

DAFTAR PUSTAKA

- Agus Pratiwi, S., & Kusuma Dewi, C. (2016). Pengaruh E-Service Quality terhadap Behavior Intentions dengan E-Satisfaction sebagai Mediator (Studi pada Kriya.co.id). *Jurnal Computech & Bisnis*, 10(2), 59–71. <https://doi.org/http://dx.doi.org/10.55281/jcb.v10i2.147>
- Amirrudin, M., Nasution, K., & Supahar, S. (2020). Effect of Variability on Cronbach Alpha Reliability in Research Practice. *Jurnal Matematika, Statistika Dan Komputasi*, 17(2), 223–230. <https://doi.org/10.20956/jmsk.v17i2.11655>
- Annisa, A. (2021). Sejarah Revolusi Industri dari 1.0 sampai 4.0. *Artikel Mahasiswa Sistem Telekomunikasi*. <https://doi.org/10.13140/RG.2.2.20215.24488>
- Annur, C. M. (2022, Maret 23). *Ada 204,7 Juta Pengguna Internet di Indonesia Awal 2022*. Databoks. <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- APJII. (2022, Juni). *Laporan Survei Internet Indonesia APJII 2021-2022 (Q1)*. <https://apjii.or.id>
- Ayu, S., & Lahmi, A. (2020). Peran E-commerce terhadap Perekonomian Indonesia Selama Pandemi Covid-19. *Jurnal Kajian Manajemen Bisnis*, 9(2), 114. <https://doi.org/10.24036/jkmb.10994100>
- Basias, N., & Pollalis, Y. (2018). Quantitative and Qualitative Research in Business & Technology: Justifying a Suitable Research Methodology. *Review of Integrative Business and Economics Research*, 7, 91–105. <http://buscompress.com/journal-home.html>
- Bogna, F., Raineri, A., & Dell, G. (2020). Critical Realism and Constructivism: Merging Research Paradigms for a Deeper Qualitative Study. *Qualitative Research in Organizations and Management: An International Journal*, 15(4), 461–484. <https://doi.org/10.1108/QROM-06-2019-1778>
- Boon-itt, S. (2015). Managing Self-service Technology Service Quality to Enhance E-satisfaction. *International Journal of Quality and Service Sciences*, 7(4), 373–391. <https://doi.org/10.1108/IJQSS-01-2015-0013>
- Cahyani, F. T., & Widati, S. (2021). The Influence of Behavior Intention, Personal Autonomy, Accessibility of Information, and Social Support on the Compliance of the Use of PPE at PT. PLN. *The Indonesian Journal of Public Health*, 16(1). <https://doi.org/10.20473/ijph.v116il.2021.112-123>
- Chen, C.-M., & Liu, H.-M. (2017). Exploring the Impact of Airlines Service Quality on Customer Loyalty: Evidence from Taiwan. *International Journal of Business and Management*, 12(5), 36. <https://doi.org/10.5539/ijbm.v12n5p36>

- Ciputra, W., & Prasetya, W. (2020). Analisis Pengaruh E-Service Quality, Perceived Value Terhadap Customer Satisfaction, Trust, dan Customer Behavioral Intention. *COMMENTATE: Journal of Communication Management*, 1(2), 109. <https://doi.org/10.37535/103001220201>
- Dam, S. M., & Dam, T. C. (2021). Relationships between Service Quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Darmawan, D., Mardikaningsih, R., & Hadi, S. (2017). *The Effect of Service Quality, Customer Satisfaction and Corporate Image on Customer Loyalty in the banking sector in Indonesia*. 19, 46–51. <https://doi.org/10.9790/487X-1911064651>
- Djelassi, S., Diallo, M. F., & Zielke, S. (2018). How Self-service Technology Experience Evaluation Affects Waiting Time and Customer Satisfaction? A Moderated Mediation Model. *Decision Support Systems*, 111, 38–47. <https://doi.org/10.1016/j.dss.2018.04.004>
- Erasmus, A. C. (2017). *Service Quality (SQ): Perspectives, Management and Improvement*. Nova Science Publishers, Inc. <https://www.ebsco.com/terms-of-use>
- Familiar, K., & Maftukhah, I. (2015). Pengaruh Kualitas Produk dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan. *Management Analysis Journal*, 4(4), 348–354.
- Fatoni, S. N., Susilawati, C., Yulianti, L., & Iskandar. (2020). Dampak Covid-19 terhadap Perilaku Konsumen dalam Penggunaan E-wallet di Indonesia. *Digital Library UIN Sunan Gunung Djati*. <http://digilib.uinsgd.ac.id/id/eprint/30953>
- Fauzi, M. R., & Mandala, K. (2019). Pengaruh Kualitas Pelayanan, Kualitas Produk, Dan Inovasi Produk Terhadap Kepuasan Untuk Meningkatkan Loyalitas Pelanggan. *E-Jurnal Manajemen Universitas Udayana*, 8(11), 6741. <https://doi.org/10.24843/ejmunud.2019.v08.i11.p18>
- Gamayanto, I. (2018). Inovasi & Pengembangan E-commerce - CRM dalam Menghadapi Globalisasi: Studi Kasus Tokopedia.com. *Jurnal Sistem Informasi Dan Teknologi Informasi*, 7(1). <https://media.neliti.com/media/publications/288657-inovasi-pengembangan-e-commerce-crm-dala-90f46135.pdf>
- Grigsby, M. (2016). *Advanced Customer Analytics: Targeting, Valuing, Segmenting and Loyalty Techniques*. Kogan Page.
- Hair, J. F., Babin, B. J., & Krey, N. (2017). Covariance-Based Structural Equation Modeling in the Journal of Advertising: Review and Recommendations. *Journal of Advertising*, 46(1), 163–177. <https://doi.org/10.1080/00913367.2017.1281777>

- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, Marko. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2 ed.). SAGE Publications, Inc.
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. Dalam *European Business Review* (Vol. 26, Issue 2, hlm. 106–121). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-10-2013-0128>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). 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>
- Hidayati, A., Hidayat, T., & Pristian, R. (2020). E-Commerce dan Dampaknya terhadap Perilaku Konsumsi Mahasiswa. *Jurnal Pendidikan Edutama*. <https://ejurnal.ikipgribojonegoro.ac.id/index.php/JPE>
- Ikhsan, R. B., & Prabowo, H. (2020). Behavioral Intentions as an Impact of Customer Satisfaction In Retail Banking. *Binus Online Learning*. <https://doi.org/10.4108/eai.8-10-2018.2288741>
- Iprice. (2022). *Daftar 50 Website & Aplikasi E-Commerce di Indonesia 2019*. <https://iprice.co.id/insights/mapofecommerce/>
- Irwansyah, A., & Mappadeceng, R. (2018). Pengaruh E-service Quality terhadap Customer Loyalty melalui Customer Satisfaction pada Toko Online Bukalapak. *Jurnal Manajemen Dan Sains*, 3(2). <https://doi.org/http://dx.doi.org/10.33087/jmas.v3i2.50>
- Kemendag. (2022, Januari 9). *Kemendag Catat Pengaduan Konsumen 2021*. <https://www.kemendag.go.id/id/pers/kemendag-catat-pengaduan-konsumen-2021-e-commerce-kembali-mendominasi-1>
- Kementerian Komunikasi dan Informatika. (2022, Juni 15). *Semester Pertama 2022, Aduan Konsumen Didominasi Sektor Niaga-El*. <https://m.kominfo.go.id/content/detail/43005/semester-pertama-2022-aduan-konsumen-didominasi-sektor-niaga-el/0/berita>
- Keong Yong, W., Md Husin, M., & Kamarudin, S. (2021). Understanding Research Paradigms: A Scientific Guide. *Journal of Contemporary Issues in Business and Government*, 27(2). <https://doi.org/10.47750/cibg.2021.27.02.588>
- Kivunja, C., & Kuyini, A. B. (2017). Understanding and Applying Research Paradigms in Educational Contexts. *International Journal of Higher Education*, 6(5), 26. <https://doi.org/10.5430/ijhe.v6n5p26>
- Kline, R. B. (2015). *Principles and Practice of Structural Equation Modeling* (4 ed.). The Guilford Press.
- Kock, N., & Lynn, G. S. (2012). Lateral collinearity and misleading results in variance-based SEM: An illustration and recommendations. *Journal of the*

- Association for Information Systems*, 13(7), 546–580.
<https://doi.org/10.17705/1jais.00302>
- Kotler, P., & Armstrong, G. (2015). *Principles of Marketing* (16 th). Pearson.
- Kotler, P., & Keller, K. L. (2012). *Marketing management* (14 th). Pearson.
- Kurniati, H., Kresnamurti Rivai, A. P., & Aditya, S. (2021). The Effect of E-Service Quality and Brand Image Toward Netflix Customer Loyalty through Customer Satisfaction. *Jurnal Riset Ekonomi Dan Manajemen*, 5(1), 17–29.
<https://doi.org/http://dx.doi.org/10.31002/rn.v5i1.4321>
- Kurniawan, S., & Chandra, R. (2020). The Effect of Service Quality, and Promotion of Satisfaction in Mediation Brand Image. *Marketing Management*, 16, 1–15. <http://repository.stei.ac.id/id/eprint/1333>
- Machfiroh, I. S. (2018). *Keterkaitan Citra Merek dan Harga terhadap Keputusan Pembelian pada Emak di Fried Chicken Pelahhari*. 4(1), 2614–3682.
<https://doi.org/https://doi.org/10.34128/jht.v4i1.43>
- Mahatama, A. A. B. P., & Wardana, M. (2021). Role of Brand Image and Customer Commitment in Mediating Service Quality Towards Customer Loyalty. *International Research Journal of Management, IT and Social Sciences*, 9(1), 79–89. <https://doi.org/10.21744/irjmis.v9n1.2006>
- Makanyeza, C., & Chikazhe, L. (2017). Mediators of the Relationship Between Service Quality and Customer Loyalty: Evidence from the Banking Sector in Zimbabwe. *International Journal of Bank Marketing*, 35(3), 540–556.
<https://doi.org/10.1108/IJBM-11-2016-0164>
- Marhadi, Musfar, T. F., & Noviasari, H. (2017). Method Evaluation in Measuring Brand Image and Brand Quality Using Rating, Ranking and Pick Any Approach. *Jurnal Ekonomi*, 9(2). <https://doi.org/10.31258/je.19.02.p.%p>
- Media Konsumen. (2017, November 5). *Barang Diterima Tidak Sesuai Pesanan Belanja di Tokopedia - Media Konsumen*. Media Konsumen.
<https://mediakonsumen.com/2017/11/05/surat-pembaca/barang-diterima-tidak-sesuai-pesanan-belanja-di-tokopedia>
- Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Sample Size for Survey Research: Review and Recommendations. *Journal of Applied Structural Equation Modeling*, 4(2), i–xx.
[https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)
- Morgan, D. L. (2018). Living Within Blurry Boundaries: The Value of Distinguishing Between Qualitative and Quantitative Research. *Journal of Mixed Methods Research*, 12(3), 268–279.
<https://doi.org/10.1177/1558689816686433>
- Mourya, S. K., & Gupta, S. (2015). *E-Commerce*. Alpha Science International.
- Narotama, A. (2019). The Effect of Service Quality on Customer Loyalty with Brand Images and Customer Satisfaction as Mediation. *Jurnal Manajemen & Kewirausahaan*, 7(1), 86–93.
<https://doi.org/https://doi.org/10.26905/jmdk.v7i1.2692>

- Narteh, B. (2015). Perceived Service Quality and Satisfaction of Self-service Technology: The Case of Automated Teller Machines. *International Journal of Quality and Reliability Management*, 32(4), 361–380. <https://doi.org/10.1108/IJQRM-08-2012-0113>
- Nguyen, N. X., Tran, K., & Nguyen, T. A. (2021). Impact of Service Quality on in-Patients' Satisfaction, Perceived Value, and Customer Loyalty: A Mixed-Methods Study from a Developing Country. *International Journal of Quality & Reliability Management*, 32(4), 361–380. <https://doi.org/10.2147/PPA.S333586>
- Nurdianasari, R., & Indriani, F. (2021). Study Of Perceived Online Convenience And Customer Satisfaction Toward Behavioral Intention In Online Shopping. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(2), 399–409. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Nurhidayati, & Anam, A. K. (2019). *Manajemen Bisnis Manajemen Bisnis Di Era Pandemi Covid-19 & New Normal*. Unissula Press.
- Nurlela. (2021). E-Commerce, Solusi di Tengah Pandemi COVID-19. *Jurnal Simki Economic*, 4(1), 47–56. <https://doi.org/https://doi.org/10.29407/jse.v4i1.53>
- Prasetyo, H., & Sutopo, W. (2017). Perkembangan Keilmuan Teknik Industri Menuju Era Industri 4.0. *Seminar Dan Konferensi Nasional IDEC*. <https://www.researchgate.net/publication/328600510>
- Pratiwi, L., Sunaryo, S., & Mugiono, M. (2021). The Effect of E-service Quality on E-loyalty Mediated by E-trust and Brand Image Variables. *International Journal of Research in Business and Social Science (2147- 4478)*, 10(6), 56–62. <https://doi.org/10.20525/ijrbs.v10i6.1364>
- Pudjarti, S., Nurchayati, N., & Dwi Putranti, H. R. (2019). Penguatan Kepuasan Model Hubungan E-service Quality dan E-loyalty pada Konsumen Gojek dan Grab. *Jurnal Ilmu-Ilmu Sosial Dan Humaniora*, 21(3), 237–246. <https://doi.org/10.24198/sosiohumaniora.v21i3.21491>
- Putri, R. O., Wibawa, B. M., & Laksamana, T. (2017). Identifikasi Permasalahan Komplain pada E- Commerce Menggunakan Metode Fishbone. *Jurnal Sains Dan Seni ITS*, 6(1). <https://doi.org/https://dx.doi.org/10.12962/j23373520.v6i1.21485>
- Rahi, S., & Abd Ghani, M. (2018). Investigating The Role Of E-Service Quality and Brand Image in Internet Banking Acceptance Context with Structural Equation Modeling (SEM-PLS). *30th International Scientific Conference on Economic and Social Development*, 427–442. <http://www.esd-conference.com>
- Rahman, S., Fadrul, F., Yusrizal, Y., Marlyna, R., & Momin, M. (2022). Improving the Satisfaction and Loyalty of Online Shopping Customers Based on E-Commerce Innovation and E-Service Quality. *Gadjah Mada*

- International Journal of Business*, 24(1), 56–81.
<http://journal.ugm.ac.id/gamaijb>
- Rahmawaty, S., Rustandi Kartawinata, B., Akbar, A., & Wijaksana, T. I. (2021). The Effect of E-Service Quality and E-Trust on E-Customer Loyalty Through E-Customer Satisfaction as an Intervening Variable (Study on Gopay Users in Bandung). *Proceedings of the Internasional Conference on Industrial Engineering and Operations Management*, 5495–5506.
<http://www.ieomsociety.org/singapore2021/papers/933.pdf>
- Rehatalanit, Y. L. R. (2016). Peran E-Commerce Dalam Pengembangan Bisnis. *Jurnal Teknologi Industri*, 5. <https://doi.org/10.35968/jti.v5i0.764>
- Ridder, H. G. (2017). The Theory Contribution of Case Study Research Designs. *Business Research*, 10(2), 281–305. <https://doi.org/10.1007/s40685-017-0045-z>
- Rosana, F. C. (2022, Juli 8). *Kemendag Terima 3.692 Aduan Sepanjang 2022, Mayoritas Konsumen E-commerce - Bisnis Tempo.co*. Tempo.Co.
<https://bisnis.tempo.co/read/1610026/kemendag-terima-3-692-aduan-sepanjang-2022-mayoritas-konsumen-e-commerce>
- Rosyidah, N., & Andjarwati, A. L. (2021). Pengaruh Self-Service Technology Quality terhadap Loyalitas Dengan Kepuasan sebagai Variabel Mediasi. *Journal IMAGE*, 10(1), 14–27.
<https://doi.org/https://doi.org/10.17509/image.v10i1.31448>
- Sari, K. (2020). Analisis Pendekatan Behavioral Intention pada Minat Menggunakan Mobile Payment OVO. *Jurnal Online Mahasiswa (JOM)*, 5(4). <https://jom.unpak.ac.id/index.php/ilmumanajemen/article/view/1506>
- Saricam, C. (2022). Analysing Service Quality and Its Relation to Customer Satisfaction and Loyalty in Sportswear Retail Market. *Autex Research Journal*, 22(2), 184–193. <https://doi.org/10.2478/aut-2021-0014>
- Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in Partial Least Squares Structural Equation Modeling Use in Marketing Research in the Last Decade. *Psychology and Marketing*, 39(5), 1035–1064. <https://doi.org/10.1002/mar.21640>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Partial Least Squares Structural Equation Modeling. Dalam *Handbook of Market Research* (hlm. 1–40). Springer International Publishing. https://doi.org/10.1007/978-3-319-05542-8_15-1
- Schiffman, L. G., & Wisenblit, J. L. (2015). *Consumer Behavior* (11 ed., Issue 6). Pearson Education Limited.
- Schuberth, F., Rademaker, M. E., & Henseler, J. (2022). Assessing the Overall Fit of Composite Models Estimated by Partial Least Squares Path Modeling. *European Journal of Marketing*. <https://doi.org/10.1108/EJM-08-2020-0586>
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business: A Skill-Building Approach. Dalam *Leadership & Organization Development Journal* (Vol. 34, Issue 7). <https://doi.org/10.1108/lodj-06-2013-0079>

- Shahid Iqbal, M., Ul Hassan, M., & Habibah, U. (2018). Impact of Self-Service Technology (SST) Service Quality on Customer Loyalty and Behavioral Intention: The Mediating Role of Customer Satisfaction. *Cogent Business and Management*, 5(1). <https://doi.org/10.1080/23311975.2018.1423770>
- Shmueli, G., Sarstedt, M., Hair, J. F., Cheah, J. H., Ting, H., Vaithilingam, S., & Ringle, C. M. (2019). Predictive Model Assessment in PLS-SEM: Guidelines for Using PLSpredict. *European Journal of Marketing*, 53(11), 2322–2347. <https://doi.org/10.1108/EJM-02-2019-0189>
- Sileyew, K. J. (2019). Research Design and Methodology. Dalam *Cyberspace*. IntechOpen. <https://doi.org/10.5772/INTECHOPEN.85731>
- Soeharto, E. K. M., & Purnomo, H. (2012). The Effect Of E-Service Quality Toward Behavioral Intentions With E-Satisfaction As A Mediating The Effect Of E-Service Quality Toward Behavioral Intentions With E-Satisfaction As A Mediating Variable: Case Study On Online Shop's Consumers In Central Java And Yogyakarta. *Fokus Manajerial*, 11(2). www.blopendorse.com.
- Statista. (2020a, Juni). *Indonesia: online purchase behavior during COVID-19 pandemic 2020*. <https://www.statista.com/statistics/1127876/indonesia-impact-on-online-purchase-behavior-covid-19/>
- Statista. (2020b, November). *E-commerce users in Indonesia 2025*. <https://www.statista.com/forecasts/251635/e-commerce-users-in-indonesia>
- Statista. (2022, Juni). *Indonesia: leading e-commerce sites by monthly traffic 2022*. <https://www.statista.com/statistics/869700/indonesia-top-10-e-commerce-sites/>
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.
- Sukma Wijaya, B. (2013). Dimensions of Brand Image: A Conceptual Review from the Perspective of Brand Communication. *European Journal Business and Management*, 5. <https://doi.org/10.13140/ejbm.2013.55.65>
- SurveySensum. (2022). *E Commerce Trends Indonesia 2022*.
- Tanujaya, C. (2017). Perancangan Standart Operational Procedure Produksi Pada Perusahaan Coffeein. *Performa: Jurnal Manajemen Dan Start-Up Bisnis*, 2(1). <https://journal.uc.ac.id/index.php/performa/article/view/441>
- Top Brand. (2022). *Top Brand Index*. https://www.topbrand-award.com/top-brand-index/?tbi_find=Tokopedia
- Tripathi, K. K., & Jha, K. N. (2018). Determining Success Factors for a Construction Organization: A Structural Equation Modeling Approach. *Journal of Management in Engineering*, 34(1). [https://doi.org/10.1061/\(asce\)me.1943-5479.0000569](https://doi.org/10.1061/(asce)me.1943-5479.0000569)
- Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customers' e-service quality perception, satisfaction and intention. *International Journal of Information Management*, 30(6), 481–492. <https://doi.org/10.1016/j.ijinfomgt.2010.03.005>

- Wahab, R. A., Nurdiyanah, R., Ahmad, F., & Shukri, Z. (2018). Perceived Value, Customers' Satisfaction And Behavioural Intention In Relation To Seafood Restaurants In Johor Bahru. *Malaysian Applied Biology*, 47(4), 95–106.
- Wicaksono, A. (2020, Mei 3). *Kronologi Lengkap 91 Juta Akun Tokopedia Bocor dan Dijual*. CNN Indonesia. <https://www.cnnindonesia.com/teknologi/20200503153210-185-499553/kronologi-lengkap-91-juta-akun-tokopedia-bocor-dan-dijual>
- Yahaya, Oyediran, O. S., & Onukuwbe, H. N. (2019). Evaluating Factors Affecting Transaction Costs of Contractors in Public Procurement in Nigeria: PLS-SEM Approach. *FUTY Journal of the Environment*, 13(1), 95–106. <https://doi.org/https://doi.org/10.4314/FJE.V13I1>
- Zeglat, D., Shrafat, F., & Al-Smadi, Z. (2016). International Review of Management and Marketing The Impact of the E-Service Quality of Online Databases on Users' Behavioral Intentions: A Perspective of Postgraduate Students. *International Review of Management and Marketing*, 6(1), 1–10. <https://econjournals.com>

