

DAFTAR PUSTAKA

- (2019, Agustus 23). (Bisnis) Retrieved Februari 2021, from Life Pal: <https://lifepal.co.id/media/grabfood/>
- (2019, Agustus 23). (Bisnis) Retrieved Februari 2021, from Life Pal: <https://lifepal.co.id/media/grabfood/>
- (2019, Maret 30). Retrieved Februari 2021, from indotelko.com: <https://www.indotelko.com/read/1553923184/grabfood-indonesia>
- (2019, Maret 30). Retrieved Februari 2021, from indotelko.com: <https://www.indotelko.com/read/1553923184/grabfood-indonesia>
- (MUI) M.U.I., Fatwa MUI No.4 Tahun 2016 tentang Imunisasi., Jakarta: Komisi Fatwa Majelis Ulama Indonesia; 2016.
- (n.d.). (Bisnis) Retrieved Februari 10, 2021, from Jurnal Entrepreneur: <https://www.jurnal.id/id/blog/strategi-bisnis-untuk-mencapai-keuntungan-maksimal/>
- (n.d.). (Bisnis) Retrieved Februari 10, 2021, from Jurnal Entrepreneur: <https://www.jurnal.id/id/blog/strategi-bisnis-untuk-mencapai-keuntungan-maksimal/>
- (n.d.). (Marketing) Retrieved Februari 10, 2021, from Jurnal Entrepreneur: <https://www.jurnal.id/id/blog/strategi-bisnis-yang-efektif-untuk-menang-dalam-persaingan/>
- (n.d.). (Marketing) Retrieved Februari 10, 2021, from Jurnal Entrepreneur: <https://www.jurnal.id/id/blog/strategi-bisnis-yang-efektif-untuk-menang-dalam-persaingan/>
- Abubakar, Rusydi. 2017. Manajemen Pemasaran. Sayed Mahdi, ALFABETA, Bandung.
- Admin. (2020, Februari 21). (Admin, Editor) Retrieved Maret 2021, from <https://www.ilmuips.my.id/2020/02/pengertian-customer-service.html>
- Admin. (2020, Februari 21). (Admin, Editor) Retrieved Maret 2021, from <https://www.ilmuips.my.id/2020/02/pengertian-customer-service.html>
- Ahad, H. A., Kumar, C. S., Reddy, K. K., Kumar, A., Sekhar, C., Sushma, K., et al. (2010). 'Preparation and Evaluation of Sustained Release Matrix Tablets of Gliquidone Based on Combination of Natural and Synthetic Polymers'. *Journal of Advanced Pharmaceutical Research*, 1 (2), 108114.
- Ahmad, S. N. & Laroche, M. (2017). Analyzing Electronic Word of Mouth: A Social Commerce Construct, *International Journal of Information Management*, 37(3), 202-213. Retrieved from Semantic Scholar.
- Al-Dmoor, H.M. 2013. Cake Flour: Functionality and Quality (Review). *European Scientific Journal*. 9 (3):166-180. ISSN: 1857-7881.
- Al-dweeri , R. Mohammad, et al. (2017). The Impact of E-Service Quality and ELoyalty on Online Shopping: Moderating Effect of E-Satisfaction and ETrust. *International Journal of Marketing Studies*, 9(2)

- Al-Hawary, S. I. S., & Al-Smeran, W. F. (2017). Impact of Electronic Service Quality on Customers Satisfaction of Islamic Banks in Jordan. *International Journal of Academic Research in Accounting, Finance, and Management Sciences*, Vol. 7, No. 1.
- Ali, Hasan. 2010. *Word of Mouth Marketing*. Jakarta: Medpress.
- Andrews, Sudhir (2009). *Food and Beverage Service*. New Delhi: Tata McGraw-Hill Publishing Company Limited.
- Andromeda, Kevin. 2015. "Analisis Pengaruh Kepercayaan, Kemudahan, Dan Keragaman Produk Pakaian Via Online Terhadap Keputusan Pembelian Secara Online (Studi kasus pada mahasiswa belanja online pada FEB Universitas Muhammadiyah Surakarta)". Program Skripsi Universitas Muhammadiyah Surakarta.
- Andy, Sernovitz. 2009. *Word of Mouth Marketing: How Smart Companies Get People Talking (Revised Edition)*. New York : Kaplan Publishing.
- Andy. (2019, November 26). (Andy, Editor) Retrieved Februari 2021, from qwords.com: <https://qwords.com/blog/pengertian-e-commerce/>
- Andy. (2019, November 26). (Andy, Editor) Retrieved Februari 2021, from qwords.com: <https://qwords.com/blog/pengertian-e-commerce/>
- Anggita, V. (2021, Februari 8). (E. M. Rahayu, Editor, & E-Commerce) Retrieved Februari 2021, from SWA: <https://swa.co.id/swa/trends/konsumen-beralih-ke-e-commerce-dan-produk-lokal-di-tengah-pandemi>
- Anggita, V. (2021, Februari 8). (E. M. Rahayu, Editor, & E-Commerce) Retrieved Februari 2021, from SWA: <https://swa.co.id/swa/trends/konsumen-beralih-ke-e-commerce-dan-produk-lokal-di-tengah-pandemi>
- Anwar, S., Singh, S., & Jain, P. K. (2017). Impact of Cash Dividend Announcements: Evidence from the Indian Manufacturing Companies. *Journal of Emerging Market Finance*, 16(1), 29–60.
- Aribowo, D. P. ., & Nugroho, M. A. (2013). Pengaruh Trust Dan Perceived Of Risk Terhadap Niat Untuk Bertransaksi Menggunakan E-Commerce. *Jurnal Nominal*, 1(3), 1–18.
- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Assauri, Sofjan. 2004. *Manajemen Pemasaran*. Jakarta: Rajawali Press.
- Assauri, Sofjan. 2009. *Manajemen Pemasaran Konsep Dasar dan Strategi*. Edisi Pertama. PT Raja Grafindo Persada. Jakarta.
- Aziz, M Amin, et.al. *SOM & SOP BMT Pusat Inkubasi Bisnis Usaha Kecil (PINBUK)*. Jakarta: PINBUK PRESS. 2008.
- Basu Swastha dan T. Hani Handoko, 2000, *Manajemen Pemasaran (Analisa Perilaku Konsumen)*, Yogyakarta : BPFE UGM.

- Bitner, Zeithaml. (2003). Reassessment Of Expectations As A Comparison Standard In Measuring Service Quality: Implication For Further Research. *Journal Of Marketing*. January (58) 111-124.
- Bulut, Z. A., & Karabulut, A. N. (2018). Examining the role of two aspects of eWOM in online repurchase intention: An integrated trust–loyalty perspective. *Journal of Consumer Behaviour*, 17(4), 407–417. <https://doi.org/10.1002/cb.1721>
- Casalo, Luis V., Carlos Flavian dan Eric J. Johnson, 2007, The Influence of Satisfaction, Perceived Reputation and Trust on a Consumer's Commitment to a Website, *Journal of Marketing Communications*, Vol 13, No. 1, 1 – 17.
- Chemingui, H., & Lallouna, H. Ben. (2013). Resistance, Motivations, Trust and Intention to Use Mobile financial Services. *International Journal of Bank Marketing*, 31(7), 574–592. <https://doi.org/10.1108/IJBM-12-2012-0124>
- Chen, S. C. & Dhillon, G. S. 2003. Interpreting Dimensions of Consumer Trust in eCommerce, *Information Technology and Management*, 4.
- Chen, S.-C., & Lin, C.-P. (2014). The impact of Customer Experience and perceived value on sustainable social relationship in blogs: An empirical study. *Technological Forecasting & Social Change* xxx (2014), pp. 1-11.
- Chon, Kaye (Kye-Sung) dan Maier, Thomas A. (2010). *Welcome to hospitality : an introduction*. Clifton Park, New York: Delmar/CENGAGE Learning.
- Christopher Lovelock & Lauren K Wright. 2007. *Manajemen Pemasaran Jasa*, PT. Indeks, Indonesia
- Christvidya, K. P. (2021, Januari 25). (K. P. Christvidya, Editor) Retrieved Februari 2021, from *fimela.com*: <https://www.fimela.com/lifestyle-relationship/read/4466450/pengertian-e-commerce-jenis-dan-keuntungannya#>
- Christvidya, K. P. (2021, Januari 25). (K. P. Christvidya, Editor) Retrieved Februari 2021, from *fimela.com*: <https://www.fimela.com/lifestyle-relationship/read/4466450/pengertian-e-commerce-jenis-dan-keuntungannya#>
- Cohen, et al. (2007). *Metode Penelitian dalam Pendidikan*. New York. Routledge. 657 Hal.
- Collin, P.H dan Ivanovic A. (2004). *Dictionary Of Marketing*. Third Edition. Bloomsbury Publishing Plc. United States Of America.
- Dinitzen, Henriette Bjerreskov dan Dorthe Bohlbro. 2010. *Value-Added Logistics ini Supply Chain Management*, 1st Edition. Denmark: Academica.
- Elkhani et al. (2013). *An Effective Model for Evaluating Website Quality Considering Customer Satisfaction and Loyalty: Evidence of Airline*

- Websites. IJCSI International Journal of Computer Science Issues, Vol. 10, Issue 2, No 1.
- Elliot et al. 2000. Educational Psychology: Effective Teaching, Effective Learning, 3rd edition. United States of America: Mc Graw Hill Companies.
- Ennew, C.T., Banerjee, A.K. and Li, D. (2000), "Managing word of mouth communication: empirical evidence from India", International Journal of Bank Marketing, Vol.18No. 2, pp. 75-83.
- Fandy Tjiptono dan Anastasia, 2000. Prinsip & Dinamika Pemasaran, Yogyakarta : J&JLearning.
- Fandy Tjiptono, 2002. Strategi Bisnis, Yogyakarta: ANDI
- Fandy Tjiptono, 2008 .Strategi Pemasaran, Edisi III, Yogyakarta : CV. Andi Offset
- Fatin, N. (n.d.). (N. Fatin, Editor) Retrieved Maret 2021, from <https://seputarpengertian.blogspot.com/2019/07/pengertian-customer-experience.html>
- Fatin, N. (n.d.). (N. Fatin, Editor) Retrieved Maret 2021, from <https://seputarpengertian.blogspot.com/2019/07/pengertian-customer-experience.html>
- Firdayanti, R. 2012. Persepsi Risiko Melakukan E-commerce dengan Kepercayaan Konsumen Dalam Membeli Produk Fashion Online. Journal of Social and Industrial Psychology. Vol. 1. No. 1 (1 – 7)
- Gaspersz, V. (2003). Total Quality Management (TQM). Jakarta: Gramedia Pustaka Utama.
- Gaspersz, V. (2005). Manajemen Kualitas dalam Industri Jasa. Jakarta: Gramedia Pustaka Utama.
- Gasperz, V. (2002). Pedoman Implementasi Program Six Sigma Terintegrasi dengan ISO 9001: 2000, MBNQA, dan HACCP. Jakarta: Gramedia Pustaka Utama.
- Gasperz, V. (2007). Lean Six Sigma for Manufacturing and Service Industries. Jakarta: Gramedia Pustaka Utama.
- Gentile, C., Nicola Spiller, & Giuliano Noci. 2007. How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. European Management Journal Vol. 25, No. 5.
- Ginting, Rosnani. 2007. Sistem Produksi. Yogyakarta : Graha Ilmu
- Gunawan, Imam. METODE PENELITIAN KUALITATIF.: Teori dan Praktik Jakarta: PT Bumi Aksara. 2013.
- Hair, dkk. 2006. Multivariate Data Analysis Pearson International Edition Edition 6. New Jersey

- Hair, J. F. et al. (1995). *Multivariate Data Analysis*, 4th Edition. New Jersey: Prentice Hall International Inc.
- Hair, J. F. et al. (2007). *Multivariate Data Analysis*, 6th Edition. New Jersey: Pearson Education Inc.
- Haris, Risma. (2014). “Keanekaragaman Vegetasi dan Satwa Liar Hutan Mangrove”. *Jurnal Bionature* 15(2):117-122.
- Harrison–Walker, L. Jean. (2001). The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of Service Research*, 4(1) Agustus, hal. 60–75.
- Husein Umar. 2013. *Metode Penelitian untuk Skripsi dan Tesis*. Jakarta: Rajawali
- Irwan dan Didi Haryono. 2015. *Pengendalian Kualitas Statistik (Pendekatan Teoritis dan Aplikatif)*. Bandung: Alfabeta.
- Izzah A, Ginardi RH, Saikhu A. (2013). Pendekatan algoritma heuristik dan neural network untuk screening test pada urinalysis. *Jurnal Cybermatika*, 1(2): 29-35.
- Jayani, D. H. (2019). (H. Widowati, Editor) Retrieved Februari 2021, from Data Boks: <https://databoks.katadata.co.id/datapublish/2019/09/26/pemesanan-makanan-secara-online-makin-digemari>
- Jayani, D. H. (2019). (H. Widowati, Editor) Retrieved Februari 2021, from Data Boks: <https://databoks.katadata.co.id/datapublish/2019/09/26/pemesanan-makanan-secara-online-makin-digemari>
- Kasmir, 2003, *Manajemen Perbankan*. Jakarta: PT Rajawali Grafindo Persada.
- Kaur, P., Dhir, A., Ray, A., Bala, P. K., & Khalil, A. (2020). Innovation resistance theory perspective on the use of food delivery applications. *Journal of Enterprise Information Management*.
- Kotler, Philip dan Gary Armstrong. (2014). *Marketing An Introduction Twelfth Edition Global Edition*. New Jersey: Pearson Prentice Hall.
- Kusindriani, N. (2020, Desember 16). (N. Kusindriani, Editor, & Online Food Delivery) Retrieved Februari 2021, from cekaja.com: <https://www.cekaja.com/info/kelebihan-gofood-dan-grabfood-beserta-kekurangannya>
- Kusindriani, N. (2020, Desember 16). (N. Kusindriani, Editor, & Online Food Delivery) Retrieved Februari 2021, from cekaja.com: <https://www.cekaja.com/info/kelebihan-gofood-dan-grabfood-beserta-kekurangannya>
- Lupiyoadi dan Hamdani, 2006. *Manajemen Pemasaran jasa Edisi kedua*. Penerbit Salemba Empat: Jakarta.

- Maharani, A.D. 2010. Analisis Pengaruh Kepercayaan dan Kepuasan terhadap Loyalitas Nasabah Tabungan Bank Mega Semarang. Skripsi. Semarang: Fakultas Ekonomi Universitas Diponegoro (tidak diterbitkan).
- Majid, SA, 2009, Customer Service Dalam Bisnis Jasa Transportasi, Rajawali Pers, Jakarta.
- Manis, S. (2018, Mei 18). (S. Manis, Editor) Retrieved Februari 2021, from <https://www.pelajaran.co.id/2018/18/pengertian-manfaat-dimensi-dan-alasan-penggunaan-word-of-mouth-wom-menurut-para-ahli.html>
- Manis, S. (2018, Mei 18). (S. Manis, Editor) Retrieved Februari 2021, from <https://www.pelajaran.co.id/2018/18/pengertian-manfaat-dimensi-dan-alasan-penggunaan-word-of-mouth-wom-menurut-para-ahli.html>
- Manis, S. (2020, Maret 27). (S. Manis, Editor) Retrieved Maret 2021, from <https://www.pelajaran.co.id/2020/27/pengendalian-kualitas.html>
- Manis, S. (2020, Maret 27). (S. Manis, Editor) Retrieved Maret 2021, from <https://www.pelajaran.co.id/2020/27/pengendalian-kualitas.html>
- Mazmanian and Sabatier, 1983: Implementation and Public Policy Glenview, III: Scott, Foresman.
- Moenir, H.AS, Manajemen Pelayanan Umum Di Indonesia, Bumi Aksara. Jakarta 2008
- Moenir, H.AS, Manajemen Pelayanan Umum Di Indonesia, Bumi Aksara. Jakarta 2008
- Montgomery, D.C. 2013 Pengantar Pengendalian Kualitas Statistik. Yogyakarta: UGM Press, 1990.
- Mowen, John C., Michael Minor. 2002. Perilaku Konsumen. Jakarta: Erlangga.
- Namkung, Y., & Jang, S. C. (2007). Does Food Quality Really Matter in Restaurants? Its Impact On Customer Satisfaction and Behavioral Intentions. *Journal of Hospitality and Tourism Research*, 31(3), 387–409. <https://doi.org/10.1177/1096348007299924>
- Nurdian, G. (2020, April 27). *Lihat laporan data dan statistik E-commerce Indonesia Tahun 2020*. (E-Commerce Indonesia) Retrieved Februari 14, 2021, from <https://grahanurdian.com/e-commerce-indonesia-tahun-2020/>
- Nurdian, G. (2020, April 27). *Lihat laporan data dan statistik E-commerce Indonesia Tahun 2020*. (E-Commerce Indonesia) Retrieved Februari 14, 2021, from <https://grahanurdian.com/e-commerce-indonesia-tahun-2020/>
- Palupi, D. H. (2019, Juni 30). (S. N. Handayani, Editor, & Food Delivery Order) Retrieved Februari 2021, from SWA Corporation: <https://swa.co.id/swa/trends/marketing/membedah-booming-go-food-dan-grabfood>
- Palupi, D. H. (2019, Juni 30). (S. N. Handayani, Editor, & Food Delivery Order) Retrieved Februari 2021, from SWA Corporation:

- <https://swa.co.id/swa/trends/marketing/membedah-booming-go-food-dan-grabfood>
- Peter, J. P., & Olson, J. C. (2008). *Consumer behavior and marketing strategy* (8th ed.). Singapore: McGraw-Hill
- Prawirosentono, Suyadi, 2007, *Filosofi Baru Tentang Mutu Terpadu*. Edisi 2. Jakarta: Bumi Aksara.
- Ramadhan, B. (2020, Februari 16). (B. Ramadhan, Editor) Retrieved Februari 2021, from Teknoia: <https://teknoia.com/data-internet-di-indonesia-dan-perilakunya-880c7bc7cd19>
- Riadi, M. (2017, November 29). (M. Riadi, Editor) Retrieved Februari 2021, from Kajian Pustaka: <https://www.kajianpustaka.com/2017/11/pengertian-manfaat-dan-elemen-word-of-mouth-wow.html>
- Rizal, A. (2021, Februari 11). (A. Rizal, Editor, & E-Commerce) Retrieved Februari 2021, from <https://infokomputer.grid.id/read/122551419/tren-transaksi-digital-dan-food-delivery-bakal-makin-pesat-tahun-ini?page=all>
- Robbins, Stephen P. 2001. *Perilaku Organisasi: Konsep, Kontroversi, Aplikasi*, Jilid 1, Edisi 8, Prenhallindo, Jakarta.
- Sadiq, M., Adil, M., & Paul, J. (2021). An innovation resistance theory perspective on purchase of eco-friendly cosmetics. *Journal of Retailing and Consumer Services*, 59, 102369
- Saha, Gour C. & Theingi (2009). Service Quality, Satisfaction, and Behavioural Intentions (A Study of Low-cost Airline Carriers in Thailand). *Managing Service Quality* Vol. 19 No. 3, 350-372.
- Santoso, Singgih. (2000). *SPSS: Mengolah Data Statistik Secara Profesional*. Jakarta: PT Elex Media Komputindo.
- Santoso, Singgih. (2006). *Menggunakan SPSS untuk Statistik Non Parametrik*. Jakarta: PT Elex Media Komputindo
- Santoso, Singgih. (2009). *Panduan Lengkap Menguasai Statistik dengan SPSS*. Jakarta: PT Elex Media Komputindo.
- Schiffman dan Kanuk, Amelia. 2004. “Analisa Marketing Mix, Lingkungan Sosial, Psikologi Terhadap Keputusan Pembelian Online Pakaian Wanita”. *Jurnal Manajemen Pemasaran Petra*. Vol. 1, No. 2.
- Setyowati, D. (2021, Januari 28). (D. Setyowati, Editor, & Online Food Delivery) Retrieved Februari 2021, from katadata: <https://katadata.co.id/desysetyowati/digital/601279c09f33d/peta-persaingan-grabfood-dan-gofood-di-tengah-kehadiran-shopeefood>
- Shaharudin, M.R., Mansor, S.W., Elias, S.J. (2011). Food Quality Attributes Among Malaysia's Fast Food Customer. *International Business and Management*. Vol. 2, No. 1. 2011.

- Siagian, Hotlan., Cahyono, Hotlan., 2014, Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop, Jurnal Manajemen Pemasaran Vol 8 No 2.
- Sivathanu, B. (2019). Adoption of digital payment systems in the era of demonetization in India: An empirical study. *Journal of Science and Technology Policy Management*
- Solusi E-Commerce*. (2020, Desember 10). (E-Commerce) Retrieved Februari 2021, from sirclo.com: <https://www.sirclo.com/jumlah-pengguna-e-commerce-indonesia-di-tahun-2020-meningkat-pesat/>
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung : Alfabeta, CV.
- Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: CV Alfabeta.
- Sumardy, Marlin Silviana, Melina Melone. (2011). *The Power of Word of Mouth Marketing*. Jakarta: Gramedia Pustaka Utama
- Sunyoto, Suyanto. (2011). *Analisis Regresi dan Uji Hipotesis*. Yogyakarta: Caps.
- Supriyatna, I. (2019, September 9). (I. Supriyatna, Editor, & Online Food Delivery) Retrieved Februari 2021, from Kompas Corporation Web site: <https://money.kompas.com/read/2019/09/19/162900026/riset--58-persen-masyarakat-pilih-pesan-makanan-lewat-aplikasi?page=all>
- Welianto, A. (2021, Januari 8). (A. Welianto, Editor) Retrieved Februari 2021, fromkompas.com:<https://www.kompas.com/skola/read/2021/01/08/120000169/pengertian-dan-perkembangan-teknologi?page=all>
- Winando, Y. (2021, Maret 29). (Y. Winando, Editor) Retrieved Maret 30, 2021, from <https://www.gurupendidikan.co.id/customer-service/>
- Xu, Yan et al. 2012. "Attention in Options". Working Paper Series No. 15
- Yusuf, A. S., Che Hussin, A. R., & Busalim, A. H. 2018. Influence of e-WOM engagement on consumer purchase intention in social commerce. *Journal of Services Marketing*, 32(4), 493– 504.