

REFERENCES

- 5 Negara dengan Pertumbuhan E-Commerce Tertinggi. (2018, September 13). Retrieved from <https://www.wartaekonomi.co.id/read194905/5-negara-dengan-pertumbuhan-e-commerce-tertinggi>
- Adu Balap Transaksi Triliunan Rupiah Shopee dan Tokopedia. (2019, September 05). Retrieved July 02, 2020, from <https://www.cnnindonesia.com/teknologi/20190904193850-185-427589/adu-balap-transaksi-triliunan-rupiah-shopee-dan-tokopedia>
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44(3), 263-275. doi:10.1016/j.im.2006.12.008
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. doi:10.1016/0749-5978(91)90020-t
- Al-Emran, M., Mezhuyev, V., & Kamaludin, A. (2018). PLS-SEM in Information Systems Research: A Comprehensive Methodological Reference. *Advances in Intelligent Systems and Computing Proceedings of the International Conference on Advanced Intelligent Systems and Informatics 2018*, 644-653. doi:10.1007/978-3-319-99010-1_59
- Allen, M. P. (2004). *Understanding regression analysis*. Springer Science Business Media.

- Ameer, I. A. (2013). Satisfaction- A behavioral perspective on consumer: Review, criticism and contribution. *International Journal of Research Studies in Management*, 3(1). doi:10.5861/ijrsm.2013.406
- Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. *International Journal of Bank Marketing*, 34(3), 280–306. doi:10.1108/ijbm-10-2014-0139
- Anderson, E., & Weitz, B. (1989). Determinants of Continuity in Conventional Industrial Channel Dyads. *Marketing Science*, 8(4), 310-323. doi:10.1287/mksc.8.4.310
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, 20(2), 123-138. doi:10.1002/mar.10063
- Assael, H. (1992). Consumer behavior and marketing action. Boston: PWS-Kent Publishing.
- Babbitt, T. G., Brynjolfsson, E., & Kahin, B. (2001). Understanding the Digital Economy: Data Tools, and Research. *The Academy of Management Review*, 26(3), 463. doi:10.2307/259191
- Barkley, D. L., Markley, D. M., Lamie, R. D., Barkley, D. L., Markley, D. M., & Lamie, R. D. (2007). E-Commerce as a Business Strategy: Lessons Learned from Case Studies of Rural and Small Town Businesses. Unknown. <https://doi.org/10.22004/AG.ECON.112895>

- Beagrie, Neil & Lavoie, Brian & Woppard, Matthew. (2010). Keeping Research Data Safe 2, KRDS2 Data Survey – Selection Criteria, *Joint Information Systems Committee 2008*
- Benlian, A., Titah. R., Hess, T. (2012) Differential effects of provider recommendations and consumer reviews in e-commerce transactions: an experimental study. *Journal of Management Information Systems*, 29(1), 237–272. doi:10.2307/41713875
- Bhattacherjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, 25(3), 351. doi:10.2307/3250921
- Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate data analysis*. Pearson Education Limited.
- Blumberg, B., Cooper, D. R., & Schindler, P. S. (2005). *Business research methods*. McGraw-Hill.
- Brynjolfsson, E., & Smith, M. D. (2000). Frictionless Commerce? A Comparison of Internet and Conventional Retailers. *Management Science*, 46(4), 563-585. doi:10.1287/mnsc.46.4.563.12061
- Bulut, Zeki. (2015). Determinants of Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective. *International Journal of Business and Social Science*, 6, 55-63.
- Burnham, T. A., Frels, J. K., & Mahajan, V. (2003). Consumer Switching Costs: A Typology, Antecedents, and Consequences. *Journal of the Academy of Marketing Science*, 31(2), 109-126. doi:10.1177/0092070302250897

- Cao, C., Yan, J., & Li, M. (2016). Understanding the influence and service type of trusted third party on consumers' online trust. Proceedings of the 18th Annual International Conference on Electronic Commerce e-Commerce in Smart Connected World - ICEC '16. doi:10.1145/2971603.2971621
- Carrión, G. C., Nitzl, C., & Roldán, J. L. (2017). Mediation Analyses in Partial Least Squares Structural Equation Modeling: Guidelines and Empirical Examples. *Partial Least Squares Path Modeling*, 173-195. doi:10.1007/978-3-319-64069-3_8
- Caruana, A., Money, A. H., & Berthon, P. R. (2000). Service quality and satisfaction – the moderating role of value. *European Journal of Marketing*, 34(11/12), 1338-1353. doi:10.1108/03090560010764432
- Chaffey, D., & Ellis-Chadwick, F. (2016). *Digital marketing: Strategy, implementation and practice*. Pearson.
- Chao Wen, Victor R. Prybutok & Chenyan Xu (2011) An Integrated Model for Customer Online Repurchase Intention, *Journal of Computer Information Systems*, 52:1, 14-23
- Chen, C. D., & Cheng, C. J. (2009). Understanding consumer intention in online shopping: A respecification and validation of the DeLone and McLean model. *Behaviour & Information Technology*, 28(4), 335-345. doi:10.1080/01449290701850111
- Chen, Y., Huang, H., Hsu, Y., Tseng, H., & Lee, Y. (2010). Confirmation of Expectations and Satisfaction with the Internet Shopping: The Role of

- Internet Self-efficacy. *Computer and Information Science*, 3(3). doi:10.5539/cis.v3n3p14
- Chiou, J., & Pan, L. (2009). Antecedents of Internet Retailing Loyalty: Differences Between Heavy Versus Light Shoppers. *Journal of Business and Psychology*, 24(3), 327-339. doi:10.1007/s10869-009-9111-7
- Chiu, C.M., Hsu, M.H., Lai, H., Chang, C.M. (2012) Re-examining the influence of trust on online repeat purchase intention: the moderating role of habit and its antecedents. *Decision Support Systems*, 53, 835–845. doi:10.1016/j.dss.2012.05.021
- Chou, S.-W., & Hsu, C.-S. (2015). Understanding online repurchase intention: social exchange theory and shopping habit. *Information Systems and E-Business Management*, 14(1), 19–45. <https://doi.org/10.1007/s10257-015-0272-9>
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches*. SAGE Publications.
- Damit, D. H. D. A., Harun, A., Martin, D., Othman, B. J., Othman, B., & Ahmad, H. (2019). What makes a non-Muslim purchase halal food in a Muslim country? An application of theory of planned behaviour. *Management Science Letters*, 2029–2038. <https://doi.org/10.5267/j.msl.2019.7.003>
- Daniels, J. D., Radebaugh, L. H., & Sullivan, D. P. (2015). *International business: Environments and operations ; 15th ed.* Pearson.

- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, 35(8), 982-1003. doi:10.1287/mnsc.35.8.982
- Doney, P.M., Cannon, J.P. (1997) An examination of the nature of trust in buyer-seller relationships. *Journal of Marketing*, 61, 35–51. doi:10.2307/1251829
- Drigas, A., & Leliopoulos, P. (2013). Business to Consumer (B2C) E-Commerce Decade Evolution. *International Journal of Knowledge Society Research*, 4(4), 1-10. doi:10.4018/ijksr.2013100101
- Elliott, M. T. & Speck, P. S. (2005). Factors that affect attitude toward a retail web site. *Journal of Marketing Theory and Practice*, 13(1), 40–51. doi:10.1080/10696679.2005.11658537
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric qualities of online retailing. *Journal of Business Research*, 54(2), 177-184. doi:10.1016/s0148-2963(99)00087-9
- Fang, Y., Qureshi, I., Sun, H., Mccole, P., Ramsey, E., & Lim, K. H. (2014). Trust, Satisfaction, and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-Commerce Institutional Mechanisms. *MIS Quarterly*, 38(2), 407-427. doi:10.25300/misq/2014/38.2.04
- Flavián, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*, 43(1), 1-14. doi:10.1016/j.im.2005.01.002
- Foxall, G. R. (2001). Foundations of Consumer Behaviour Analysis. *Marketing Theory*, 1(2), 165–199. doi:10.1177/147059310100100202

- Gärdin, O. (2002). The New Economy New challenges for the statistical system. *The International Association for Official Statisticians Conference*, London 2002
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, 28(6), 725-737. doi:10.1016/s0305-0483(00)00021-9
- Gefen, D., Karahanna, E., Straub, D.W. (2003) Trust and TAM in online shopping: an integrated model. *MIS Quarterly*, 27(1), 51–90. doi:10.2307/30036519
- 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. *Uncertain Supply Chain Management*, 351–370. <https://doi.org/10.5267/j.uscm.2019.11.004>
- Going backwards. (n.d.). Retrieved from <https://www.economist.com/business/2012/12/22/going-backwards>
- Gotama, F., & Indarwati, T. A. (2019). The Effects of E-Trust and E-Service Quality to E-Loyalty with E-Satisfaction as the Mediation Variable (The Study of Bebas Bayar Application User's in Indonesian). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 6(2), 145. doi:10.24252/minds.v6i2.9503
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of Services Marketing*, 24(2), 142-156. doi:10.1108/08876041011031118
- Grabner-Kraeuter, S. (2002). The role of consumers' trust in online shopping. *Journal of Business Ethics*, 39, 43-50. doi:10.1023/A:1016323815802

- Grigoroudis, E., & Siskos, Y. (2010). Customer Satisfaction Evaluation. *International Series in Operations Research & Management Science*. doi:10.1007/978-1-4419-1640-2
- Ha, H., Janda, S., & Muthaly, S. K. (2010). A new understanding of satisfaction model in e-re-purchase situation. *European Journal of Marketing*, 44(7/8), 997-1016. doi:10.1108/03090561011047490
- Hamid, M. R., Sami, W., & Sidek, M. H. (2017). Discriminant Validity Assessment: Use of Fornell & Larcker criterion versus HTMT Criterion. *Journal of Physics: Conference Series*, 890, 012163. doi:10.1088/1742-6596/890/1/012163
- Harris, L. C., & Goode, M. M. (2004). The four levels of loyalty and the pivotal role of trust: A study of online service dynamics. *Journal of Retailing*, 80(2), 139-158. doi:10.1016/j.jretai.2004.04.002
- Haque, A., Anwar, N., Tarofder, A. K., Ahmad, N. S., & Sharif, S. R. (2018). Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia. *Management Science Letters*, 1305–1318. doi:10.5267/j.msl.2018.9.009
- Heijden, H.V.D., Verhagen, T. & Creemers, M. (2003). Understanding online purchase intentions: Contributions from technology and trust perspectives. *European Journal of Information Systems*, 12, 41-48. doi:10.1057/palgrave.ejis.3000445

- 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.
doi:10.1108/03090560310495456
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., . . . Calantone, R. J. (2014). Common Beliefs and Reality About PLS. *Organizational Research Methods*, 17(2), 182-209.
doi:10.1177/1094428114526928
- Hollensen, S. (2017). *Global marketing*. Pearson.
- Hong, I. B., & Cho, H. (2011). The impact of consumer trust on attitudinal loyalty and purchase intentions in B2C e-marketplaces: Intermediary trust vs. seller trust. *International Journal of Information Management*, 31(5), 469-479.
doi:10.1016/j.ijinfomgt.2011.02.001
- Hong, S., Thong, J. Y., & Tam, K. Y. (2006). Understanding continued information technology usage behavior: A comparison of three models in the context of mobile internet. *Decision Support Systems*, 42(3), 1819-1834.
doi:10.1016/j.dss.2006.03.009
- Horppu, M., Kuivalainen, O., Tarkiainen, A. & Ellonen, H.K. (2008). Online satisfaction, trust and loyalty, and the impact of the offline parent brand. *Journal of Product & Brand Management*, 17(6), 403-413.
doi:10.1108/10610420810904149/
- Hu, L., & Bentler, P. M. (1998). Fit indices in covariance structure modeling: Sensitivity to underparameterized model misspecification. *Psychological Methods*, 3(4), 424-453. doi:10.1037/1082-989x.3.4.424

- Ismoyo, N.B. & Hadiwidjojo, D. & Rahman, F. & Rahayu, M.. (2018). Factors affecting the services quality and repurchase intention. *International Journal of Civil Engineering and Technology*, 9, 270-287.
- Jargowsky, P. A., & Yang, R. (2005). Descriptive and Inferential Statistics. *Encyclopedia of Social Measurement*, 659-668. doi:10.1016/b0-12-369398-5/00145-6
- Jarvenpaa, S. L. & Tractinsky, N. (1999). Consumer trust in an internet store: A cross-cultural validation. *Journal of Computer-Mediating Communication*. 5, 2, 1-35
- Jiradilok, T., Malisuwant, S., Madan, N., & Sivaraks, J. (2014). The Impact of Customer Satisfaction on Online Purchasing: A Case Study Analysis in Thailand. *Journal of Economics, Business and Management*, 5-11. doi:10.7763/joebm.2014.v2.89
- Johansson, J. K. (2010). Global Marketing Strategy. *Wiley International Encyclopedia of Marketing*. doi:10.1002/9781444316568.wiem01024
- Kaya, B., Behravesh, E., Abubakar, A. M., Kaya, O. S., & Orús, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, 1–26. doi:10.1080/15332861.2019.1668658
- Keeney, R. L. (1999). The Value of Internet Commerce to the Customer. *Management Science*, 45(4), 533-542. doi:10.1287/mnsc.45.4.533
- Kehal, H. S., & Singh, V. P. (2005). *Digital economy: Impacts, influences, and challenges*. Idea Group Pub.

- Khalifa, M., & Liu, V. (2007). Online consumer retention: Contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(6), 780-792. doi:10.1057/palgrave.ejis.3000711
- Kim, D. J. (2010). An investigation of the effect of online consumer trust on expectation, satisfaction, and post-expectation. *Information Systems and E-Business Management*, 10(2), 219-240. doi:10.1007/s10257-010-0136-2
- Kim, D.J., Ferrin, D.L., & Rao, H.R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544-564. doi:10.1016/j.dss.2007.07.001
- Kim D.J., Ferrin D.L., & Rao H.R. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: A longitudinal exploration. *Information Systems Research*, 20(2), 237–257. doi:10.1287/isre.1080.0188
- Kim, H.N., & Na, K.-S. (2015). Understanding Repurchase Intention in Online Fashion Shoppingmall. *Indian Journal of Science and Technology*, 8(S7), 554. <https://doi.org/10.17485/ijst/2015/v8is7/70536>
- Kim, J.U., Kim, W.J. & Park, S.C. (2010). Consumers perception on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*, 26, 1208-1222. doi:10.1016/j.chb.2010.03.032
- Kimery, K.M. & McCord, M. (2002). Third-party assurance: Mapping the road to trust in e-retailing. *Journal of Information Technology Theory and Application*, 4(2), 63-82.

Komiak, S., Benbasat, I. (2006) The effects of personalization and familiarity on trust and adoption recommendation agents. *MIS Quarterly*, 30(4), 941–960.

doi:10.2307/25148760

Kotabe, M. (2010). *Global marketing management*. Wiley.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. Pearson Education Limited.

Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13(2), 205-223. doi:10.1287/isre.13.2.205.83

Kumar, A., Vohra, A., & Dangi, H. K. (2016). Consumer decision-making styles and post purchase behaviour of poor for Fast Moving Consumer Goods. International Journal of Consumer Studies, 41(2), 121–137. doi:10.1111/ijcs.12320

Lee, K., Chen, C., Huang, S., Wu, Y., Lee, H., Hsu, K., . . . Wu, J. (2013). Patient satisfaction with the quality of dental treatment provided by interns. *Journal of Dental Sciences*, 8(2), 177-183. doi:10.1016/j.jds.2012.05.015

Lee, M. K. O. & Turban, E. (2001). A trust model for consumer Internet shopping. *International Journal of Electronic Commerce*, 6(1), 75-91. doi:10.1080/10864415.2001.11044227

Lehmann, Hans. (2010). International Information Systems in the Literature. 10.1007/978-1-4419-5750-4_2.

- Li, D., Browne, G. J., & Wetherbe, J. C. (2006). Why Do Internet Users Stick with a Specific Web Site? A Relationship Perspective. *International Journal of Electronic Commerce*, 10(4), 105-141. doi:10.2753/jec1086-4415100404
- Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management & Data Systems*, 114(4), 597-611. doi:10.1108/imds-10-2013-0432
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical techniques in business and economics*. McGraw-Hill/Irwin.
- Ling, K.C., Chai, L.T. & Piew, T.H. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 3(3), 63-76. doi:10.5539/ibr.v3n3p63
- Loeb, S., Dynarski, S., McFarland, D., Morris, P., Reardon, S., & Reber, S. (2017). Descriptive analysis in education: A guide for researchers. Institute of Education Sciences, Department of Education. *Washington, DC: National Center for Education Evaluation and Regional Assistance*.
- Matzat, U., & Snijders, C. (2012). Rebuilding Trust in Online Shops on Consumer Review Sites: Sellers' Responses to User-Generated Complaints. *Journal of Computer-Mediated Communication*, 18(1), 62-79. doi:10.1111/j.1083-6101.2012.01594.x
- Mcdonald, R. P. (1996). Path Analysis with Composite Variables. *Multivariate Behavioral Research*, 31(2), 239-270. doi:10.1207/s15327906mbr3102_5

- Melián-Alzola, L., & Padrón-Robaina, V. (2007). Measuring the results in B2C e-commerce. *International Journal of Quality & Reliability Management*, 24(3), 279-293. doi:10.1108/02656710710730870
- Melián-Alzola, L., & Padrón-Robaina, V. (2007). Measuring the results in B2C e-commerce. *International Journal of Quality & Reliability Management*, 24(3), 279-293. doi:10.1108/02656710710730870
- Mesenbourg, Thomas L. (2001), "Measuring the Digital Economy", *U.S. Bureau of the Census*, 2-3
- Messick, S. (2005). Standards of Validity and the Validity of Standards in Performance Assessment. *Educational Measurement: Issues and Practice*, 14(4), 5-8. doi:10.1111/j.1745-3992.1995.tb00881.x
- Michałowska, M., Kotylak, S., & Danielak, W. (2015). Forming relationships on the e-commerce market as a basis to build loyalty and create value for the customer. Empirical findings. *Management*, 19(1), 57-72. doi:10.1515/management-2015-0005
- Mizintseva, M. F., & Gerbina, T. V. (2018). Knowledge Management: A Tool for Implementing the Digital Economy. *Scientific and Technical Information Processing*, 45(1), 40-48. doi:10.3103/s0147688218010094
- Moez, Ltifi & Gharbi, Jamel-Eddine. (2012). E-satisfaction and e-loyalty of consumers shopping online. *Journal of Internet Banking and Commerce*. 17.
- Mohajan, H. K. (2017). Two Criteria For Good Measurements In Research: Validity And Reliability. *Annals of Spiru Haret University. Economic Series*, 17(4), 59-82. doi:10.26458/1746

- Moore, D. S., McCabe, G. P., & Craig, B. A. (2009). *Introduction to the practice of statistics*. W.H. Freeman and.
- Moore, D. S., Notz, W., & Fligner, M. A. (2018). *The basic practice of statistics*. W.H. Freeman.
- Mouakket, S. (2009). The effect of exogenous factors on the Technology Acceptance Model for online shopping in the UAE. *International Journal of Electronic Business*, 7(5), 491. doi:10.1504/ijeb.2009.028153
- Mukherjee, A. & Nath, P. (2007). Role of electronic trust in online retailing: A re-examination of the commitment- trust theory. *European Journal of Marketing*, 41(9-10), 1173-1202. doi:10.1108/03090560710773390
- Nabila, M. (2019, October 11). Tokopedia Prediksi GMV Tembus 222 Triliun Rupiah Sepanjang Tahun 2019: Dailysocial. Retrieved July 02, 2020, from <https://dailysocial.id/post/gmv-tokopedia-2019>
- Nath, S. (2013). Best Split-Half and Maximum Reliability. *IOSR Journal of Research & Method in Education (IOSRJRME)*, 3(1), 01-08. doi:10.9790/7388-0310108
- Olbert, M., Spengel, C. 2017. International taxation in the digital economy: challenge accepted. *World tax journal*, 9(1), 3-46.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(4_suppl1), 33-44. doi:10.1177/00222429990634s105
- Oppewal, H. (2010). Causal Research. *Wiley International Encyclopedia of Marketing*. doi:10.1002/9781444316568.wiem02001

- Osland, J. S. (2003). Broadening the Debate. *Journal of Management Inquiry*, 12(2), 137-154. doi:10.1177/1056492603012002005
- Panfilova, E.E. (2008). The global information and economic community as an objective environment for the 21-century industrial organization to operate. *Management in Russia and Abroad*, 2, 50-55.
- Parasuraman, Valarie A. Zeithaml, and Leonard L. Berry. (1988). "SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality". *Journal of Retailing*, Vol 64 (1), 12-37
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-Qual. *Journal of Service Research*, 7(3), 213-233. doi:10.1177/1094670504271156
- Peng, D. X., & Lai, F. (2012). Using partial least squares in operations management research: A practical guideline and summary of past research. *Journal of Operations Management*, 30(6), 467-480. doi:10.1016/j.jom.2012.06.002
- Polites, G., Williams, C. K, Karahanna, E. & Seligman, L. (2012). A theoretical framework for consumer e- satisfaction and site stickiness: An evaluation in the context of offline hotel reservations. *Journal of Organizational Computing and Electronic Commerce*, 22, 1-37.
- Rai, A. K. & Medha, S. (2013). The antecedents of customer loyalty: An empirical investigation in life insurance context. *Journal of Competitiveness*, 5, 2, 139-163.
- Rani, P. (2014). Factors influencing consumer behavior. *International Journal of Current Research and Academic Review*, 2(9), 52-61

- Reichheld, F.F. & Schefter, P. (2000). E-Loyalty: Your secret weapon on the Web. *Harvard Business Review*, 78(4), 105-113.
- Ribbink, D., van Riel, A.C.R., Liljander, V. & Streukens, S. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality*, 14(6), 446-456. doi:10.1108/09604520410569784
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, 88(2), 308-322. doi:10.1016/j.jretai.2012.03.001
- Rudansky-Kloppers, S. (2014). Investigating Factors Influencing Customer Online Buying Satisfaction In Gauteng, South Africa. *International Business & Economics Research Journal (IBER)*, 13(5), 1187. doi:10.19030/iber.v13i5.8784
- Sai Vijay, T., Prashar, S., & Sahay, V. (2019). The Influence of Online Shopping Values and Web Atmospheric Cues on E-Loyalty: Mediating Role of E-Satisfaction. *Journal of Theoretical and Applied Electronic Commerce Research*, 14(1), 0–0. doi:10.4067/s0718-18762019000100102
- Samani, Sanaz. (2016). Steps in Research Process (Partial Least Square of Structural Equation Modeling (PLS-SEM) A Review). *International Journal of Social Science and Business*, 1, 55-66.
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. *Handbook of Market Research*, 1-40. doi:10.1007/978-3-319-05542-8_15-1
- Schiffman, L. & Wisenblit, J. , 2015. Consumer behavior. Boston: Pearson.

- Schulze, G. G., & Ursprung, H. W. (1999). Globalisation of the Economy and the Nation State. *The World Economy*, 22(3), 295-352. doi:10.1111/1467-9701.00205
- Sekaran, U., & Bougie, R. J. (2016). *Research Methods For Business: A Skill Building Approach Seventh Edition*. John Wiley & Sons.
- Semjachkov K.A. (2017). Digital economy and its role in the management of modern socio-economic relations. *Modern Management Technology*, 8(80).
- Sharma, G., & Lijuan, W. (2015). The effects of online service quality of e-commerce Websites on user satisfaction. *The Electronic Library*, 33(3), 468-485. doi:10.1108/el-10-2013-0193
- Sheth, J. N., Parvatiyar, A., & Shainesh, G. (2001). *Customer relationship management: Emerging concepts, tools, and applications*. Tata McGraw-Hill Pub.
- Shihab, M. R., Maulana, D., & Hidayanto, A. N. (2018). Determinants of Repurchase Intention in C2C E-Commerce. *Information Resources Management Journal*, 31(3), 54-76. doi:10.4018/irmj.2018070104
- Shin, J. I., Chung, K. H., Oh, J. S. & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453-463. doi:10.1016/j.ijinfomgt.2013.02.003
- Sperry, L. (2004). *Assessment of couples and families: Contemporary and cutting-edge strategies*. Brunner-Routledge.

- Sreejesh, S., Mohapatra, S., & Anusree, M. R. (2013). Questionnaire Design. *Business Research Methods*, 143-159. doi:10.1007/978-3-319-00539-3_5
- Stávková, J., Stejskal, L., & Toufarová, Z. (2008). Factors influencing consumer behaviour. *Agricultural Economics (Zemědělská Ekonomika)*, 54(No. 6), 276–284. doi:10.17221/283-agricecon
- Straub, D. W. (1989). Validating Instruments in MIS Research. *MIS Quarterly*, 13(2), 147. doi:10.2307/248922
- Sudarsi, Sri. (2008). Customer Delight dan Loyalitas Pelanggan. *Fokus Ekonomi*, 7(1)
- Sulaiman, M., & Moradifard, H. (2011). Full Relationship Among E-Satisfaction, E-Trust, E-Service Quality, and E-Loyalty: The Case of Iran E-Banking. *Journal of Theoretical and Applied Information Technology (JATIT)*.
- Tanjung, C., Elfa, N., & Andreas, Y. (2018). Analysis of Price Perception, Promotion, and Trust toward Decision Purchase on Online Site Tokopedia. *International Journal of Innovative Science and Research Technology*, 3(12), 386–389
- Ting, O. S., Ariff, M. S., Zakuan, N., Sulaiman, Z., & Saman, M. Z. (2016). E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence from Malaysia. *IOP Conference Series: Materials Science and Engineering*, 131, 012012. doi:10.1088/1757-899x/131/1/012012
- Top 50 E-Commerce Sites & Apps in Indonesia 2019. (n.d.). Retrieved from <https://iprice.co.id/insights/mapofecommerce/en/>

Turban, E. (2015). *Electronic commerce: A managerial and social networks perspective*. S. n.

Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology and Marketing*, 21(5), 351–373. doi:10.1002/mar.20009

Valenduc, G., & Vendramin, P. (2016). Work in the Digital Economy: Sorting the Old from the New. *SSRN Electronic Journal*. doi:10.2139/ssrn.2770405

Valvi, A. C. & West, D. C. (2013). E-loyalty is not all about trust, price also matters: Extending expectation- confirmation theory in bookselling websites. *Journal of Electronic Commerce Research*, 14, 1, 99-123.

Wach, K. (2004). Global Product as a Result of Globalization Process. *SSRN Electronic Journal*. doi:10.2139/ssrn.603201

Wang, H., Pallister, J. G., & Foxall, G. R. (2006). Innovativeness and involvement as determinants of website loyalty: II. Determinants of consumer loyalty in B2C e-commerce. *Technovation*, 26(12), 1366-1373. doi:10.1016/j.technovation.2005.11.003

Weisberg, J., Te'eni, D., & Arman, L. (2011). Past purchase and intention to purchase in e-commerce. *Internet Research*, 21(1), 82-96. doi:10.1108/10662241111104893

Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*, 52(1), 14-23.

- Wong, Ken. (2013). Partial least square structural equation modeling (PLS-SEM) techniques using SmartPLS. *Marketing Bulletin*, 24, 1-32.
- Zhang, T., Agarwal, & Lucas. (2011). The Value of It-Enabled Retailer Learning: Personalized Product Recommendations and Customer Store Loyalty in Electronic Markets. *MIS Quarterly*, 35(4), 859. doi:10.2307/41409964
- Zhang, Y., Fang, Y., Wei, K., Ramsey, E., Mccole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce—A relationship quality perspective. *Information & Management*, 48(6), 192-200. doi:10.1016/j.im.2011.05.003
- Zhou, Z., Fang, Y., Vogel, D. R., Jin, X., & Zhang, X. (2012). Attracted to or Locked In? Predicting Continuance Intention in Social Virtual World Services. *Journal of Management Information Systems*, 29(1), 273-306. doi:10.2753/mis0742-1222290108
- Zikmund, W. G. (2010). *Business research methods*. South Western Educational Publishing.
- Zou, S., & Cavusgil, S. T. (2002). The GMS: A Broad Conceptualization of Global Marketing Strategy and Its Effect on Firm Performance. *Journal of Marketing*, 66(4), 40-56. doi:10.1509/jmkg.66.4.40.18519
- Águila, M. R., & González-Ramírez, A. (2014). Sample size calculation. *Allergologia Et Immunopathologia*, 42(5), 485-492. doi:10.1016/j.aller.2013.03.008