

DAFTAR PUSTAKA

- Akter, S., & Ashraf, E. (2016). Factors Affecting Repurchase Intention of Customers: In the Context of Retail Chain Store Industry in Bangladesh. *European Journal of Business and Management Wwww.iiste.org ISSN*, 8(32), 40–47. www.iiste.org
- APJII. (2018). Penetrasi & Profil Perilaku Pengguna Internet Indonesia. *Apjii*, 51. www.apjii.or.id
- Bao, H., Li, B., Shen, J., & Hou, F. (2016). Industrial Management & Data Systems Article information : Repurchase Intention in Chinese E-marketplace : Roles of Interactivity , Trust and Perceived Effectiveness of E-commerce Institutional Mechanisms. *Industrial Management & Data Systems*, 116(8), 1–31.
- Basuki, A. T., & Prawoto, N. (2016). *Analisis Regresi Dalam Penelitian Ekonomi dan Bisnis*. Raja Grafindo Persada.
- Bisnis.com. (2018). *Survei Snapcart, Shopee Paling Populer dan Sering Digunakan*. <https://teknologi.bisnis.com/read/20180322/105/753314/survei-snapcart-shopee-paling-populer-dan-sering-digunakan>
- Bisnis.com. (2019). *10 e-Commerce yang Paling Banyak Dikunjungi di Indonesia*. <https://teknologi.bisnis.com/read/20190809/84/1134495/ini-10-e-commerce-yang-paling-banyak-dikunjungi-di-indonesia>
- Chinomona, R., & Dubihlela, D. (2014). Does customer satisfaction lead to customer trust, loyalty and repurchase intention of local store brands? The

- case of gauteng province of South Africa. *Mediterranean Journal of Social Sciences*, 5(9), 23–32. <https://doi.org/10.5901/mjss.2014.v5n9p23>
- Cnnindonesia.com. (2018, October). *YLKI Sebut Perlindungan Konsumen Belanja Online Rendah*. <https://www.cnnindonesia.com/teknologi/20181213190125-185-353513/ylki-sebut-perlindungan-konsumen-belanja-online-rendah>
- Databoks. (2017). Pelaku e-commerce Didominasi Usia Muda. *Databoks*. <https://databoks.katadata.co.id/datapublish/2019/04/01/pelaku-e-commerce-didominasi-usia-muda#>
- Dehdashti Shahrokh, Z., Oveisi, N., & Mahdi Timasi, S. (2013). The Effects of Customer Loyalty on Repurchase Intention in B2C E-commerce-A Customer Loyalty Perspective. *J. Basic. Appl. Sci. Res*, 3(6), 636–644. www.textroad.com
- detik.com. (2019a). Bayar Tagihan Internet tidak Sampai, Kecewa Layanan Shopee. *Yuki*. https://news.detik.com/suara-pembaca/d-4847727/bayar-tagihan-internet-tidak-sampai-kecewa-layanan-shopee?_ga=2.35461666.289282871.1579376153-1552907768.1563274083
- detik.com. (2019b). Kecewa Layanan Marketplace Shopee dan Erha Official Store. *Julian*. https://news.detik.com/suara-pembaca/d-4736321/kecewa-layanan-marketplace-shopee-dan-erha-official-store?_ga=2.28629439.289282871.1579376153-1552907768.1563274083
- Ebrahimi, D. M. R., & Tootoonkavan, S. (2014). Investigating the Effect of Perceived Service Quality , Perceived Value , Brand Image , Trust , Customer Satisfaction on Repurchase Intention and Recommendation to Other Case study : LG Company. *European Journal of Business and Management*, 6(34), 181–187.
- Elbeltagi, I., & Agag, G. (2016). E-retailing ethics and its impact on customer satisfaction and repurchase intention: A cultural and commitment-trust theory perspective. *Internet Research*, 26(1), 288–310. <https://doi.org/10.1108/IntR-10-2014-0244>
- Eriyanto. (2015). *Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan*

Ilmu-Ilmu Sosial Lainnya. Prenadamedia.

- Fang, Y. (2014). Trust, Satisfaction, and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-Commerce Institutional Mechanisms. *MIS Quarterly*, 413.
- Glynn, M. S., & Woodside, A. G. (2009). *Business-to-business brand management: Theory, research and executive case study exercises* (Vol. 15). [https://doi.org/10.1108/s1069-0964\(2009\)0000015017](https://doi.org/10.1108/s1069-0964(2009)0000015017)
- Harjati, L., & Venesia, Y. (2015). Pengaruh Kualitas Layanan dan Persepsi Harga Terhadap Kepuasan Pelanggan Pada Maskapai Penerbangan Tiger Air Mandala. *E-Journal WIDYA Ekonomika*, 1(2015), 64–74.
- Haryono, S., Suharyono, Fauzi, A., & Suyadi, I. (2015). The Effects of Service Quality on Customer Satisfaction, Customer Delight, Trust, Repurchase Intention, and Word of Mouth. *European Journal of Business and Management*, 7(12), 36–48.
- Iprice.co.id. (2019). Shopee Jadi E-Commerce Paling Top dari Masa ke Masa. *Iprice.Co.Id*, 2019. <https://databoks.katadata.co.id/datapublish/2019/09/03/shopee-jadi-e-commerce-paling-top-dari-masa-ke-masa>
- Irawan, B. dan. (2012). *Manajemen Pemasaran Modern* (2nd ed.). Liberty Offset.
- Jannie, D. N. (2012). *Statistika Deskriptif & Regresi Linier Berganda dengan SPSS*. Semarang University.
- Kadir, & Djaali. (2015). *Statistika Terapan: Konsep, Contoh dan Analisis Data dengan Program SPSS/Lisrel dalam Penelitian*. PT Raja Grafindo Persada.
- Keller. (2013). Strategic Brand Management: Building, Measuring, and Managing Brand Equity. In *Journal of Consumer Marketing* (Vol. 17, Issue 3). <https://doi.org/10.1108/jcm.2000.17.3.263.3>
- Kotler and Keller. (2016a). *Marketing Management* (15th ed.). Person Education Limited.
- Kotler and Keller. (2016b). *Marketing Management* (15th ed.). Person Education Limited.

- Kotler dan Keller. (2009). *Manajemen Pemasaran* (13th ed.). Erlangga.
- Mortimer, G., Fazal e Hasan, S., Andrews, L., & Martin, J. (2016). Online grocery shopping: the impact of shopping frequency on perceived risk. *International Review of Retail, Distribution and Consumer Research*, 26(2), 202–223.
<https://doi.org/10.1080/09593969.2015.1130737>
- Ramadhan, A. G., & Santosa, S. B. (2017). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. *Diponegoro Journal of Management*, 6(1), 1–12.
<https://ejournal3.undip.ac.id/index.php/djom/article/view/17525/16774>
- Rangkuti, F. (2013). *Measuring Customer Satisfaction: Gaining Customer Relationship Strategy Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan & Analisis Kasus PLN - JP*. PT. Gramedia Pustaka Utama.
- Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, 3(10), 915. <https://doi.org/10.18502/kss.v3i10.3182>
- Saidani, B., & Arifin, S. (2012). Pengaruh kualitas produk dan kualitas layanan terhadap kepuasan konsumen dan minat beli pada ranch market. *Jurnal Riset Manajemen Sains Indonesia*, 3(1), 1–22.
- 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.
<https://doi.org/10.1108/APJML-10-2016-0192>
- Santosa, P. B., & Hamdani, M. (2007). *Statistika Deskriptif dalam Bidang Ekonomi dan Niaga*. Erlangga.
- Santoso. (2016). *Statistika Hospitalis*. Deepublish.
- Shimp, T. A. (2003). *Periklanan Promosi Aspek Tambahan Komunikasi Pemasaran Terpadu*. Erlangga.
- Shimp, T. A. (2010). *Communications*.

- Siagian, D., & Sugiarto. (2006). *Metode Statistika untuk Bisnis dan Ekonomi*. Gramedia Pustaka Utama.
- Suandana, N., Rahyuda, K., & Yasa, N. (2016). Pengaruh Pengalaman Membeli Produk Fashion Terhadap Niat Membeli Kembali Melalui Kepuasan Dan Kepercayaan Pelanggan. *Matrik: Jurnal Manajemen, Strategi Bisnis Dan Kewirausahaan*, 10(1), 85–97.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed Methods)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta.
- Supranto. (2011). *Perilaku Konsumen & Strategi Pemasaran*. Mitra Wacana Media.
- Suryani. (2017). *Metode Riset Kuantitatif*. Prenada Media.
- Tempo.co. (2019). Bank Indonesia: Transaksi E-Commerce per Bulan Capai Rp 13 T. *Eko Wahyudi*. <https://bisnis.tempo.co/read/1274672/bank-indonesia-transaksi-e-commerce-per-bulan-capai-rp-13-t>
- Tjiptono, F. (2017). *Strategi Pemasaran* (4th ed.). Andi Yogyakarta.
- Trisnawati, E., Suroso, A., & Kumorohadi, U. (2012). Analisis Faktor-Faktor Kunci Dari Niat Pembelian Kembali Secara Online (Study Kasus Pada Konsumen Fesh Shop). *Jurnal Bisnis Dan Ekonomi (JBE)*, 19(2), 126–141. <https://doi.org/1412-3126>
- Turban et al. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective* (8th ed.). Springer International Publishing Switzerland.
- Wardani, D. K., Paramita, P. D., & Minarsih, M. M. (2016). Pengaruh produk, harga dan promosi terhadap kepuasan konsumen yang berdampak pada repurchase itention (Studi Kasus Pada PT. Ntronik Lintas Nusantara Semarang). *Journal of Management*, 2(2), 1–12.
- Woodside, A. G. (2009). *perspectives on cross-cultural, ethnographic, brand image, storytelling, unconscious needs, and hospitality guest research* (3rd ed.). Emerald Group.