

## DAFTAR PUSTAKA

- Ahdiat, A. (2024). *5 e-commerce dengan pengunjung terbanyak sepanjang 2023*. Databoks. [https://databoks.katadata.co.id/datapublish/2024/01/10/5-e-commerce-dengan-pengunjung-terbanyak-sepanjang-2023#:~:text=Selama Januari-Desember 2023%2C secara,kunjungan%2C jauh melampaui para pesaingnya.&text=Dalam periode sama%2C situs Tokopedia,Lazada 76](https://databoks.katadata.co.id/datapublish/2024/01/10/5-e-commerce-dengan-pengunjung-terbanyak-sepanjang-2023#:~:text=Selama%20Januari-Desember%202023%2C%20secara,kunjungan%20jauh%20melampaui%20para%20pesaingnya.&text=Dalam%20periode%20sama%20situs%20Tokopedia,Lazada%2076)
- Akbar, A., Pradana, M., Wardhana, A., & Adhiim, D. M. (2021). The effect of e-service quality on e-customer loyalty of a financial technology applications through e-customer satisfaction as intervening variable. *Italienisch*, *11*(2), 496–501.
- Al-Bourini, F. A., Aljawarneh, N. M., Almaaitah, M. F., Altahat, S., Alomari, Z. S., & Sokiyna, M. (2021). The role of e-word of mouth in the relationship between online destination image, e-satisfaction, e-trust & e-service quality for international tourists perception. *Journal of Information Technology Management*, *13*, 1–20. <https://doi.org/10.22059/jitm.2021.80756>
- Al-dweeri, R. M., Obeidat, Z. M., Al-dwiry, M. A., Alshurideh, M. T., & Alhorani, A. M. (2017). The impact of e-service quality and e-loyalty on online shopping: moderating effect of e-satisfaction and e-trust. *International Journal of Marketing Studies*, *9*(2), 92. <https://doi.org/10.5539/ijms.v9n2p92>
- Al-Khayyal, A., Alshurideh, M. T., Al Kurdi, B., & Aburayya, A. (2020). The impact of electronic service quality dimensions on customers' e-shopping and e-loyalty via the impact of e-satisfaction and e-trust: a qualitative approach. *International Journal of Innovation, Creativity and Change*, *14*(9), 257–281. [www.ijicc.net](http://www.ijicc.net)
- Al Amin, M., Muzareba, A. M., Chowdhury, I. U., & Khondkar, M. (2023). Understanding e-satisfaction, continuance intention, and e-loyalty toward mobile payment application during covid-19: an investigation using the electronic technology continuance model. *Journal of Financial Services Marketing*, 1–23. <https://doi.org/10.1057/s41264-022-00197-2>
- Al Doghan, M., & Albarq, A. N. (2022). The effects of hedonic and utilitarian values on e-loyalty: Understanding the mediating role of e-satisfaction. *International Journal of Data and Network Science*, *6*(2), 325–334. <https://doi.org/10.5267/j.ijdns.2022.1.005>
- Alalwan, A. A. (2020). Mobile food ordering apps: An empirical study of the factors affecting customer e-satisfaction and continued intention to reuse. *International Journal of Information Management*, *50*, 28–44. <https://doi.org/10.1016/j.ijinfomgt.2019.04.008>
- Alfidah Falasifah, Falabiba, N. E., Anggaran, W., Mayssara A. Abo Hassanin

- Supervised, A., Wiyono, B. ., Falabiba, N. E., Zhang, Y. J., Li, Y., & Chen, X. (2020). Pengaruh e-trust dan e-service quality terhadap e-loyalty melalui e-satisfaction nasabah pengguna e-banking syariah di DKI Jakarta. In *Paper Knowledge . Toward a Media History of Documents* (Vol. 5, Issue 2). Universitas Islam Negeri Syarif Hidayatullah Jakarta.
- Alkhwaldi, A. F., Alharasis, E. E., Shehadeh, M., Abu-ALSondos, I. A., Oudat, M. S., & Bani Atta, A. A. (2022). Towards an understanding of fintech users' adoption: intention and e-loyalty post-covid-19 from a developing country perspective. *Sustainability (Switzerland)*, *14*(19), 1–23. <https://doi.org/10.3390/su141912616>
- Almansour, B., & Elkrghli, S. (2023). Factors influencing customer satisfaction on e-banking services: a study of Libyan banks. *International Journal of Technology, Innovation and Management (IJTIM)*, *3*(1), 34–42. <https://doi.org/https://doi.org/10.54489/ijtim.v3i1.211>
- Alnaim, A. F., Sobaih, A. E. E., & Elshaer, I. A. (2022). Measuring the mediating roles of e-trust and e-satisfaction in the relationship between e-service quality and e-loyalty: a structural modeling approach. *Mathematics*, *10*(13), 1–15. <https://doi.org/10.3390/math10132328>
- Amanda, L., Yanuar, F., & Devianto, D. (2019). Uji validitas dan reliabilitas tingkat partisipasi politik masyarakat kota Padang. *Jurnal Matematika UNAND*, *8*(1), 179–188.
- Ardila, T., & Rahmidani, R. (2023). Pengaruh e-service quality dan satisfaction terhadap customer loyalty pada marketplace Bukalapak di Kota Padang Universitas Negeri Padang. *Jurnal Salingka Nagari*, *02*(1), 205–218. <https://doi.org/https://doi.org/10.24036/jsn.v2i1.96>
- Arsi, A., & Herianto. (2021). Langkah-langkah uji Validitas dan realibilitas instrumen dengan menggunakan SPSS. *Sekolah Tinggi Agama Islam (STAI) Darul Dakwah Wal-Irsyad*, 1–8.
- Ashghar, S. A., & Nurlatifah, H. (2020). Analisis pengaruh perceived ease of use, perceived usefulness, dan perceived risk terhadap keinginan membeli kembali melalui e-trust dan s-satisfaction (studi kasus pengguna Gopay pada transaksi UMKM). *Jurnal Al Azhar Indonesia Seri Ilmu Sosial*, *1*(1), 40–52. <https://doi.org/10.36722/jaiss.v1i1.459>
- Atmojo, J. J. T., & Widodo, T. (2022). Pengaruh e-service quality terhadap e-customer loyalty melalui e-customer satisfaction sebagai variabel intervening pada aplikasi tiket.com. *Jurnal Manajemen*, *13*(1). <https://doi.org/10.32832/jm-uika>.
- Cahyanti, A. A. A. S., & Dhewi, T. S. (2022). Effect of e-service quality and e-trust on e-loyalty of e-payment through e-satisfaction of Shopee pay users. *International Journal Of Humanities Education and Social Sciences (IJHESS)*, *2*(1), 239–246. <https://doi.org/10.55227/ijhess.v2i1.234>

- Çelik, K. (2021). The effect of e-service quality and after-sales e-service quality on e-satisfaction. *Business & Management Studies: An International Journal*, 9(3), 1137–1155. <https://doi.org/https://doi.org/10.15295/bmij.v9i3.1898>
- Chawla, D., & Joshi, H. (2019). Consumer attitude and intention to adopt mobile wallet in India – An empirical study. *International Journal of Bank Marketing*, 37(7), 1590–1618. <https://doi.org/10.1108/IJBM-09-2018-0256>
- Chomeya, R. (2010). Quality of Psychology Test Between Likert Scale 5 and 6 Points. *Journal of Social Sciences*, 6(3), 399–403. <https://doi.org/10.3844/jssp.2010.399.403>
- Coelho, P. S., Rita, P., & Santos, Z. R. (2018). On the relationship between consumer-brand identification, brand community, and brand loyalty. *Journal of Retailing and Consumer Services*, 43, 101–110. <https://doi.org/10.1016/j.jretconser.2018.03.011>
- Dalbehera, S. (2020). Measuring service quality in digital library services by the research scholars of S.O.A. University of Odisha using e-s-qual model. *International Perspectives on Improving Student Engagement: Advances in Library Practices in Higher Education*, 26, 111–126. <https://doi.org/10.1108/s2055-364120200000026007>
- Demir, A., Maroof, L., Sabbah Khan, N. U., & Ali, B. J. (2020). The role of E-service quality in shaping online meeting platforms: a case study from higher education sector. *Journal of Applied Research in Higher Education*, 13(5), 1436–1463. <https://doi.org/10.1108/JARHE-08-2020-0253>
- Devi, M. F., Pradana, M., & Nugraha, D. W. (2021). The influence of e-trust on e-customer loyalty of online food delivery customers in Indonesia (study conducted during COVID-19 pandemic). *Proceedings of the International Conference on Industrial Engineering and Operations Management*, 2890–2898.
- Dewi, F. S. (2021). Pengaruh perceived security dan perceived usefulness terhadap customer loyalty dengan customer satisfaction sebagai intervening: studi kasus e-wallet [Universitas Negeri Jakarta]. In *Cimago*. [www.liputan6.com](http://www.liputan6.com),
- Dwinata, I. P. W., Usadi, M. P. P., & Wibawa, I. W. S. (2022). Predicting millennials e-loyalty through compatibility and innovativeness on e-commerce. *Journal of International Conference Proceedings*, 5(1), 268–277. <https://doi.org/10.32535/jicp.v5i1.1476>
- Eryiğit, C., & Fan, Y. (2021). The effects of convenience and risk on e-loyalty through the mediating role of e-service quality: A comparison for China and Turkey. *Journal of International Consumer Marketing*, 33(5), 613–626. <https://doi.org/10.1080/08961530.2021.1879704>

- Fahmi, S. M., Jumi, & Nahar, M. (2020). Analisis pengaruh kualitas sistem, kualitas informasi dan perceived usefulness terhadap kepuasan pengguna. *Seminar Nasional Terapan Riset Inovatif (SENTRINOV)*, 6(2), 173–180.
- Faizah, N., & Sanaji, S. (2022). Pengaruh perceived ease of use dan perceived usefulness terhadap loyalitas dengan trust sebagai variabel intervening terhadap penggunaan aplikasi warung pintar. *Jurnal Ilmu Manajemen*, 10(3), 946–959. <https://doi.org/10.26740/jim.v9n2.p708-722>
- fintech.id. (2023). *PT Airpay International Indonesia*. Fintech Indonesia. <https://fintech.id/id/member/detail/217>
- Firmansyah, D., & Dede. (2022). Teknik pengambilan sampel umum dalam metodologi penelitian: literature review. *Jurnal Ilmiah Pendidikan Holistik (JIPH)*, 1(2), 85–114. <https://doi.org/10.55927/jiph.v1i2.937>
- Fitriani, A. (2018). Pengaruh e-trust dan e-service quality terhadap e-loyalty dengan e-satisfaction sebagai variabel intervening (studi pada pengguna e-commerce c2c Shopee). In *Repository UIN Alauddin Makassar*. UIN Alauddin Makassar.
- Gharibi, N., Rudsari, S. M. M., & Nasouti, M. (2020). Tourists' e-loyalty to a destination website: A case of an Iranian tourism website. *International Journal of Tourism Policy*, 10(1), 88–96. <https://doi.org/10.1504/IJTP.2020.107198>
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Supply Chain Management An International Journal*, 8(2), 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Gusfei, A. D., & Pradana, M. (2022). The effect of e-service quality and e-trust on mobile payment application e-customer loyalty through e-customer satisfaction as intervening variable. *European Journal of Military Studies*, 12(2), 166–180.
- Hair, J., R. A., Babin, B., & Black, W. (2010). *Multivariate Data Analysis*. In *Australia : Cengage* (Vol. 7, p. 758).
- Hair, J., Risher, J., Sarstedt, M., & Ringle, C. (2018). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/https://doi.org/10.1108/IJCHM-10-2017-0649>
- Hapsari, L. A., & Setyawan, A. A. (2023). Pengaruh perceived usefulness dan perceived ease of use terhadap e-loyalty: Peran e-satisfaction sebagai variabel mediasi. In *Jurnal Penelitian Manajemen*. [http://eprints.ums.ac.id/id/eprint/107593%0Ahttp://eprints.ums.ac.id/107593/1/Naskah Publikasi UMS Luthvi Attiya Hapsari B100190543.pdf](http://eprints.ums.ac.id/id/eprint/107593%0Ahttp://eprints.ums.ac.id/107593/1/Naskah%20Publikasi%20UMS%20Luthvi%20Attiya%20Hapsari%20B100190543.pdf)

- Hapsariningsih, D., & Fitri, R. (2023). The influence of perceived usefulness on customer loyalty gen Z mediated by customer satisfaction on fitur Shopee Food. *Advances in Economics, Business and Management Research*, 14–21. [https://doi.org/10.2991/978-94-6463-302-3\\_3](https://doi.org/10.2991/978-94-6463-302-3_3)
- Harianto, E. F. E., & Ellyawati, J. (2023). The influence of perceived usefulness, trust, and risk on loyalty in the TikTok Shop: test of consumer satisfaction as a mediation variable. *Journal of Entrepreneurship & Business*, 4(1), 13–23. <https://doi.org/10.24123/jeb.v4i1.5390>
- Haryono, S. (2019). Metode SEM untuk penelitian manajemen dengan AMOS LISREL dan Smart PLS. In *PT. Intermedia Personalia Utama*.
- Hasman, H. C. P., Amelia, W. R., Alfifto, & Salqaura, S. A. (2023). Factors influencing gen z's e-loyalty in shopping on e-commerce. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEBAAS)*, 3(4), 1183–1188. <https://doi.org/10.54443/ijeabas.v3i4.1002>
- Haudi, Rahadjeng, E. R., Santamoko, R., Putra, R. S., Purwoko, D., Nurjannah, D., Koho, I. R., Wijoyo, H., Siagian, A. O., Cahyono, Y., & Purwanto, A. (2022). The role of e-marketing and e-crm on e-loyalty of indonesian companies during covid pandemic and digital era. *Uncertain Supply Chain Management*, 10(1), 217–224. <https://doi.org/10.5267/j.uscm.2021.9.006>
- Hidayah, F. E., & Suryadi, N. (2021). Pengaruh e-service quality terhadap e-loyalty melalui e-satisfaction pada pengguna e-commerce Tokopedia. *Jurnal Ilmiah FEB*, 9(2), 1–17.
- Hidayat, A. (2018). *PLS SEM: pengukuran kecocokan model (inner dan outer)*. Statistikian.Com. <https://www.statistikian.com/2018/08/pls-sem-pengukuran-kecocokan-model-inner-dan-outer.html>
- Hur, Y., Ko, Y. J., & Valacich, J. (2011). A Structural model of the relationships between sport website quality, e-satisfaction, and e-loyalty. *Journal of Sport Management*, 25(5), 458–473. <https://doi.org/10.1123/jsm.25.5.458>
- Indrajaya, S., & Jarlest, A. A. (2020). Analisis kepuasan konsumen dengan uji deskriptif dan PLS pada perusahaan multifinace. *Jurnal Ekonomi*, 25(3), 413–430. <https://doi.org/10.24912/je.v25i3.688>
- Ismi, R. N., & Abdilla, M. (2023). Pengaruh citra merek, kualitas layanan, dan kemudahan penggunaan terhadap loyalitas konsumen yang dimediasi oleh kepuasan konsumen. *Jurnal Ekonomi Dan Bisnis Dharma Andalas*, 25(2), 428–441.
- Juhria, A., Meinitasari, N., Iqbal Fauzi, F., & Yusuf, A. (2021). Pengaruh e-service quality terhadap kepuasan pelanggan di aplikasi e-commerce Shopee. *Jurnal manajemen*, 13(1), 55–62. <https://doi.org/https://doi.org/10.30872/jmmn.v13i1.9132>

- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(2), 477–486. <https://doi.org/10.5267/j.ijdns.2021.12.006>
- Karim, M. W., Chowdhury, M. A. M., & Haque, A. A. (2022). Study of customer satisfaction towards e-wallet payment system in bangladesh. *American Journal of Economics and Business Innovation (AJEBI)*, 1(1), 1–10. <https://doi.org/https://doi.org/10.54536/ajebi.v1i1.144>
- Kartono, R. A., & Halilah, I. (2019). Pengaruh e-trust terhadap e-loyalty. *Relawan Jurnal Indonesia (RJI)*, 10(1), 1204–1213. <https://doi.org/https://doi.org/10.35313/irwns.v10i1.1463>
- Kaur, B., Kaur, J., Pandey, S. K., & Joshi, S. (2020). E-service quality: development and validation of the scale. *Global Business Review*, 1–19. <https://doi.org/10.1177/0972150920920452>
- Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. *South Asian Journal of Business Studies*, 8(3), 283–302. <https://doi.org/10.1108/SAJBS-01-2019-0016>
- Koo, H. M., Kim, G. J., Shin, W. S., & Song, H. J. (2021). Analyzing the impact of service quality factors on trust, customer satisfaction, and customer loyalty of major telecommunication companies in Korea. *Journal of Korean Society for Quality Management*, 49(4), 483–503. <https://doi.org/https://doi.org/10.7469/JKSQM.2021.49.4.483>
- Kusmita, A. C., Farida, N., & Saryadi, S. (2022). Pengaruh e-trust dan e-service quality terhadap online repurchase intention melalui e-satisfaction (Pada mahasiswa S1 FISIP yang pernah berbelanja di Lazada). *Jurnal Ilmu Administrasi Bisnis*, 10(3), 1307–1318. <https://doi.org/10.14710/jiab.2021.32135>
- Laucereno, S. F. (2022). *Pengguna Dompot Digital Makin Menjamur, tapi Masih Didominasi Warga Jakarta*. DetikFinance.
- Lee, V., Park, S., & Lee, D. (2022). The effect of e-commerce service quality factors on customer satisfaction, purchase intention, and actual purchase in Uzbekistan. *Global Business and Finance Review*, 27(3), 56–74. <https://doi.org/10.17549/gbfr.2022.27.3.56>
- Lu, C. C., Wu, I. L., & Hsiao, W. H. (2019). Developing customer product loyalty through mobile advertising: affective and cognitive perspectives. *International Journal of Information Management*, 47, 101–111. <https://doi.org/10.1016/j.ijinfomgt.2018.12.020>
- Magdalena, A., & Jaolis, F. (2018). Analisis antara e-service quality, e-

- satisfaction, dan e-loyalty dalam konteks e-commerce Bukalapak. *Jurnal Strategi Pemasaran*, 5(2), 1–11.
- Manaf, P., Rachmawati, I., Witanto, M., & Nugroho, A. (2018). E-Satisfaction as a reflection of e-marketing and e-sequel in influencing e-loyalty on e-commerce. *International Journal of Engineering & Technology*, 7(4.44), 94. <https://doi.org/10.14419/ijet.v7i4.44.26870>
- Mariana, Y., & Aidil Fadli, J. (2022). Pengaruh e- service quality, e-trust, e-satisfaction terhadap e-loyalitas nasabah perbankan Indonesia. *Jurnal Multidisiplin Indonesia*, 1(1), 186–200. <https://doi.org/10.58344/jmi.v1i1.21>
- Maryanto, R. H., & Kaihatu, T. S. (2021). Customer loyalty as an impact of perceived usefulness to Grab users, mediated by customer satisfaction and moderated by perceived ease of use. *Binus Business Review*, 12(1), 31–39. <https://doi.org/10.21512/bbr.v12i1.6293>
- Mashaqi, E., Al-hajri, S., Alshurideh, M., & Kurdi, B. Al. (2020). The impact of e-service quality, e-recovery services on e-loyalty in online shopping. *PalArcg's Journal of Archaeology Og Egypt/Egyptology*, 17(10), 2291–2316.
- Melinda, E., Usman, O., & Aditya, S. (2023). The effect of e-service quality and e-trust on e-loyalty with e-satisfaction as an intervening for mobile banking user. *Jurnal Dinamika Manajemen Dan Bisnis*, 6(1), 80–96. <https://doi.org/10.21009/jdmb.06.1.6>
- Metilda, D. M., & Shamini, S. (2022). The impact of fintech on customer satisfaction and its intention to use: an empirical study. *Journal of Production, Operations Management and Economics*, 2(26), 46–59. <https://doi.org/10.55529/jpome.26.46.59>
- Mileniumiati, N., Nursanta, E., & Masitoh, S. (2022). Pengaruh persepsi keamanan, persepsi manfaat, persepsi risiko dan promosi terhadap kepuasan pengguna dompet elektronik OVO. *Jurnal Cahaya Mandalika*, 227–237.
- Minta, Y. (2018). Link between satisfaction and customer loyalty in the insurance industry: moderating effect of trust and commitment. *Journal of Marketing Management*, 6(2), 2333–6099. <https://doi.org/10.15640/jmm.v6n2a3>
- Muhson, A. (2022). Analisis Statistik dengan SmartPLS. In *Program Pascasarjana Universitas Negeri Yogyakarta*.
- Musfar, T. F., Nabilla, M., & Jushermi, J. (2023). The effect of ease of use and customer trust toward customer satisfaction and customer loyalty in using the Shopee PayLater feature in Pekanbaru city. *Dinasti International Journal of Digital Business Management DIJDBM*, 4(3), 456–470.
- Musyaffi, A. M., Khairunnisa, H., & Respati, D. K. (2022). *Konsep Dasar Structural Equation Model Partial Least Square (SEM-PLS) Menggunakan SmartPLS*. Pascal Books.

<https://books.google.co.id/books?id=KXpjEAAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>

- Myo, Y. N., Khalifa, G. S. A., & Aye, T. T. (2019). The impact of service quality on customer loyalty of Myanmar hospitality industry: the mediating role of customer satisfaction. *International Journal of Management and Human Science (IJMHS)*, 3(3), 1–11. [https://doi.org/10.1007/978-3-030-94277-9\\_34](https://doi.org/10.1007/978-3-030-94277-9_34)
- Nasution, H. (2019). The effect of e-service quality on e-loyalty through e-satisfaction on students of OVO application users at the faculty of economics. *European Journal of Management and Marketing Studies*, 4(1), 146–162. <https://doi.org/10.5281/zenodo.3360880>
- Nguyen-phuoc, D. Q., Ngoc, D., Thi, P., Tran, K., Le, D. T., & Johnson, L. W. (2020). Factors in influencing customer's loyalty towards ride-hailing taxi services – A case study of Vietnam. *Transportation Research Part A*, 134(February), 96–112. <https://doi.org/10.1016/j.tra.2020.02.008>
- Nguyen, H., Pham, L., Williamson, S., & Hung, N. D. (2020). Individual investors' satisfaction and loyalty in online securities trading using the technology acceptance model. *International Journal of Management and Decision Making*, 19(2), 239–266. <https://doi.org/10.1504/IJMDM.2020.108233>
- Parasuraman, A. P., Zeithaml, V. A., & Berry, L. L. (1988). Servqual: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12–40.
- Perwitasari, A. W. (2022). The effect of perceived usefulness and perceived easiness towards behavioral intention to use fintech by Indonesian MSMEs. *The Winners*, 23(1), 1–9. <https://doi.org/10.21512/tw.v23i1.7078>
- Pham, C. H., Vu, N. H., & Tran, G. T. H. (2020). The role of e-learning service quality and e-trust on e-loyalty. *Management Science Letters*, 10(12), 2741–2750. <https://doi.org/10.5267/j.msl.2020.4.036>
- Prasetya, I. A., & Suwitho. (2022). Pengaruh persepsi kemudahan dan manfaat terhadap kepuasan pelanggan dan minat pembelian ulang pada aplikasi Shopee. *Jurnal Ilmu Dan Riset Manajemen*, 11(9), 1–15. <http://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/view/4899%0Ahttp://jurnalmahasiswa.stiesia.ac.id/index.php/jirm/article/download/4899/4911>
- Probosini, D. A., Hidayat, N., & Yusuf, M. (2021). Pengaruh promosi dan brand ambassador terhadap keputusan pembelian pengguna market place X dengan brand image sebagai variabel intervening. *Jurnal Bisnis, Manajemen, Dan Keuangan*, 2(2), 445–458.
- Pudjarti, S., Nurchayati, N., & Dwi Putranti, H. R. (2019). Penguatan kepuasan model hubungan e-service quality dan e-loyalty pada konsumen Go-Jek dan Grab. *Sosiohumaniora*, 21(3), 237–246.



<https://doi.org/10.24198/sosiohumaniora.v21i3.21491>

- Purnamasari, I., & Suryandari, R. T. (2023). Effect of e-service quality on e-repurchase intention in Indonesia online shopping: e-satisfaction and e-trust as mediation variables. *European Journal of Business and Management Research*, 8(1), 155–161. <https://doi.org/10.24018/ejbmr.2023.8.1.1766>
- Purwanto, A. (2022). The role of digital leadership , e-loyalty , e-service quality and e-satisfaction of Indonesian e-commerce online shop. *International Journal of Social and Management Studies (IJOSMAS)*, 03(05), 51–57.
- Purwanto, A., Asbari, M., & Santoso, T. I. (2021). Analisis data penelitian marketing: perbandingan hasil antara Amos, SmartPLS, WarpPLS, dan SPSS untuk jumlah sampel besar. *Journal of Industrial Engineering & Management Research*, 2(4), 216–227. <https://doi.org/https://doi.org/10.7777/jiemar>
- Putri, S. F. A., & Marlina, N. (2021). Pengaruh e-service quality dan e-trust terhadap kepuasan konsumen. *Forum Ekonomi*, 23(3), 463–474. <https://doi.org/https://doi.org/10.30872/jfor.v23i3.9702>
- Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63–76. <https://doi.org/10.5267/j.msl.2019.8.015>
- Rachmawati, D., & Syafarudin, A. (2022). Analysis of e-service quality and e-trust on e-loyalty with e-satisfaction as an intervening variable in the government e-catalogue. *European Journal of Business & Management Research*, 7(2), 323–329. <https://doi.org/10.24018/ejbmr.2022.7.2.1377>
- Rahmatika, D. A., & Soesanto, H. (2022). The effect of service quality, perceived usefulness of mobile banking, and customer trust during pandemic covid-19 on customer loyalty through customer satisfaction in the banking sector. *Budapest International Research and Critics Institute-Journal (BIRCI-Journal)*, 5(3), 18556–18573. <https://doi.org/10.33258/birci.v5i3.5842>
- Rahmawaty, S., Kartawinata, B. R., Akbar, A., & Wijaksana, T. I. (2021). The effect of e-service quality and e-trust on e-customer loyalty through e-customer satisfaction as an intervening variable (study on gopay users in Bandung). *International Conference on Industrial Engineering and Operations Management*, 5495–5506.
- Ramya, N., Kowsalya, A., & Dharanipriya, K. (2019). Service quality and its dimensions. *EPRA International Journal of Research and Development (IJRD)*, 4(2), 38–41.
- Rezeki, M. R., Majid, M. S. A., & Kassim, S. H. (2023). The effect of e-service quality on e-loyalty of Islamic banking customers: Does e-satisfaction act as mediator? *Jurnal Ekonomi & Keuangan Islam*, 9(2), 228–245.

<https://doi.org/10.20885/jeki.vol9.iss2.art6>

- Riztyawan, I. I., & Rahayu, M. (2023). The effect of perceived usefulness and perceived ease of use on continuance intention with mediation of perceived value and customer satisfaction: study on Netflix application users. *The International Journal of Social Sciences World*, 5(1), 368–380. <https://doi.org/https://doi.org/10.5281/zenodo.8012094>
- Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding e-sq, e-satisfaction and e-loyalty for fashion e-retailers in Spain. *Journal of Retailing and Consumer Services*, 57(June). <https://doi.org/10.1016/j.jretconser.2020.102201>
- Saodin, Suharyono, Arifin, Z., & Sunarti. (2019). The influence of e-service quality toward e-satisfaction, e-trust, e-word of mouth and online repurchase intention: a study on the consumers of the three-star hotels in Lampung. *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), 27–38. <https://doi.org/10.18551/rjoas.2019-09.03>
- Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O., Jainuri, J., & Waruwu, H. (2021). The impact of e-service quality and satisfaction on customer loyalty: empirical evidence from internet banking users in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 465–473. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0465>
- Setyawan, A. A. (2023). The effect of e-service quality and convenience of online services on e-customer loyalty through e-customer satisfaction on Livin by Mandiri users. *South Asian Journal of Social Studies and Economics*, 18(3), 50–58. <https://doi.org/10.9734/sajsse/2023/v18i3660>
- shopeepay.co.id. (2024). *ShopeePay*. ShopeePay. <https://shopeepay.co.id/>
- Singh, R., & Sibi, P. . (2023). E-loyalty formation of generation z: personal characteristics and social influences. *Journal of Tourism, Heritage & Services Marketing*, 9, 3–14. <https://doi.org/10.5281/zenodo.8054004>
- Suprapti, S., & Suparmi. (2020). Membangun e-Loyalty dan e-satisfaction melalui e-Service quality Pengguna Goride Kota Semarang. *Jurnal Konsep Bisnis Dan Manajemen*, 6(2), 240–255. <https://doi.org/10.31289/jkbn.v6i2.3795>
- Suryatenggara, G. M., & Dahlan, K. S. S. (2022). The effect of perceived usefulness, perceived ease of use and perceived price on customer loyalty in Gojek through customer satisfaction (study on Gojek apps users in Jabodetabek). *Journal of Business & Applied Management*, 15(2), 171–185. <https://doi.org/10.30813/jbam.v15i2.3866>
- Susilo, D. (2020). Unlocking the secret of e-loyalty: a study from TikTok users in China. *International Journal of Economic, Business, and Entrepreneurship*, 3(1), 37–49.

- Svare, H., Gausdal, A. H., & Möllering, G. (2019). The function of ability, benevolence, and integrity-based trust in innovation networks. *Industry and Innovation*, 27(6), 585–604. <https://doi.org/10.1080/13662716.2019.1632695>
- Tan, S. T., Tan, S. Y., Tan, S. C., Tan, W. E., Abdulln, M., Khadran, R., & Sharma, S. (2022). Factors that influence consumer purchase intention: a case study of 99 speedmart in Malaysia. *International Journal of Accounting Finance in Asia Pasific*, 5(2), 85–97. <https://doi.org/10.32535/ijafap.v5i2.1596>
- Tran, L. T. T., Pham, L. M. T., & Le, L. T. (2019). E-satisfaction and continuance intention: The moderator role of online ratings. *International Journal of Hospitality Management*, 77, 311–322. <https://doi.org/10.1016/j.ijhm.2018.07.011>
- Tran, V. D., & Vu, Q. H. (2019). Inspecting the relationship among e-service quality, e-trust, e-customer satisfaction and behavioral intentions of online shopping customers. *Global Business and Finance Review*, 24(3), 29–42. <https://doi.org/10.17549/gbfr.2019.24.3.29>
- Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576–587. <https://doi.org/10.1108/IJQSS-03-2019-0047>
- Ulum, F., & Muchtar, R. (2018). Pengaruh e-service quality terhadap e-customer satisfaction website start-up kaosyay. *Jurnal Tekno Kompak*, 12(2), 68–72. <https://doi.org/10.33365/jtk.v12i2.156>
- Wahid, A., & Afifah, V. (2023). Increasing e-loyalty of e-commerce users through e-satisfaction and e-trust. *International Journal of Advanced Multidisciplinary*, 1(4), 458–467. <https://creativecommons.org/licenses/by/4.0/>
- Waruwu, M. (2023). Pendekatan penelitian pendidikan: metode penelitian kualitatif, metode penelitian kuantitatif dan metode penelitian kombinasi (mixed method). *Jurnal Pendidikan Tambusai*, 7(1), 2896–2910. <https://doi.org/https://doi.org/10.31004/jptam.v7i1.6187>
- Widodo, S., & Yosepha, S. Y. (2022). E-loyalty model based on e-service quality, e-trust and e-satisfaction on Gojek consumers in East Jakarta. *International Journal Of Artificial Intelegence Research*, 6(1.2), 1–7. <https://doi.org/10.29099/ijair.v6i1.2.607>
- Wijayanti, L. S., Setyawati, S. M., & Rahab. (2021). Pengaruh e-security, e-service quality dan e-trust terhadap repurchase intention dengan e-satisfaction sebagai variabel intervening pada konsumen marketplace di Indonesia. *Jurnal Ekonomi , Bisnis Dan Akuntansi(JEBA)*, 23(4), 109–121. <https://bibli.com/>

- Wilson, N., Keni, K., & Tan, P. H. P. (2021). The role of perceived usefulness and perceived ease-of-use toward satisfaction and trust which influence computer consumers' loyalty in China. *Gajah Mada International Journal of Business*, 23(3), 262–294. <https://doi.org/DOI.10.3316/INFORMIT.147511565887487>
- Wirani, M., & Wibasuri, A. (2020). The measurement of information quality and e-service quality on customer satisfaction in Shopee Indonesia. *International Conference on 8 December, December*, 214–219. <https://jurnal.darmajaya.ac.id/index.php/icitb/article/view/2592%0Ahttps://jurnal.darmajaya.ac.id/index.php/icitb/article/download/2592/1330>
- Yum, K., & Yoo, B. (2023). The impact of service quality on customer loyalty through customer satisfaction in mobile social media. *Sustainability*, 6(2), 236–243. <https://doi.org/https://doi.org/10.3390/su151411214>

