

DAFTAR PUSTAKA

- Bachri, S., Putra, S. M., Farid, E. S., Darman, D., & Mayapada, A. G. (2023). THE DIGITAL MARKETING TO INFLUENCE CUSTOMER SATISFACTION MEDIATED BY PURCHASE DECISION. *Jurnal Aplikasi Manajemen*, 21(3). <https://doi.org/10.21776/ub.jam.2023.021.03.03>
- Badarou, N. S. (2021). Impact of Customer Satisfaction on Purchasing Decision. *The International Journal of Business & Management*, 9(6). <https://doi.org/10.24940/theijbm/2021/v9/i6/BM2106-004>
- Bambang W., H., & Husna, A. (2020). THE CONSUMER BEHAVIOR TOWARD ONLINE TRAVELLING AGENCY (OTA): EVIDENCE FROM INDONESIA. *International Journal of Tourism & Hospitality Reviews*, 7(1), 20–29. <https://doi.org/10.18510/ijthr.2020.713>
- Cannon, J. P., & McCarthy. (2009). *Pemasaran Dasar : Pendekatan Manajerial Global* (Jakarta Salemba Empat, Ed.; 16th ed.). Jakarta Salemba Empat.
- Chin, W., & Dibbern, J. (2010). An Introduction to a Permutation Based Procedure for Multi-Group PLS Analysis: Results of Tests of Differences on Simulated Data and a Cross Cultural Analysis of the Sourcing of Information System Services Between Germany and the USA. In *Handbook of Partial Least Squares: Concepts, Methods and Applications in Marketing and Related Fields* (pp. 171–193). https://doi.org/10.1007/978-3-540-32827-8_8
- Chitty, B., Ward, S., & Chua, C. (2007). An application of the ECSI model as a predictor of satisfaction and loyalty for backpacker hostels. *Marketing Intelligence & Planning*, 25(6), 563–580. <https://doi.org/10.1108/02634500710819941>
- Cunningham, G. B., & Kwon, H. (2003). The Theory of Planned Behaviour and Intentions to Attend a Sport Event. *Sport Management Review*, 6(2), 127–145. [https://doi.org/10.1016/S1441-3523\(03\)70056-4](https://doi.org/10.1016/S1441-3523(03)70056-4)
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 21 Update PLS Regresi*. Universitas Diponegoro.
- Hair, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>

- Ilmiyah, K., & Krishernawan, I. (2020). PENGARUH ULASAN PRODUK, KEMUDAHAN, KEPERCAYAAN, DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PADA MARKETPLACE SHOPEE DI MOJOKERTO. *Maker: Jurnal Manajemen*, 6(1), 31–42. <https://doi.org/10.37403/mjm.v6i1.143>
- Istiono, D., & Hernita, N. (2022). PENGARUH KEPUASAN KONSUMEN DAN KUALITAS PELAYANAN TERHADAP KEPUTUSAN PENGGUNAAN JASA STUDI JNE KABUPATEN MAJALENGKA. *Jurnal Daya Saing*, 8(2), 271–276. <https://doi.org/10.35446/dayasaing.v8i2.899>
- Iswahyuniarto, D., Ariyani, N., & Pascasarjana Universitas Sahid Jakarta, S. (2023). The Influence Of Digital Marketing On Purchasing Decisions And Customer Satisfaction THE INFLUENCE OF DIGITAL MARKETING ON PURCHASING DECISIONS AND CUSTOMER SATISFACTION ON ONLINE TRAVEL AGENT SERVICES under a Creative Commons Attribution-NonCommercial 4.0 International License (CC BY-NC 4.0). *Jurnal Ekonomi*, 12(02), 2023. <http://ejournal.seaninstitute.or.id/index.php/Ekonomi>
- Karimi, S. (2013). *A purchase decision-making process model of online consumers and its influential factor : a cross sector analysis*.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). Pearson Education.
- Koufaris, M. (2002). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Inf. Syst. Res.*, 13, 205–223.
- Lee, A., Thi, L.-S., & Lin, M.-H. (2017). *Affective Technology Acceptance Model: Extending Technology Acceptance Model with Positive and Negative Affect*. <https://doi.org/10.5772/intechopen.70351>
- Malhotra, N. K., & Peterson, M. (2006). *Basic Marketing Research: A Decision-making Approach*. Pearson/Prentice Hall.
- Monaghan, P., Metcalfe, N. B., & Torres, R. (2009). Oxidative stress as a mediator of life history trade-offs: mechanisms, measurements and interpretation. *Ecology Letters*, 12(1), 75–92. <https://doi.org/10.1111/j.1461-0248.2008.01258.x>
- Naomi, D., Nugroho, J., & Joshua, J. W. (2021). *2021-Penelitian-PENGARUH ONLINE TRAVEL AGENT TERHADAP KEPUTUSAN PEMBELIAN*. <https://doi.org/10.13140/RG.2.2.18489.29285>

- Priansa, D. J. (2018). *Perencanaan dan pengembangan SDM* (A. Garnida, Ed.; 3rd ed.). Alfabeta.
- Priharto, S. (2020). *Mengenal Secara Mendalam Apa itu Marketplace dan Cara Kerjanya*. Accurate.Id.
- Prilia Naomi, I., & Ardhiyansyah, A. (2021). *The effects of online customer reviews and online customer ratings on purchasing intentions in west java marketplaces* *The effects of online customer reviews and online customer ratings on purchasing intentions*. 4, 810–816. <http://journal.feb.unmul.ac.id/index.php/INOVASI>
- Ramadhani, W., & Handoyo, D. W. (2019). Pengaruh Kualitas Pelayanan dan Harga Terhadap Keputusan Pembelian. *Jurnal Ilmu Administrasi Bisnis*, 8(3), 195–201. <https://doi.org/https://doi.org/10.14710/jiab.2019.24114>
- Sekaran, U., & Bougie, R. (2016). *RESEARCH METHODS FOR BUSINESS; A SKILL-BUILDING APPROACH*. John Wiley & Sons Ltd.
- Solomon, & Michael R. (2013). *Consumer Behavior* (10th ed.). New Jersey Pearson.
- Sun, H. (2003). *Toward a Deeper Understanding of the Technology Acceptance Model: An Integrative Analysis of TAM*. 290.
- Talwar, S., Dhir, A., Kaur, P., & Mäntymäki, M. (2020). Why do people purchase from online travel agencies (OTAs)? A consumption values perspective. *International Journal of Hospitality Management*, 88, 102534. <https://doi.org/10.1016/j.ijhm.2020.102534>
- Tjiptono, F. (2022). *SERVICE MANAGEMENT: Mewujudkan Layanan Prima* (4th ed.). Penerbit Andi.
- Venkatesh, V. (2000). Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model. *Inf. Syst. Res.*, 11, 342–365.