

### DAFTAR PUSTAKA

- Alwafi, F., Magnadi, R. H., & Manajemen, J. (2016). Pengalaman Berbelanja terhadap Minat Beli Secara Online Pada Situs Jual Beli Tokopedia.com. *Diponegoro Journal Of Management*, 5(2), 1–15. <http://ejournal-s1.undip.ac.id/index.php/dbr>
- Amalia, S., Hurriyati, R., & Dewi Dirgantari, P. (2023). Dampak Electronic Word of Mouth dan Percieved Value dalam Meningkatkan Online Repurchase Intention pada Platform Tokopedia. *Coopetition : Jurnal Ilmiah Manajemen*, 14(3), 619–636. <https://doi.org/10.32670/coopetition.v14i3.2686>
- Anh, T. T., Diem, C. T. N., Cam, L. N. T., & Viet, T. N. (2020). Exploring factors influencing on organizational repurchases intention in B2B tourism context. *Management Science Letters*, 10(3), 531–542. <https://doi.org/10.5267/j.msl.2019.9.027>
- Baron, R. M., & Kenny, D. A. (1986). *The Moderator-Mediator Variable Distinction in Social Psychological Research : Conceptual , Strategic , and Statistical Considerations*. 6, 1173–1182.
- Chou, S. W., & Hsu, C. S. (2016). Understanding online repurchase intention: social exchange theory and shopping habit. *Information Systems and E-Business Management*, 14(1), 19–45. <https://doi.org/10.1007/s10257-015-0272-9>
- Efendi, S. C., & Dirgantara, I. M. 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. *International Journal of Science and Society*, 5(5), 591–608. <https://doi.org/10.54783/ijsoc.v5i5.924>
- Filieri, R., & Lin, Z. (2017). The role of aesthetic, cultural, utilitarian and branding factors in young Chinese consumers' repurchase intention of smartphone brands. *Computers in Human Behavior*, 67, 139–150. <https://doi.org/10.1016/j.chb.2016.09.057>
- George, A., & Kumar, G. S. G. (2014). Impact of service quality dimensions in internet banking on customer satisfaction. *Decision*, 41(1), 73–85. <https://doi.org/10.1007/s40622-014-0028-2>
- Gligor, D., & Bozkurt, S. (2020). FsQCA versus regression: The context of customer engagement. *Journal of Retailing and Consumer Services*, 52(July 2019), 101929. <https://doi.org/10.1016/j.jretconser.2019.101929>
- Hair, Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). SAGE.
- Hair, J., & Alamer, A. (2022). Research Methods in Applied Linguistics Partial Least Squares Structural Equation Modeling ( PLS-SEM ) in second language

- and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Harahap, D. A., Ahmad, R. H., & Amanah, D. (2020). A Conceptual Model of E-Service Quality at Branchless Banking in Indonesia Create to Student Experience Value View project. *Article in Journal of Internet Banking and Commerce*, May. <http://www.icommercecentral.com>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention: A general structural equation model. In *European Journal of Marketing* (Vol. 37, Issues 11–12). <https://doi.org/10.1108/03090560310495456>
- Hussain, R. (2016). The mediating role of customer satisfaction: evidence from the airline industry. *Asia Pacific Journal of Marketing and Logistics*, 28(2), 234–255. <https://doi.org/10.1108/APJML-01-2015-0001>
- Iffan, M., Syafei, M. Y., & Cuong, N. D. (2024). The Mediating Roles of Customer Trust and Satisfaction in E-Service Quality and the Repurchase Intention Relationship. *Australasian Accounting, Business and Finance Journal*, 18(5 Special Issue), 107–129. <https://doi.org/10.14453/aabfj.v18i5.07>
- Imany, W. S., & Tiarawati, M. (2024). PENGARUH E-SERVICE QUALITY DAN E-RECOVERY TERHADAP REPURCHASE INTENTION PENGGUNA TOKOPEDIA, DENGAN E-LOYALTY SEBAGAI VARIABEL MEDIASI THE EFFECT OF E-SERVICE QUALITY AND E-RECOVERY ON REPURCHASE. 4(1).
- Ivasty, R., & Fanani, Z. (2020). The Impact of E-Service Quality on E-Satisfaction and Implications on B2C shopee.com the online Repurchase: A case study of Indonesia. *International Journal of Advances in Scientific Research and Engineering*, 06(07), 01–09. <https://doi.org/10.31695/ijasre.2020.33842>
- Javed, M. K., & Wu, M. (2020). Effects of online retailer after delivery services on repurchase intention: An empirical analysis of customers' past experience and future confidence with the retailer. *Journal of Retailing and Consumer Services*, 54(January), 101942. <https://doi.org/10.1016/j.jretconser.2019.101942>
- Kedah, Z. (2023). Startupreneur Bisnis Digital ( SABDA ) Use of E-Commerce in The World of Business. *Startupreneur Bisnis Digital (SABDA)*, 2(1), 51–60.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson Education Limited.
- Kusmita, A. C., Farida, N., & Saryadi, S. (2022). 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), 1307–1318. <https://doi.org/10.14710/jiab.2021.32135>

Kusuma, I. S. H. (2023). Pengaruh Online Customer Review terhadap Keputusan Pembelian pada Marketplace Shopee di Kalangan Mahasiswa Kota Bandung. *International Journal Administration Business and Organization*, 4(2), 31–39. <https://doi.org/10.61242/ijabo.23.266>

Liao, C., Lin, H. N., Luo, M. M., & Chea, S. (2017). Factors influencing online shoppers' repurchase intentions: The roles of satisfaction and regret. *Information and Management*, 54(5), 651–668. <https://doi.org/10.1016/j.im.2016.12.005>

Lin, T. T., Yeh, Y. Q., & Hsu, S. Y. (2022). Analysis of the Effects of Perceived Value, Price Sensitivity, Word-of-Mouth, and Customer Satisfaction on Repurchase Intentions of Safety Shoes under the Consideration of Sustainability. *Sustainability (Switzerland)*, 14(24). <https://doi.org/10.3390/su142416546>

Lin, Y., Luo, J., Cai, S., Ma, S., & Rong, K. (2016). Exploring the service quality in the e-commerce context: A triadic view. *Industrial Management and Data Systems*, 116(3), 388–415. <https://doi.org/10.1108/IMDS-04-2015-0116>

Mahadin, B., Akroush, M. N., & Bata, H. (2020). The effects of tourism websites' attributes on e-satisfaction and e-loyalty: A case of American travellers' to Jordan. *International Journal of Web Based Communities*, 16(1), 4–33. <https://doi.org/10.1504/IJWBC.2020.105124>

Miao, M., Jalees, T., Zaman, S. I., Khan, S., Hanif, N. ul A., & Javed, M. K. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(10), 2184–2206. <https://doi.org/10.1108/APJML-03-2021-0221>

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>

Pereira, H. G., Salgueiro, M. de F., & Rita, P. (2016). Online purchase determinants of loyalty: The mediating effect of satisfaction in tourism. *Journal of Retailing and Consumer Services*, 30, 279–291. <https://doi.org/10.1016/j.jretconser.2016.01.003>

Purnamasari, I., & Suryandari, R. T. (2023). Effect of E-Service Quality on E-

- Repurchase Intention in Indonesia Online Shopping: E-Satisfaction and E-Trust as Mediation Variables. *European Journal of Business and Management Research*, 8(1), 155–161. <https://doi.org/10.24018/ejbmr.2023.8.1.1766>
- Quan, N. H., Chi, N. T. K., Nhung, D. T. H., Ngan, N. T. K., & Phong, L. T. (2020). The influence of website brand equity, e-brand experience on e-loyalty: The mediating role of e-satisfaction. *Management Science Letters*, 10(1), 63–76. <https://doi.org/10.5267/j.msl.2019.8.015>
- Ranjbarian, B., Fathi, S., & Rezaei, Z. (2012). Factors Influencing on Customers' E-Satisfaction: A case Study from Iran. *Interdisciplinary Journal of Contemporary Research in Business*, 3(9), 1496–1511.
- Rehatalanit, Y. L. . (2021). Peran E-Commerce Dalam Pengembangan Bisnis. *Jurnal Teknologi Industri*, 5(0), 62–69.
- Sakti, D. B., Widiartanto, & Wijayanto, A. (2023). PENGARUH E-SERVICE QUALITY DAN PERCEIVED VALUE TERHADAP CUSTOMER SATISFACTION PADA E-COMMERCE SHOPEE (Studi pada Konsumen Generasi Z di Universitas Diponegoro, Semarang ). *Jurnal Ilmu Administrasi Bisnis*, 12(1), 276–283. <https://ejournal3.undip.ac.id/index.php/jiab>
- Saleem, M. A., Zahra, S., & Yaseen, A. (2017). Impact of service quality and trust on repurchase intentions – the case of Pakistan airline industry. *Asia Pacific Journal of Marketing and Logistics*, 29(5), 1136–1159.
- Sánchez-García, I., Zeelenberg, M., Pieters, R., & Bigné, E. (2012). When Satisfied Consumers Do Not Return: Variety Seeking's Effect on Short- and Long-Term Intentions. *Psychology & Marketing*, 29(1), 15–24.
- Santos, J. (2003). E-service quality: A model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3), 233–246. <https://doi.org/10.1108/09604520310476490>
- Saodin, Suharyono, Arifin, Z., & Sunarti. (2019). the Influence of E-Service Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: a Study on the Consumers of the Three-Star Hotels in Lampung. *Russian Journal of Agricultural and Socio-Economic Sciences*, 93(9), 27–38. <https://doi.org/10.18551/rjoas.2019-09.03>
- Sigar, J. F., Massie, J. D., & Soegoto, A. S. (2022). *Customer Loyalty Seen from the Aspects of Service Quality, Perceived Value and Customer Satisfaction and the Role of Switching Costs as Moderating Variables (Study on Goride Online Transportation in Manado City)*. 56.
- Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. In *Sustainability (Switzerland)* (Vol. 11, Issue 1). Alfabeta.

- Techinasia. (2025). *Data e-commerce Indonesia: panduan lengkap*. Techinasia.Com. <https://id.techinasia.com/data-ecommerce-indonesia-panduan-lengkap>
- Tho, N. X., Lai, M.-T., & Yan, H. (2017). The Effect of Perceived Risk on Repurchase Intention and Word – of – Mouth in the Mobile Telecommunication Market: A Case Study from Vietnam. *International Business Research*, 10(3), 8. <https://doi.org/10.5539/ibr.v10n3p8>
- Top Brand Award. (n.d.). *Tentang Top Brand Award*. Topbrandaward.Com. <https://www.topbrand-award.com/tentang-top-brand-award>
- Wang, W., Yaoyuneyong, G., Sullivan, P., & Burgess, B. (2018). A Model for Perceived Destination Value and Tourists' Souvenir Intentions. *Journal of Applied Marketing Theory*, 8(2). <https://doi.org/10.20429/jamt.2018.080201>
- Widani, N. M., Abiyasa, A. P., Sri Darma, G., & Fredy Maradona, A. (2019). Menguji Ketajaman Implementasi E-Commerce Dalam Penjualan Kamar Hotel di Bali. *Jurnal Manajemen Bisnis*, 16(2), 79. <https://doi.org/10.38043/jmb.v16i2.2042>
- Wilson, N., Keni, K., & Tan, P. H. P. (2019). The effect of website design quality and service quality on repurchase intention in the E-commerce industry: A cross-continental analysis. *Gadjah Mada International Journal of Business*, 21(2), 187–222. <https://doi.org/10.22146/gamaijb.33665>
- Wiryan, N. Y., & Erdiansyah, R. (2020). Pengaruh E-Service Quality dan Perceived Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Mediasi Pada Bisnis E-Commerce. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 4(5), 217. <https://doi.org/10.24912/jmbk.v4i5.9231>
- Zaelani, A. S., & Adialita, T. (2024). Pengaruh E-Service Quality terhadap Repurchase Intention yang Dimediasi oleh Customer Satisfaction Pengguna E-Commerce Tokopedia di Kabupaten Bandung Barat. *J-MAS (Jurnal Manajemen Dan Sains)*, 9(1), 653. <https://doi.org/10.33087/jmas.v9i1.1766>
- Zeithmal, V. (2001). Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn Service Quality , Profitability , and the Economic Worth of Customers : What We Know and What We Need to Learn. *Journal of the Academy of Marketing Science*, 28(1), 67–85.
- Zeqiri, J., Ramadani, V., & Aloulou, W. J. (2023). The effect of perceived convenience and perceived value on intention to repurchase in online shopping: the mediating effect of e-WOM and trust. *Economic Research-Ekonomska Istrazivanja*, 36(3). <https://doi.org/10.1080/1331677X.2022.2153721>