Jurnal AKRAB JUARA*, 4(5), 45–62.
  33. ISHIHARA, S., NAGAMACHI, M., SCHÜTTE, S., & EKLUND, J. (2008). 20 - AFFECTIVE MEANING: THE KANSEI ENGINEERING APPROACH. In H. N. J. Schifferstein & P. Hekkert (Eds.), *Product Experience* (pp. 477–496). Elsevier.  
<https://doi.org/https://doi.org/10.1016/B978-008045089-6.50023-X>
  34. Jahromi, H. Z., Delaney, D., & Hines, A. (2021). A sign of things to come: Predicting the perception of above-the-fold time in web browsing. *Future Internet*, 13(2), 1–16. <https://doi.org/10.3390/fi13020050>

35. Jasmy, F. A., Redzuan, F., Majid, R. A., & Karim, N. A. (2021). Emotional responses in augmented reality based M-learning applications using Kansei engineering for secondary school students. *Indonesian Journal of Electrical Engineering and Computer Science*, 24(3), 1846–1854. <https://doi.org/10.11591/ijeecs.v24.i3.pp1846-1854>
36. Kaplan, K. (2020, February 3). *Why Every Business Needs A Website*. Forbes.
37. Kassem, M. A., Abohany, A. A., El-Mageed, A. A. A., & Hosny, K. M. (2024). A novel deep learning model for detection of inconsistency in e-commerce websites. *Neural Computing and Applications*, 36(17), 10339–10353. <https://doi.org/10.1007/s00521-024-09590-5>
38. Kesuma, D. P. (2021). *Penggunaan Metode System Usability Scale Untuk Mengukur Aspek Usability Pada Media Pembelajaran Daring Di Universitas XYZ* (Vol. 8, Issue 3). <http://jurnal.mdp.ac.id>
39. Khaliqi, M., Gurning, H. R. H., Novanda, R. R., & Simamora, O. N. (2020). Competitiveness Indonesia tea in international market. *IOP Conference Series: Earth and Environmental Science*, 454(1). <https://doi.org/10.1088/1755-1315/454/1/012039>
40. Lelita, D. I., Rohadi, & Putri, A. S. (2018). SIFAT ANTIOKSIDATIF EKSTRAK TEH (*Camellia sinensis* Linn.) JENIS TEH HIJAU, TEH HITAM, TEH OOLONG DAN TEH PUTIH DENGAN PENGERINGAN BEKU (Freeze Drying). *Sistem Informasi Jurnal Ilmiah*, 13(1), 15–30.
41. Li, N., & Wang, W. (2024). Research of Surface Materials for Children's Household Medical Products Based on Visual and Tactile Experience. *Applied Sciences (Switzerland)*, 14(19). <https://doi.org/10.3390/app14198910>
42. Li, Y., Shieh, M. D., & Yang, C. C. (2019). A posterior preference articulation approach to Kansei engineering system for product form design. *Research in Engineering Design*, 30(1), 3–19. <https://doi.org/10.1007/s00163-018-0297-4>
43. Liu, Z., Wu, J., Chen, Q., & Hu, T. (2023). An improved Kansei engineering method based on the mining of online product reviews. *Alexandria Engineering Journal*, 65, 797–808. <https://doi.org/10.1016/j.aej.2022.09.044>

44. Lobo, M., & Guntur, R. D. (2018). Spearman's rank correlation analysis on public perception toward health partnership projects between Indonesia and Australia in East Nusa Tenggara Province. *Journal of Physics: Conference Series*, 1116(2). <https://doi.org/10.1088/1742-6596/1116/2/022020>
45. Lorca, P., de Andres, J., & Garcia-Diez, J. (2019). Impact of e-commerce sales on profitability and revenue. The case of the manufacturing industry. *Engineering Economics*, 30(5), 544–555. <https://doi.org/10.5755/j01.ee.30.5.21254>
46. Louw, C., & Nieuwenhuizen, C. (2020). Digitalization strategies for SMEs: A cost vs. skill approach for website development. *African Journal of Science, Technology, Innovation and Development*, 12(2), 195–202. <https://doi.org/10.1080/20421338.2019.1625591>
47. Maidiana. (2021). Penelitian Survey. *ALACRITY: Journal Of Education*, 1(2), 20–29.
48. Maksum, I. R., Sri Rahayu, A. Y., & Kusumawardhani, D. (2020). A social enterprise approach to empowering micro, small and medium enterprises (SMEs) in Indonesia. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(3). <https://doi.org/10.3390/JOITMC6030050>
49. Masters, N. B., Shih, S. F., Bukoff, A., Akel, K. B., Kobayashi, L. C., Miller, A. L., Harapan, H., Lu, Y., & Wagner, A. L. (2020). Social distancing in response to the novel coronavirus (COVID-19) in the United States. *PLoS ONE*, 15(9 September). <https://doi.org/10.1371/journal.pone.0239025>
50. Masudin, I., Wardana, R. W., Wijayanti, M. W. T., & Restuputri, D. P. (2023). USABILITY WEBSITE EVALUATION FOR FRESH FOOD PRODUCT IN SME'S ONLINE BUSINESS WITH FUZZY AHP-TOPSIS INTEGRATION. *ASEAN Engineering Journal*, 13(3), 71–79. <https://doi.org/10.11113/aej.V13.19159>
51. Maulidasari, C. D., & Setiyana, R. (2020). Sosialisasi Digital Marketing pada Usaha Mikro Kecil Menengah(UMKM). *Jurnal Pengabdian Masyarakat: Darma Bakti Teuku Umar*, 2(1), 63–73.

52. Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), 67–72. [https://doi.org/10.4103/aca.ACA\\_157\\_18](https://doi.org/10.4103/aca.ACA_157_18)
53. Nabila, S., & Nopiyanti, A. (2023). TINJAUAN PENGGUNAAN QRIS DI ERA PERSAINGAN INDUSTRI DIGITAL BAGI UMKM. *Journal of Young Entrepreneurs*, 2(4), 19–35. <https://ejournal.upnvj.ac.id/index.php/jye>
54. Nagamachi, M. (1995). Kansei Engineering: A new ergonomic consumer-oriented technology for product development. *International Journal of Industrial Ergonomics*, 15, 3–11.
55. Nagamachi, M. (1999). Kansei Engineering; the Implication and Applications to Product Development. *Institute of Electrical and Electronics Engineers*, 6, 273–278.
56. Nagamachi, M., & Lokman, A. M. (2003). *KANSEI ENGINEERING*.
57. Naseer, M. A. ur R., Ashfaq, M., Hassan, S., Abbas, A., Razzaq, A., Mehdi, M., Ariyawardana, A., & Anwar, M. (2019). Critical issues at the upstream level in sustainable supply chain management of agri-food industries: Evidence from Pakistan's citrus industry. *Sustainability (Switzerland)*, 11(5). <https://doi.org/10.3390/su11051326>
58. Nielson, J. (1993). *Usability Engineering*. SunSoft. <http://www.hbuk.co.uk/>
59. Noor, M. (2022). The effect of e-service quality on user satisfaction and loyalty in accessing e-government information. *International Journal of Data and Network Science*, 6(3), 945–952. <https://doi.org/10.5267/j.ijdns.2022.2.002>
60. Nugraha, A., Sumarwan, U., & Simanjuntak, M. (2017). Faktor Determinan Preferensi dan Perilaku Konsumsi Teh Hitam dan Hijau. *Jurnal Manajemen Dan Agribisnis*. <https://doi.org/10.17358/jma.14.3.198>
61. Nugroho, I., Hadiana, A., & Singasatia, D. (2020). *Design of Wastu Mobile Interface Using Kansei Engineering*.
62. Pertiwi, G. R., Risnita, & Jailani, M. S. (2023). Jenis Jenis Penelitian Ilmiah Kependidikan. *Jurnal Pendidikan, Sosial & Humaniora*, 1(1), 41–52.

63. Pratama, D., Wulandari, R., & Sarihati, T. (2018). PERANCANGAN INTERIOR MUSEUM TEH DI GAMBUNG DESIGNING OF INTERIOR TEA MUSEUM IN GAMBUNG. *E-Proceeding of Art & Design*, 5(3).
64. Priyandini, A. R., & Widjanti, A. (2020). Evaluasi Produk Gendongan Bayi Menggunakan Metode Kansei Engineering. *Jurnal Optimasi Sistem Industri*, 19(1), 33–39. <https://doi.org/10.25077/josi.v19.n1.p33-39.2020>
65. Putra, I. G. N. A., & Darma, G. (2019). Is Bitcoin Accepted in Indonesia ? *International Journal of Innovative Science and Research Technology*, 4(2), 424. [www.ijisrt.com424](http://www.ijisrt.com424)
66. Putra, P. S., Zunaidi, R. A., Mardhiana, H., Mirza Alfansuri, H., Dhiaul Suryo Kusumo Arrifqi, M., & Yulianita, I. (2024). Innovative Design of Ecommerce Mobile Application Using Kansei Engineering and System Usability Scale. *SHS Web of Conferences*, 189, 01036. <https://doi.org/10.1051/shsconf/202418901036>
67. Rachbini, W., Anggraeni, D., & Wulanjani, H. (2021). The influence of electronic service quality and electronic word of mouth (eWOM) toward repurchase intention (study on e-commerce in Indonesia). *Jurnal Komunikasi: Malaysian Journal of Communication*, 37(1), 42–58. <https://doi.org/10.17576/JKMJC-2021-3701-03>
68. Rafida, V., Arfyanti, I., & Hidayat, I. (2022). Sales Management Application at Widya Collection Store Web-based. *International Journal of Information Engineering and Electronic Business*, 14(4), 1–10. <https://doi.org/10.5815/ijieeb.2022.04.01>
69. Rahayu, M., Ekananda, H. A., & Mufidah, I. (2020). Designing A Reading Chair using Kansei Engineering Approach. *IOP Conference Series: Materials Science and Engineering*, 847(1). <https://doi.org/10.1088/1757-899X/847/1/012046>
70. Restantin, N. Y., Ushada, M., & Ainuri, M. (2012). Desain Prototipe Meja dan Kursi Pantai Portabel dengan Integrasi Pendekatan Ergonomi, Value Engineering dan Kansei Engineering. *Jurnal Teknik Industri*, 14(1), 53–62.

71. Restuputri, D. P., Masudin, I., & Sari, C. P. (2020). Customers perception on logistics service quality using Kansei engineering: empirical evidence from indonesian logistics providers. *Cogent Business and Management*, 7(1). <https://doi.org/10.1080/23311975.2020.1751021>
72. Rianty, M., & Fitri Rahayu, P. (2021). *Pengaruh E-Commerce Terhadap Pendapatan UMKM Yang Bermitra Gojek Dalam Masa Pandemi Covid-19*. 16(2), 153–167. <https://akuntansi.pnp.ac.id/jam>
73. Roslani, E. (2024). Digital Literacy, Organizational Support, and Learning Community in Independent Teaching Platform towards Teacher Performance. *Journal of Ecohumanism*, 3(4), 2133–2142. <https://doi.org/10.62754/joe.v3i4.3716>
74. Rovetta, A. (2020). Raiders of the Lost Correlation: A Guide on Using Pearson and Spearman Coefficients to Detect Hidden Correlations in Medical Sciences. *Cureus*. <https://doi.org/10.7759/cureus.11794>
75. Saaty, R. W. (1987a). *THE ANALYTIC HIERARCHY PROCESS-WHAT IT IS AND HOW IT IS USED* (Vol. 9, Issue 5).
76. Saaty, R. W. (1987b). *THE ANALYTIC HIERARCHY PROCESS-WHAT IT IS AND HOW IT IS USED* (Vol. 9, Issue 5).
77. Saaty, T. L., & Katz, J. M. (1990). How to make a decision: The Analytic Hierarchy Process. In *European Journal of Operational Research* (Vol. 48).
78. Sanaky, M. M., Saleh, L. Moh., & Titaley, H. D. (2021). ANALISIS FAKTOR-FAKTOR PENYEBAB KETERLAMBATAN PADA PROYEK PEMBANGUNAN GEDUNG ASRAMA MAN 1 TULEHU MALUKU TENGAH. *Jurnal SImetrik*, 11(1), 432–439.
79. Santoso, A. B., Girsang, S. S., Raharjo, B., Pustika, A. B., Hutapea, Y., Kobarsih, M., Suprihatin, A., Manurung, E. D., Siagian, D. R., Hanapi, S., Purba, T., Parhusip, D., Budiarti, S. W., Wanita, Y. P., Hatmi, R. U., Girsang, M. A., Haloho, L., Waluyo, Suparwoto, ... Sudarmaji. (2023). Assessing the Challenges and Opportunities of Agricultural Information Systems to Enhance Farmers' Capacity and Target Rice Production in Indonesia. *Sustainability (Switzerland)*, 15(2). <https://doi.org/10.3390/su15021114>

80. Sari, E. T., & Gryga, V. (2023). Comparative Analysis of SMEs Intensity in Ukraine and Indonesia Using FIS Approach. *Contemporary Economics*, 17(1), 58–76. <https://doi.org/10.5709/ce.1897-9254.499>
81. Schütte, S. T. W., Eklund, J., Axelsson, J. R. C., & Nagamachi, M. (2004). Concepts, methods and tools in kansei engineering. *Theoretical Issues in Ergonomics Science*, 5(3), 214–231. <https://doi.org/10.1080/1463922021000049980>
82. Septiani, V. P. R., Ushada, M., & Suharno. (2023). Development of Sago-based Analog Rice Using Kansei and Value Engineering. *Pertanika Journal of Science and Technology*, 31(6), 2947–2960. <https://doi.org/10.47836/pjst.31.6.17>
83. Sita, K., & Rohdiana, D. (2021). *Analisis Kinerja dan Prospek KOMODITAS TEH*.
84. Solihin, S., & Zuhdi, S. (2021). Pengaruh Kualitas Website dan Kemudahan Penggunaan Terhadap Keputusan Pembelian Online. *Jurnal Informatika Kesatuan*, 1(1), 13–22. <https://doi.org/10.37641/jikes.v1i1.403>
85. Suprijono, A., Kusumaningrum, D. A., & Kusmita, L. (2018). PENGARUH PEMBERIAN EKSTRAK ETANOL DAN ISOLAT FLAVONOID TEH OOLONG (*Camellia sinensis* [L.] O. K) TERHADAP PENURUNAN KADAR GLUKOSA SECARA IN VITRO. *Prosiding Seminar Nasional Unimus*, 1, 206–215. <http://prosiding.unimus.ac.id>
86. Suria, O. (2024). A Statistical Analysis of System Usability Scale (SUS) Evaluations in Online Learning Platform. *Journal of Information Systems and Informatics*, 6(2), 992–1007. <https://doi.org/10.51519/journalisi.v6i2.750>
87. Suriani, N., Risnita, & Jailani, M. S. (2023). *Konsep Populasi dan Sampling Serta Pemilihan Partisipan Ditinjau Dari Penelitian Ilmiah Pendidikan*. <http://ejurnal.yayasanpendidikandzurriyatulquran.id/index.php/ihsan>
88. Suryani, T., Fauzi, A. A., & Nurhadi, M. (2020). THE DETERMINANT OF WEBSITE QUALITY AND E- SERVICE QUALITY AT SME IN INDONESIA. *Jurnal Manajemen Dan Kewirausahaan*, 22(2), 131–141. <https://doi.org/10.9744/jmk.22.2.131-141>

89. Suryani, T., Fauzi, A. A., Sheng, M. L., & Nurhadi, M. (2022). Developing and testing a measurement scale for SMEs' website quality (SMEs-WebQ): Evidence from Indonesia. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-022-09536-w>
90. Sutono, S. B. (2021). Grey-based Taguchi Method to Optimize the Multi-response Design of Product Form Design. *Jurnal Optimasi Sistem Industri*, 20(2), 136–146. <https://doi.org/10.25077/josi.v20.n2.p136-146.2021>
91. Syahputri, A. Z., Fallenia, F. Della, & Syafitri, R. (2023). Kerangka Berpikir Penelitian Kuantitatif. *Tarbiyah: Jurnal Ilma Pendidikan Dan Pengajaran*, 2(1). <https://jurnal.diklinko.id/index.php/tarbiyah/>
92. Tresnawati, Y., Prasetyo, K., Mercu, U., & Jakarta, B. (2022). *Pemanfaatan Digital Marketing Bagi Usaha Mikro Kecil dan Menengah Bisnis Kuliner*. I(1), 43–57.
93. Wang, W. M., Wang, J. W., Li, Z., Tian, Z. G., & Tsui, E. (2019). Multiple affective attribute classification of online customer product reviews: A heuristic deep learning method for supporting Kansei engineering. *Engineering Applications of Artificial Intelligence*, 85, 33–45. <https://doi.org/10.1016/j.engappai.2019.05.015>
94. Widyasanti, A., Halimah, T., & Rohdiana, D. (2018). Ekstraksi Teh Putih Berbantu Ultrasonik pada Berbagai Amplitudo. *Jurnal Aplikasi Teknologi Pangan*, 7(3). <https://doi.org/10.17728/jatp.2295>
95. Wilson, N., Keni, K., Henrique, P., & Tan, P. (2019). The Effect of Website Design Quality and Service Quality on Repurchase Intention in the E-commerce Industry: A Cross-Continental Analysis. *Gadjah Mada International Journal of Business*, 21(2), 187–222. <http://journal.ugm.ac.id/gamajb>
96. Wolff, H. K. N. (2024, January 12). *Internet usage in Indonesia - statistics & facts*. Statista.

97. Xie, X. H., Xu, Y., Guo, S., Zhu, H., & Yan, H. (2024). Evaluation and Decision of a Seat Color Design Scheme for a High-Speed Train Based on the Practical Color Coordinate System and Hybrid Kansei Engineering. *Systems*, 12(8). <https://doi.org/10.3390/systems12080316>
98. Xue, L., Yi, X., & Zhang, Y. (2020). Research on optimized product image design integrated decision system based on Kansei engineering. *Applied Sciences (Switzerland)*, 10(4). <https://doi.org/10.3390/app10041198>
99. Yam, J. H., & Taufik, R. (2021). Hipotesis Penelitian Kuantitatif. *PERSPEKTIF: Jurnal Ilmu Administrasi*, 3(2), 96–102.
100. Yap, J. Y. L., Ho, C. C., & Ting, C. Y. (2018a). Analytic hierarchy process (AHP) for business site selection. *AIP Conference Proceedings*, 2016. <https://doi.org/10.1063/1.5055553>
101. Yap, J. Y. L., Ho, C. C., & Ting, C. Y. (2018b). Analytic hierarchy process (AHP) for business site selection. *AIP Conference Proceedings*, 2016. <https://doi.org/10.1063/1.5055553>
102. Yeh, C. T., & Chen, M. C. (2018). Applying Kansei Engineering and data mining to design door-to-door delivery service. *Computers and Industrial Engineering*, 120, 401–417. <https://doi.org/10.1016/j.cie.2018.05.011>
103. Yusuf, M., & Astuti, Y. (2020). System Usability Scale (SUS) Untuk Pengujian Usability Pada Pijar Career Center. *Komputika: Jurnal Sistem Komputer*, 9(2), 131–138. <https://doi.org/10.34010/komputika.v9i2.2873>
104. Zuo, Y., & Wang, Z. (2020). Subjective product evaluation system based on kansei engineering and analytic hierarchy process. *Symmetry*, 12(8), 1–25. <https://doi.org/10.3390/sym12081340>