

Reference

- Amstrong, G. dan Kotler, P. (1997). *Prinsip-Prinsip Pemasaran*, Cetakan Pertama. Jakarta: Erlangga
- Artikel SarjanaEkonomi.Co.ID. (2022, August 27). Retrieved September 20, 2022, from Sarjanaekonomi.co.id website: <https://sarjanaekonomi.co.id/marketplace/>
- Daftar 50 Website & Aplikasi E-Commerce di Indonesia 2019. (2019). Retrieved September 20, 2022, from Iprice.co.id website: <https://iprice.co.id/insights/mapofecommerce/>
- Dava wardana. (2021, March 31). Sejarah Shopee di Indonesia. Retrieved September 20, 2022, from PT Exrush Digital Nusantara website: <https://exrush.com/sejarah-shopee-di-indonesia/>
- Hanif Danang Prasetyo, & Dinalestari Purbawati. (2017). Pengaruh E-Service Quality Dan E-Security Seals Terhadap E-Satisfaction Melalui Keputusan Pembelian Konsumen E-Commerce (Studi Kasus Pada Konsumen Lazada Indonesia). *Jurnal Ilmu Administrasi Bisnis S1 Undip*, 6(1), 164–173. <https://doi.org/https://media.neliti.com/media/publications/104282-ID-pengaruh-e-service-quality-dan-e-securit.pdf>
- Kompas Cyber Media. (2018). Berita Lifestyle, Fashion, Kuliner, Relationship - Kompas.com. Retrieved September 20, 2022, from KOMPAS.com website: <https://lifestyle.kompas.com/>
- Kotler, Phillip dan Kevin Lane Keller. (2016). *Manajemen Pemasaran edisi 12 Jilid 1 & 2*. Jakarta: PT. Indeks
- MTARGET. (2021, June 8). Strategi Marketing E-Commerce Shopee. Retrieved September 20, 2022, from MTARGET Blog website: <https://blog.mtarget.co/strategi-marketing-e-commerce-shopee/>
- Nababan, A., Simanungkalit, F., & Nurlinda Nurlinda. (2022, February 4). PENGARUH PROMOSI PENJUALAN DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN MEMBELI PADA KONSUMEN SHOPEE (STUDI... Retrieved September 20, 2022, from ResearchGate website: <https://www.researchgate.net/publication/358346402>
- Nanda. (2021, November). 10 Daftar Marketplace Terbesar dan Terpopuler di Indonesia Tahun 2022. Retrieved September 20, 2022, from Blog Komerce website: <https://komerce.id/blog/marketplace-terpopuler-di-indonesia/>
- Nimda. (2012, March 10). Perkembangan e-commerce di Indonesia. Retrieved September 20, 2022, from Universitas Pasundan Bandung website: <https://www.unpas.ac.id/perkembangan-e-commerce-di-indonesia/>
- Pengertian Populasi dalam Penelitian Menurut Para Ahli. (2021, July 22) Retrieved September 20, 2022, from kumparan website: <https://kumparan.com/berita-update/pengertian-populasi-dalam-penelitian-menurut-para-ahli-1wBOFZKFiM6>
- Philip Kotler, Kevin Lane Keller. 2008. *Marketing Management*, Thirteenth edition. Erlangga
- PURCHASE DECISION. (2020). Retrieved September 20, 2022, from Global Business Marketing website: <https://bbs.binus.ac.id/gbm/2018/09/26/purchase-decision/>

- Schiffman, LG and Kanuk LL. 2006. *Consumer Behavior*. Sevent Edition. Prentice Hall International
- Shopee: Jual Beli di Ponsel Anda. (2021). Retrieved September 20, 2022, from Shopee.co.id website: <https://shopee.co.id/docs/3612>
- skripsi tesis. (2018, November 28). Teori Lengkap tentang Electronic Service Quality menurut Para Ahli dan Contoh Tesis Electronic Service Quality - Jasa Pembuatan Skripsi dan Tesis 0852-2588-7747 (WA). Retrieved September 20, 2022, from Jasa Pembuatan Skripsi dan Tesis 0852-2588-7747 (WA) website: <https://idtesis.com/teori-lengkap-tentang-electronic-service-quality-menurut-para-ahli-dan-contoh-tesis-electronic-service-quality/>
- Strategi Shopee Jamin dan Jaga Data Pribadi Penggunanya Tetap Aman - Info Komputer. (2020). Retrieved September 20, 2022, from Info Komputer website: <https://infokomputer.grid.id/read/122026931/strategi-shopee-jamin-dan-jaga-data-pribadi-penggunanya-tetap-aman>
- Tsaratsurayazahira. (2013, July 28). E commerce menurut Kotler. Retrieved September 20, 2022, from tsaratsz website: <https://tsaratsz.wordpress.com/2013/07/28/e-commerce-menurut-kotler/>
- Zeithaml, V., Parasuraman, A. P., & Malhotra, A. (2002). "Service Quality Delivery Through Web Sites: A Critical Review of Extant Knowledge". *Journal of the Academy of Marketing Science*, 30, 362–375