

## DAFTAR PUSTAKA

- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). *Service quality delivery through web sites: A critical review of extant knowledge*. *Journal of Service Research*, 4(2), 115–128. <https://doi.org/10.1177/1094670502004002004>
- Adams, J. S. (1965). Inequity in social exchange. In L. Berkowitz (Ed.), *Advances in Experimental Social Psychology* (Vol. 2, pp. 267–299). Academic Press.
- 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)
- 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>
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460–469. <https://doi.org/10.2307/3150499>
- Anandya, D. (2021). The Effect Of Service Quality, Perceived Value, And Customer Trust Towards Customer Loyalty On Online Transportation Gojek In Surabaya. *Journal of Management and Business*, 20(1), 1412. <https://doi.org/10.24123/jmb.v20i1>
- Ashiq, R., & Hussain, A. (2024). Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economics*, 3(2), 117–141. <https://doi.org/10.1108/jebde-09-2023-0019>
- Clarista Efendi, S., Made, I., & Dirgantara, B. (2023). Analysis of the Effect of Perceived Service Quality and Perceived Value on E Loyalty Through Customer Satisfaction and Customer Trust as Intervening Variables: Study on Wardah Beauty Products e-Commerce Consumers in Semarang City. In *International Journal of Science and Society* (Vol. 5, Issue 5). <http://ijsoc.goacademica.com>
- Istighfarnissa, N., Pradhanawati, A., & Prabawani, B. (2022). Pengaruh E-Service Quality Dan E-Trust Terhadap E-Loyalty Dengan E-Satisfaction Sebagai Variabel Intervening (Studi pada Pembelian Tiket di Situs Traveloka). In *Jurnal Ilmu Administrasi Bisnis* (Vol. 11, Issue 3). <https://ejournal3.undip.ac.id/index.php/jiab>

- Kartika, D., Fauzi, A., & Lubis, A. N. (2021). The Effect of Customer Perceived Value and E-Service Recovery One-Loyalty with E-Satisfaction and E-Trust as Intervening Variables on E-Commerce Shopee Indonesia Customers in Medan City. *International Journal of Research and Review*, 8(11), 246–258. <https://doi.org/10.52403/ijrr.20211133>
- Prasetyo, K. W., Pratamal, R. P., & Aditya, A. (2022). Analyzing e-Service Quality and e-Satisfaction Effects on Customer Loyalty at An Indonesian Digital Marketplace. *Journal Of Informatics And Telecommunication Engineering*, 6(1), 126–134. <https://doi.org/10.31289/jite.v6i1.7265>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. *Heliyon*, 5(10), e02690. <https://doi.org/10.1016/j.heliyon.2019.e02690>
- Liljander, V., & Strandvik, T. (1993). Estimating zones of tolerance in perceived service quality and perceived service value. *International Journal of Service Industry Management*, 4, 6-28. <https://doi.org/10.1108/09564239310037909>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson.
- Griffin, J. (2005). *Customer loyalty: How to earn it, how to keep it*. Jossey-Bass.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Thousand Oaks: SAGE Publications.
- Purwati, M., Pradhanawati, A., & Hidayat, W. (2022). Pengaruh e-service quality terhadap e-loyalty dengan e-satisfaction sebagai variabel intervening (Studi pada pengguna e-commerce Bukalapak). *Jurnal Ilmu Administrasi Bisnis*, 11(2), 310–320. <https://doi.org/10.14710/jiab.2022.34754>
- Wang, X., & Prompanyo, M. (2021). A validation of the multidimensional perceived value in the model of e-loyalty towards Sino-Thai cross-border e-commerce based on China's customers. *Journal of Asian Business and Economic Studies*, 28(3), 219–235.
- Anderson, R. E., & Srinivasan, S. S. (2003). E-satisfaction and e-loyalty: A contingency framework. *Psychology & Marketing*, 20(2), 123-138. <https://doi.org/10.1002/mar.10063>
- Laudon, K. C., & Traver, C. G. (2017). *E-Commerce 2017: Business, Technology, Society* (13th ed.). Pearson Education.
- Chaffey, D. (2015). *Digital Business and E-Commerce Management* (6th ed.). Pearson Education.

Woodruff, R. B., & Gardial, S. F. (1996). *Know Your Customer: New Approaches to Understanding Customer Value and Satisfaction*. Cambridge, MA: Blackwell Publishers.

Sugiyono - *Kualitatif Kuantitatif RnD (2019)*. (n.d.).

Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 4.0*. Badan Penerbit Universitas Diponegoro.

Sekaran, U., & Bougie, R. (2017). *Research Methods for Business: A Skill-Building Approach (7th ed.)*. Wiley.

Lovelock, C. H., & Wirtz, J. (2011). *Services Marketing: People, Technology, Strategy (7th ed.)*. Pearson Prentice Hall.

**Website:**

<https://data.goodstats.id/statistic/makin-maju-pertumbuhan-e-commerce-indonesia-yang-diprediksi-tertinggi-di-dunia-QiN5h>

<https://www.facebook.com/100064695756253/posts/883558200477364/?mibextid=rS40aB7S9Ucbxw6v>

<https://play.google.com/store/apps/details?id=com.alfamart.alfagift>