

DAFTAR PUSTAKA

- Aditya Permana, A., Rinanda Saputri, F., & Herwinsyah Sekolah Tinggi Agama Islam Terpadu Yogyakarta, H. (2023). *ARTIFICIAL INTELLIGENCE MARKETING*. <https://www.researchgate.net/publication/373043823>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Annur, C. M. (2024, February 20). Indonesia, Pasar Online Food Delivery Terbesar di Asia Tenggara. *Katadata*. <https://databoks.katadata.co.id/infografik/2024/02/20/indonesia-pasar-online-food-delivery-terbesar-di-asia-tenggara>
- Aristyo, R. (2025, September 22). Grab Bintang Lima: Fitur Baru GrabFood yang Bikin Pilih Tempat Makan Makin Gampang. *Mashable Indonesia*. <https://id.mashable.com/tech/16333/grab-bintang-lima-fitur-baru-grabfood-yang-bikin-pilih-tempat-makan-makin-gampang>
- Åström, J., Reim, W., & Parida, V. (2022). Value creation and value capture for AI business model innovation: a three-phase process framework. *Review of Managerial Science*, 16(7), 2111–2133. <https://doi.org/10.1007/s11846-022-00521-z>
- Baihaqi, M. W. (2025, April). GoFood rajai industri pesan antar makanan online awal 2025. *GoodStats*. <https://goodstats.id/article/gofood-rajai-industri-pesan-makanan-online-awal-2025-h2SpA>
- Bart, Y., Shankar, V., Sultan, F., & Urban, G. L. (2005). Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study. *Journal of Marketing*, 69(4), 133–152. <https://doi.org/10.1509/jmkg.2005.69.4.133>

- Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002, April 15). *Managing the total customer experience*. MIT Sloan Management Review. <https://sloanreview.mit.edu/article/managing-the-total-customer-experience/>
- Blau, P. M. (1964). *Exchange and power in social life*. New York: Wiley
- Chesbrough, H. (2002). The role of the business model in capturing value from innovation: evidence from Xerox Corporation's technology spin-off companies. *Industrial and Corporate Change*, 11(3), 529–555. <https://doi.org/10.1093/icc/11.3.529>
- Classics in the History of Psychology -- Pavlov (1927) Lecture 6*. (n.d.). <https://psychclassics.yorku.ca/Pavlov/lecture6.htm>
- Cook, K. S., Cheshire, C., Rice, E. R. W., & Nakagawa, S. (2013). Social Exchange Theory. In *Handbooks of Sociology and Social Research* (pp. 61–88). Springer Science and Business Media B.V. https://doi.org/10.1007/978-94-007-6772-0_3
- Davis, F. (1989) Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13, 319-340. <https://doi.org/10.2307/249008>
- Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 22(2), 99–113. <https://doi.org/10.1177/0092070394222001>
- Fadhlurrahman, I. (2024, November 15). The population of Yogyakarta Special Region reached 3.72 million people in June 2024, with 29% residing in Sleman Regency. *Katadata*. <https://databoks.katadata.co.id/en/demographics/statistics/a84daf80c1fef99/the-population-of-yogyakarta-special-region-reached-372-million-people-in-june-2024-with-29-residing-in-sleman-regency>

- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An Introduction to Theory and Research*. Addison Wesley Publishing Company.
- Gallarza, M. G., & Sánchez-Fernández, R. (2023). Defining and measuring customer value: Some reflections and new perspectives. *Journal of Creating Value*, 9(1), 27–45. <https://doi.org/10.1177/23949643231163091>
- Ghozali, Imam. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS* (Edisi 9). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2017). *Partial least squares: Path modeling dengan WarpPLS 6.0* (Edisi 2). Badan Penerbit Universitas Diponegoro.
- Goodhue, D. L. & Thompson, R. L. (1995). Task-Technology Fit and Individual Performance. *MIS Quarterly*, 19, 213-236. <https://doi.org/10.2307/249689>
- Grewal, D., Iyer, G. R., Krishnan, R., & Sharma, A. (2003). The Internet and the price–value–loyalty chain. *Journal of Business Research*, 56(5), 391–398. [https://doi.org/10.1016/s0148-2963\(01\)00227-2](https://doi.org/10.1016/s0148-2963(01)00227-2)
- Griffin, (2005), *Customer Loyalty*, Jakarta: Erlangga.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R. In *Classroom companion: business*. <https://doi.org/10.1007/978-3-030-80519-7>
- Haryanto, A. T. (2024, January 31). APJII: Jumlah pengguna internet Indonesia tembus 221 juta orang. *Detikinet*. <https://inet.detik.com/cyberlife/d-7169749/apjii-jumlah-pengguna-internet-in-donesia-tembus-221-juta-orang>
- Hernando, H., & Gunawan, W. H. (2021). Loyalty among online food delivery customers: Extended scale of e-service quality. *Jurnal Manajemen Maranatha*, 20(2), 167–174. <https://doi.org/10.28932/jmm.v20i2.3507>

- Hunt, S. D., & Morgan, R. M. (1994). *Resource-Advantage Theory: A Snake Swallowing Its Tail or a General Theory of Competition?* <https://doi.org/10.2307/1252088>
- Hussain, M. A., Hussain, A., Rahman, M. A. U., Irfan, M. & Hussain, S. D. (2025). The effect of AI in fostering customer loyalty through efficiency and satisfaction. *Advances in Consumer Research*, 2(1), 331-340.
- Izard, C. E. (1977). *Human emotions*. Taylor & Francis US.
- Kotler, P. (2003). *Marketing management, 11th Edition*. Prentice Hall Intl, Inc New Jersey.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Teknologi untuk Kemanusiaan*. Gramedia Pustaka Utama.
- Kotler, P., & Keller, K. L. (2015). *Marketing Management, Global Edition*. Pearson Higher Ed.
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of Marketing*, 80(6), 69–96. <https://doi.org/10.1509/jm.15.0420>
- Li, C., Fang, Y., & Sukoco, B. M. (2021). Value proposition as a catalyst for innovative service experience: the case of smart-tourism destinations. *Service Business*, 15(2), 281–308. <https://doi.org/10.1007/s11628-021-00443-y>
- Malik, A. A., & Muthohar, M. (2023). The effect of service quality, brand image, and customer satisfaction on customer loyalty in Go Food Services. *JURNAL ECONOMIC RESOURCE*, 6 (1), 221–229. <https://doi.org/10.57178/jer.v6i1.65>
- Marr, B. (2021). *ARTIFICIAL INTELLIGENCE IN PRACTICE*. Elex Media Komputindo.

- Mingione, M., Cristofaro, M., & Mondì, D. (2019). "If I give you my emotion, what do I get?" Conceptualizing and measuring the co-created emotional value of the brand. *Journal of Business Research*, 109, 310–320.
<https://doi.org/10.1016/j.jbusres.2019.11.071>
- Miller, M. K., Clark, J. D., & Jehle, A. (2015). Cognitive Dissonance Theory (Festinger). In *The Blackwell Encyclopedia of Sociology*. Wiley.
<https://doi.org/10.1002/9781405165518.wbeosc058.pub2>
- Mitchell, T. M. (1997). *Machine learning*. McGraw-Hill Science/Engineering/Math.
- Morgan, R. M., & Hunt, S. D. (1994). *The Commitment-Trust Theory of Relationship Marketing*.
- Oliver, R. L. (2010). *Satisfaction: A Behavioral Perspective on the Consumer*. M E Sharpe Incorporated.
- Oswaldo, I. G. (2024, January 23). Google hingga Temasek Kasih Ramalan Ekonomi Digital RI di 2025, Ini Isinya. *Detikfinance*.
<https://finance.detik.com/berita-ekonomi-bisnis/d-7156109/google-hingga-temasek-kasih-ramalan-ekonomi-digital-ri-di-2025-ini-isinya>
- Pavlov, I. P. (1927). *Conditioned Reflexes: An Investigation of the Physiological Activity of the Cerebral Cortex*. Translated and edited by Anrep, GV (Oxford University Press, London, 1927).
- Prasetyo, Y. T., Tanto, H., Mariyanto, M., Hanjaya, C., Young, M. N., Persada, S. F., Miraja, B. A., & Redi, A. a. N. P. (2021). Factors Affecting Customer Satisfaction and Loyalty in Online Food Delivery Service during the COVID-19 Pandemic: Its Relation with Open Innovation. *Journal of Open Innovation Technology Market and Complexity*, 7(1), 76.
<https://doi.org/10.3390/joitmc7010076>

- Qin, M., Zhu, W., Zhao, S., & Zhao, Y. (2022). Is Artificial Intelligence Better than Manpower? The Effects of Different Types of Online Customer Services on Customer Purchase Intentions. *Sustainability*, 14(7), 3974. <https://doi.org/10.3390/su14073974>
- Renaldi, A., Hati, S. R. H., Ghazali, E., Sumarwan, U., & Ramayah, T. (2024). The determinants of customer loyalty in the sharing economy: a study of the largest local food delivery apps in Indonesia. *Cogent Business & Management*, 11(1). <https://doi.org/10.1080/23311975.2024.2364055>
- Research, T. (2025, March 21). *Indonesia Food Delivery Insights 2024 | Adoption, Usage & Preferences*. TGM Research. <https://tgmresearch.com/indonesia-food-delivery-consumer-insights-2024.html>
- Russell, S., & Norvig, P. (2021). *Artificial Intelligence: A Modern Approach, Global Edition*. Pearson Higher Ed.
- Sandström, S., Edvardsson, B., Kristensson, P., & Magnusson, P. (2008). Value in use through service experience. *Managing Service Quality*, 18(2), 112–126. <https://doi.org/10.1108/09604520810859184>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A Skill Building Approach*. John Wiley & Sons.
- Snapcart. (2021, December 15). *GrabFood the most-used food delivery platform amongst consumers and merchants in Indonesia: Study*. Snapcart. <https://snapcart.global/article-grabfood-the-most-used-food-delivery-platform-amongst-consumers-and-merchants-in-indonesia-study/>
- Singarimbun, Masri, dan Sofian Effendi. (1995). *Metode Penelitian Survei*, Edisi Revisi. Jakarta: LP3ES.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. ALFABETA.

- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/s0022-4359\(01\)00041-0](https://doi.org/10.1016/s0022-4359(01)00041-0)
- Trinh, D. T. K. (2024). *Food-delivery-platforms-in-Southeast-Asia-2024- _MW_Jan-2024-BZSVnX*. Scribd. <https://www.scribd.com/document/720518104/Food-delivery-platforms-in-Southeast-Asia-2024-MW-Jan-2024-bzsvnx>
- Uslu, A., & Tosun, P. (2024). Tourist personality, value co-creation, and emotional well-being. *International Journal of Consumer Studies*, 48(1). <https://doi.org/10.1111/ijcs.12995>
- Vargo, S. L., & Lusch, R. F. (2018). *The SAGE Handbook of Service-Dominant Logic*. SAGE Publications Limited.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Walsh, G., Shiu, E., & Hassan, L. M. (2013). Replicating, validating, and reducing the length of the consumer perceived value scale. *Journal of Business Research*, 67(3), 260–267. <https://doi.org/10.1016/j.jbusres.2013.05.012>
- Wijiastuti, R. D., & Cantika, N. (2021). PENGARUH PERSEPSI HARGA, CITRA MEREK DAN KUALITAS PELAYANAN TERHADAP MINAT BELI ULANG JASA GOFOOD DI KOTA SORONG. *KALIANDA HALOK GAGAS*, 1(1), 1–8. <https://doi.org/10.52655/khg.v1i1.3>
- Yusof, R., Koay, L. K., Ravi, T., Teoh, Y. T., Thin, M. Y., Donold, T. a. A., Jannah, N. a. R., Mittal, P., Srivastava, R., & Kee, D. M. H. (2024). Utilizing artificial intelligence (AI) in customer's purchase intentions on online food delivery service. *International Journal of Tourism and Hospitality in Asia Pacific*, 7(2), 120–133. <https://doi.org/10.32535/ijthap.v7i2.3212>

Zott, C., & Amit, R. (2017). Business Model Innovation: How to create value in a digital world. *NIM Marketing Intelligence Review*, 9(1), 18–23.

<https://doi.org/10.1515/gfkmir-2017-0003>