

DAFTAR PUSTAKA

- A Ahmad Al-Hawari, M. (2014). Does customer sociability matter? Differences in e-quality, e-satisfaction, and e-loyalty between introvert and extravert online banking users. *Journal of Services Marketing*, 28(7), 538-546.
- Abubakar, Rusydi. 2017. Manajemen Pemasaran. Sayed Mahdi, ALFABETA, Bandung
- Agustina, D., Najib, M., & Suharjo, B. (2016). Pengaruh personalisasi iklan online terhadap sikap dan minat beli konsumen. *MIX: Jurnal Ilmiah Manajemen*, 6(3), 155115.
- Ahmad, A., Rahman, O., & naved khan, M. (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*, 11(3), 246-267.
- Aksoy, N. C., Kabadayi, E. T., Yilmaz, C., & Alan, A. K. (2021). A typology of personalisation practices in marketing in the digital age. *Journal of Marketing Management*, 37 (11–12), 1091–1122.
- Al-Adwan, A. S., & Al-Horani, M. A. (2019). Boosting customer e-loyalty: An extended scale of online service quality. *Information*, 10(12), 380.
- Albanna, Muhammad Rifqi., Nofiawaty., dan Dassy Yunita. 2022. *Pengaruh E-Service Quality Terhadap E-Satisfaction Pada Konsumen Tokopedia Di Kota Palembang*. Universitas Sriwijaya.
- Algharabat, R., Alalwan, A. A., Rana, N. P., & Dwivedi, Y. K. (2017). Three dimensional product presentation quality antecedents and their consequences for online retailers: The moderating role of virtual product experience. *Journal of Retailing and Consumer Services*, 36, 203-217.

- Ali, F. (2016). Hotel website quality, perceived flow, customer satisfaction and purchase intention. *Journal of Hospitality and Tourism Technology*, 7(2), 213–228.
- Alkahtani, M., Khalid, Q. S., Jalees, M., Omair, M., Hussain, G., & Pruncu, C. I. (2021). E-agricultural supply chain management coupled with blockchain effect and cooperative strategies. *Sustainability*, 13(2), 816.
- Aminsyah, I., & Yulianti, A. L. (2019). Pengaruh Website Quality, E-trust, E-satisfaction Dan Switching Barriers Terhadap E-loyalty (studi Pada Pengguna Itemku. com). *eProceedings of Management*, 6(2).
- Amit, R., & Zott, C. (2010). Business model innovation: Creating value in times of change.
- Amplayo, R. K., Lee, S., & Song, M. (2018). Incorporating product description to sentiment topic models for improved aspect-based sentiment analysis. *Information Sciences*, 454, 200-215.
- Amulya, M. (2020). Progression of Order Management System for Digital Marketing. *International Journal of Advanced Research in Computer and Communication Engineering*, 109.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & marketing*, 20(2), 123-138.
- Anita, T. L. (2019). Pengaruh Perceived Service Quality dalam E-Commerce terhadap Customer Loyalty (Wom, Intent, Trust) Melalui Customer Satisfaction. *Jurnal Hospitality dan Pariwisata*, 4(1), 1-11.
- Antarwiyati, P., & Purnomo, R. E. (2017). Motivasi melakukan fraud dan faktor-faktor yang mempengaruhinya. *Jurnal Akuntansi dan Auditing Indonesia*, 21(2), 157-166.

Arikunto, Suharsimi. (2002). Prosedur Penelitian Suatu Pendekatan Praktek.

Jakarta: Rineka Cipta

Arora, N., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., Joshi, Y., Kumar, V., Lurie,

N., Neslin, S., Sajeesh, S., Su, M., Syam, N., Thomas, J., dan Zhang, Z. J.,

2008., Putting One-to-One Marketing to Work: Personalization,

Customization and Choice, *Marketing Letters*, December, Vol.19, p. 305

Attar, R. W., Shanmugam, M., & Hajli, N. (2021). Investigating the antecedents of e-commerce satisfaction in social commerce context. *British Food Journal*, 123(3), 849-868.

Babin, B. J., & Attaway, J. S. (2000). Atmospheric affect as a tool for creating value and gaining share of customer. *Journal of Business research*, 49(2), 91-99.

Baiomy, A. E., Jones, E., & Goode, M. M. (2019). The influence of menu design, menu item descriptions and menu variety on customer satisfaction. A case study of Egypt. *Tourism and Hospitality Research*, 19(2), 213-224.

CHAU PYK, AU G and TAM KY (2000) Impact of information presentationmodes on online shopping: an empirical evaluation of a broadbandinteractive shopping service. *Journal of Organizational Computing and Electronic Commerce* 10(1), 1–22

Chen, W., Teo, M. H., & Nguyen, D. (2019). Singapore parents' use of digital devices with young children: Motivations and uses. *The Asia-Pacific Education Researcher*, 28, 239–250.

Cheung, C. M., Chiu, P. Y., & Lee, M. K. (2011). Online social networks:Why do students use facebook? *Computers in Human Behavior*, 27, 1337–1343.

Chung, T. S., Wedel, M., & Rust, R. T. (2016). Adaptive personalization using social networks. *Journal of the Academy of Marketing Science*, 44, 66-87.

- Creswell, John W. 2016. Research Design: Pendekatan Metode Kualitatif. Kuantitatif dan Campuran. Edisi Keempat (Cetakan Kesatu). Yogyakarta: Pustaka pelajar
- Cristobal, E., Flavián, C., & Guinalíu, M. (2007). Perceived E Service Quality (PeSQ): Measurement Validation and Effects on Consumer Satisfaction and Web Site Loyalty. *Managing Service Quality: An International Journal.* 17(3), 317-340
- Cyr, D. (2008). Modeling web site design across cultures: relationships to trust, satisfaction, and e-loyalty. *Journal of management information systems,* 24(4), 47-72.
- Dewan, Rajiv, Bing Jing, Abraham Seidmann (2003), "Product Customization and Price Competition on the Internet," *Management Science*, 49:8, 1055-1070.
- Dianat, I., Adeli, P., Jafarabadi, M. A., & Karimi, M. A. (2019). User-centred web design, usability and user satisfaction: The case of online banking websites in Iran. *Applied ergonomics*, 81, 102892.
- Durianto, D., Sugiarto, & Sitinjak, T. 2004. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek.* Jakarta: Gramedia Pustaka Utama.
- Fandy, Tjiptono. 2016. Service, Quality & satisfaction. Yogyakarta: Andi Fauzi, A. A. (2018). Electronic service quality on mobile application of online transportation services. *Jurnal Manajemen Indonesia*, 18(1).
- Gelderman, C. J., Schijns, J., Lambrechts, W., & Vijgen, S. (2021). Green marketing as an environmental practice: The impact on green satisfaction and green loyalty in a business-to-business context. *Business Strategy and the Environment*, 30(4), 2061-2076.
- Ghozali, Imam. (2004). Aplikasi Analisis Multivariate dengan Program SPSS.

Semarang: Badan Penerbit Diponegoro.

- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370
- Giao, H., Vuong, B., & Quan, T. (2020). The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam. *Uncertain Supply Chain Management*, 8(2), 351-370.
- Giuffrida, M., Jiang, H., & Mangiaracina, R. (2021). Investigating the relationships between uncertainty types and risk management strategies in cross-border e-commerce logistics. *The International Journal of Logistics Management*, 32(4), 1406-1433.
- Giuffrida, M., Mangiaracina, R., Perego, A., & Tumino, A. (2017). Logistics solutions to support cross border E-commerce towards China: the case of the apparel industry. In *Business Models and ICT Technologies for the Fashion Supply Chain: Proceedings of IT4Fashion 2016* 6 (pp. 163-177). Springer International Publishing.
- Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping. *Journal of services marketing*, 24(2), 142-156.
- Gustavsson, M. and Johansson, A., 2006, “Consumer Trust in E-Commerce”. The Department of Business Studies, International Business Program, FEC 685 Bachelor Dissertation, Kristianstad University, Sweden.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., dan Tatham, R. L. (2006).

- Multivariat Data Analysis Sixth Edition. New Jersey: Pearson Prentice Hall
- Hartono. (2011). Metodologi Penelitian. Pekanbaru: Zafana.
- Hendra, T. (2017). Pengaruh nilai, kualitas pelayanan, pengalaman pelanggan terhadap kepuasan dan loyalitas pelanggan. *Jurnal Bisnis dan Manajemen*, 4(2).
- Hendrayanti, S., & Pratama, A. (2021, July). ANALISIS PENGARUH E-SERVICE QUALITY TERHADAP E-SATISFACTION DI SITUS BUKALAPAK. In *E-Prosiding Seminar Nasional Manajemen dan Akuntansi STIE Semarang (SENMAS)* (Vol. 2, No. 1, pp. 544-556).
- Hoffman, K. D., & Bateson, J. E. G. (2006). Services Marketing: Concepts, Strategies & Cases (3rd ed.). Thomson.
- Hsiao, K., Chuan-Chuan Lin, J., Wang, X., Lu, H., and Yu, H. (2010). Antecedents and consequences of trust in online product recommendations: An empirical study in social shopping. *Online Infm. Rev.* 34, 935–953.
- Hur, Youngjin., Ko Yong Jae., Valacich, Joseph. A Structural Model of the Relationships Between Sport Website Quality, ESatisfaction, and E-Loyalty. *1213 Journal of Sport Management*, 25, 458-473, 2011.
- Hus, C. L., and Lu, H. P. 2007. Consumer behavior in online game communities: A motivational factor perspective. *Computers in Human Behavior* 23 (3): 1642-1659.
- Ifinedo, P. (2016). Applying uses and gratifications theory and social influence processes to understand students' pervasive adoption of social networking sites: Perspectives from the Americas. *International Journal of Information Management*, 36, 192–206.
- Ilyas, S., Shah, A. A., & Sohail, A. (2021). Order Management System for Time

- and Quantity Saving of Recipes Ingredients Using GPS Tracking Systems. *IEEE Access*, 9, 100490-100497.
- Jai, T., O'Boyle, M. and Fang, D. (2014), “Neural correlates of sensory-enabling presentation: an fMRI study of image zooming and rotation video effects on online apparel shopping”, *Journal of Consumer Behaviour*, Vol. 13 No. 5, pp. 342-350.
- James A.F. Stoner dkk., 1994., Management., Second Edition., Prentice Hall., Australia.
- Janahi, M. A., & Al Mubarak, M. M. S. (2017). The impact of customer service quality on customer satisfaction in Islamic banking. *Journal of Islamic Marketing*, 8(4), 595-604.
- Jesica, E. F. (2022). ANALISIS KEPERCAYAAN (TRUST) DALAM PEMBELIAN DI TOKO ONLINE.
- Jung, J. M., Min, K. S., & Kellaris, J. J. (2011). The games people play: How the entertainment value of online ads helps or harms persuasion. *Psychology & Marketing*, 28(7), 661-681.
- Kalenoja, H., Kallionpää, E., & Rantala, J. (2011). Indicators of energy efficiency of supply chains. *International Journal of Logistics: Research and Applications*, 14(2), 77-95.
- Kasih, O. L., Avriyanti, S., & Rahman, T. (2019). Pengaruh E-Trust Terhadap E-Customer Loyalty Pengguna Website Traveloka di Kabupaten Tabalong. 2(1), 194–206.
- Kasmir, D. (2017). Customer Services Excellent. *Depok: Raja Grafindo Persada*. Kasmir. 2014. Manajemen Perbankaan. Cetakan ke-12. PT Raja Grafindo Persada, Jakarta.

Kaya, B., Behravesh, E., Abubakar, A. M., Kaya, O. S., & Orús, C. (2019). The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty. *Journal of Internet Commerce*, 18(4), 369–394.
<https://doi.org/10.1080/15332861.2019.1668658>

Kim, J. H. (2019). Imperative challenge for luxury brands: Generation Y consumers' perceptions of luxury fashion brands'e-commerce sites. *International Journal of Retail & Distribution Management*.

Kim, J., Jin, B., & Swinney, J. L. (2009). The role of etail quality, e-satisfaction and e-trust in online loyalty development process. *Journal of retailing and Consumer services*, 16(4), 239-247.

Kim, M. (2019). Digital product presentation, information processing, need for cognition and behavioral intent in digital commerce. *Journal of Retailing and Consumer Services*, 50, 362-370.

Kim, S., & Stoel, L. (2004). Apparel retailers: website quality dimensions and satisfaction. *Journal of retailing and consumer services*, 11(2), 109-117.

Kitsios, F., Giatsidis, I., & Kamariotou, M. (2021). Digital Transformation and Strategy in the Banking Sector: Evaluating the Acceptance Rate of E-Services. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(3), 204.

Klein, L. R. (1998). Evaluating the potential of interactive media through a new lens: Search versus experience goods. *Journal of business research*, 41(3), 195-203.

- Kotler, Philip. (2002). Manajemen pemasaran. Jilid kedua. (10th ed). Jakarta: Prenhallindo
- Kunath, M., & Winkler, H. (2018). Integrating the Digital Twin of the manufacturing system into a decision support system for improving the order management process. *Procedia Cirp*, 72, 225-231.
- Liani, Anisa Mauta., Abdul Yusuf. 2021. *Pengaruh E-Trust terhadap E-Loyalty Dimediasi oleh E-Satisfaction pada Pengguna Dompet Digital Gopay*. Singaperbangsa Karawang.
- Mahardita, H. R. (2017). Efektivitas Dan Efisiensi Kerja Aparatur Sipil Negara di Sekretariat DPRD Provinsi Kalimantan Timur. *EJournal Ilmu Pemerintahan*, 5(1), 133-144.
- Margono. (2010). Metodologi Penelitian Pendidikan. Jakarta: Rineka Cipta Mayer,
- R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organiza-tional trust. *Academy of Management Review*, 20(3), 709–734.
- Mohamed Fadel Bukhari, S., Ghoneim, A., Dennis, C., & Jamjoom, B. (2013). The antecedents of travellers' e-satisfaction and intention to buy airline tickets online: A conceptual model. *Journal of enterprise information management*, 26(6), 624-641.
- Morgan, Robert M., dan Shelby D. Hunt, 1994, "The Commitment-Trust Theory of Relationship Marketing", *Journal of Marketing*, Vol. 58, July, pp. 20-38.
- Mou, J., Zhu, W., & Benyoucef, M. (2020). Impact of product description and involvement on purchase intention in cross-border e-commerce. *Industrial Management & Data Systems*, 120(3), 567-586.
- Nasution, H., Fauzi, A., & Rini, E. S. (2019). The effect of e-service quality on e-loyalty through e-satisfaction on students of Ovo application users at the

- Faculty of Economics and Business, University of North Sumatra, Indonesia. *European Journal of Management and Marketing Studies*.
- Necula, S. C., Păvăloaia, V. D., Strîmbei, C., & Dospinescu, O. (2018). Enhancement of e-commerce websites with semantic web technologies. *Sustainability*, 10(6), 1955.
- Ningsih, H. W., Safitri, I., & Yusuf, A. (2022). Pengaruh e-Service Quality dan Kepuasan terhadap e-Loyalty (Survey pada Pengguna Gopay). *Business Management Journal*, 18(1), 51-60.
- Nummila, Mia. 2015. "Successful Social Media Marketing on Instagram. Case : @Minoshoes," 1–52
- Nurlaela, S., Sumarwan, U., & Najib, M. (2019). Determinants of online journey and its influence on online customer satisfaction associated with online customer loyalty. *International Journal of Electronic Marketing and Retailing*, 10(3), 230-243.
- Oberoi, P., Patel, C., & Haon, C. (2017). Technology sourcing for website personalization and social media marketing: A study of e-retailing industry. *Journal of Business Research*, 80, 10-23.
- Othman, A. S., Chowdhury, I. A., Bo, Y., Omar, A. R. C., & Osman, L. H. (2015). Key drivers of customer loyalty in online banking. *Annals of Management Science*, 4(1), 89.
- Pavlou, P. A., dan Gefen, D., (2002), Building Effective Online Marketplaces with Institution-based Trust, Proceedings of Twenty-Third International Conference on Information Systems, pp. 667-675.
- Qu, Q. X. (2015). Kansei knowledge extraction based on evolutionary genetic algorithm: an application to e-commerce web appearance design.

- Theoretical Issues in Ergonomics Science*, 16(3), 299-313.
- Raynare, R., & Trianasari, N. (2021). Pengaruh Dimensi E-service Quality Terhadap E-customer Satisfaction Serta Dampaknya Terhadap E-customer Loyalty Jd. id. *eProceedings of Management*, 8(6).
- Resatsch, F., Sandner, U., Leimeister, J. M., & Krcmar, H. (2008). Do Point of Sale RFID-Based Information Services Make a Difference? Analyzing Consumer Perceptions for Designing Smart Product Information Services in Retail Business. *Electronic Markets*, 18(3), 216-231.
- Rifqi Suprapto, S. P., & Azizi, M. Z. W. (2020). *Buku Ajar Manajemen Pemasaran*. Myria Publisher.
- Rodríguez, P. G., Villarreal, R., Valiño, P. C., & Blozis, S. (2020). A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*, 57, 102201.
- Rosyad, S. (2018). Efektifitas Dan Efisiensi Penerapan E-Commerce Pada Pt. Wahana Surya Plastik. *Jpim (Jurnal Penelitian Ilmu Manajemen)*, 3(1), 627-637.
- Saiful, R, Sutopo, 2017. “Analisis Pengaruh E-Service Quality, Kualitas Informasi dan Persepsi Kemudahan Terhadap E-Loyalty Dengan E- Satisfaction Sebagai Variabel Intervening”, Diponegoro Journal of Manajemen, Vol. 6, No. 4: 929-941.
- Salonen, V., & Karjaluoto, H. (2016). Web personalization: the state of the art and future avenues for research and practice. *Telematics and Informatics*, 33(4), 1088-1104.
- Santosa, B., Satrio, R. T., Abipradja, J., & Putri, D. S. (2016). Pengembangan Order

- Management System untuk Mendukung Perbaikan Proses Bisnis Pengelolaan Pemesanan Jasa Inbound dan Outbound Gudang Disertai Audit System Development Life Cycle Guna Menanggulangi Risiko Pengembangan Sistem. *JRSI (Jurnal Rekayasa Sistem dan Industri)*, 1(01), 121-128.
- Santoso, Singgih. (1999). SPSS: Buku Latihan SPSS Statistik Parametik: Jakarta: Elex Media Komputindo.
- Santoso, Singgih. (2000). SPSS: Mengolah Data Statistik Secara Profesional. Jakarta: Elex Media Komputindo.
- Santoso, Singgih. (2006). Buku Latihan SPSS untuk Statistik Parametrik. Jakarta: Elex Media Komputindo.
- Santoso, Singgih. (2009). Panduan Lengkap Menguasai Statistik dengan SPSS 17. Jakarta: Elex Media Komputindo.
- Sativa, A., & SRI, R. T. A. (2016). *Analisis Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening (Studi pada Pengguna E-Commerce C2C Tokopedia)* (Doctoral dissertation, Fakultas Ekonomika dan Bisnis).
- Schlosser, A. E. (2003). Experiencing products in the virtual world: The role of goal and imagery in influencing attitudes versus purchase intentions. *Journal of Consumer Research*, 30, 184–198.
- Sekaran, U. (2003). *Research Methods for Business: A Skill Building Approach* 2nd Edition. New York: John Wiley and Son.
- Sekaran, U. (2006). *Research Methods for Business*. Jakarta: Salemba Empat
- Shetty, M., Shareef, W. J., Shetty, K., & Lohiya, S. (2015). B2B order management system. *International Journal of Computer Science and Information*

Technologies, 6(2), 1118-1122.

- Song, J., & Zahedi, F. M. (2005). A theoretical approach to web design in e-commerce: a belief reinforcement model. *Management science*, 51(8), 1219-1235.
- Sreeram, A., Kesharwani, A., & Desai, S. (2017). Factors affecting satisfaction and loyalty in online grocery shopping: an integrated model. *Journal of Indian Business Research*.
- Steven. (2003). Computing information technology: The human side. London: IRM Press.
- Subiyanto, E., Andayani, S., & Putro, W. E. (2018). *PERAN E-SERVICE DALAM MEMUDAHKAN KONSUMEN BERBELANJA SECARA ONLINE (STUDI DESKRIPTIF KUALITATIF PADA LAZADA SURABAYA)* (Doctoral dissertation, UNIVERSITAS 17 AGUSTUS 1945).
- Sudarma, M., Ariyani, S., & Wicaksana, P. A. (2021). Implementation of the Rational Unified Process (RUP) Model in Design Planning of Sales Order Management System. *INTENSIF: Jurnal Ilmiah Penelitian dan Penerapan Teknologi Sistem Informasi*, 5(2), 249-265.
- Sugiyono. (2010). Metode Penelitian Pendidikan. Bandung: Alfabeta.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: CV. Alfabeta.
- Sukmadinata., dan Nana, S. (2011). Metode Penelitian Pendidikan. Bandung: Remaja Rosdakarya
- Syam, S. (2020). Pengaruh Efektifitas dan Efisiensi Kerja Terhadap Kinerja Pegawai Pada Kantor Kecamatan Banggae Timur. *Jurnal Ilmu Manajemen Profitability*, 4(2), 128- 152

- Szymanski, D. M., & Hise, R. T. (2000). E-satisfaction: an initial examination. *Journal of retailing*, 76(3), 309-322.
- Tam, K.Y., Ho, S.Y., 2006. Understanding the impact of web personalization on user information processing and decision outcomes. *MIS Q.* 865–890. Tan, F.B. and McKeeSutherland, P. (2004), “Online consumer trust: a multi-dimensional model”, *Journal of Electronic Commerce in Organizations*, Vol. 2 No. 3, pp. 40-58.
- Tanoyo, A. (2016). PENGARUH PERSONALIZATION TERHADAP INTENTION TO PURCHASE MELALUI EMOTIONS KONSUMEN E-TICKETING AIR ASIA DI SURABAYA. *CALYPTRA*, 4(2), 1-15.
- Tone, K., Hafifah, N., Maseleno, A., & Mukodomah, S. (2019). Development of Web Mobile Applications Schedule of Village Appearance Task to Improve Community Services. In *Journal of Physics: Conference Series* (Vol. 1244, No. 1, p. 012007). IOP Publishing.
- Tong, C., Wong, S. K. S., & Lui, K. P. H. (2012). The influences of service personalization, customer satisfaction and switching costs on e-loyalty. *International Journal of Economics and Finance*, 4(3), 105-114.
- Van Riel, A.C.R., Liljander, V., & Jurriens, P. (2001). Exploring customer evaluations ofe-service: a portal site”, *International Journal of Service Industry Management*, 12(4), 359-77
- Wang, Edward. S.T., 2013, “The Influence of Visual Packaging design on perceived food product quality, value and brand preference”, *International Journal of Retail & Distribution Management*, Vol. 41, No. 10, pp. 805-816
- Wang, Q., Cui, X., Huang, L., & Dai, Y. (2016). Seller reputation or product presentation? An empirical investigation from cue utilization perspective.

- International Journal of Information Management*, 36(3), 271-283.
- Wicaksono, B. L., Susanto, A., & Winarno, W. W. (2012). Evaluasi Kualitas Layanan Website Pusdiklat BPK RI Menggunakan Metode WebQual Modifikasi Dan Importance Performance Analysis. *Media Ekonomi & Teknologi Informasi*, 19(1), 21–34.
- Wijaya, Tony. (2009). Analisis Structural Equation Modeling Menggunakan AMOS. Jogjakarta: Universitas Atmajaya Jogjakarta.
- Yoo, J., Kim, M., 2012. Online product presentation: the effect of product coordination and a model's face. *J. Res. Interact. Mark.* 6 (1), 59–72.
- Yushi, J., Naqvi, M. H. A., & Naqvi, M. H. (2018). Using social influence processes and psychological factors to measure pervasive adoption of social networking sites: Evidence from Pakistan. *Emerging Markets Finance and Trade*, 54, 3485–3499.
- Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences of service quality. *Journal of marketing*, 60(2), 31-46.
- Zhu, Y. Q., Amelina, D., & Yen, D. C. (2022). Celebrity endorsement and impulsive buying intentions in social commerce-The case of instagram in Indonesia: Celebrity endorsement. In *Research Anthology on Social Media Advertising and Building Consumer Relationships* (pp. 1401-1419). IGI Global.

<https://ekonomi.kompas.com/read/2017/11/10/174732626/sejarah-dan-perkembangan-singles-day-dari-china-ke-indonesia?page=all>

<https://www.zalora.co.id/men/>

<https://www.merdeka.com/jabar/pengertian-perkembangan-teknologi-menurut-para-ahli-berikut-contoh-dan-manfaatnya-kln.html>

<https://bisnis.tempo.co/read/1041878/harbolnas-majoritas-transaksi-zalora-berasal-dari-jabodetabek>

<https://www.marketing.co.id/transaksi-zalora-meningkat-280-di-singles-day/>

<https://www.jawapos.com/bisnis/01382007/sengitnya-persaingan-e-commerce-di-indonesia-mana-yang-paling-gercep>

[http://id.shvoong.com/writingand-speaking/presenting/2131807-kelebihan-dan-kelemahanmetode-kuantitatif.](http://id.shvoong.com/writingand-speaking/presenting/2131807-kelebihan-dan-kelemahanmetode-kuantitatif)

<https://www.similarweb.com/website/zalora.co.id/#overview>

<https://www.similarweb.com/website/mapmall.net/#overview>

<https://www.similarweb.com/website/berrybenka.com/#overview>

<https://stei.itb.ac.id/blog/2017/10/09/ekonomi-digital-akan-membawa-perubahan-terutama-dua-hal/>

<https://databoks.katadata.co.id/datapublish/2021/09/17/zalora-masih-jadi-e-commerce-fesyen-terpopuler-pada-kuartal-ii-2021>

<https://databoks.katadata.co.id/infografik/2022/09/08/banyak-konsumen-lebih-pilih-e-commerce-untuk-belanja-fashion>

[https://wolipop.detik.com/sale-and-shop/d-6151974/6-aplikasi-populer-belanja-fashion-online-2022-untuk-fashionista.](https://wolipop.detik.com/sale-and-shop/d-6151974/6-aplikasi-populer-belanja-fashion-online-2022-untuk-fashionista)