

DAFTAR PUSTAKA

- Alwendi. Penerapan E-Commerce Dalam Meningkatkan. J Manaj Bisnis [Internet]. 2020;17(3):317–25. Available from:
- 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>
- 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(November 2017), 69–77. <https://doi.org/10.1016/j.chilyouth.2018.02.019>
- Buchari, A. H. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods 12th Edition*. In *Business Research Methods*.
- Firmansyah, A., & Fatihudin, D. (2019). *Pemasaran Jasa: (Strategi, Mengukur Kepuasan Dan Loyalitas Pelanggan)*. Yogyakarta: CV. Budi Utama.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*. Qiara Media.
- 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>

- 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,
- Hartono, C., Silintowe, Y. B. R., & Huruta, A. D. (2021). The ease of transaction and e-service quality of e-commerce platform on online purchasing decision. *BISMA (Bisnis Dan Manajemen)*, 13(2), 81.
<https://doi.org/10.26740/bisma.v13n2.p81-93>
<https://doi.org/10.1177/1094428120968614>
<https://journal.undiknas.ac.id/index.php/magister-manajemen/article/view/2486>
- 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>
- Lestari, N. A., & Iriani, S. S. (2018). Pengaruh kepercayaan dan kemudahan transaksi terhadap keputusan pembelian secara online pada situs mataharimall.com. *Manajemen Fakultas Ekonomi Universitas*, 1-8.
- 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)
- 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.

- Nabilah P, Mhd Y, Nurbaiti. Revolusi Industri 4.0 : Peran Teknologi Dalam Eksistensi Penguasaan Bisnis Dan Implementasinya. *Jpsb*. 2021;9(2):91–8.
- Nurhayati N. BELANJA ONLINE SEBAGAI CARA BELANJA DI KALANGAN MAHASISWA (Studi Kajian Budaya Di Universitas Malikussaleh, Lhokseumawe, Aceh). *Aceh Anthropol J*. 2018;1(1):1.
- Priansa, D. (2018). *Manajemen Pelayanan Prima*. Bandung: Alfabeta.
- Rönkkö, M., & Cho, E. (2020). An Updated Guideline for Assessing Discriminant Validity. In *Organizational Research Methods* (Vol. 25, Issue 1).
- Sari DP, Nuvriasari A. Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Produk Merek Eiger. *J Penelit Ekon Dan Bisnis*. 2018;3(2):73-83.
- Schuberth, F., Rademaker, M. E., & Henseler, J. (2022). Assessing the Overall Fit of Composite Models Estimated by Partial Least Squares Path Modeling
- Yuliantari, K., & Wiwin, W. (2018). PENGARUH CITRA MEREK TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN TUKANG ROTI. COM DI BEKASI. *Jurnal Akrab Juara*, 3(4), 9–21.