

Daftar Pustaka

- Agis, R. (2018). *Tren Belanja Online Melalui Marketplace, Apa Kelebihannya?* PT. AYO KOMUNIKASI INDONESIA. <https://zonabikers.com/tren-belanja-online-melalui-marketplace-apa-kelebihannya/>
- Ahmad, A., Rahman, O., & Khan, M. N. (2017). Exploring the role of website quality and hedonism in the formation of esatisfaction and e-loyalty: Evidence from internet users in India. *Journal of Research in Interactive Marketing*, 11(3), 246–247. <https://doi.org/10.1108/JRIM-04-2017-0022>
- Alma, B. (2002). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138. <https://onlinelibrary.wiley.com/doi/abs/10.1002/mar.10063>
- Arimbi, M., & Prabawanti, H. (2020). *Hindari Kemungkinan Terburuk, Atur Keuangan Mutlak Dilakukan Saat “New Normal.”* Kompas.Com2. <https://money.kompas.com/read/2020/07/19/204026026/hindari-kemungkinan-terburuk-atu-keuangan-mutlak-dilakukan-saat-new-normal?page=all>
- Bilgihan, A. (2016). Gen Y customer loyalty in *online* shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior*, 61, 103–113. <https://www.sciencedirect.com/science/article/abs/pii/S0747563216301753>
- Carayannis, E. G., Grigoroudis, E., Del Giudice, M., Della Peruta, M. R., & Sindakis, S. (2017). An exploration of contemporary organizational artifacts and routines in a sustainable excellence context. *Journal of Knowledge Management*, 21(1), 35–56. <https://www.emerald.com/insight/content/doi/10.1108/JKM-10-2015->

0366/full/html

Chen, J. V., Yen, D. C., Pornpripheet, W., & Widjaja, A. E. (2014). E-commerce web site loyalty: A cross cultural comparison. *Information Systems Frontiers*, 17, 1283–1299. <https://link.springer.com/article/10.1007/s10796-014-9499-0>

CNN Indonesia. (2020). *Empat Kebijakan Anies di Masa PSBB Transisi Fase Dua*. Trans Media.
<https://www.cnnindonesia.com/nasional/20200702083421-20-519858/empat-kebijakan-anies-di-masa-psbb-transisi-fase-dua>

Dhiranty, A., Suharjo, B., & Suprayitno, G. (2017). An Analysis on Customer Satisfaction, Trust and Loyalty Toward *Online Shop* (A Case Study of Tokopedia.com). *Indonesian Journal of Business and Entrepreneurship*, 3(2), 101–110. <http://journal.ipb.ac.id/index.php/ijbe>

Erlina. (2011). *Metodologi Penelitian: Untuk Akuntansi*. Medan: USU PRESS.

Eskafi, M., Hosseini, S. hossein, & Yazd, A. M. (2013). The value of telecom subscribers and customer relationship management. *Business Process Management Journal*, 19(4), 737–748.
<https://www.emerald.com/insight/content/doi/10.1108/BPMJ-Feb-2012-0016/full/html>

Faraoni, M., Rialti, R., Zollo, L., & Pellicelli, A. C. (2019). Exploring e-Loyalty Antecedents in B2C e-Commerce: Empirical results from Italian grocery retailers. *British Food Journal*, 121(2), 574–588.
<https://www.emerald.com/insight/content/doi/10.1108/BFJ-04-2018-0216/full/html>

Farisa, F. C. (2020). *DKI Jakarta Terapkan PSBB, Apa Saja yang Dibatasi?* PT. Kompas Cyber Media.
<https://nasional.kompas.com/read/2020/04/07/11005941/dki-jakarta-terapkan-psbb-apa-saja-yang-dibatasi?page=all>.

- Flavian, C., Guinaliu, M., & Gurrea, R. (2004). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1–14. <https://doi.org/10.1016/j.im.2005.01.002>
- Franendya, R. (2020). *Tokopedia, Shopee, dan Lazada Kuasai RI, Nasib Bukalapak?* CNBC Indonesia. <https://www.cnbcindonesia.com/tech/20200312143550-37-144391/tokopedia-shopee-dan-lazada-kuasai-ri-nasib-bukalapak>
- Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study – A case of China. *Computers in Human Behavior*, 53, 249–262. <https://www.sciencedirect.com/science/article/abs/pii/S074756321530025X>
- Gefen, D. (2002). Customer loyalty in e-commerce. *Journal of the Association for Information Systems*, 3(1), 27–51. <https://aisel.aisnet.org/cgi/viewcontent.cgi?article=1197&context=jais>
- Griffin, J. (2005). *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga. https://books.google.co.id/books?id=ixO5GxYqBbkC&pg=PA17&hl=id&source=gbs_toc_r&cad=3#v=onepage&q&f=false
- Gustav, J. (2020). *Pandemi Covid-19, Apa Saja Dampak pada Sektor Ketenagakerjaan Indonesia?* Kompas.Com. <https://www.kompas.com/tren/read/2020/08/11/102500165/pandemi-covid-19-apa-saja-dampak-pada-sektor-ketenagakerjaan-indonesia-?page=all>
- Ha, S., & Stoel, L. (2012). Online apparel retailing: roles of e-shopping quality and experiential e-shopping motives. *Journal of Service Management*, 23(2), 197–215. <https://www.emerald.com/insight/content/doi/10.1108/09564231211226114/full/html>

- Hafid, H. (2020). *Bisnis Melalui Online Marketplace, ketahui Kelebihan dan kekurangannya*. PT Mid Solusi Nusantara.
<https://www.jurnal.id/id/blog/kelebihan-dan-kekurangan-bisnis-melalui-online-marketplace/>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis: A Global Perspective* (7th ed.). Upper Saddle River, NJ: Prentice Hall.
- Hakim, H. A. Al. (2020). *Belanja Online Masyarakat Meningkat saat PSBB, Beli Apa Saja?* Detikcom. <https://finance.detik.com/berita-ekonomi-bisnis/d-4994721/belanja-online-masyarakat-meningkat-saat-psbb-beli-apa-saja>
- Hashem, T. N. (2020). Examining the Influence of COVID 19 Pandemic in Changing Customers' Orientation towards E-Shopping. *Canadian Center of Science and Education*, 14(8), 59–76.
https://www.researchgate.net/publication/342888188_Examining_the_Influence_of_COVID_19_Pandemic_in_Changing_Customers%27_Orientation_towards_E-Shopping?enrichId=rgreq-233cbb1a992f2dcad2a98ad309a50059-XXX&enrichSource=Y292ZXJQYWdlOzM0Mjg4ODE4ODtBUzo5MTI3NT
- He, H., & Harris, L. (2020). The Impact of Covid-19 Pandemic on Corporate Social Responsibility and Marketing Philosophy. *Journal of Business Research*, 1–28. <https://doi.org/10.1016/j.jbusres.2020.05.030>
- Herfianto, P. (2020). *Shopee Catat Perubahan Tren Belanja di Masa Pandemi & Ramadan 2020*. Gizmologi.Id. <https://gizmologi.id/news/shopee-perubahan-tren-belanja-masa-pandemi-ramadhan/>
- Ismail, I. (2020). *Apa itu Marketplace? Inilah Pengertian dan Jenis-jenisnya*. PT Cipta Piranti Sejahtera. <https://accurate.id/marketing-manajemen/apa-itu-marketplace/>
- Kalinic, V. M. Z. (2017). Antecedents of customer satisfaction in mobile

commerce: exploring the moderating effect of customization. *Online Information Review*, 41(2).

<https://www.emerald.com/insight/content/doi/10.1108/OIR-11-2015-0364/full/html>

KBBI. (2016). *KBBI Daring*. Badan Pengembangan Dan Pembinaan Bahasa, Kementerian Pendidikan Dan Kebudayaan Republik Indonesia. kbbi.kemdikbud.go.id

Kim, Y., & Peterson, R. A. (2017). A Meta-analysis of *Online* Trust Relationships in E-commerce. *Journal of Interactive Marketing*, 38, 44–54. <http://dx.doi.org/10.1016/j.intmar.2017.01.001>

Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Prentice Hall.

Lee, K. Y., Huang, H. L., & Hsu, Y. C. (2007). Trust, satisfaction and commitment-on loyalty to international retail service brands. *Asia Pacific Management Review*, 12(3), 161–169. <https://pdfs.semanticscholar.org/52e1/8400fe55936a697c8944e12bebbef4354e1e.pdf>

Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information & Management*, 38(1), 23–33.

<https://www.sciencedirect.com/science/article/abs/pii/S0378720600000495>

Luhmann, N. (2017). Trust and Power. In C. Morgner & M. King (Eds.), *Wiley*. Cambridge: Polity Press.

https://books.google.co.id/books?hl=id&lr=&id=CKBRDwAAQBAJ&oi=fnd&pg=PR3&ots=9GPuzffKf-&sig=26cKx9sTwb3xZV4jfHFfGn2jkTU&redir_esc=y#v=onepage&q&f=false

Malhotra, & Naresh, K. (2010). *Riset Pemasaran Edisi 4*. Jakarta: PT Indeks.

- Marakanon, L., & Panjakajornsak, V. (2017). Perceived quality, perceived risk and customer trust affecting customer loyalty of environmentally friendly electronics products. *Kasetsart Journal of Social Sciences*, 38(1), 24–30. <https://www.sciencedirect.com/science/article/pii/S2452315116301564>
- Marison, W. (2020). *Ratusan Pasar Ditutup karena Covid-19, Pedagang Mengeluh Rugi*. Kompas.Com. <https://megapolitan.kompas.com/read/2020/07/02/16493051/ratusan-pasar-ditutup-karena-covid-19-pedagang-mengeluh-rugi>
- Menidjel, C., Benhabib, A., & Bilgihan, A. (2017). Examining the moderating role of personality traits in the relationship between brand trust and brand loyalty. *Journal of Product & Brand Management*, 26(6), 631–649. <https://doi.org/10.1108/JPBM-05-2016-1163>
- Moriuchi, E., & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*, 24(2), 146–156. <https://www.sciencedirect.com/science/article/abs/pii/S1441358216300416>
- Mustikasari, I. (2018). *[ANALISA] Tren Belanja Online Konsumen Indonesia dan Malaysia di Ramadan 2018*. IPrice Group. <https://iprice.co.id/trend/insights/belanja-online-ramadan/>
- O'Connor, C., & Kelly, S. (2017). Facilitating knowledge management through filtered big data: SME competitiveness in an agri-food sector. *Journal of Knowledge Management*, 21(1), 156–179. <https://www.emerald.com/insight/content/doi/10.1108/JKM-08-2016-0357/full/html>
- Ota, R., Ray, S. S., & Kumar, R. (2020). A Study on the Indian Consumer mindset towards online shopping during the pandemic period: A special reference to Flipkart. *Science Technology and Development*, 9(8), 197–204. <http://journalstd.com/gallery/20-july2020.pdf>

- Pappu, R., Quester, P. G., & Cooksey, R. W. (2005). Consumer-based brand equity: improving the measurement – empirical evidence. *Journal of Product & Brand Management*, 14(3), 143–154.
<https://www.emerald.com/insight/content/doi/10.1108/10610420510601012/full/html?src=recsys&fullSc=1&mbSc=1&fullSc=1&fullSc=1>
- Park, E., Kim, K. J., & Kwon, S. J. (2017). Corporate social responsibility as a determinant of consumer loyalty: An examination of ethical standard, satisfaction, and trust. *Journal of Business Research*, 76, 8–13.
<https://www.sciencedirect.com/science/article/abs/pii/S0148296317300784>
- Pebrianto, F., & Persada, S. (2020). *Riset: Belanja Online Meningkatkan Pesat di Tengah Pandemi Covid-19*. Tempo.Co.
<https://bisnis.tempo.co/read/1331198/riset-belanja-online-meningkat-pesat-di-tengah-pandemi-covid-19/full&view=ok>
- Pramana, H. W. (2012). *Aplikasi Inventory Berbasis Access 2003*. Jakarta: PT Elex Media Komputindo.
- Pramudiarja, A. U. (2020). *WHO Tetapkan Virus Corona sebagai Pandemi, Ini Artinya*. Detikcom. <https://health.detik.com/berita-detikhealth/d-4935387/who-tetapkan-virus-corona-sebagai-pandemi-ini-artinya>
- Rafiq, M., Heather, F., & Xiaoming, L. (2013). Building customer loyalty in online retailing: the role of relationship quality. *Journal of Marketing Management*, 29(3–4), 494–517.
<https://www.tandfonline.com/doi/abs/10.1080/0267257x.2012.737356>
- Rather, R. A., & Hollebeek, L. D. (2019). Exploring and validating social identification and social exchange-based drivers of hospitality customer loyalty. *International Journal of Contemporary Hospitality Management*, 31(3), 1432–1451. <https://doi.org/10.1108/IJCHM-10-2017-0627>
- Reichheld, F. F., & Scheffer, P. (2000). E-Loyalty: Your Secret Weapon on the Web. *Harvard Business Review*, 78(4), 105–113. <https://hbr.org/2000/07/e->

loyalty-your-secret-weapon-on-the-web

- Rialti, R., Zollo, L., Pellegrini, M. M., & Ciappei, C. (2017). Exploring the antecedents of brand loyalty and electronic word of mouth in social-media-based brand communities: do gender differences matter? *Journal of Global Marketing*, 30(3), 147–160.
<https://www.tandfonline.com/doi/abs/10.1080/08911762.2017.1306899>
- 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), 1–14.
<https://www.sciencedirect.com/science/article/pii/S2405844019363509>
- Rubio, N., Villaseñor, N., & Yagüe, M. J. (2017). Creation of consumer loyalty and trust in the retailer through store brands: The moderating effect of choice of store brand name. *Journal of Retailing and Consumer Services*, 34, 358–368.
<https://www.sciencedirect.com/science/article/abs/pii/S0969698916303162>
- San-Martin, S., & Lopez-Catalan, B. (2013). How can a mobile vendor get satisfied customers? *Industrial Management & Data Systems*, 113(2), 156–170.
<https://www.emerald.com/insight/content/doi/10.1108/02635571311303514/full/html>
- Sanusi. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Schirmer, N., Ringle, C. M., Gudergan, S. P., G., M. S., & Feistel. (2016). The link between customer satisfaction and loyalty: the moderating role of customer characteristics. *Journal of Strategic Marketing*, 26(4), 298–317.
<http://dx.doi.org/10.1080/0965254X.2016.1240214>
- Shofihara, I. J. (2020). *Pandemi Covid-19 Pengaruhi Pola Belanja, Apa yang Jadi Tren?* Kompas.Com.
<https://money.kompas.com/read/2020/07/10/152826026/pandemi-covid-19->

pengaruhi-pola-belanja-apa-yang-jadi-tren?page=all

Shopee. (2019). *Shopee is the leading e-commerce platform in Southeast Asia and Taiwan*. Shopee Indonesia. <https://careers.shopee.co.id/about/>

Sodexo. (2019). *Kepuasan Pelanggan: Definisi dan Faktor Pendukungnya*. Sodexo.Co.Id. <https://www.sodexo.co.id/pengertian-kepuasan-pelanggan/>

Song, H., Wang, J., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79, 50–59.
<https://doi.org/10.1016/j.ijhm.2018.12.011>

Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customer satisfaction, trust, and loyalty toward high- and low-end fashion retailers. *Journal of Business Research*, 69(12), 5801–5808.
<https://www.sciencedirect.com/science/article/abs/pii/S0148296316304283>

Stuart, G. (2016). The Mobile Marketing Roadmap: How Mobile is Transforming Marketing for Targeting Next Generation Consumers. *Mobile Marketing Association*. www.mmaglobal.com

Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. Yogyakarta: Pustaka Baru Press.

Sumarwan, U. (2003). *Perilaku Konsumen*. Jakarta: Ghalia Indonesia.

Sunyoto, D. (2012). *Statistik Induktif untuk Penelitian Ekonomi dan Bisnis*. Yogyakarta: CAPS.

Teijlingen, E. R. van, & Hundley, V. (2002). The importance of pilot studies. *Social Research Update*, 35.
<https://abdn.pure.elsevier.com/en/publications/the-importance-of-pilot-studies-2>

- Teo, T. S. (2005). Usage and effectiveness of *online* marketing tools among Business-to-Consumer (B2C) firms in Singapore. *International Journal of Information Management*, 25(3), 203–213.
<https://www.sciencedirect.com/science/article/pii/S0268401204001355>
- Thakur, R. (2018). The role of self-efficacy and customer satisfaction in driving loyalty to the mobile shopping application. *International Journal of Retail & Distribution Management*, 46(3), 283–303.
<https://www.emerald.com/insight/content/doi/10.1108/IJRDM-11-2016-0214/full/html>
- Tjiptono, F. (2004). *Manajemen Jasa*. Yogyakarta: Andi.
- Utomo, A. P. (2020). *WHO Umumkan Virus Corona sebagai Pandemi Global*. Kompas.Com.
<https://www.kompas.com/global/read/2020/03/12/001124570/who-umumkan-virus-corona-sebagai-pandemi-global?page=all>
- Veloutsou, C. (2015). Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships. *Journal of Consumer Marketing*, 32(6), 405–421. <http://dx.doi.org/10.1108/JCM-02-2014-0878>
- Wang, Y.-S., & Liao, Y.-W. (2007). The conceptualization and measurement of m-commerce user satisfaction. *Computers in Human Behavior*, 22(1), 381–398.
<https://www.sciencedirect.com/science/article/abs/pii/S0747563204001748>
- WHO. (2020). *No Title*. <https://www.who.int/>
- Widyaningrum, G. L. (2020). *WHO Tetapkan COVID-19 Sebagai Pandemi Global, Apa Maksudnya?* Kompas Gramedia.
<https://nationalgeographic.grid.id/read/132059249/who-tetapkan-covid-19-sebagai-pandemi-global-apa-maksudnya>
- Wu, H., & Leung, S.-O. (2017). Can Likert Scales be Treated as Interval

Scales?—A Simulation Study. *Journal of Social Service Research*, 1–6.
Journal of Social Service Research

Xu, C., Peak, D., & Prybuto, V. (2015). A customer value, satisfaction, and loyalty perspective of mobile application recommendations. *Decision Support Systems*, 79, 171–183.

<https://www.sciencedirect.com/science/article/abs/pii/S016792361500161X>

Yan, Z. (2020). Unprecedented pandemic, unprecedented shift, and unprecedented opportunity. *Human Behavior and Emerging Technologies*, 2(2), 110–112. <https://onlinelibrary.wiley.com/doi/full/10.1002/hbe2.192>

Yasmin, P. (2020). *Tentang Social Distance, Cara Pemerintah Cegah Penyebaran Virus Corona*. Detikcom. <https://news.detik.com/berita/d-4940726/tentang-social-distance-cara-pemerintah-cegah-penyebaran-virus-corona>

Zheng, X., Lee, M., & Cheung, C. (2017). Examining e-loyalty towards *online* shopping platforms: the role of coupon proneness and value consciousness. *Internet Research*, 27(3), 709–726. <http://dx.doi.org/10.1108/IntR-01-2016-0002>

<https://databoks.katadata.co.id/datapublish/2020/07/06/pengunjung-situs-shopee-terbesar-di-indonesia#>