

DAFTAR PUSTAKA

- Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance*, 37, 170–175. [https://doi.org/10.1016/s2212-5671\(16\)30109-5](https://doi.org/10.1016/s2212-5671(16)30109-5)
- Aryadita, H., Widyastuti, D. A., & Wardani, N. H. (2017). Analisis Kualitas Layanan Website E-Commerce Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4.0. *Studia Informatika: Jurnal Sistem Informasi*, 10(1).
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2024). *Survei Penggunaan Internet 2024*. <https://survei.apjii.or.id/>
- Bappeda DIY. (2025). *Jumlah Hotel Bintang Wilayah DIY*. https://bapperida.jogjaprov.go.id/dataku/data_dasar/index/216-jumlah-kamar-hotel-tingkat-hunian-kamar-hotel-dan-rata-rata-lama-tinggal
- Barnes, S., & Vidgen, R. (2000). WebQual: An Exploration of Web-site Quality. *ECIS 2000 Proceedings*. <http://www.forrester.com>
- Bauer, H. H., Hammerschmidt, M., & Falk, T. (2005). Measuring the quality of e-banking portals. *International Journal of Bank Marketing*, 23(2), 153–175. <https://doi.org/10.1108/02652320510584395>
- Büttner, O. B., & Göritz, A. S. (2008). Perceived trustworthiness of online shops. *Journal of Consumer Behaviour*, 7(1), 35–50. <https://doi.org/10.1002/cb.235>
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9–30. <https://doi.org/10.1080/07421222.2003.11045748>
- Dessart, L., Cleopatra, V., & Anna, M.-T. (2015). Consumer engagement in online brand communities: a social media perspective. *Journal of Product & Brand Management*.
- Everard, A., & Galletta, D. F. (2014). How presentation flaws affect perceived site quality, trust, and intention to purchase from an online store. *Journal of Management Information Systems*, 22(3), 56–95. <https://doi.org/10.2753/mis0742-1222220303>
- Fahmi, M., Prayogi, M. A., & Jufrizan. (2018). Peran Kepercayaan Pelanggan dalam Memediasi Pengaruh Kualitas Website Terhadap Loyalitas Pelanggan Online Shop. *Jurnal Riset Sains Manajemen*, 2. <https://doi.org/10.5281/zenodo.1477534>

- Flavián, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information and Management*, 43(1), 1–14. <https://doi.org/10.1016/j.im.2005.01.002>
- Ghozali, I. (2021). *Partial least squares : konsep, teknik dan aplikasi menggunakan program SmartPLS 3.2.9 untuk penelitian empiris* (3rd ed.). Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2014). Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS3. 0 (Vol. II). *BP. UNDIP*.
- Ghozali, I., & Latan, H. (2015). Partial least squares konsep, teknik dan aplikasi menggunakan program smartpls 3.0 untuk penelitian empiris. *Semarang: Badan Penerbit UNDIP*, 4(1).
- Goetsch, D. L., & Davis, S. (2015). *Quality Management for Organizational Excellence: Introduction to Total Quality* (8th ed.). Pearson Education. <https://books.google.co.id/books?id=pf17CAAAQBAJ>
- Guo, X., Zheng, X., Ling, L., & Yang, C. (2014). Online coopetition between hotels and online travel agencies: From the perspective of cash back after stay. *Tourism Management Perspectives*, 12, 104–112. <https://doi.org/10.1016/j.tmp.2014.09.005>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2013). *Multivariate data analysis: Pearson new international edition PDF eBook*. Pearson Higher Ed.
- Harahap, D. B., Ridwan, M., & Rahmani, N. A. B. (2023). Pengaruh Website E-Commerce Dan Kualitas Produk Terhadap Loyalitas Melalui Kepuasan Konsumen Sebagai Variabel Intervening dan Prespektif Ekonomi Islam (Studi Kasus Mahasiswa UIN Sumatera Utara). *Jurnal Ilmiah Ekonomi Islam*, 9(2), 2667–2673.
- Harmeling, C. M., Moffett, J. W., Arnold, M. J., & Carlson, B. D. (2017). Toward a theory of customer engagement marketing. *Journal of the Academy of Marketing Science*, 45, 312–335.
- Harrigan, P., Evers, U., Miles, M., & Daly, T. (2017). Customer engagement with tourism social media brands. *Tourism Management*, 59, 597–609. <https://doi.org/10.1016/j.tourman.2016.09.015>
- Hasan, A. (2008). Pemasaran. *Media Utama*, Yogyakarta.
- Hasanov, J., & Khalid, H. (2015). The Impact of Website Quality on Online Purchase Intention of Organic Food in Malaysia: A WebQual Model Approach. *Procedia Computer Science*, 72, 382–389. <https://doi.org/10.1016/j.procs.2015.12.153>

- Hollebeek, L. D. (2011a). Demystifying customer brand engagement: Exploring the loyalty nexus. In *Journal of Marketing Management* (Vol. 27, Issues 7–8, pp. 785–807). <https://doi.org/10.1080/0267257X.2010.500132>
- Hollebeek, L. D. (2011b). Demystifying customer brand engagement: Exploring the loyalty nexus. *Journal of Marketing Management*, 27(7–8), 785–807.
- Indonesia Industri Outlook Conference, Inventure, & Alvara. (2023, March 15). Industry Megashifts. *Industry Megashifts*.
- Islam, J., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. *Telematics and Informatics*, 34(4), 96–109. <https://doi.org/10.1016/j.tele.2017.01.004>
- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The influence of on-line brand community characteristics on community commitment and brand loyalty. *International Journal of Electronic Commerce*, 12(3), 57–80. <https://doi.org/10.2753/JEC1086-4415120304>
- Jeong, M., & Lambert, C. U. (2001). Adaptation of an information quality framework to measure customers' behavioral intentions to use lodging Web sites. In *Hospitality Management* (Vol. 20). [https://doi.org/https://doi.org/10.1016/S0278-4319\(00\)00041-4](https://doi.org/https://doi.org/10.1016/S0278-4319(00)00041-4)
- Jiang, Z. (Jack), Wang, W., Tan, B. C. Y., & Yu, J. (2016). The Determinants and Impacts of Aesthetics in Users' First Interaction with Websites. *Journal of Management Information Systems*, 33(1), 229–259. <https://doi.org/10.1080/07421222.2016.1172443>
- Junaedi, F. (2019). *Etika Komunikasi di Era Siber Teori dan Praktik*. PT RajaGrafindo Persada.
- Kim, H., & Niehm, L. S. (2009). The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing. *Journal of Interactive Marketing*, 23(3), 221–233. <https://doi.org/10.1016/j.intmar.2009.04.009>
- Kotler, P., Pfoertsch, W., Sponholz, U., Kotler, P., Pfoertsch, W., & Sponholz, U. (2021). The current state of marketing. *H2H Marketing: The Genesis of Human-to-Human Marketing*, 1–28.
- Kotler, Philip., Keller, K. Lane., Tan, C. Tiong., Ang, S. Hoon., & Leong, S. Meng. (2018). *Marketing management : an Asian perspective*. Pearson Education Limited.

- Kusumastuti, S. Y., Nurhayati, N., Faisal, A., Rahayu, D. H., & Hartini, H. (2024). *Metode Penelitian Kuantitatif: Panduan Lengkap Penulisan untuk Karya Ilmiah Terbaik* (Sepriano & Efrita, Eds.). PT. Sonpedia Publishing Indonesia.
- Laudon, K. C. ., & Laudon, J. P. . (2014). *Management information systems : managing the digital firm*. Pearson Education.
- Law, R., & Leung, R. (2000). A study of airlines' online reservation services on the internet. *Journal of Travel Research*, 39(2), 202–211. <https://doi.org/10.1177/004728750003900210>
- Li, H., Ye, Q., & Law, R. (2013). Determinants of customer satisfaction in the hotel industry: An application of online review analysis. *Asia Pacific Journal of Tourism Research*, 18(7), 784–802.
- Li, L., Peng, M., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management*, 63, 1–10. <https://doi.org/10.1016/j.ijhm.2017.01.001>
- Liu, S., Law, R., Rong, J., Li, G., & Hall, J. (2013). Analyzing changes in hotel customers' expectations by trip mode. *International Journal of Hospitality Management*, 34(1), 359–371. <https://doi.org/10.1016/j.ijhm.2012.11.011>
- Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2002). *WebQualTM: A Measure of Web Site Quality*.
- Ma, A., Law, C. H. R., & Ye, Q. (2008). The functionality of the performance of international chain hotel websites in Hong Kong, Shanghai and Beijing. *Asian Journal of Tourism and Hospitality Research*, 2(1), 13–24.
- Mahmood, A., & Haider, S. Z. (2020). Relationship of advertising appeals, corporate reputation and brand advocacy: The mediation role of brand loyalty. *Logforum*, 16(2), 287–298. <https://doi.org/10.17270/J.LOG.2020.383>
- McEwen, W. (2004). *Why satisfaction isn't satisfying*. *Gallup Management Journal Online*, November 11.
- Norbertha, L. I., & Pahlevi, R. W. (2023). Pengaruh Keterlibatan Konsumen Dan. *Jurnal Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2.
- Paul Peter, J., Olson, J. C., & Zaltman Associates, O. (2010). *Consumer Behavior & Marketing Strategy Ninth Edition* (9th ed.). McGraw-hill.
- Poltak, H., Sumarsih, Hastutik, S., Sartika, D., Hasan, M., Aditya, W., Harli Roslan, A., Latifa Isnaini Putri, N., Limgiani, Djangpagau, H. R. D., Mulyana, S., & Ganaisah, E. (2021). *Dasar-Dasar Manajemen Pemasaran (Konsep dan Strategi Pada Era Digital)*. Media Sains Indonesia.

- Poussotchi, K., & Wiedemann, D. G. (2009). *Handbook of research on mobile marketing management*. IGI Global.
- Puspitasari, A. N., Kumadji, S., & Sunarti. (2013). Pengaruh kualitas website terhadap nilai yang dipersepsikan, kepuasan dan loyalitas pelanggan pada online shop. *Jurnal Ilmu Administrasi*.
- Rahmansyah, M. R., Rahayu, S., & Kustiningsih, N. (2024). Pengaruh Word of Mouth, Loyalitas Merk dan Kesadaran Merek Terhadap Keputusan Pembelian Konsumen Zigma Grosir Denpasar, Bali. *Media Bina Ilmiah*, 19(02), 3775–3786.
- Rasoolimanesh, S. M., Md Noor, S., Schuberth, F., & Jaafar, M. (2019). Investigating the effects of tourist engagement on satisfaction and loyalty. *Service Industries Journal*, 39(7–8), 559–574. <https://doi.org/10.1080/02642069.2019.1570152>
- Rather, R. A., & Camilleri, M. A. (2019). The effects of service quality and consumer-brand value congruity on hospitality brand loyalty. *Anatolia*, 30(4), 547–559. <https://doi.org/10.1080/13032917.2019.1650289>
- Rather, R. A., Hollebeek, L. D., & Islam, J. U. (2019). Tourism-based customer engagement: the construct, antecedents, and consequences. *Service Industries Journal*, 39(7–8), 519–540. <https://doi.org/10.1080/02642069.2019.1570154>
- Rather, R. A., & Sharma, J. (2017). Customer engagement for evaluating customer relationships in hotel industry. *European Journal of Tourism, Hospitality and Recreation*, 8(1), 1–13. <https://doi.org/10.1515/ejthr-2017-0001>
- Rather, R. A., Tehseen, S., Itoo, M. H., & Parrey, S. H. (2019). Customer brand identification, affective commitment, customer satisfaction, and brand trust as antecedents of customer behavioral intention of loyalty: An empirical study in the hospitality sector. *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 29(2), 196–217. <https://doi.org/10.1080/21639159.2019.1577694>
- Resmi, I. C. (2018). Pengaruh Kualitas Website Hotel Savoy Homann Bidakara Bandung terhadap Keputusan Pembelian Tamu. *Barista: Jurnal Kajian Bahasa Dan Pariwisata*, 5(2), 168–179.
- Ribbink, D., Streukens, S., Van Riel, A. C. R., & Liljander, V. (2004). Comfort your online customer: Quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446–456. <https://doi.org/10.1108/09604520410569784>

- Ribbink, D., Van Riel, A. C. R., Liljander, V., & Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446–456.
- Rietveld, R., van Dolen, W., Mazloom, M., & Worring, M. (2020). What You Feel, Is What You Like Influence of Message Appeals on Customer Engagement on Instagram. *Journal of Interactive Marketing*, 49, 20–53. <https://doi.org/10.1016/j.intmar.2019.06.003>
- Sashi, C. M. (2012). Customer engagement, buyer-seller relationships, and social media. *Management Decision*, 50(2), 253–272. <https://doi.org/10.1108/00251741211203551>
- Schmidt, S., Cantaloops, A. S., & dos Santos, C. P. (2008). The characteristics of hotel websites and their implications for website effectiveness. *International Journal of Hospitality Management*, 27(4), 504–516. <https://doi.org/10.1016/j.ijhm.2007.08.002>
- Sekaran, U., & Bougie, R. (2017a). Metode penelitian bisnis edisi 6 buku 2. In Jakarta: Salemba Empat (6th ed.). Salemba Empat.
- Sekaran, U., & Bougie, R. (2017b). *Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian, edisi 6 buku 1* (6th ed.). Salemba Empat.
- Shneikat, B., Agharovbokhan, E., Alsabatin, H., & Tawfiq, N. F. (2024). The Impact Of University Website Quality On Brand Trust and Brand Loyalty: The Moderating Role of Personal Motivation. *International Journal of EBusiness and EGovernment Studies*, 16(2), 1–19. <https://doi.org/10.34109/ijebeg.2024160201>
- Situmorang, S. H. (2011). Bisnis Konsep dan Kasus. *USU. Press Medan*. https://scholar.google.com/scholar?hl=id&as_sdt=0%2C5&q=Situmorang%2C+Syafrizal+H.+2011.++Bisnis+Konsep+dan+Kasus%2C+Cetakan+Pertama.+Medan%3A+USU+Press.&btnG=
- So, K. K. F., King, C., & Sparks, B. (2014). Customer Engagement With Tourism Brands: Scale Development and Validation. *Journal of Hospitality and Tourism Research*, 38(3), 304–329. <https://doi.org/10.1177/1096348012451456>
- Sona, S. R., & Satria, B. (2023). The Influence of Social Media Marketing and Customer Engagement on Els Coffee's Brand Awareness as a Pioneer of Lampung's Leading Coffee. *Journal of Finance and Business Digital*, 2(4), 485–498. <https://doi.org/10.55927/jfdbd.v2i4.7362>
- Suryati, L. (2019). *Manajemen Pemasaran: Suatu Strategi dalam Meningkatkan Loyalitas Pelanggan*. Deepublish.

- Thorbjornsen, & Supphellen. (2004). The impact of brand loyalty on website usage. *Henry Stewart Publications 1479-1803 Brand Management Vol. 11, NO. 3, 199–20.*, 11, 199–208. www.ft.com
- Tran, G. A., & Strutton, D. (2020). Comparing email and SNS users: Investigating e-servicescape, customer reviews, trust, loyalty and E-WOM. *Journal of Retailing and Consumer Services*, 53. <https://doi.org/10.1016/j.jretconser.2019.03.009>
- Vermaat, M. E., Sebok, S. L., Freund, S. M., Campbell, J. T., & Frydenberg, M. (2017). *Discovering computers© 2018: Digital technology, data, and devices*. Cengage Learning.
- Vivek, S. D., Beatty, S. E., Dalela, V., & Morgan, R. M. (2014). A generalized multidimensional scale for measuring customer engagement. *Journal of Marketing Theory and Practice*, 22(4), 401–420. <https://doi.org/10.2753/MTP1069-6679220404>
- VO, N. T., Chovancová, M., & Tri, H. T. (2020a). The Impact of E-service Quality on the Customer Satisfaction and Consumer Engagement Behaviors Toward Luxury Hotels. *Journal of Quality Assurance in Hospitality and Tourism*, 21(5), 499–523. <https://doi.org/10.1080/1528008X.2019.1695701>
- Wold, H. (1983). *Systems Analysis by Partial Least Squares*. <http://pure.iiasa.ac.at/2336/>