

## DAFTAR PUSTAKA

- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Alvin. (2021). *Surat Pembaca : Buruknya Pelayanan Customer Service Shopee*. Kompas.Com. <https://inside.kompas.com/surat-pembaca/read/60722/Buruknya-Pelayanan-Customer-Service-Shopee>
- Amrhein, V., Trafimow, D., & Greenland, S. (2019). Inferential Statistics as Descriptive Statistics: There Is No Replication Crisis if We Don't Expect Replication. *American Statistician*, 73(sup1), 262–270. <https://doi.org/10.1080/00031305.2018.1543137>
- Annisa, A. N., Suwandari, L., & Adi, P. H. (2019). ANALISIS PENGARUH CUSTOMER EXPERIENCE, USER EXPERIENCE, DAN HAMBATAN BERPINDAH TERHADAP MINAT BELI ULANG (Studi Pada Konsumen Go-Jek Di Kota Purwokerto). *Jp Feb Unsoed Journal & Proceeding*, 9(1), 361–372.
- Annur, C. M. (2022). *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#:~:text=Jumlah%2520Pengguna%2520Internet%2520di%2520Indonesia%2520\(2018%252D2022\\*\)&text=Menurut%2520laporan%2520We%2520Are%2520Social,tercatat%25](https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022#:~:text=Jumlah%2520Pengguna%2520Internet%2520di%2520Indonesia%2520(2018%252D2022*)&text=Menurut%2520laporan%2520We%2520Are%2520Social,tercatat%25)
- Anshu, K., Gaur, L., & Singh, G. (2022). Impact of customer experience on attitude and repurchase intention in online grocery retailing: A moderation mechanism of value Co-creation. *Journal of Retailing and Consumer Services*, 64, 102798. <https://doi.org/10.1016/J.JRETCONSER.2021.102798>
- Bai, Y., & Li, H. (2022). Electronic Commerce Research and Applications Mapping the evolution of e-commerce research through co-word analysis : 2001 – 2020. *Electronic Commerce Research and Applications*, 55(July), 101190. <https://doi.org/10.1016/j.elerap.2022.101190>
- Balmer, J. M. T., Lin, Z., Chen, W., & He, X. (2020). The role of corporate brand image for B2B relationships of logistics service providers in China. *Journal of Business Research*, 117, 850–861. <https://doi.org/10.1016/J.JBUSRES.2020.03.043>
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/10.1016/j.jretconser.2010.09.003>

- Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56, 57–71. <https://doi.org/10.2307/1252042>
- 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>
- Borishade, T. T., Ogunnaiké, O. O., Salau, O., Motilewa, B. D., & Dirisu, J. I. (2021). Assessing the relationship among service quality, student satisfaction and loyalty: the NIGERIAN higher education experience. *Heliyon*, 7(7), e07590. <https://doi.org/10.1016/j.heliyon.2021.e07590>
- Boulding, W., Kalra, A., Staelin, R., & Zeithaml, V. A. (1993). A Dynamic Process Model of Service Quality: From Expectations to Behavioral Intentions. *Journal of Marketing Research*, 30(1), 7–27. <https://doi.org/10.1177/002224379303000102>
- Brady, E., & Gilligan, R. (2018). The life course perspective: An integrative research paradigm for examining the educational experiences of adult care leavers? *Children and Youth Services Review*, 87, 69–77. <https://doi.org/10.1016/J.CHILDYOUTH.2018.02.019>
- Brown, M. E. L., & Dueñas, A. N. (2020). A Medical Science Educator's Guide to Selecting a Research Paradigm: Building a Basis for Better Research. *Medical Science Educator*, 30(1), 545–553. <https://doi.org/10.1007/s40670-019-00898-9>
- Cheah, J. H., Sarstedt, M., Ringle, C. M., Ramayah, T., & Ting, H. (2018). Convergent validity assessment of formatively measured constructs in PLS-SEM. *Undefined*, 30(11), 3192–3210. <https://doi.org/10.1108/IJCHM-10-2017-0649>
- Chu, S. C., & Kim, Y. (2011). Determinants of consumer engagement in electronic Word-Of-Mouth (eWOM) in social networking sites. *International Journal of Advertising*, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- Darmawan, H. (2020). *Shopee Sempat Tak Bisa Diakses, Ada 14 Laporan Keluhan yang Masuk*. <https://www.tribunnews.com/techno/2020/10/23/shopee-sempat-tak-bisa-diakses-ada-14-laporan-keluhan-yang-masuk>
- Dong, Y., & Qin, S. J. (2018). Regression on dynamic PLS structures for supervised learning of dynamic data. *Journal of Process Control*, 68, 64–72. <https://doi.org/10.1016/J.JPROCONT.2018.04.006>
- Fincher, S. ., & Robins, A. . (2019). The Cambridge Handbook of Computing Education Research. In *Cambridge University Press*. Cambridge University Press. <https://doi.org/10.1017/9781108654555>

- Garcia-Silva, A., Gomez-Perez, J. M., Palma, R., Krystek, M., Mantovani, S., Foglini, F., Grande, V., De Leo, F., Salvi, S., Trasatti, E., Romaniello, V., Albani, M., Silvagni, C., Leone, R., Marelli, F., Albani, S., Lazzarini, M., Napier, H. J., Glaves, H. M., ... Altintas, I. (2019). Enabling FAIR research in Earth Science through research objects. *Future Generation Computer Systems*, 98(September), 550–564. <https://doi.org/10.1016/j.future.2019.03.046>
- Grassl, W. (2000). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Journal of Consumer Marketing* (Vol. 17, Issue 3). Pearson Prentice Hal. <https://doi.org/10.1108/jcm.2000.17.3.263.3>
- 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, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). Thousand Oaks. Sage, 165.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2013). Partial Least Squares Structural Equation Modeling: Rigorous Applications, Better Results and Higher Acceptance. *Long Range Planning*, 46(1–2), 1–12. <https://doi.org/10.1016/j.lrp.2013.01.001>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair, J. F., & Sarstedt, M. (2019). Factors versus Composites: Guidelines for Choosing the Right Structural Equation Modeling Method. *Project Management Journal*, 50(6), 619–624. <https://doi.org/10.1177/8756972819882132>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/DIR.10073>
- 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>
- Henseler, J., & Sarstedt, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Computational Statistics*, 28(2), 565–580. <https://doi.org/10.1007/s00180-012-0317-1>
- Hossan, D., Aktar, A., & Zhang, Q. (2020). A study on partial least squares structural equation modeling (PLS-SEM) as emerging tool in action research.

- LC International Journal of Stem*, 1(4), 130–145. [www.lcjstem.com](http://www.lcjstem.com)
- iprice. (2022). *Top 50 E-Commerce Sites & Apps in Indonesia 2019*. <https://iprice.co.id/insights/mapofecommerce/en/>
- Iriani, F., & Indriyani, R. (2019). Pengaruh Kualitas Produk, Persepsi Harga Dan Citra Merek Terhadap Keputusan Pembelian Kosmetik Sariayu Martha Tilaar. *Kemampuan Koneksi Matematis (Tinjauan Terhadap Pendekatan Pembelajaran Savi)*, 53(9), 1689–1699.
- Jeong, E. H., & Jang, S. C. S. (2011). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356–366. <https://doi.org/10.1016/j.ijhm.2010.08.005>
- Karnadi, A. (2022). *Transaksi E-Commerce Ditaksir Capai Rp530 Triliun pada 2022*. [Dataindonesia.Id. https://dataindonesia.id/digital/detail/transaksi-ecommerce-ditaksir-capai-rp530-triliun-pada-2022](https://dataindonesia.id/digital/detail/transaksi-ecommerce-ditaksir-capai-rp530-triliun-pada-2022)
- Kartika, I. A. P. D. K., & Prasetio, A. (2022). Analisis Pengaruh Customer Experience Terhadap Repurchase Intention (Studi Kasus Pada Konsumen Wardah di Indonesia). *Journal of Management & Business*, 5(2), 1–7.
- Kato, T. (2021). Factors of loyalty across corporate brand images, products, dealers, sales staff, and after-sales services in the automotive industry. *Procedia Computer Science*, 192(2019), 1411–1421. <https://doi.org/10.1016/j.procs.2021.08.144>
- 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>
- Kiyomarsi, E., Reza Saeednia, H., & Darvishi, Z. A. (2021). Journal of System Management (JSM) The Effect of Advertising on Expectations and Perception of the Brand with Emphasis on the Mediating Role of Customer Experience Management in the Insurance Industry. *Journal of System Management*, 7(4), 185–206.
- Ko, E., Lee, M.-A., Lee, M. Y., Phan, M., Kim, K. H., Hwang, Y. K., & Burns, L. D. (2011). Product Attributes' Effects on Perceived Values and Repurchase Intention in Korea, USA, and France. *Journal of Global Scholars of Marketing Science*, 21(2). <https://www.tandfonline.com/doi/pdf/10.1080/21639159.2011.9711022?needAccess=true>
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of E-Collaboration*, 11(4), 1–10. <https://doi.org/10.4018/ijec.2015100101>
- Kotler, P., & Keller, K. L. (2006). *Marketing Management (12th edition)*. Pearson Prentice Hall.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Edition*. Pearson Education, Inc.
- Kremer, F., & Viot, C. (2012). How store brands build retailer brand image. *International Journal of Retail and Distribution Management*, 40(7), 528–543. <https://doi.org/10.1108/09590551211239846>
- Kusumawati, S. I. P. (2013). ANALISIS PENGARUH CUSTOMER EXPERIENCE TERHADAP MINAT BELI ULANG (Studi Kasus pada Konsumen restoran The House of Raminten Yogyakarta). *Diponegoro Journal of Management*, 2(2), 1–9. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Lasaib, I. N., & Yulianti, E. (2019). Pengaruh Citra Merek, Iklan, Kualitas yang dirasa terhadap Keputusan Pembelian Sim Card Telkomsel di Surabaya. *Journal of Business & Banking*, 9(1). <https://doi.org/10.14414/jbb.v9i1.906>
- Law, C. C. H., Zhang, Y., & Gow, J. (2022). Airline service quality, customer satisfaction, and repurchase Intention: Laotian air passengers' perspective. *Case Studies on Transport Policy*, 10(2), 741–750. <https://doi.org/10.1016/J.CSTP.2022.02.002>
- Lee, L., Petter, S., Fayard, D., & Robinson, S. (2011). On the use of partial least squares path modeling in accounting research. *International Journal of Accounting Information Systems*, 12(4), 305–328. <https://doi.org/10.1016/J.ACCINF.2011.05.002>
- Lemke, F., Clark, M., & Wilson, H. (2011). Customer experience quality: an exploration in business and consumer contexts using repertory grid technique. *Journal of the Academy of Marketing Science* 2010 39:6, 39(6), 846–869. <https://doi.org/10.1007/S11747-010-0219-0>
- Lu, M., Cui, T., Huang, Z., Zhao, H., Li, T., & Wang, K. (2021). A Systematic Review of Questionnaire-Based Quantitative Research on MOOCs. *The International Review of Research in Open and Distributed Learning*, 22(2), 285–313. <https://doi.org/10.19173/irrodl.v22i2.5208>
- Malik, J. (2021). *Isu Upah dan Pekerja Demo berujung Masalah di Shopee Indonesia*. KOMIK Universitas Al Azhar Indonesia. <https://komik.uai.ac.id/isu-upah-dan-pekerja-demo-berujung-masalah-di-shopee-indonesia/>
- Mareta, L. P., & Kurniawati, T. (2020). Pengaruh Kualitas Produk dan Iklan Terhadap Minat Beli Ulang Shampo Rejoice. *Jurnal Ecogen*, 3(3), 400. <https://doi.org/10.24036/jmpe.v3i3.9916>
- Martínez, P., Pérez, A., & del Bosque, I. R. (2014). CSR influence on hotel brand image and loyalty. *Academia Revista Latinoamericana de Administracion*, 27(2), 267–283. <https://doi.org/10.1108/ARLA-12-2013-0190>
- Megantara, I. M. T. (2016). ONLINE PADA SITUS TRAVELOKA . COM

Fakultas Ekonomi dan Bisnis Universitas Udayana , Bali , Indonesia  
Teknologi informasi berperan sangat penting pada era globalisasi saat ini .  
Teknologi informasi , komunikasi dan internet telah merambah berbagai  
bidang k. *Jurnal Bisnis Dan Manajemen*, 5(9), 5783–5810.

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), 1–20. [https://doi.org/10.47263/jasem.4\(2\)01](https://doi.org/10.47263/jasem.4(2)01)

Mindari, E. (2022). Pengaruh Service Quality, Food Quality dan Perceived Sacrifice terhadap Behavioral Intention melalui Customer Experience Sebagai Mediasi pada Majestic Cafe Sekayu. *Jurnal Ilmiah Universitas Batanghari Jambi*, 22(1), 92–99. <https://doi.org/10.33087/jiubj.v22i1.1825>

Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), 67–72. [https://doi.org/10.4103/aca.ACA\\_157\\_18](https://doi.org/10.4103/aca.ACA_157_18)

Morgan, D. L. (2016). 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>

Nanayakkara, P., Jayalath, M. M., Thibbotuwawa, A., & Perera, H. N. (2022). A Circular Reverse Logistics Framework for Handling E-commerce Returns. *Submitted to Cleaner Logistics and Supply Chain (under Review)*, 5(March), 100080. <https://doi.org/10.1016/j.clscn.2022.100080>

Noyan, F. (2012). *A partial least squares path model of repurchase intention of supermarket customers*. 62, 921–926. <https://doi.org/10.1016/j.sbspro.2012.09.156>

Nyström, A. G., & Mickelsson, K. J. (2019). Digital advertising as service: introducing contextually embedded selling. *Journal of Services Marketing*, 33(4), 396–406. <https://doi.org/10.1108/JSM-01-2018-0043>

Olaru, D., Purchase, S., & Peterson, N. (2008). From customer value to repurchase intentions and recommendations. *Journal of Business & Industrial Marketing*, 554–565. <https://doi.org/10.1108/08858620810913362>

Pearl, J. (2012). The causal foundations of structural equation modeling. *Handbook of Structural Equation Modeling*, June, 68–91.

Phillip, K., Gus, M., Rodney, A., & John, A. (2003). *Customer repurchase intention*. 37(11), 1762–1800.

Rachmanta, R. D. (2021). *Terdapat Kendala di Sistem, Pengguna Shopee Keluhkan Masalah Ini*. HiTekno.Com. <https://www.hitekno.com/internet/2021/12/02/161608/terdapat-kendala-di-sistem-pengguna-shopee-keluhkan-masalah-ini>

- Rahi, S. (2017). Research Design and Methods: A Systematic Review of Research Paradigms, Sampling Issues and Instruments Development. *International Journal of Economics & Management Sciences*, 06(02). <https://doi.org/10.4172/2162-6359.1000403>
- Rini, E. S. (2009). Menciptakan Pengalaman Konsumen. *Jurnal Manajemen Bisnis*, 2, 15–20.
- Roemer, E., Schubert, F., & Henseler, J. (2021). HTMT2—an improved criterion for assessing discriminant validity in structural equation modeling. *Industrial Management and Data Systems*, 121(12), 2637–2650. <https://doi.org/10.1108/IMDS-02-2021-0082>
- Rönkkö, M., & Cho, E. (2020). An Updated Guideline for Assessing Discriminant Validity. In *Organizational Research Methods* (Vol. 25, Issue 1). <https://doi.org/10.1177/1094428120968614>
- Roza, S., Sriyudha, Y., Khalik, I., & Octavia, A. (2022). Consumer Attitude Towards Advertising on Instagram: the Role of Ads Personalization and Consumer Experience. *Dinasti International Journal of Digital Business Management*, 3(1), 130–140. <https://doi.org/10.31933/dijdbm.v3i1.1081>
- Saleem, B. A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product Perceived Quality and Purchase Intention with Consumer Satisfaction. *Global Journal of Management and Business Research: E Marketing*, 15(1), p21-28. [https://globaljournals.org/GJMBR\\_Volume15/3-Product-Perceived-Quality.pdf](https://globaljournals.org/GJMBR_Volume15/3-Product-Perceived-Quality.pdf)
- Sariptuti, D. R. (2021). *Pengaruh Orientasi Belanja, Online Trust Dan Pengalaman Pembelian Terhadap Minat Beli Ulang*. <http://elibrary.unikom.ac.id>
- 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. In *Handbook of Market Research*. <https://doi.org/10.1007/978-3-319-05542-8>
- Saunders, M. N. K., Lewis, P., & Thronhill, A. (2019). *Research Methods for Business Students (Eighth)*. Pearson Education Limited.
- Sayuti, M. H., & Dewi, C. K. (2015). the Influence of Customer Experience on Consumer Re-Purchase. *E-Proceeding of Management*, 2(2), 1932–1940. [https://openlibrary.telkomuniversity.ac.id/pustaka/files/101779/jurnal\\_eproc/analisis-pengaruh-customer-experience-terhadap-minat-beli-ulang-konsumen-pada-kafe-nom-nom-eatery-bandung.pdf](https://openlibrary.telkomuniversity.ac.id/pustaka/files/101779/jurnal_eproc/analisis-pengaruh-customer-experience-terhadap-minat-beli-ulang-konsumen-pada-kafe-nom-nom-eatery-bandung.pdf)
- Schmitt, B. (1999). *Experiential marketing : how to get customers to sense, feel,*

*think, act, and relate to your company and brands.* 280.  
<https://www.scribd.com/book/224455122/Experiential-Marketing-How-to-Get-Customers-to-Sense-Feel-Think-Act-Relate>

- Schuberth, F., Rademaker, M. E., & Henseler, J. (2021). 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, 7th Edition*. John Wiley & Sons Ltd. (Issue 20). Wiley.  
<https://www.wiley.com/en-us/Research+Methods+For+Business%3A+A+Skill+Building+Approach%2C+7th+Edition-p-9781119266846>
- Siitonen, H. (2017). *The impact of brand image on customer experience – Company X*.
- Sileyew, K. J. (2019). Research Design and Methodology. In *Cyberspace*. IntechOpen. <https://doi.org/10.5772/INTECHOPEN.85731>
- Siqueira, J. R., Peña, N. G., ter Horst, E., & Molina, G. (2019). Spreading the Word: How Customer Experience in a Traditional Retail Setting Influences Consumer Traditional and Electronic Word-of-mouth Intention. *Electronic Commerce Research and Applications*, 37, 100870.  
<https://doi.org/10.1016/J.ELERAP.2019.100870>
- Taherdoost, H. (2018). Sampling Methods in Research Methodology; How to Choose a Sampling Technique for Research. *SSRN Electronic Journal*, 5(2), 18–27. <https://doi.org/10.2139/ssrn.3205035>
- Teekathananont, C., Arbsuwan, K., & Saewanee, C. (2022). The Mediating Effect of Customer Experience Quality on the Relationships between Brand Image and Brand Equity. *International Journal of Social Science Research and Review*, 5(8), 475–484.
- Tjiptono, F. (2014). *Service, Quality & Satisfaction*. Edisi 3. Penerbit Andi.
- Türkyilmaz, A., & Özkan, C. (2007). Development of a customer satisfaction index model: An application to the Turkish mobile phone sector. *Industrial Management and Data Systems*, 107(5), 672–687.  
<https://doi.org/10.1108/02635570710750426>
- Verina, T., & Susanti, A. (2020). Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee di Kalangan Mahasiswa Kota Sukabumi. *Jurnal Manajemen Pendidikan*, 2(1), 126–138.
- Vivie, S., Hatane, S., & Diah, D. (2013). Pengaruh Customer Experience Quality Terhadap Customer Satisfaction & Customer Loyalty Di Kafe ExcelsoTunjungan Plaza Surabaya; Perspektif B2C. *Jurnal Strategi Pemasaran*, 1(1), 1–15.



- Wibowo. (2017). Pengaruh E-commerce dan Strategi Pemasaran terhadap Peningkatan Penjualan pada Sophie Paris Business Center Novia Dwi Ayuning di Jonggol Kabupaten Bogor. *Journal of Business Studies*, 9(December), 48–60.
- Wigand, R. T. (2003). Electronic Commerce. *Encyclopedia of International Media and Communications*, 489–503. <https://doi.org/10.1016/B0-12-387670-2/00077-7>
- Wijaya, T., & Paramita, E. L. (2014). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) TERHADAP KEPUTUSAN PEMBELIAN KAMERA DSLR. *Seminar Nasional Dan Call for Paper (Sancall 2014) : RESEARCH METHODS AND ORGANIZATIONAL STUDIES, Sancall*, 12–19.
- Wilson, L. A. (2019). Handbook of Research Methods in Health Social Sciences. *Springer Nature Singapore Pte Ltd.*, 27–49. [https://doi.org/10.1007/978-981-10-5251-4\\_54/COVER](https://doi.org/10.1007/978-981-10-5251-4_54/COVER)
- Yahaya, M. L., Oyediran, O., & Onukwbe, 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), 46–64.
- Yilmaz, I. (2009). Measurement of service quality in the hotel industry. *Anatolia*, 20(2), 375–386. <https://doi.org/10.1080/13032917.2009.10518915>
- Yusoff, A. S. M., Peng, F. S., Razak, F. Z. A., & Mustafa, W. A. (2020). Discriminant Validity Assessment of Religious Teacher Acceptance: The Use of HTMT Criterion. *Journal of Physics: Conference Series*, 1529(4). <https://doi.org/10.1088/1742-6596/1529/4/042045>
- Zanzalar, D. (2022). *Advantages of E-Commerce*. <https://www.thebalancesmb.com/advantages-of-ecommerce-1141610#:~:text=E-commerce customers and businesses,could at a physical store.>
- Zare, M., & Mahmoudi, R. (2020). *The effects of the online customer experience on customer loyalty in e-retailers | International Journal of Advanced Engineering, Management and Science*. 6(5), 208–214.
- Zehir, C., Şahin, A., Kitapçı, H., & Özçahin, M. (2011). The Effects of Brand Communication and Service Quality In Building Brand Loyalty Through Brand Trust; The Empirical Research On Global Brands. *Procedia - Social and Behavioral Sciences*, 24, 1218–1231. <https://doi.org/10.1016/J.SBSPRO.2011.09.142>
- Zeithaml, V. A. . author. (2013). *Services marketing : integrating customer focus across the firm*. <http://lib.ui.ac.id>