

## DAFTAR PUSTAKA

- Akbar, A., Prajaka, S., & Andriansyah, M. (2015). *Analisis Dimensi Kualitas Website E-Commerce terhadap Kepuasan dan Implikasinya pada Loyalitas Pengguna*. 14, 11–17.
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., & Turki, M. A. (2017). The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust. *Journal of Retailing*, 9(2), 92–103. <https://doi.org/10.5539/ijms.v9n2p92>
- Aryadita, H., Widyastuti, D. A., & Wardani, N. H. (2017). *Analisis Kualitas Layanan Website E-Commerce Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4.0*. 10(1), 29–35.
- Badan Pusat Statistik. (2019). *Statistik E-Commerce 2019*.
- Benny, K. (2012). *Metodologi Penelitian*. Tangerang: Jelajah Nusa.
- Cyr, D., Kindra, G. S., & Dash, S. (2008). *Website design , trust , satisfaction and e-loyalty : The Indian experience Citation : Website design , trust , satisfaction and e-loyalty : The Indian experience*. 32, 773–790.
- Fiansyah, R. (2020). 10 E-Commerce Terpopuler di Indonesia: Tokopedia Terdepan, Shopee Geser Bukalapak. Retrieved from <https://www.inews.id/finance/bisnis/10-e-commerce-terpopuler-di-indonesia-tokopedia-terdepan-shopee-geser-bukalapak>
- Ghazali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, J. (2010). *Customer Loyalty How To Earn it, How Keep It I*. Kentucky: McGraw Hill.
- Hasan, A. (2013). Marketing dan Kasus - Kasus Pilihan. In *Yogyakarta. CAPS (Center For Academic Publishing Service)*. <https://doi.org/10.1007/978-1-4471-4315-4>
- Hsu, J., & Hsu, C. (2008). The relationships between service quality and customer satisfaction in a leading Chinese Web 2.0 company. *The Business Review*, 11(1), 84–90.
- Iman, M. (2020). Ketika e-Commerce Saling Serobot Berebut Tahta. Retrieved from <https://www.goodnewsfromindonesia.id/2020/05/16/ketika-e-commerce-saling-serobot-berebut-tahta>
- Kotler, P., & Keller, K. (2016). Marketing Management 13th edition. In *Ebook of Marketing Management 13th edition*. Pearson Education.

- Maholtra, N. (2014). *Marketing Research An Applied Orientation*. New Jersey: Prentice Hall, One Lake Street, Upper Saddle River.
- Manaf, P. A., Rachmawati, I., Witanto, M., & Nugroho, A. (2018). *E-Satisfaction as A Reflection of E-Marketing and E-Sequal in Influencing E-Loyalty on E-Commerce*. 7, 94–98.
- Mckinney, V., Yoon, K., & Mariam, F. (2014). *The Measurement of Web-Customer Satisfaction : An Expectation and Disconfirmation Approach*. (September 2002). <https://doi.org/10.1287/isre.13.3.296.76>
- Monalisa, S. (2016). *Analisis Kualitas Layanan Website Terhadap Kepuasan Mahasiswa dengan Penerapan Metode Webqual ( Studi Kasus : UIN Suska Riau )*. 13(2), 181–189.
- Mutia, S., Mohamad, M., Ali, N. A. M., & Wan Zulqurnain Wan Ismail. (2015). *E-Commerce Service Quality on Customer Satisfaction , Belief and Loyalty: A Proposal E-Commerce Service Quality on Customer Satisfaction , Belief and Loyalty: A Proposal*. (March). <https://doi.org/10.5901/mjss.2015.v6n2p260>
- N. Hill & F. Alexander. (2000). *Hand Book Of Customer Satisfaction And Loyalty Measurement*. Aldershot, Hampshire: Grower Publishing Limited.
- Nimda. (2012). Perkembangan e-commerce di Indonesia. Retrieved from <http://www.unpas.ac.id/perkembangan-e-commerce-di-indonesia/>
- Rachmatunnisa. (2019). *Keluhan Pelanggan e-Commerce: 90% soal Status Pengiriman Barang*. Retrieved from <https://inet.detik.com/business/d-4611659/keluhan-pelanggan-e-commerce-90-soal-status-pengiriman-barang>
- Rangkuti, F. (2016). *Riset Pemasaran*. Jakarta: PT. Gramedia.
- Ribbink, D., Liljander, V., Riel, A. van, & Streukens, S. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Journal of Service Theory and Practice*, 14(6), 446–456.
- S. S, Srinivasan, ., Anderson, R., & Ponnayolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 28(1), 41–50. Retrieved from [doi.org/10.1016/S0022-4359\(01\)00065-3](https://doi.org/10.1016/S0022-4359(01)00065-3)
- Sadeghi, A., Ghujali, T., & Bastam, H. (2018). *The Effect of Organisational Reputation on e-Loyalty: The Roles of e-Trust and e-Satisfaction*. X(1), 1–16.
- Santos, J. (2013). E- service quality: a model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13, 233–246.
- Sanusi, A. (2013). *Metodologi Penelitian Bisnis (Cetakan Ke)*. Jakarta: Salemba Empat.

- Setiawan, N., Indonesia, U. I., Winati, F. D., Mada, U. G., Shafira, Y. P., & Indonesia, U. I. (2016). *Analisis Hubungan Antara Kepuasan Pelanggan Berdasarkan Kualitas Layanan E-Commerce Terhadap Loyalitas Pelanggan dengan Menggunakan Metode Statistik*. (March).
- Shafiee, M. M., & Bazargan, N. A. (2018). *Behavioral Customer Loyalty in Online Shopping : The Role of E-Service Quality and E-Recovery 2 Literature Review*. *13*(1), 26–38. <https://doi.org/10.4067/S0718-18762018000100103>
- Sharma, G. (2017). *Service Quality, Satisfaction and Loyalty on Online Marketing: An Empirical Investigation*. *17*(2).
- Sharma, G., & Baoku, L. (2013). Customer satisfaction in Web 2.0 and information technology development. *Information Technology and People*, *26*(4), 347–367. <https://doi.org/10.1108/ITP-12-2012-0157>
- Smith, M. (2012). *Research Methods in Accounting* (2nd ed). London: SAGE.
- Sugiyono. (2013). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Szymanski, D. M., & David H. Henard. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Customer Satisfaction: A Meta-Analysis of the Empirical Evidence*, *29*(1), 16–35.
- Tawas, H., & Mandey, S. (2014). Merek Dan Fashion Involvement Pengaruhnya Terhadap Perilaku Impulse Buying Pada Konsumen. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, *2*(2), 975–984.
- Ting, O. S., Ariff, M. S. M., Zakuan, N., Sulaiman, Z., & Saman, M. Z. M. (2016). E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia. *IOP Conference Series: Materials Science and Engineering*, *131*(1). <https://doi.org/10.1088/1757-899X/131/1/012012>
- Tjiptono, F. (2014). *Strategi Pemasaran* (Edisi Pert). Yogyakarta: Andi Ofset.
- Valarie A. Zeithaml, and L. L. B. A. P. (2014). *No Title* (2013th ed.). Jakarta: CAPS (Center for Academic Publishing Service).
- Wangsanegara, S. L., & Sopian, B. N. (2014). *Sirenia Lucia Wangsanegara dan Bobby Naedi Sopian : Pengaruh Kualitas Layanan*. 25–33.
- Widarjono, A. (2015). *Analisis Multivariat Terapan*. Yogyakarta: UPP STIM. YKPN.
- Yoo, D. K., & Park, J. A. (2007). No Title. *International Journal of Quality & Reliability Management*, *24*, 908–926.
- Zeithaml, Bitner, & Gremler. (2013). *Services Marketing: Integrating Customer*

*Focus Across the Firm* (6th ed.). Boston: Mc.Graw-Hill.

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>

Zhang, P., & Dran, G. M. von. (2000). Satisfiers and dissatisfiers: A two- factor model for website design and evaluation. *JASIST*.

