

## DAFTAR PUSTAKA

- Abdullah, P. M. (2015). Metodologi Penelitian Kuantitatif. In *Aswaja Pressindo*. Yogyakarta: Aswaja Pressindo.
- Aghazadeh, H. (2017). *Principles of Marketology: Volume 2*. London Borough of Camden: Palgrave Macmillan.
- Abdullah, P. M. (2015). Metodologi Penelitian Kuantitatif. In *Aswaja Pressindo*. Yogyakarta: Aswaja Pressindo.
- Ajzen, I., & Fishbein, M. (2010). Review of Predicting and Changing Behavior: The Reasoned Action Approach. In *Predicting and Changing Behaviour: The Reasoned Action Approach*. New York: Taylor & Francis Group LLC. <https://doi.org/10.1080/00224545.2011.563209>
- Amirullah. (2019). Populasi Dan Sampel. *Wood Science and Technology*, 16(4), 293–303.
- Ananda, R., & Fadhli, M. (2018). Statistik. In *Statistik Pendidikan: Teori dan Praktik dalam Pendidikan*. (Vol. 7, Issue 2). Medan: Widya Puspita.
- Aprian, B. A., & Hidayat, A. (2018). Pengaruh Citra Merek dan Kualitas Produk Terhadap Minat Beli Snack Coklat Tobelo Pada PT. Bumi Tangerang Coklat Utama. *Eco-Buss*, 2(2), 2016. <https://doi.org/10.1016/j.gecco.2019.e00539><https://doi.org/10.1016/j.foreco.2018.06.029>[http://www.cpsg.org/sites/cbsg.org/files/documents/Sunda Pangolin National Conservation Strategy and Action Plan %20LoRes%29.pdf](http://www.cpsg.org/sites/cbsg.org/files/documents/Sunda%20Pangolin%20National%20Conservation%20Strategy%20and%20Action%20Plan%20LoRes.pdf)<https://doi.org/10.1016/j.forec>
- Astuti, W. W. (2012). Analisis Kepuasan Pelanggan Mengenai Kualitas Pelayanan Service Excellent Komputer Semarang. *Management Analysis Journal*, 1(1), 1–6.
- Avkiran, N. K., & Ringle, C. M. (2018). *Partial Least Squares Structural Equation Modeling: Recent Advances in Banking and Finance*. Germany: Springer International Publishing.
- Batubara, J. (2017). Paradigma Penelitian Kualitatif dan Filsafat Ilmu Pengetahuan dalam Konseling. *Jurnal Fokus Konseling*, 3(2), 95. <https://doi.org/10.26638/jfk.387.2099>

- Chang, K.-C. (2014). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation, Management and Technology*, 5(4). <https://doi.org/10.7763/ijimt.2014.v5.523>
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. German: SAGE Publications.
- Damayanti, M. Z. (2020). Pengaruh Perceived Value terhadap Loyalitas Konsumen melalui Customer Satisfaction dan Customer Trust pada Maskapai Penerbangan Garuda Indonesia (Studi pada Konsumen Maskapai Penerbangan Garuda Indonesia. *Ilmiah Mahasiswa FEB*, 8(2), 1–16.
- David, D. (2018). Pengaruh E-service Quality terhadap Loyalitas Pelanggan melalui Kepuasan Pelanggan pada Transportasi Online Grab. *Agora*, 6(2), 95–100. <http://publication.petra.ac.id/index.php/manajemen-bisnis/article/view/7720>
- Dwi Wahyuni, C. R. (2017). Kualitas Pelayanan Dan Pengaruhnya Terhadap Loyalitas Pelanggan Yang Di Mediasi Oleh Kepuasan Di Bank Muamalat Jombang. *Eksis: Jurnal Riset Ekonomi Dan Bisnis*, 12(1), 69–82. <https://doi.org/10.26533/eksis.v12i1.84>
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50(xxxx), 322–332. <https://doi.org/10.1016/j.jretconser.2018.07.007>
- Fadila, M. (2016). Public Relation Of Management In Customer Relationship Management Program (CRM) At Liability Company Of Jasa Raharja Branch Riau. *Angewandte Chemie International Edition*, 6(11), 951–952., 3(1), 1–15.
- Feng, Y., Chen, X., & Lai, I. (2020). The effects of tourist experiential quality on perceived value and satisfaction with bed and breakfast stays in southwestern China. *Journal of Hospitality and Tourism Insights*, 4(1), 121–135. <https://doi.org/10.1108/JHTI-02-2020-0015>
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785.

<https://doi.org/10.1108/IntR-06-2016-0164>

- Hair, J., Black, W., Babin, B., & Anderson, R. (2014). *Multivariate Data Analysis Joseph F . Hair Jr . William C . Black J. Babin . Rolph E. Anderson . Seventh Edition*. 1–734.
- Hair, J. F., Sarstedt, J. M., Ringle, C. M., & Gudergan, S. P. (2017). *Advanced Issues in Partial Least Squares Structural Equation Modeling*. United States: SAGE Publications.
- Hidayah & Utami. (2017). E-SERVICE QUALITY AND RECOVERY SERVICE QUALITY ONE-SATISFACTION LAZADA.COM. *Paper Knowledge . Toward a Media History of Documents*, 8(2), 257–274.
- Iacobucci, D., & Churchill, G. A. (2010). *Order directly from Amazon : Iacobucci & Churchill , Marketing Research : 1–531*.
- Ikhsan, I., & Lestari, R. (2021). Pengaruh Promotion, Perceived Value, E- Service Quality, dan E-Trust Terhadap E-Repurchase Intention dan E-Loyalti Konsumen E-Commerce Tokopedia di Kota Banda Aceh. *Maneggio: Jurnal Ilmiah Magister Manajemen*, 4(2), 205–214. <http://jurnal.umsu.ac.id/index.php/MANEGGIO/article/view/7848>
- Irwansyah, A., & Mappadeceng, R. (2018). Pengaruh E-Service Quality Terhadap Customer Loyalty Melalui Customer Satisfaction Pada Toko on Line Buka Lapak. *J-MAS (Jurnal Manajemen Dan Sains)*, 3(2), 128. <https://doi.org/10.33087/jmas.v3i2.50>
- Ishak, M. Z., & Azzahroh, E. P. (2017). Pengaruh Kualitas Layanan Terhadap Loyalitas Nasabah Bank Syariah Dengan Kepuasan Nasabah Sebagai Variabel Intervening. *Jurnal Ekonomi Dan Bisnis Islam (Journal of Islamic Economics and Business)*, 3(1), 26. <https://doi.org/10.20473/jebis.v3i1.3599>
- Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. *Journal of Air Transport Management*, 57, 80–88. <https://doi.org/10.1016/j.jairtraman.2016.07.008>
- Josua, F., Alwie, A. F., & Hendriani, S. (2017). The Effect of E-Service Quality and Price on Customer Satisfaction and Loyalty of Traveloka in Pekanbaru. *An International Journal Of Economics, Business and Applications*, 9–22.

- Kassim, N., & Asiah Abdullah, nor. (2010). The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis. *Asia Pacific Journal of Marketing and Logistics*, 22(3), 351–371. <https://doi.org/10.1108/13555851011062269>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers' revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Consumer Services*, 50(March), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kotler, P., & Keller, K. L. (2016). Marketing Management 15th Edition New Jersey. *Pearson Pretice Hall, Inc.*
- Kuhn, T. (2020). The structure of scientific revolutions. In *Knowledge and Postmodernism in Historical Perspective: Vol. II* (Issue 2). <https://doi.org/10.5840/philstudies196413082>
- Kusdibyo, L., & Februadi, A. (2019). The Effect of Electronic Service Quality on Customers Satisfaction and Loyalty in Online Shopping. *IOP Conference Series: Materials Science and Engineering*, 662(2). <https://doi.org/10.1088/1757-899X/662/2/022036>
- Lai, W. T., & Chen, C. F. (2011). Behavioral intentions of public transit passengers- The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*, 18(2), 318–325. <https://doi.org/10.1016/j.tranpol.2010.09.003>
- Liao, C., Chen, J. L., & Yen, D. C. (2007). Theory of planning behavior (TPB) and customer satisfaction in the continued use of e-service: An integrated model. *Computers in Human Behavior*, 23(6), 2804–2822. <https://doi.org/10.1016/j.chb.2006.05.006>
- Liaw, G.-F., & Liang, S.-H. (2013). The Effect of Trust , Satisfaction , and Switching Cost on Consumer ' s Loyalty — A Model of On-line Auction. *The Journal of International Management Studies*, 8(1), 59–67.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing Research: Applied Insight*. Britania Raya: Pearson.

- Meitiana, M. (2017). Perilaku Pembelian Konsumen: Sebuah Tinjauan Literatur Theory of Planned Behavior. *Jurnal Ekonomi Modernisasi*, 13(1), 16. <https://doi.org/10.21067/jem.v13i1.1762>
- Mouakket, S., & Al-Hawari, M. A. (2012). Examining the antecedents of e-loyalty intention in an online reservation environment. *Journal of High Technology Management Research*, 23(1), 46–57. <https://doi.org/10.1016/j.hitech.2012.03.005>
- Nelafan, W., & Sulistiyanti, U. (2022). Analisis determinan pilihan berkarir mahasiswa akuntansi di bidang perpajakan. 4(2014), 134–142. <https://doi.org/10.20885/ncaf.vol4.art18>
- Pearson, A., Tadisina, S., & Griffin, C. (2012). The Role of E-Service Quality and Information Quality in Creating Perceived Value: Antecedents to Web Site Loyalty. *Information Systems Management*, 29(3), 201–215. <https://doi.org/10.1080/10580530.2012.687311>
- Pereira, H. G., Salgueiro, M. de F., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30, 279–291. <https://doi.org/10.1016/j.jretconser.2016.01.003>
- Permatasari, B., & Jaelani, J. (2021). the Effect of Perceived Value on E-Commerce Applications in Forming Customer Purchase Interest and Its Effect on User Loyalty. *Integrated Journal of Business and ...*, 101–112. <http://ojs.ijbe-research.com/index.php/IJBE/article/view/340>
- Pratama, Y. E., & Istiqomah, S. (2019). 665-2735-1-Pb. *Edunomika*, 03(02), 445–453.
- Prompanyo, M., & Wang, L. (2020). A Validation of the Multidimensional Perceived Value in the Model of E-loyalty towards Sino-Thai Cross-border E-commerce based on China s Customers. *Journal of Business Research - Turk*, 12(2), 1014–1022. <https://doi.org/10.20491/isarder.2020.891>
- Ramadhan, L., & Masnitasiagian, Y. (2019). Impact of Customer Perceived Value on Loyalty: In Context Crm. *Quest Journals Journal of Research in Business and Management*, 7(3), 2347–3002. [www.questjournals.org](http://www.questjournals.org)

- Rico, ., Tecolalu, M., Wahyoedi, S., & Purnama, E. D. (2019). *The Effects of Trust, Service Quality and Perceived Value on Satisfaction and Their Impact on Loyalty*. 325–330. <https://doi.org/10.5220/0008492603250330>
- Rizan, M., Febrilia, I., Wibowo, A., & Pratiwi, R. D. R. (2020). Antecedents of Customer Loyalty: Study from the Indonesia's Largest E-commerce. *The Journal of Asian Finance, Economics and Business*, 7(10), 283–293. <https://doi.org/10.13106/jafeb.2020.vol7.n10.283>
- Rohwiyati, R., & Praptiestrini, P. (2020). Peran Perceived Value Dalam Memoderasi Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Kuliner Kota Barat Solo. *Jurnal Riset Ekonomi Manajemen (REKOMEN)*, 4(1), 24–33. <https://doi.org/10.31002/rn.v4i1.2076>
- Ruswanti, E. (2012). Pengaruh Service Quality dan Customer Satisfication terhadap Customer Loyalty. *Jurnal Widya*, 29(3), 49–54.
- Sarjono, H., & Natalia, N. (2014). *PADA LABORATORIUM MANAJEMEN Haryadi Sarjono ; Natalia*. 5(1), 404–417.
- Sebastian, A., & Pramono, R. (2021). Pengaruh Perceived Value, Kepuasan Pelanggan, Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Pada Outlet Nike Di Jakarta. *Ilmiah Akuntansi*, 4(3), 698–711.
- Seni, N. N. A., & Ratnadi, N. M. D. (2017). Theory of Planned Behavior Untuk Memprediksi Niat Berinvestasi. *E-Jurnal Ekonomi Dan Bisnis Universitas Udayana*, 12, 4043. <https://doi.org/10.24843/eeb.2017.v06.i12.p01>
- Sethio, E. D., & Siagian, H. (2018). Perceived Value Dan Kepuasan Pelanggan Tokopedia. *Agora*, 6(2).
- Sheng, T., & Liu, C. (2010). An empirical study on the effect of e-service quality on online customer satisfaction and loyalty. *Nankai Business Review International*, 1(3), 273–283. <https://doi.org/10.1108/20408741011069205>
- Shun Yu Chen & Li Ju Chen. (2011). Capital structure determinants: An empirical study in Taiwan. *African Journal of Business Management*, 5(27), 10974–10983. <https://doi.org/10.5897/ajbm10.1334>
- Sinollah, S., & Masrurah, M. (2019). PENGUKURAN KUALITAS PELAYANAN (Servqual â€“ Parasuraman) DALAM MEMBENTUK

- KEPUASAN PELANGGAN SEHINGGA TERCIPTA LOYALITAS PELANGGAN. *DIALEKTIKA : Jurnal Ekonomi Dan Ilmu Sosial*, 4(1), 45–64. <https://doi.org/10.36636/dialektika.v4i1.285>
- Suhartanto, D., Dean, D., Leo, G., & Triyuni, N. N. (2019). M ILLENNIAL E XPERIENCE WITH O NLINE F OOD H OME D ELIVERY : A L ESSON FROM I NDONESIA. *Interdisciplinary Journal of Information, Knowledge, and Management*, 14, 277–294.
- Swaid, S. I., & Wigand, R. T. (2007). Key dimensions of e-commerce service quality and its relationships to satisfaction and loyalty. *20th Bled EConference - EMergence: Merging and Emerging Technologies, Processes, and Institutions - Conference Proceedings*, 3, 414–428.
- Trenggonowati, D. L., & Kulsum, K. (2018). Analisis Faktor Optimalisasi Golden Age Anak Usia Dini Studi Kasus Di Kota Cilegon. *Journal Industrial Servicess*, 4(1), 48–56. <https://doi.org/10.36055/jiss.v4i1.4088>
- Trisusanti, Y. (2017). Pengaruh Kualitas Pelayanan dan Kepercayaan Terhadap Loyalitas Nasabah (Studi pada Bank BNI Syariah Kantor Cabang Pekanbaru). *Jom Fisip*, 4(2), 1–16.
- Ulkhag, M., Rabbani, M., Wibowo, A., & Rachmania, B. (2017). Assessing electronic service quality using E-S-QUAL and E-RecS-QUAL scales. *ITMSOC Transactions on Innovation & Business Engineering*, 2(September), 20–26.
- Ulum, F., & Muchtar, R. (2018). Pengaruh E-Service Quality Terhadap E-Customer Satisfaction Website Start-Up Kaosyay. *Jurnal Tekno Kompak*, 12(2), 68. <https://doi.org/10.33365/jtk.v12i2.156>
- Wahab, N. A., Hassan, L. F. A., Shahid, S. A. M., & Maon, S. N. (2016). The Relationship Between Marketing Mix And Customer Loyalty In Hijab Industry: The Mediating Effect Of Customer Satisfaction. *Procedia Economics and Finance*, 37(16), 366–371. [https://doi.org/10.1016/s2212-5671\(16\)30138-1](https://doi.org/10.1016/s2212-5671(16)30138-1)
- Wen, C., Fang, J., Blankson, C., & Prybutok V R. (2014). The role of E-quality within the consumer decision making process. In *International Journal of*

- Operations and Production Management* (Vol. 34, Issue 12).  
<https://doi.org/10.1108/IJOPM-07-2013-0352>
- Wibowo, R. (2015). Kesuksesan E-commerce (OnlineShopping) Melalui Trust Dan Customer Loyalty. *Ekonomi Bisnis*, 20(1), 8–15.  
<http://journal.um.ac.id/index.php/ekobis/article/view/5078>
- Wikamorys, D. A., & Rochmach, T. N. (2017). Aplikasi Theory of Planned Behavior Dalam Membangkitkan Niat Pasien Untuk Melakukan Operasi Katarak. *Jurnal Administrasi Kesehatan Indonesia*, 5(1), 32.  
<https://doi.org/10.20473/jaki.v5i1.2017.32-40>
- Wilujeng, F. R., Rembulan, G. D., Andreas, D., & Tannady, H. (2019). Meningkatkan Kepuasan Pelanggan pada Dua Bisnis E-Commerce Terbesar di Indonesia dengan Menggunakan Analisis Servqual dan IPA. *Prosiding Seminar Nasional Sains Dan Teknologi, October*, 1–9.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2017). Services marketing: Integrating Customer Focus Across the Firm (7th Ed). In *Business Horizons* (Vol. 51, Issue 3). <https://doi.org/10.1016/j.bushor.2008.01.008>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375.  
<https://doi.org/10.1177/009207002236911>