

## DAFTAR PUSTAKA

- Ahmad, Rahman, & Khan. (2017). *Exploring The Role Of Website Quality And Hedonism In The Formation Of E-Satisfaction And E-Loyalty: Evidence From Internet Users In India*, *Journal Of Research In Interactive Marketing*.
- APJII. (2019). *APJII*. Retrieved from <https://apjii.or.id/survei>
- Asih, & Pratomo. (2018). *Peran Mediasi E-Satisfaction Dan ETrust Terhadap E-Loyalty*. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(1), 125–144.
- Bilgihan, Kandampully, Zhang, & Christina. (2016). *Towards a unified customer experience in online shopping environments: Antecedents and outcomes*. *International Journal of Quality and Service Sciences*, 8(1), 102–119.
- Bilgihan.A Kandampully. J. & Zhang, I. (. (2015). *Towards a unified customer experience in online shopping environments: Antecedents and outcomes*. *International Journal of Quality and Service Sciences*. 8(1). 102- 119. <https://doi.org/10.1108/>.
- Choi, & Mai. (2018). *The Sustainable Role of the E-Trust in the "B2C E-Commerce of Vietnam. Sustainability (Switzerland)*. <https://doi.org/10.3390/su10010291>.
- Chou, Chen, & Lin. (2015). *Female online shoppers: examining the mediating roles of e-satisfaction and e-trust on e-loyalty development*. *Internet Research*.
- Cyr, Hassanaein, Head, & Ivanov. (2007). *The Role Of Social Presence In Establishing Loyalty In E-Service Environments*. Vol.19, No. 1. pp. 43-56, 2007.
- Dong, Chang, Wang, & Yan. (2017). *Understanding usage of Internet of Things (IOT) systems in China: Cognitive experience and affect experience as moderator*. *Information Technology & People*.
- Eid. (2011). *Determinants Of E-Commerce Customer Satisfaction, Trust, And Loyalty In Saudi Arabia*. 78–93.
- Elausta, A. (2019). *Kelebihan dan kekurangan dibalik sejarah bukalapak*. Retrieved from <https://ngurusduit.com/kelebihan-dan-kekurangan-dibalik-sejarah-bukalapak/>

- Farida, I., & Roesman, R. R. (2019). *Pengaruh Cognitive dan Affective Online Shopping, Experience Terhadap E-loyalty Pada Generasi Milenial Yang Berbelanja Di Situs Belanja Online. Jural manajemen dan pemasaran jasa Vol 12 (2) pp 253-268.*
- Felanosa. (2019). *Bagaimana Cara Perusahaan E-commerce Indonesia Mendapat Pemasukan?* Retrieved from <https://iprice.co.id/trend/insights/kanal-monetisasi-pemasukan-perusahaan-e-commerce-indonesia/>
- Gentine, Spiller, N., & Noci, G. (2007). *How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer.*
- Ghane, S. F., Ghane, Fathian, & Gholamian. (2011). *Ghane, S., Fathian, M., & Gholamian, M.R. (2011). Full Relationship Among ESatisfaction, E- Trust, E-Service Quality, And E-Loyalty: The Case Of Iran E-Banking. Journal of Theoretical and Applied Information Technology.*
- Giovanis, & Athanasopoulou. (2014). *“The Role of service fairness in the service quality – relationship quality – customer loyalty chain”*, *International Journal of Service Theory and Practice.*
- Grant. (2020). *Strategi Shopee, E-Commerce Populer Indonesia.* Retrieved from <http://barteritonline.com/strategi-shopee-e-commerce-populer-indonesia/>
- Hadi, S. (2019). *Tokopedia VS Bukalapak, Kelebihan dan Kekurangannya.* Retrieved from <https://beritateknologi.id/tokopedia-vs-bukalapak-kelebihan-dan-kekurangannya/>
- Hasanudin, & Sriyanto. (2017). *Pengaruh Dimensi E-Servqual, Satisfaction Dan Trust Terhadap Loyalitas Pengguna Layanan "E-Commerce Indonesia (Studi Kasus : Pengguna Layanan e-commerce di Pulau Jawa).* *e-journal undip*, 6(3), 1–12.
- Hoffman, & Novak. (2009). *Flow Online: Lessons Learned and Future Prospects. Journal of Interactive Marketing.*
- iPrice. (2020). *Pengunjung Bulanan Situs E-Commerce (Kuartal IV 2020).* Retrieved from <https://databoks.katadata.co.id/datapublish/2021/02/11/10-e-commerce-dengan-pengunjung-terbesar-pada-kuartal-iv-2020>
- Koernig. (2003). *E-scapes: The Electronic Physical Environment and Service Tangibility. Psychology and Marketing.*

- Lind, Douglas A, Mason, & Rober Deward. (2012). *Statistical techniques in business and economics*.
- Melinda. (2017). *Pengaruh E-Service Quality Terhadap E-Loyalty Pelanggan Go-Jek Melalui E-Satisfaction Pada Kategori Go-Ride*. *Agora*, 5(1).
- Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes*. . (n.d.).
- Purnamasari. (2018). *The Roles of E-Service Quality , E-Trust , and ESatisfaction on Online Retail Loyalty*. *Industrial Research Workshop and National Seminar*,.
- Ranjbarian, Bahram, Saeed, & Fathi. (2012). *Factors Influencing on Customers E-Satisfaction: A Case Study from Iran*. *Interdisciplinary Journal of Contemporary Research in Business*.
- Rose, Clark, Samouel, & Hair. (2012). *Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes*. .
- Rose, Hair, & Clark. (2011). *Online Customer Experience: A Review of the Business-to- Consumer Online Purchase Context*. *International Journal of Management Reviews*,.
- 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. . (n.d.).
- Van Gorp, T., & Adams, E. (2012). *Design For Emotion*. Michigan: Elsevier.
- von der Heidt. (2011). *Informing regulatory reform in Australian industry through mixed research: A post-hoc evaluation of research design*.
- Wijiutami, & Ocatavia. (2017). *Pengaruh E-Service Quality Terhadap ESatisfaction Serta Dampaknya Pada E-Loyalty Pelanggan E-Commerce C2c Di Kota Jakarta Dan Bandung*. *E-Proceeding of Management*.
- Wong, K. (2013). *Partial least squares structural equation modeling (PLS-SEM) techniques using SmartPLS*. *Marketing Bulletin*, 24(1), 1–32.
- Yigit, & Aksay. (2015). *A Comparison between Generation X and Generation Y in Terms of Individual Innovativeness Behavior: The Case of Turkish Health Professionals*. *International Journal of Business Administration*.