

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Manajemen Ekuitas Merek : Memanfaatkan Nilai Dari Suatu Merek*. Mitra Utama : Jakarta.
- Aaker, D. A., & Biel, A. L. (1993). *Brand Equity and Advertising: Advertising's Role in Building Strong Brands* (D. A. Aaker, A. L. Biel, & A. Biel, Eds.).
- Achyar, A., & Brilliant, M. A. (2013). The Impact of Satisfaction and Trust on Loyalty of E-Commerce Customers. *ASEAN Marketing Journal*, 5(1), 51-58.
- Bernarto, I., Wilson, N., & Suryawan, I. N. (2019). Pengaruh Website Design Quality, Service Quality, Trust dan Satisfaction terhadap Repurchase Intention (Studi Kasus: Tokopedia.com). *Jurnal Manajemen Indonesia*, 19(1), 80-90. <https://doi.org/10.25124/jmi.v19i1.1987>
- Bulut, Z. A. (2015, Oktober). Determinants of Repurchase Intention in Online Shopping: A Turkish Consumer's Perspective. *International Journal of Business and Social Science*, 6(10), 55-63.
- CNBC Indonesia. (2022, Desember). Raih Kepercayaan Pengguna, Tokopedia Raih IDC Awards 2022. Diakses pada 19 Mei 2025, dari <https://www.cnbcindonesia.com/tech/20221216184200-37-397657/raih-kepercayaan-pengguna-tokopedia-raih-idc-awards>
- CNBC Indonesia. (2023, November). Tokopedia Dianugerahi Sebagai E-commerce Terbaik oleh BI. Diakses pada 19 Mei 2025, dari <https://www.cnbcindonesia.com/tech/20231130190622-37-493513/tokopedia-dianugerahi-sebagai-e-commerce-terbaik-oleh-bi#:~:text=Jakarta%2C%20CNBC%20Indonesia%20%2D%20Tokopedia%20berhasil,pada%20Rabu%2C%2029%20November%202023.>
- Cooper, D. R., & Emory, C. W. (1996). *Metode penelitian bisnis jilid 1*. Jakarta : Erlangga.
- Corbitt, B. J., & Thanasankit, T. (2003, September). Trust and E-Commerce: A Study of Consumer Perceptions. *Electronic Commerce Research and Applications*, 2(3), 203-215. DOI:10.1016/S1567-4223(03)00024-3
- Corritore, C. L., Kracher, B., & Wiedenbeck, S. (2003, June). On-line trust: concepts, evolving themes, a model. *International Journal of Human-Computer Studies*, 58(6), 737-758. [https://doi.org/10.1016/S1071-5819\(03\)00041-7](https://doi.org/10.1016/S1071-5819(03)00041-7)
- Daft, R. L. (2008). *Organization theory and design*. South-Western, Cengage Learning.
- DailySocial. (2023, 26 Juni). Tren pengunjung website e-commerce di Indonesia hingga Q1 tahun 2022. Diakses pada 20 Mei 2024, dari <https://dailysocial.id/post/tren-pengunjung-website-e-commerce-di-indonesia-hingga-q1-tahun-2022>
- Datanesia. (2022, Juli). *10 wilayah e-commerce terbesar di Indonesia*. <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Deheshti, Mohammad. Javad Adabi Firouzjah, & Hossein Alimohammadi. (2016). The Relationship between Brand Image and Brand Trust in Sporting Goods Consumers. *Annals of Applied Sport Science Journal*, 4(3).

- Detik Finance. (2024, Mei 17). TikTok dan Tokopedia Sabet Penghargaan di Marketing Excellence Awards 2024. Diakses pada 19 Mei 2025, dari <https://finance.detik.com/berita-ekonomi-bisnis/d-7583733/tiktok-dan-tokopedia-sabet-penghargaan-di-marketing-excellence-awards-2024>
- Dewi, I. G. A. P. R. P., & Ekawati, N. W. (2019, March). Peran Kepuasan Konsumen Memediasi Pengaruh Brand Image Terhadap Repurchase Intention. *E-Jurnal Manajemen Universitas Udayana*, 8(5), 2722. 10.24843/EJMUNUD.2019.v08.i05.p05
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer behavior* (8th ed.). Dryden Press.
- Fauziah, S. N., Arisman, A., & Lestari, S. P. (2023, November). Pengaruh E-Service Quality Dan E-Trust Terhadap Kepuasan Konsumen Maxim Di Kota Tasikmalaya. *CEMERLANG :Jurnal Manajemen dan Ekonomi Bisnis*, 3(4), 96-113.
- Ferdinand, A. (2014). *Pengembangan Minat beli Merek Ekstensi*. Bandung: Rineka.
- Ferdinansyah, H., Azhmy, M. F., & Nasution, A. A. (2022). Pengaruh Brand Image dan Product Quality Terhadap Brand Loyalty Dimediasi Brand Trust Pada Pengguna Depok Bubble Drink Kota Medan. *Jurnal Ekonomi Bisnis Digital*, 1(2), 116.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning & Strategy*. Penerbit Qiara Media.
- Flavian, C., Gurrea, R., & Orús, C. (2009, May). Web design: a key factor for the website success. *Journal of Systems and Information Technology*, 11((2)), 168-184.
- Ghozali, I., & Latan, H. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square* (3rd ed.). Badan Penerbit Universitas 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 e-satisfaction: An evidence from online shopping in Vietnam. *Growing Science*, 8(2), 351-370. 10.5267/j.uscm.2019.11.004
- Giovanis, A. N., & Athanasopoulou, P. (2014, January). Gaining customer loyalty in the e-tailing marketplace: The role of e-service quality, e-satisfaction and e-trust. *International Journal of Technology Marketing*, 9(3), 288-304. DOI:10.1504/IJTMKT.2014.063857
- Goodstats. (2023, Agustus). Sensus BPS saat ini: Indonesia didominasi oleh Gen Z. Goodstats. Diakses dari <https://data.goodstats.id/statistic/sensus-bps-saat-ini-indonesia-didominasi-oleh-gen-z-n9kqv>
- GoodStats. (2023, September). 10 provinsi dengan jumlah usaha e-commerce terbanyak di Indonesia. Diakses dari <https://data.goodstats.id/statistic/10-provinsi-dengan-jumlah-usaha-e-commerce-terbanyak-di-indonesia-r11ET>
- GoodStats. (2024, Februari). Perempuan Indonesia Lebih Suka Belanja Online Lewat Shopee. GoodStats. Diakses dari <https://data.goodstats.id/statistic/perempuan-indonesia-lebih-suka-belanja-online-lewat-shopee-EY8dK>

- Han, H., Yu, J., Chua, B. L., Lee, S., & Kim, W. (2019). Impact of core-product and service-encounter quality, attitude, image, trust and love on repurchase Full-service vs low-cost carriers in South Korea. *International Journal of Contemporary Hospitality Management*, 31(4), 1588-1608.
- Handayani, S. P. M., & Purnama, B. E. (2013, Maret). Pembuatan Website E-Commerce Pada Distro Java Trend. *Seminar Riset Nasional Informatika dan Komputer*, 2(1), 18-24.
- Hanifati, U. M., & Samiono, B. E. (2018, April). Analisis Pengaruh Website Quality dan EWOM Terhadap Purchase Decision Melalui Online Trust Pada Situs Tiket Travel dan Reservasi Hotel Online di Indonesia (Studi Kasus Pada Traveloka.com, Tiket.com dan PegiPegi.com). *Jurnal TRANSformasi*, 11((9)), 37-50.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis - Eighth Edition*. Annabel Ainscow. www.cengage.com/highered
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017a). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (2nd edition)*. New York: Sage.
- Hellier, P. K., Geursen, G. M., Carr, R., & Rickard, J. A. (2003, December). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, 37(11/12), 1762-1800.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Iskandar, I., & Bernarto, I. (2021). The Influence of Website Design Quality, Perceived Value and E-Trust on Repurchase Intention on E-commerce Beauty Haul. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 5(4), 1167-1177.
- Jakarta Globe. (2022). *Tokopedia voted as most trusted e-commerce in Kadence International survey*. <https://jakartaglobe.id/tech/tokopedia-voted-as-most-trusted-ecommerce-in-kadence-international-survey>
- Jogja, M., & Widowati, R. (2023, November). Pengaruh Persepsi Website Design Quality dan E-Service Quality terhadap E-Trust dan Repurchase Intention di Shopee. *Journal of Ecotourism and Rural Planning*, 1(1). <https://doi.org/10.47134/jerp.v1i1.112>
- Juliani, & Rini, R. O. P. (2023, Mei). Pengaruh Perilaku Konsumen Indonesia terhadap Keputusan Pembelian Makanan Irlandia di Festival Internasional Irlandia. *Open Journal Systems*, 17(10), 2477-2485.
- Kasih, O. L., Avriyanti, S., & Rahman, T. (2019, April). Pengaruh E-Trust terhadap E-Customer Loyalty Pengguna Website Traveloka di Kabupaten Tabalong. *Jurnal Mahasiswa Administrasi Publik dan Administrasi Bisnis*, 2(1), 194-206.
- Katadata. (2022, 20 September). Ini situs e-commerce dengan pengunjung terbanyak per Agustus 2022. Diakses pada 18 Mei 2024, dari <https://databoks.katadata.co.id/datapublish/2022/09/20/ini-situs-e-commerce-dengan-pengunjung-terbanyak-per-agustus-2022>

- Katadata. (2023, 31 Januari). 5 e-commerce dengan pengunjung terbanyak kuartal IV 2022. Diakses pada 5 Mei 2024, dari <https://databoks.katadata.co.id/datapublish/2023/01/31/5-e-commerce-dengan-pengunjung-terbanyak-kuartal-iv-2022>
- Keller, K. d. (2009). *Manajemen Pemasaran* (12th ed., Vol. 1). Jakarta: Fakultas Ekonomi.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2003). Antecedents of consumer trust in B-to-C electronic commerce. *Proceedings of the Americas' Conference on Information Systems 2013*, 2003, 157-167.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kompas. (2023). Survei Populix: 54 persen masyarakat RI belanja di e-commerce, mayoritas Gen Z. Diakses dari <https://money.kompas.com/read/2023/12/07/150212026/survei-populix-54-persen-masyarakat-ri-belanja-di-e-commerce-mayoritas-gen-z?page=all>
- Kotler, K., & Keller, K. L. (2016). *Manajemen Pemasaran, Buku 1* (13th ed.). Indonesia: Erlangga.
- Kotler, P., & Keller, K. L. (n.d.). *Manajemen Pemasaran* (A. Maulana & W. Hardani, Eds.; Vol.1). Penerbit Erlangga
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran* (A. Maulana & W. Hardani, Eds.; B. Sabran, Trans.; 13 jilid 1 ed.). Erlangga.
- Kuraesin, A. D. (2016). Influence of organizational structure on the quality of accounting information systems. *Research Journal of Financial and Accounting*, 7(2).
- Kusmita, A. C., Farida, N., & Saryadi, S. (2021). Pengaruh E-Trust dan E-Service Quality Terhadap Online Repurchase Intention Melalui E-Satisfaction (Pada Mahasiswa S1 FISIP yang Pernah Berbelanja di Lazada). *Jurnal Ilmu Administrasi Bisnis*, 10(3). <https://doi.org/10.14710/jiab.2021.32135>
- Laudon, K. C., & Traver, C. G. (2017). *E-commerce 2017: Business, Technology, Society*. Pearson.
- Mangkunegara, A. P. (2002). *Perilaku Konsumen* (Revisi ed., Vol. 2). Refika Aditama.
- Mehrbakhsh, N., Jannach, D., Ibrahim, O., & Dalvi, M. (2016, September). Recommendation, transparency, and website quality for trust-building in recommendation agents. *Electronic Commerce Research and Applications*, 19, 70-84.
- Mitriani, N. W. E., Gama, A. W. S., & Widnyani, N. M. (2024). Brand Image and E-Service Quality's Effect on Gen Z's Repurchase Intention: The Mediating Role of E-Trust. *Jurnal Polines*, 25(1).
- Mulandar, A., & Muslihat, A. (2023, April). The Effect of E-Trust and E-Satisfaction on Continuance Intention GoPay Users of the GoJek Application during the Pandemic. *International Journal of Education, Information Technology and Other (IJEIT)*, 6(2), 266-273.

- Nilashi, M., Jannach, D., Ibrahim, O., & Dalvi, M. (2016, September). Recommendation, transparency, and website quality for trust-building in recommendation agents. *Electronic Commerce Research and Applications*, 19, 70-84. DOI:10.1016/j.elerap.2016.09.003
- Ningrum, D. A., Rizan, M., & P, A. K. R. (2021). The Effect of Service Quality and Brand Image on Repurchase Intention with Brand Trust as Mediating Variable by The Generation Z of E-Wallet Consumers in Jakarta. *Journal Research of Social Science, Economics, and Management*, 1(4), 340-361.
- Nisya, M. K. (2021). Pengaruh E-Service Quality, Website Design Quality, dan E-Satisfaction Terhadap Repurchase Intention dan E-Trust Sebagai Variabel Mediasi (Doctoral dissertation, Universitas Putra Bangsa).
- Prabowo, H., Astuti, W., & Respati, H. (2020, January). Effect of Service Quality and Brand Image on Repurchase Intention through Word of Mouth at Budget Hotels Airy Rooms. *Open Journal of Business and Management*, 8(1), 194-207. 10.4236/ojbm.2020.81012
- Priambodo, D. A., & Farida, N. (2020). Pengaruh E-Website Quality dan E-Service Quality terhadap E-Repurchase Intention melalui E-Trust (Studi pada Konsumen Produk Fashion Lazada Mahasiswa Universitas Diponegoro). *Jurnal Administrasi Bisnis*, 19(3), 335-345.
- Priscillia, M., Budiono, H., Wiyanto, H., & Widjaya, H. (2020). The Effects of Website Design Quality and Service Quality on Repurchase Intention Among Shopee Customers in Jakarta, with Customer Trust as a Mediating Variable. *Proceedings of the Ninth International Conference on Entrepreneurship and Business Management (ICEBM 2020)*, 174.
- Pujiati, S. S., Haryono, A. T., & Paramita, P. D. (2016). Faktor- Faktor yang Mempengaruhi Loyalitas Pelanggan Pada Ahyana Collections dengan Minat Beli Ulang sebagai Variabel Intervening. *Journal of Management*, 2(2).
- Putri, E. A., & Pradhanawati, A. (2021). Pengaruh E-Wom terhadap Repurchase Intention Melalui E-Trust sebagai Mediasi Pada Konsumen Tiket Kereta di KAI Access (Studi Pelanggan Kereta Argo Sindoro Jurusan Semarang-Jakarta pada KAI Access Kota Semarang). *Jurnal Ilmu Administrasi Bisnis*, 10(1), 664-671. <https://doi.org/10.14710/jiab.2021.29029>
- Roberts, K. (2004). *Lovemarks: The Future Beyond Brands*. PowerHouse Books.
- Rosmayani, & Mardatillah, A. (2020). Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia. *Journal of Islamic Marketing*. 10.1108/JIMA-09-2018-0159
- Santoso, V. A., & Farida, N. (2020). Pengaruh website design dan e-service quality terhadap e-repurchase intention melalui e-trust (Studi pada pelanggan Lazada di FISIP Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 9(4), 634-642.
- Saoula, O., Shamim, A., Suki, N. M., Ahmad, M. J., Abid, M. F., Patwary, A. K., & Abbasi, A. Z. (2023). Building e-trust and e-retention in online shopping: the role of website design, reliability and perceived ease of use. *Spanish Journal of Marketing - ESIC*, 27(2), 178-201.
- Sarwani, & Rohmah, F. S. (2022). Pengaruh Kepercayaan dan Kemudahan Transaksi Terhadap Keputusan Pembelian Online Pada Marketplace Shopee

- Di Kota Surabaya. *Jurnal Ilmiah Administrasi Bisnis dan Inovasi*, 6(2), 83-99.
- Schiffman, L., & Kanuk, L. L. (2008). *Perilaku Konsumen* (7th ed.). Indeks.
- Setiyaningsih, V. (2020). Pengaruh Brand Image, Price Perception dan Product Quality terhadap Repurchase Intention Pada Konsumen Air Mineral VIT di Kebumen. <http://eprints.universitaspurabangsa.ac.id/id/eprint/458>
- Setyo, T. (2012, March 11). *Perkembangan e-commerce di Indonesia – Universitas Pasundan*. Universitas Pasundan. Retrieved May 23, 2024, from <https://www.unpas.ac.id/perkembangan-e-commerce-di-indonesia/>
- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian* (Ayup, Ed.; 1st ed.). Literasi Media Publishing.
- Sugiyono. (2017). *Metode penelitian (kuantitatif, kualitatif, dan R&D)* (26th ed.). Alfabeta.
- Supratno, J. (2011). *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikkan Pangsa Pasar* ((Cetakan keempat) ed.). PT Rineka Cipta.
- Syachroni, M. I., Hamdan, H., & Ilhamalimy, R. R. (2023, April). The Effect of E-Service Quality, Website Quality, Promotion, and E-Trust on Repurchase Intentions at E-Commerce Shopee in DKI Jakarta. *Journal of Business and Entrepreneurship*, 5(2), 193-205.
- Tandon, U., Kiran, R., & Sah, A. (2017). Analyzing customer satisfaction: users perspective towards online shopping. *Nankai Business Review International*, 8(3), 266. DOI: 10.1108/NBRI-04-2016-0012
- Tokopedia. (2021). Intip Cerita Tokopedia Care yang Memborong Penghargaan di Contact Center World 2021! Tokopedia. Diakses dari https://www.tokopedia.com/blog/intip-cerita-tokopedia-care-yang-memborong-penghargaan-di-contact-center-world-2021-bts/?utm_source=google&utm_medium=organic
- Tokopedia. (2025). *Tentang Tokopedia*. Tokopedia. <https://www.tokopedia.com/about/>
- Turban, E., Whiteside, J., King, D., & Outland, J. (2017). *Introduction to Electronic Commerce and Social Commerce*. (4th ed. Springer).
- Udayana, I. B. N., Hutami, L. T. H., & Yani, Y. E. (2022, Agustus). Website Quality, Brand Image, and Brand Trust on Repurchase Intention Through Customer Satisfaction as Intervening Variables. *Jurnal Ilmu Manajemen Profitability*, 6(2), 201-214.
- Wibowo, S., & Supriadi, D. (2013). *Ekonomi Mikro Islami*. CV Pustaka Setia.
- Wilson, N., & Keni. (2018, September). Pengaruh Website Design Quality dan Kualitas Jasa terhadap Repurchase Intention: Variabel Trust sebagai Variabel Mediasi. *Jurnal Manajemen dan Pemasaran Jasa*, 11(2), 291-310.
- Wilson, N., Keni, K., & Tan, P. H. P. (2019, August). The Effect of Website Design Quality and Service Quality toward Repurchase Intention in the E-commerce Industry: A Cross-Continental Analysis. *Gadjah Mada International Journal of Business*, 21(2). 10.22146/gamaijb.33665
- Zhou, T., Lu, Y., & Wang, B. (2009, Oktober). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers' Online

Repurchase Behavior. *Information Systems Management*, 26(4), 327--337.
<https://doi.org/10.1080/10580530903245663>