

DAFTAR PUSTAKA

- Abdella, A., & Indradewa, R. (2024). Digital service quality and customer satisfaction in e-commerce platforms. *Jurnal Manajemen Pemasaran*.
- Agustin, R., & Suyuthie, H. (2025). Pengaruh loyalty program terhadap repurchase intention pelanggan ritel digital. *Jurnal Manajemen Bisnis*.
- Ahn, J., & Back, K. J. (2020). Effects of customer engagement on customer satisfaction and loyalty in online brand communities. *Journal of Hospitality Marketing & Management*.
- Al-Dmour, H., Alshurideh, M., & Shishan, F. (2019). The influence of customer engagement on brand satisfaction and loyalty. *International Journal of Marketing Studies*.
- Alifia, R., & Nirawati. (2025). Pengaruh product diversity terhadap customer satisfaction pada e-commerce kecantikan. *Jurnal Manajemen Pemasaran*.
- Anggraini, D., & Sobari, A. (2023). Online review dan promosi terhadap keputusan pembelian produk kecantikan. *Jurnal Riset Manajemen*, 12(3), 201–214.
- Azzahra, F., Putri, A. R., & Lestari, S. (2023). Pengaruh loyalty program terhadap customer satisfaction pada platform digital. *Jurnal Manajemen Bisnis*.
- Barari, M., Ross, M., & Surachartkumtonkun, J. (2020). Product variety and customer satisfaction in online retailing. *Journal of Retailing and Consumer Services*, 54, 102–118.
- Blut, M., Teller, C., & Floh, A. (2023). Testing retail marketing-mix effects on customer engagement. *Journal of Retailing*, 99(1), 1–16.
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Ilic, A. (2013). Customer engagement in a virtual brand community. *Journal of Service Research*, 14(3), 252–271.
- Busalim, A. H., Hollebeek, L. D., & Lynn, G. (2024). Social commerce attributes and customer engagement. *Journal of Business Research*, 162.
- Buttle, F. (2004). *Customer relationship management: Concepts and tools*. Elsevier Butterworth-Heinemann.
- Buttle, F. (2020). *Customer relationship management: Concepts and technologies*

- (4th ed.). Routledge.
- Chen, J. I., & Popovich, K. (2021). Understanding customer relationship management. *Business Process Management Journal*, 27(3), 673–690.
- Chen, Y., Wang, Q., & Xie, J. (2021). The impact of loyalty program value on customer satisfaction and repurchase intention. *International Journal of Retail & Distribution Management*, 49(5).
- Fadilah, R., Prasetyo, B., & Utami, N. (2024). Product diversity and repurchase intention in Indonesian e-commerce. *Jurnal Riset Pemasaran*, 16(2), 101–114.
- Fan, X. (2025). Customer satisfaction as a predictor of repurchase intention in digital commerce. *Journal of Consumer Behaviour*, 24(1), 77–91.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2021). *Multivariate data analysis* (8th ed.). Cengage.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage.
- Harahap, A. D., Sari, P. D., & Lubis, R. R. (2020). Customer satisfaction and loyalty in online shopping. *Jurnal Manajemen*, 24(1), 65–78.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. *European Journal of Marketing*, 37(11/12), 1762–1800.
- Henseler, J. (2020). Composite-based structural equation modeling. *Journal of Marketing Theory and Practice*, 28(3), 1–15.
- Hernani-Merino, M., Gil-Saura, I., & Ruiz-Molina, E. M. (2023). Determinants of repurchase intention in online retail. *Journal of Retailing and Consumer Services*, 71, 103–120.
- Indraswari, A., Pratama, A., & Widodo, T. (2023). Customer satisfaction and repurchase intention in Indonesian e-commerce. *Jurnal Riset Pemasaran*, 15(3), 211–224.
- Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement. *Telematics and Informatics*, 34(4),

96–109.

- Islam, J. U., & Rahman, Z. (2022). Social commerce and customer engagement. *Journal of Retailing and Consumer Services*, 65, 102–119.
- Kim, J., Kim, M., & Lee, H. (2021). Loyalty program benefits and customer behavior. *Journal of Retailing*, 97(4), 567–582.
- Kolte, A. (2022). Product assortment and customer satisfaction in digital retail. *International Journal of Retail Management*, 18(2), 44–58.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kwee, Z., & Aruan, D. T. H. (2024). Customer engagement and repurchase intention on digital platforms. *Jurnal Manajemen Strategi*, 10(1), 55–69.
- Laradi, M., Benyoucef, M., & Mou, J. (2024). Social interaction and repurchase intention in social commerce. *Information & Management*, 61(2), 103–119.
- Leong, L. Y., Hew, T. S., Ooi, K. B., Hajli, N., & Tan, G. W. H. (2024). Revisiting the social commerce paradigm. *Information Systems Frontiers*, 26(1), 1–18.
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–452.
- Lin, X., & Wang, X. (2022). User-generated content and purchase intention. *Electronic Commerce Research and Applications*, 52, 101–116.
- Mahira, A., Yusuf, M., & Sari, P. (2021). Customer satisfaction and loyalty in online retail. *Jurnal Ekonomi dan Bisnis*, 16(2), 133–147.
- Marino, V., & Presti, L. L. (2018). Engagement, satisfaction, and loyalty. *Journal of Service Management*, 29(1), 1–21.
- Mastur, A., Rahman, F., & Wijaya, H. (2025). Customer satisfaction in digital commerce. *Jurnal Manajemen*, 29(1), 12–26.
- Meyer-Waarden, L. (2020). Loyalty programs and customer behavior. *Journal of Retailing and Consumer Services*, 53.
- Meyer-Waarden, L., & Benavent, C. (2006). The impact of loyalty programs. *Journal of Marketing Management*, 22(7–8), 1–29.
- Molinillo, S., Anaya-Sánchez, R., & Morrison, A. M. (2020). Customer

- engagement in social media. *Journal of Business Research*, 121, 1–14.
- Mou, J., & Benyoucef, M. (2021). Consumer behavior in social commerce: A meta-analysis. *Information & Management*, 58(6).
- Ng, S., Russell-Bennett, R., & Dagger, T. (2020). A typology of customer engagement behavior. *Journal of Service Theory and Practice*, 30(3), 1–21.
- Nishio, Y., & Hoshino, T. (2024). Short-term loyalty rewards and repurchase intention. *Journal of Retailing*, 100(1), 44–60.
- Obilo, O. O., Chefor, E., & Saleh, A. (2021). Revisiting customer engagement. *Journal of Marketing Management*, 37(1–2), 1–29.
- Patwa, N., Gupta, M., & Mittal, A. (2024). Modeling the influence of online communities in social commerce. *International Journal of Information Management*, 75, 102–118.
- Prahiawan, W., Affandi, A., & Santoso, T. (2021). Repurchase intention in online shopping. *Jurnal Manajemen dan Bisnis*, 18(1), 77–91.
- Prayunita, D., Sari, R., & Nugroho, A. (2025). Digital marketing and purchase intention in beauty e-commerce. *Jurnal Manajemen Pemasaran*, 20(1), 15–29.
- Putra, B. A. S. A. (2021). Faktor-faktor yang memengaruhi niat pembelian ulang konsumen online. *Jurnal Ekonomi dan Bisnis*, 14(1), 55–68.
- Razmus, W. (2021). Psychological mechanisms of customer engagement. *Current Psychology*, 40(6), 1–12.
- Sashi, C. M. (2012). Customer engagement cycle. *Journal of Business & Industrial Marketing*, 27(4), 253–264.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business* (8th ed.). Wiley.
- Sethuraman, R., Srinivasan, V., & Kim, D. (2022). Product assortment and consumer choice. *Journal of Marketing*, 86(2), 1–18.
- Shirazi, F., Hajli, N., & Lin, X. (2023). Influencer and community effects on purchase journey. *Technological Forecasting and Social Change*, 189, 122–138.
- Taherdoost, H. (2022). Validity and reliability in quantitative research. *Journal of*

- Applied Research in Management and Economics*, 5(1), 28–36.
- Temasek, Bain & Company, & Google. (2024). *e-Conomy SEA 2024 report*. [e-Conomy SEA](#)
- Tjiptono, F. (2019). *Pemasaran jasa*. Andi.
- Tuti, M., & Sulistia, V. (2022). The customer engagement effect on customer satisfaction and brand trust and its impact on brand loyalty. *13*(1), 1–15.
- Verhoef, P. C., Broekhuizen, T., Bart, Y., & Bhattacharya, A. (2021). Digital transformation. *Journal of Business Research*, 122, 889–901.
- Wantara, P., & Suryanto, T. (2023). Repurchase intention as loyalty indicator. *Jurnal Manajemen Pemasaran*, 17(2), 90–104.
- Yani, A., & Maisarah. (2022). Product diversity and repurchase intention in e-commerce. *Jurnal Riset Pemasaran*, 14(3), 155–168.
- Yi, Y., & La, S. (2004). What influences repurchase intention. *Journal of Service Research*, 7(1), 46–61.
- Zaid, S., & Patwayati, P. (2021). Impact of customer experience and customer engagement on satisfaction and loyalty: A case study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 983–992.
- Zhang, K. Z. K., & Benyoucef, M. (2016). Consumer behavior in social commerce. *International Journal of Information Management*, 36(6), 951–960.

Intelligentia - Dignitas