

DAFTAR PUSTAKA

- Ashfaq, M., Yun, J., Waheed, A., Khan, M. S., & Farrukh, M. (2019). Customers' Expectation, Satisfaction, and Repurchase Intention of Used Products Online: Empirical Evidence From China. *SAGE Open*, 9(2), 215824401984621. <https://doi.org/10.1177/2158244019846212>
- Ataburo, H., Muntaka, A. S., & Quansah, E. K. (2017). Linkages among E-Service Quality, Satisfaction, and Usage of E-Services within Higher Educational Environments. *International Journal of Business and Social Research*, 7(3). <https://doi.org/10.18533/ijbsr.v7i3.1040>
- Baker, A. M., Donthu, N., & Kumar, V. (2016). Investigating how Word-of-Mouth Conversations about Brands Influence Purchase and Retransmission Intentions. *Journal of Marketing Research*, 53(2), 225–239. <https://doi.org/10.1509/jmr.14.0099>
- Bernardo, M., Llach, J., Marimon, F., & Alonso-Almeida, M. M. (2013). The balance of the impact of quality and recovery on satisfaction: the case of e-travel. *Total Quality Management & Business Excellence*, 24(11–12), 1390–1404. <https://doi.org/10.1080/14783363.2013.799327>
- Blumberg, B., Cooper, D., & Schindler, P. (2014). *EBOOK: Business Research Methods (UK Higher Education Business Business Statistics)* (4th ed.). McGraw-Hill Education / Europe, Middle East & Africa.
- Blut, M. (2016). E-Service Quality: Development of a Hierarchical Model. *Journal of Retailing*, 92(4), 500–517. <https://doi.org/10.1016/j.jretai.2016.09.002>

- Bruhn, M., Schoenmueller, V., & Schäfer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review*, 35(9), 770–790. <https://doi.org/10.1108/01409171211255948>
- Bumatay, A., & Seo, J. (2017). *Investigating the Role of Biofeedback and Haptic Stimulation in Mobile Paced Breathing Tools*. Springer.
- Chaffey, D. (2019, October 25). *The reasons why consumers shop online instead of in stores*. Smart Insights.
<https://www.smartinsights.com/ecommerce/ecommerce-strategy/the-reasons-why-consumers-shop-online-instead-of-in-stores/>
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., & Sufya, M. (2015). Determining the Impact of Ewom on Brand Image and Purchase Intention through Adoption of Online Opinions . *International Journal of Humanities and Management Sciences (IJHMS) Volume 3*, 41–46.
- Cheung, C. M., & Lee, M. K. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word-of-mouth communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences (2nd Edition)*. Routledge.
- Díaz, E., & Koutra, C. (2013). Evaluation of the persuasive features of hotel chains websites: A latent class segmentation analysis. *International*

Journal of Hospitality Management, 34, 338–347.

<https://doi.org/10.1016/j.ijhm.2012.11.009>

Durmuş, B., Ulusu, Y., & Erdem, A. (2013). Which Dimensions Affect Private Shopping e-customer Loyalty? *Procedia - Social and Behavioral Sciences*, 99, 420–427. <https://doi.org/10.1016/j.sbspro.2013.10.510>

Eka, R. (2020, March 27). *Menakar Masa Depan Startup “Online Grocery” di Indonesia* | *Dailysocial*. DailySocial. <https://dailysocial.id/post/online-grocery-startup-indonesia>

Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers’ repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139–150. <https://doi.org/10.1016/j.chb.2016.09.057>

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). e-WOM Scale: word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences / Revue Canadienne Des Sciences de l’Administration*, 27(1), 5–23. <https://doi.org/10.1002/cjas.129>

GPE Discussion Paper Series: No. 32. (2015). *A FRAMEWORK FOR MEASURING RESPONSIVENESS*. EIP/GPE/EBD World Health Organization.

Griffin. (2010). *A First Look at Communication Theory. 8th edition*. McGraw Hill.

Gunadi, M. (2015). E-Service Quality : Pembentuk Loyalitas Dalam Pembelian Online. *Seminar Nasional Teknologi Informasi Dan Komunikasi Terapan (SEMANTIK)*. Published.

Hair, J., Tomas, M., & Sarstedt, M. (2019). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications, Inc.

- Happyfresh Indonesia. (2021). : *Belanja Groceries Online di Indonesia | Jakarta | Surabaya | Bandung*. HappyFresh. <https://www.happyfresh.id/>
- Heikkinen. (2012). Electronic Word of Mouth: An Experimental Analysis of Online Consumer Reviews of Smartphones. *Master of Science in Economics and Business Administration Aarhus University*. Published.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- HootSuite. (2020). *Digital 2020 Indonesia*.
- 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>
- Hussain, A., Mkpjojogu, E. O. C., Musa, J., & Mortada, S. (2017). A user experience evaluation of Amazon Kindle mobile application. *Ournal of Telecommunication, Electronic & Computer Engineering (JTEC)*. Published. <https://doi.org/10.1063/1.5005393>
- Išoraitė, M., & Miniutienė, N. (2018). ELECTRONIC COMMERCE: THEORY AND PRACTICE. *IJBE (Integrated Journal of Business and Economics)*, 2(2), 73. <https://doi.org/10.33019/ijbe.v2i2.78>
- Javadian Dehkordi, G., Rezvani, S., Sabbir Rahman, M., Fouladivanda, F., & Faramarzi Jouya, S. (2012). A Conceptual Study on E-marketing and Its Operation on Firm's Promotion and Understanding Customer's Response.

International Journal of Business and Management, 7(19).
<https://doi.org/10.5539/ijbm.v7n19p114>

Jayani, D. H. (2019, October 10). *Tren Pengguna E-Commerce Terus Tumbuh*.
katadata. <https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>

Juanamasta, I., Wati, N., Hendrawati, E., Wahyuni, W., Pramudianti, M., & Wisnujati, N. (2019). The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image. *INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 8, ISSUE 10*. Published.

Kaur, G., & Khanam Quareshi, T. (2015). Factors obstructing intentions to trust and purchase products online. *Asia Pacific Journal of Marketing and Logistics*, 27(5), 758–783. <https://doi.org/10.1108/apjml-10-2014-0146>

Keller, K. L. (1993). *Conceptualizing, measuring and managing customer-based brand equity*. J. Market.

Keller, L. K. K. P. T. (2021). *Framework for Marketing Management (6th Edition)* by Philip T. Kotler Kevin Lane Keller(2015–01-26). Pearson.

Khan, A. (2016). Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy. *Global Journal of Management and Business Research: B Economics and Commerce*. Published.

Khan, M., & Hashmi, H. (2016). Impact of Interactivity of Electronic Word of Mouth Systems and Website Quality on Customer E-Loyalty. *Pakistan Journal of Commerce and Social Sciences*. Published.

- Kock, N., & Hadaya, P. (2016). Minimum sample size estimation in PLS-SEM: The inverse square root and gamma-exponential methods. *Information Systems Journal*, 28(1), 227–261. <https://doi.org/10.1111/isj.12131>
- Kotler, P. (2017). *Marketing Management, 15th Edition* (15th ed.). Pearson India Education.
- Kotler, P. G. A. (2021). *Principles of Marketing (17th Ed)*. Pearson India Education.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran: Vol. Jilid I Edisi ke 12*. Erlangga.
- Kwilinski, A. (2019). E-COMMERCE: CONCEPT AND LEGAL REGULATION IN MODERN ECONOMIC CONDITIONS. *Journal of Legal, Ethical and Regulatory Issues*. Published.
- Lemeshow, S. (1997). *Besar Sampel dalam Penelitian Kesehatan*. Gadjah Mada University.
- Liao, T. H., & Keng, C. J. (2013). Online shopping delivery delay: Finding a psychological recovery strategy by online consumer experiences. *Computers in Human Behavior*, 29(4), 1849–1861. <https://doi.org/10.1016/j.chb.2013.03.004>
- Lin, Y., Luo, J., Cai, S., Ma, S., & Rong, K. (2016). Exploring the service quality in the e-commerce context: a triadic view. *Industrial Management & Data Systems*, 116(3), 388–415. <https://doi.org/10.1108/imds-04-2015-0116>
- Manurung, P. (2019, March 14). *SAYURBOX SEBAGAI PLATFORM ONLINE SOLUSI COMPLEX SUPPLY CHAIN DI BIDANG PERTANIAN*. Medium. <https://medium.com/@m.philippians/sayurbox-merupakan-sebuah->

platform-online-yang-mengusung-konsep-bisnis-farm-to-table-yang-
b3748604b3fa

Marimon, F., Petnji Yaya, L. H., & Casadesus Fa, M. (2012). Impact of e-Quality and service recovery on loyalty: A study of e-banking in Spain. *Total Quality Management & Business Excellence*, 23(7–8), 769–787. <https://doi.org/10.1080/14783363.2011.637795>

Marini, J., Suharno, & Wasil, M. (2018). Pengaruh brand equity dan consumer loyalty terhadap repurchase intention. *Journals Of Economics and Business Mulawarman*. Published.

McLean, G., & Wilson, A. (2016). Evolving the online customer experience . . . is there a role for online customer support? *Computers in Human Behavior*, 60, 602–610. <https://doi.org/10.1016/j.chb.2016.02.084>

mediatechnow. (2019). *Sayurbox Adalah Aplikasi Android Untuk Melihat Panen dan Belanja Produk Sayuran, Buah, Daging dengan Harga Murah, Segar dan Sehat*. Review Teknologi Sekarang. <https://www.reviewsteknologiku.tech/2019/12/sayurbox-adalah-aplikasi-android-untuk.html>

Miranda, J. (2013). Exploring Service Quality Dimension In B2B e-Marketplaces. *Journal of Electronic Commerce Research*, VOL 14, NO 4, 201. Published.

Mkansi, M., Eresia-Eke, C., & Emmanuel-Ebikake, O. (2018). E-grocery challenges and remedies: Global market leaders perspective. *Cogent Business & Management*, 5(1), 1459338. <https://doi.org/10.1080/23311975.2018.1459338>

- Moran, G., & Muzellec, L. (2014). eWOM credibility on social networking sites: A framework. *Journal of Marketing Communications*, 23(2), 149–161.
<https://doi.org/10.1080/13527266.2014.969756>
- Novika, S. (2020, April 14). *Pesanan Sayurbox Naik 5 Kali Lipat Sejak WFH*. Finance.Detik.Com. <https://finance.detik.com/berita-ekonomi-bisnis/d-4976034/pesanan-sayurbox-naik-5-kali-lipat-sejak-wfh>
- Oliver, R. (2010). *Satisfaction: A Behavioral Perspective on The Customer*. McGraw-Hill Education.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33.
<https://doi.org/10.2307/1252099>
- PENGARUH E-SERVQUAL DAN E-RECOVERY SERVICE QUALITY TERHADAP E-LOYALTY MELALUI E-SATISFACTION PADA MARKETPLACE E-COMMERCE DI INDONESIA. (2018). *Disertasi*. Published.
- Perera, C. H., Nayak, R., & Long, N. V. T. (2019). The Impact of Electronic-Word-of Mouth on e-Loyalty and Consumers' e-Purchase Decision Making Process: A Social Media Perspective. *International Journal of Trade, Economics and Finance*, 10(4), 85–91.
<https://doi.org/10.18178/ijtef.2019.10.4.642>
- Perilaku dan Preferensi Konsumen Millennial Indonesia terhadap Aplikasi E-Commerce 2019*. (2019). Alvara Strategic Research.
- Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online

- travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78–91. <https://doi.org/10.5038/2640-6489.4.1.1041>
- Poliakh, V., Krivosheeva, N., Klochko, V., Sharapova, O., & Chujko, N. (2017). E-commerce: theoretical and legal framework and the current situation in Ukraine. *ScienceRise*, 5(1), 11–17. <https://doi.org/10.15587/2313-8416.2017.101077>
- Ponirin, Scott, D., & Von Der Heide, T. (2015). E-Loyalty: Its Antecedents, Implications and Differences between Developed and Developing Countries. *Cultural Perspectives in a Global Marketplace*, 77–82. https://doi.org/10.1007/978-3-319-18696-2_29
- Pressman, Roger, & Maxim, B. (2019). *ISE SOFTWARE ENGINEERING: A PRACTITIONERS APPROACH* (9th ed.). McGraw-Hill Education.
- Priansa. (2017). *Komunikasi Pemasaran Terpadu*. CV Pustaka Setia.
- 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*, 63–76. <https://doi.org/10.5267/j.msl.2019.8.015>
- Rahi, S. (2015). Moderating Role of Brand Image With Relation to Internet Banking and Customer Loyalty: A Case of Branchless Banking. *The Journal of Internet Banking and Commerce*, 20(3). <https://doi.org/10.4172/1204-5357.1000131>
- Rasyid, H. (2017). Pengaruh Kualitas Layanan dan Pemanfaatan Teknologi Terhadap Kepuasan dan Loyalitas Pelanggan Go-Jek. *Jurnal Ecodemica*.
Published.

- Rathore, S., & Panwar, A. (2016). Capturing, Analyzing, and Managing Word-of-Mouth in the Digital Marketplace. *America: Business Science Reference (an Imprint of IGI Global)*. Published.
- Reily, M. (2019, March 13). *Sayurbox, E-Commerce Produk Segar yang Bantu Petani*. Katadata.
<https://katadata.co.id/ekarina/berita/5e9a5515a01e1/sayurbox-startup-pertanian-yang-bantu-tingkatkan-pendapatan-petani>
- 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), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Roy, G., Datta, B., & Mukherjee, S. (2018). Role of electronic word-of-mouth content and valence in influencing online purchase behavior. *Journal of Marketing Communications*, 25(6), 661–684.
<https://doi.org/10.1080/13527266.2018.1497681>
- Saidani, B., Lusiana, L., & Aditya, S. (2019). ANALISIS PENGARUH KUALITAS WEBSITE DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN DALAM MEMBENTUK MINAT PEMBELIAN ULANG PADA PELANGGAN SHOPEE. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*. Published.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery. *Journal of*

Theoretical and Applied Electronic Commerce Research, 13(1), 26–38.
<https://doi.org/10.4067/s0718-18762018000100103>

Shahriari, S., Mohammadreza, S., & Gheiji, S. (2015). E-COMMERCE AND IT IMPACTSON GLOBAL TREND AND MARKET. *International Journal of Research -GRANTHAALAYAH*, 3(4), 49–55.
<https://doi.org/10.29121/granthaalayah.v3.i4.2015.3022>

Sook Fern Yeo, Cheng Ling Tan, Kah Boon Lim and Jia Hui Wan, Y. (2020). To Buy or Not to Buy? Consumers' attitudes and Purchase Behavior for Organic Food in Malaysia. *Jurnal Pengurusan*, 60, 1–12.
<https://doi.org/10.17576/pengurusan-2020-60-01>

Stillman, D., & Stillman, J. (2017). *Gen Z @ Work: How the Next Generation Is Transforming the Workplace*. Harper Business.

Strauss, J., & Frost, R. (2013). *E-Marketing (7th Edition)* (7th ed.). Prentice Hall.

Teixeira, J., Patrício, L., Nunes, N. J., Nóbrega, L., Fisk, R. P., & Constantine, L. (2012). Customer experience modeling: from customer experience to service design. *Journal of Service Management*, 23(3), 362–376.
<https://doi.org/10.1108/09564231211248453>

Tjiptono, F. (2012). *Pemasaran Strategik*. ANDI.

Tjiptono, F. (2014). *Pemasaran Jasa*. CV Andi Offset.

Turban, E., Outland, J., King, D., Lee, J. K., Liang, T., & Turban, D. C. (2018). *Electronic Commerce 2018: A Managerial and Social Networks Perspective (Springer Texts in Business and Economics)* (Softcover reprint of the original 9th ed. 2018 ed.). Springer.

- Turel, O., & Connelly, C. E. (2013). Too busy to help: Antecedents and outcomes of interactional justice in web-based service encounters. *International Journal of Information Management*, 33(4), 674–683.
<https://doi.org/10.1016/j.ijinfomgt.2013.03.005>
- We are Social. (2020, November 17). *Global Socially-Led Creative Agency*.
<https://wearesocial.com>
- World Health Organization. (2021). *WHO Coronavirus (COVID-19) Dashboard*.
<https://covid19.who.int/>
- Wright, J. D. (2015). *International Encyclopedia of the Social & Behavioral Sciences* (2nd ed.). Elsevier.
- Wulandari, D. (2020, June 22). *Resmi Hadir di Shopee, Sayurbox Tawarkan Lima Nilai Lebih*. MIX Marcomm. <https://mix.co.id/marcomm/news-trend/resmi-hadir-di-shopee-sayurbox-tawarkan-lima-nilai-lebih/>
- Yusra, Y. (2017, July 31). *Sayurbox Hadirkan Layanan Pembelian Sayuran dan Buah Organik Langsung dari Petani*. DailySocial.
<https://dailysocial.id/post/sayurbox>
- Zehir, C., & Narcikara, E. (2016). E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions. *Procedia - Social and Behavioral Sciences*, 229, 427–443.
<https://doi.org/10.1016/j.sbspro.2016.07.153>
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. (2017). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.