

DAFTAR PUSTAKA

- A, M. S. (2011). *Interaksi dan Motivasi Belajar Mengajar*. Jakarta: PT Rajagrafindo.
- Abubakar, A. M. (2016). eWOM, eReferral and gender in the virtual community. *Marketing Intelligence and Planning*, 34(5), 692– 710.
- Adji, J. d. (2014). Pengaruh Satisfaction dan Trust Terhadap Minat Beli Konsumen (Purchase Intention) Di Starbucks The Square Surabaya. *Jurnal Manajemen Pemasaran Petra*. Vol. 2, 1-10.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Barnes, S. a. (2003). Measuring Web Site Quality Improvements: A Case Study of The Forum On Strategic Management Knowledge Exchange. *Industrial Management And Data Systems*, 297-309.
- Battacharyya, A. (2014). Profitable Customer Engagement: Concept, Metrics, and Strategies. *Indian Institute of Management Bangalore*, Vol. 26, 271-272.
- Bekti, H. B. (2015). *Mahir Membuat Website dengan Adobe Dreamweaver CS6, CSS dan JQuery*. Yogyakarta: Andi.
- Benoit A. Aubert, B. L. (2000). *The Illusion of Trust and Performance*. Canada: CIRANO.
- Berry, P. d. (1985). Conceptual Model of Service Quality and its implication for future research. *Jurnal Marketing*, Vol 49, 41-50.
- Bititci, U. S. (2004). Creating and Managing Value in Collaborative Networks. *International Journal of Physical Distribution and Logistics Management* Vol. 34 (March-April), 251-268.
- Blibli.com. (2021). *Tentang Blibli*. Available at: <https://www.blibli.com/faq/topic/tentang-blibli/>, accessed on November 24, 2021.
- Bouwens, H. M. (1997). The Limiting Distribution Production in Integrated Economics, Tinbergen Institute. *Discussion Paper 05*.

- Brodie, H. J. (2011). Customer Engagement: Conceptual Domain, Fundamental Proposition, and Implication for Research. *Jurnal of Service Research*, 252-271.
- Buana, I. G., & Wirawati, N. (2018). Pengaruh Kualitas Sistem Informasi, Kualitas Informasi, dan Perceived Usefulness Pada Kepuasan Pengguna Sistem Informasi Akuntansi. *E-Jurnal Akuntansi Universitas Udayana Vol.22.1.*, 683-713.
- Budiarta, I. K. (2016). Pengaruh Kualitas Sistem Informasi, Kualitas Informasi Dan Perceived Usefulness Pada Kepuasan Pengguna Akhir Software Akuntansi (Studi Empiris Pada Hotel Berbintang Di Provinsi Bali). *E-Jurnal Ekonomi dan Bisnis Universitas Udayana 5.1*, 115-142.
- Canon. (2008). *Pemasaran dasar*. Jakarta: salemba empat.
- Carlson, J. R. (2019). Feel the VIBE: examining value- in-the-brand-page-experience and its impact on satisfaction and customer engagement behaviours in mobile social media. *J. Retailing Consum. Serv.* 46, 149-162.
- Chang, L. C. (2010). The Influence of Costumer's Emotional Response and Social Norm on Repurchase Intention: A Case of Cigarette Repurchase in Taiwan. *The Journal of International Management Studies Vol.5*.
- Choi., E. J.-H. (2013). The Study of the Impact of Perceived Quality and Value of Social Enterprises on Customer Satisfaction and Re-Purchase Intention. *Journal of Marketing*, 7 (1), 239-252.
- Databoks. (2021). *Penggunaan E-Commerce Indonesia Tertinggi di Dunia*. Available at: <https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>, accessed on November 18, 2021.
- DeLone, W. a. (2003). The Delone and Mclean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, vol. 19, 9-30.

- DeLone, W. a. (2003). The DeLone and McLeon Model of Information System Success: A Ten Year Update. *Journal of Management Information System (19;4)*, 9-30.
- Devaraj S, F. M. (2002). Antecedents of B2C Channel Satisfaction and Preference: Validating E-Commerce Metrics. *Information Systems Research 13(3)*, 316-333.
- Dharmesta, B. S. (2003). *Pengantar Bisnis Modern*. Yogyakarta: Libery.
- Du, X. J. (2006). Understanding customer satisfaction in product customization. *Internasional Journal Advertising Manufacture Technology Issue. 31*, 396-406.
- Effendy, O. U. (2000). *Ilmu Komunikasi dan Praktek*. Bandung: PT Remaja Rosdakarya.
- Evans, G. (2002). Measuring and managing customer value. *Journal of work study. Vol 51. No 3* , 134-139.
- Fahmi, I. (2016). *Manajemen Sumber Daya Manusia Teori dan Aplikasi*. Bandung: Alfabeta.
- Fang, J. Z. (2017). Design and performance attributes driving mobile travel application engagement. *Int. J. Inf. Manag. 37 (4)*, 269-283.
- Fendini, D. S. (2016). Pengaruh Kualitas Sistem Dan Kualitas Informasi Terhadap Kepuasan Pengguna. *Skripsi. Fakultas Ilmu Administrasi Universitas Brawijaya*, 683-713.
- Flavian, C. G. (2009). Web design: A key factor for the website success. *Journal of Systems and Information Technology*, 168–184.
- Ghobadian, A. (1994). *Service Quality Concept and Model*. UK: Middlesex University Business School.
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS* . Semarang: UNDIP.
- Ghozali, I. (2011). *Structural Equation Modeling Metode Alternatif Dengan Partial Least Square (PLS) Edisi 3*. Semarang: Badan Penerbit Universitas Diponegoro.

- Ghozali, I. (2012). *Partial Least Square : Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3*. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program SPSS. Edisi lima*. Semarang: Universitas Diponegoro.
- Given, L. M. (2008). *The Sage encyclopedia of qualitative research methods*. Thousand Oaks: Sage.
- Goyette, I. R. (2010). e-WOM scale word-of-mouth measurement scale. For E-services content. *Canadian Journal of Administrative Sciences*, 5 - 23.
- Gruen, T. O. (2006). eWOM: the impact of customer-to- customer online know-how exchange on customer value and loyalty. *J. Bus. Res.* 59 (4), 449–456.
- Hair Jr, J. F. (2014). A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM). *Sage Publication*.
- Hall, J. (2007). *Sistem Informasi Akuntansi Buku I*. Jakarta: Salemba Empat.
- Han, H. X. (2018). Perdagangan sosial: tinjauan sistematis dan data perpaduan. *Elektron. Komer. Res. aplikasi* 30, 38–50.
- Hanh, M. N. (2016). Factors Affecting Band Equity of Online Travel Booking Service in Ho Chi Minh City - A Mediation Analysis of e-Word of Mouth . *Journal of Economics, Business and Management*, Vol. 4, No. 4.
- Hennig-Thurau, T. e. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Henseler, J. R. (2015). A New Criterion for Assessing Discriminant Validity in Variance-based Structural Equation Modeling. *Journal of the Academy of Marketing Science*.
- Henseler, J., Ringle, C. M., & Sinkovics, R. R. (2009). The Use of Partial Least Squares Path Modeling In International Marketing. *New Challenges to International Marketing Advances in International Marketing* , 20, 277–319.

- Hicks, J. e. (2005). Delighted Consumers Buy Again. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, Vol. 17 , 70 - 105.
- Hu, L. &. (1999). Cutoff Criteria for Fit Indexes in Covariances Structure Analysis: Conventional Criteria versus New Alternatives. “*Structural Equation Modeling: A Multidisciplinary Journal*” Vol.6.
- Huang, Z. B. (2013). From e-commerce to social commerce: a close look at design features. *Electron. Commer. Res. Appl.* 12, 246-259.
- Huang, Z. B. (2015). User preferences of social features on social commerce websites: an empirical study. *Technol. Forecast. Soc. Change* 95,, 57-72.
- Huang, Z. B. (2017). The effects of social commerce design on consumer purchase decision-making: an empirical study. *Electron. Commer. Res. Appl.* 25, 40–58.
- Humaira, A. d. (2016). Analisis Faktor Elektronik Word Of Mouth (EWOM) Dalam Mempengaruhi Keputusan Berkunjung Wisatawan. *Tourism and Hospitality Essentials (THE) Journal*, Vol. VI, No.2.
- Indonesia.go.id. (2021). *Bisnis E-Commerce Semakin Gurih*. Available at: <https://indonesia.go.id/kategori/indonesia-dalam-angka/2534/bisnis-e-commerce-semakin-gurih>, accessed on October 24, 2021.
- iprice.co.id. (2021). *Peta E-Commerce Indonesia*. Available at: <https://iprice.co.id/insights/mapofecommerce/>, accessed on October 24, 2021.
- Ivonne Maria, V. W. (2021). Pengaruh Information Quality Dan Service Quality Terhadap Perceived Value Dan Konsekuensinya Terhadap Customer Engagement Behavior Intention (Studi Pada Social Commerce Instagram). *Jurnal Muara Ilmu Ekonomi dan Bisnis* Vol. 5, No. 2, 321-334 .
- Jaya, I., & Sumertajaya, I. (2008). Pemodelan Persamaan Struktural Dengan Partial Least Square. *Semnas Matematika dan Pendidikan Matematika*.

- Jeong, E. &. (2011). Restaurant experiences triggering positive electronic word-of-mouth)eWOM(motivations. *International Journal of Hospitality Management*, 30(2), 356–366.
- Jogiyanto, H. (2005). *Analisa dan Desain Sistem Informasi: Pendekatan Terstruktur Teori dan Praktik Aplikasi Bisnis*. Yogyakarta: ANDI.
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan Edisi Revisi*. Yogyakarta: Andi Offset.
- Kartajaya, H. (2002). *Hermawan Kartajaya On Marketing*. Jakarta: PT.Gramedia Pustaka Utama.
- Kasiram, M. (2008). *Metodologi Penelitian*. Malang: UIN-Malang Pers.
- Kim, C. G. (2012). Factors influencing Internet shopping value and customer repurchase intention. *Electron. Commer. Res. Appl.* 11, 374 - 387.
- Kim, H. X. (2012). Which is more important in Internet shopping, perceived price or trust? *Electron. Commer. Res. Appl.* 11 (3), 241-252.
- Kim, J. C. (2008). It takes a marketplace community to raise brand commitment: the role of online communities. *J. Market. Manag.*, 409–431.
- Kominfo.go.id. (2021). *Indonesia Akan Jadi Pemain Ekonomi Digital Terbesar di Asia Tenggara*. Available at: https://kominfo.go.id/index.php/content/detail/6441/Indonesia+Akan+Jadi+Pemain+Ekonomi+Digital+Terbesar+di+Asia+Tenggara/0/berita_satker, accessed on October 24, 2021.
- Kotler, P. (1997). *Manajemen Pemasaran. Edisi Bahasa Indonesia jilid satu*. Jakarta: Prentice Hall.
- Kotler, P. (2003). *Dasar-Dasar Pemasaran, (9th ed)*. Jakarta: Upper Saddle River: Prentice Hall Inc.
- Kotler, P. d. (2009). *Manajemen Pemasaran, Jilid 2, Edisi Ketiga Belas*,. Pearson Educations.
- Kotler, P. d. (2009). *Manajemen Pemasaran. Diterjemahkan oleh Bob Sabran. Jilid 1. Edisi Ketiga Belas*. Jakarta: Penerbit Erlangga.
- Kotler, P., & Keller, K. (2007). *Manajemen Pemasaran Edisi 12. Alih bahasa oleh Benyamin Molan*. Jakarta: PT. Indeks.

- Kotler, Philip, & Armstrong, G. (2012). *Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1*. Jakarta: Erlangga.
- Kristianto, L. E. (2013). Pengaruh Kualitas Sistem Informasi, Perceived Usefulness, dan Kualitas Informasi Terhadap Kepuasan Pengguna Akhir Software Siasat UKSW. *Sripsi Fakultas Ekonomika dan Bisnis. Universitas Kristen Satya Wacana*.
- Kujur, F. &. (2019). Antecedents of Relationship between Customer and Organization Developed through Social Networking Sites. *Management Research Review*, 42 (1), 2-24.
- Kumar, V. P. (2016). Keunggulan kompetitif melalui keterlibatan. *Jurnal Akademi Ilmu Pemasaran* 53, , 497-514.
- Laudon, J. d. (1998). *Essential of Management Information System*. New Jersey: Prentice Hall.
- Lee, J. L. (2012). Do customization programs of e-commerce companies lead to better relationship with consumers? *Electron. Commer. Res. Appl.* 11 (3), 262–274.
- Leonidio, U. C. (2011). Evaluation of perceived quality of the website of an online bookstore: An empirical application of the barnes and vidgen model. *Journal of Information Systems and Technology Management* 8, 109–130.
- Li, Y. K. (2002). Measuring Web-based Service Quality. *Total Quality Management, Vol. 13*, 685-700.
- Lin, J. Y. (2017). Understanding the impact of social commerce website technical features on repurchase intention: a Chinese guanxi perspective. *J. Electron. Commer. Res.* 18 (3), 225-244.
- Liu, C., & Arnett, K. (2000). Exploring The Factors Associated With Web Site Success In The Context Of Electronic Commerce. *Information and Management* 38(1), 23 - 33.
- Loudon, K. C. (2012). Managament Information System. *Managing The Digital Firm. 12th Edition. Pearson Prentice Hall*.

- Lupiyadi, R. (2001). *Manajemen Pemasaran Jasa Teori dan Praktik*. Jakarta: Salemba Empat.
- Malhotra, N. K. (1996). *Marketing Research An Applied Oriented Second Edition*. New York: Prentice Hall.
- Mardikawati, W. (2013). Pengaruh Nilai Pelanggan Dan Kualitas Layanan Terhadap Loyalitas Pelanggan, Melalui Kepuasan Pelanggan Pada Pelanggan Bus Efisiensi (Studi PO Efisiensi Jurusan Yogyakarta-Cilacap). *Jurusan Administrasi Bisnis FISIP Universitas Diponegoro*.
- Mohammad. (2012). The Effect of Brand Trust and Perceived Value in Building Brand Loyalty. *International Research Journal of Finance and Economics*. 85.
- Molinillo A, Rocío Aguilar-Illescas A, Rafael Anaya-Sánchez A and Francisco Liébana-Cabanillas (2021). Social commerce website design, perceived value and loyalty behavior intentions: The moderating roles of gender, age and frequency of use. *Journal of Retailing and Consumer Services* 63.
- Moorman, C. Z. (1992). Relationship Between Providers and Users of Marketing Research: The Dynamics of Trust Within and Between Organizations. *Journal of Marketing Research* No. 29(3), 314-328.
- Nasution. (2001). *Manajemen Mutu Terpadu*. Jakarta: Ghalia Indonesia.
- Nia, M. R. (2020). Analyzing the Effects of Visual Aesthetic of Web Pages on Users' Responses in Online Retailing using the VisAWI Method. *Journal of Research in Interactive Marketing* 14 (4), 357-389.
- Nurhayati, N., & Halimatusadiah, U. F. (2016). Effect Of The Of Accounting System Quality, Accounting Information and Service on User Satisfaction in Islamic Commercial Banks In Bandung. *International Journal of Multidisciplinary Research and Modern Education (IJMRME)*. 2(2), 42- 48.
- O'Brien, J. A. (2005). *Pengantar Sistem Informasi*. Jakarta: Salemba Empat.

- Osterwalder, A. d. (2010). *Business Model Generation*. New Jersey: John Wiley & Sons, Inc.
- Parasuraman, A. (2000). Technology Readiness Index (TRI): A Multiple Item Scale to Measure Readiness to Embrace New Technologies. *Journal of Service Research*.
- Parasuraman, A. (2000). The Impact Of Technology On Thw Quality Value Loyalty Chain: A Research Agenda. . *Journal Of The Academy Of Marketing Science*. 28(1): , 168-174.
- Pawirosumarto, S. (2016). Pengaruh Kualitas Sistem, Kualitas Informasi, Dan Kualitas Layanan Terhadap Kepuasan Pengguna Sistem E-Learning. *Jurnal Ilmiah Manajemen, Volume VI, No. 3*, 416 - 433 .
- Payne, A. a. (2001). Diagnosing Customer Value: Integrating the Value Process and Relationship Marketing. *British Journal of Management Vol. 12*, 159-182. .
- Pengguna Situs shopee.co.id. *TIERS Information Technology Journal Vol.1, No.2*, 34-43.
- Pierre Chenet, T. S. (2010). Service Quality, Trust, Commitment and Service Differentiation in Business Relationships. *Journal of Services Marketing, Vol. 24*, 336 – 346.
- Pine, B. I. (1998). Welcome to the Experience Economy. *Harvard Business Review*, 76(04), 97 -105.
- Puspitasari, A. (2013). Pengaruh Kualitas Website Terhadap Nilai Yang Dipersepsikan, Kepuasan Dan Loyalitas Pelanggan Pada Online Shop Studi pada Pelanggan Toko Sepatu Wanita www.iwearup.com. *Jurnal Administrasi Bisnis Universitas Brawijaya Vol. 5 No. 2*.
- Rachmawati, I., Handoko, Y., Nuryanti, F., Wulan, M., & Hidayatullah, S. (2019). Pengaruh Kemudahan, Kepercayaan Pelanggan Dan Kualitas Informasi Terhadap Keputusan Pembelian Online. *Seminar Nasional Sistem Informasi*.
- Rahab, Handayani , S. R., & Nawarini , A. T. (2015). Peran Perceived Value Dan Kepuasan Pelanggan Dalam Upaya Membangun Loyalitas

- Pengguna Kartu Seluler. *Media Ekonomi Dan Manajemen Vol. 30 No. 1*.
- Raminda, A. N. (2014). Pengaruh Kualitas Sistem, Kualitas Informasi dan Kepuasan Pengguna ACCURATE terhadap Kinerja Individu. *Jurnal Ilmu & Riset Akuntansi*, 3(9), 1-15.
- Riko Firmawan Adixio, L. S. (2013). Pengaruh Kualitas Layanan Dan Nilai Yang Dirasakan Terhadap Niat Pembelian Ulang Melalui Mediasi Kepuasan Pelanggan Restoran Solaria Di Surabaya. *Journal of Business and Banking Volume 3, No. 2*, 151 – 164 .
- Rust, R. a. (1993). Customer Satisfaction, Customer Retention, and Market Share. *Journal of Retailing*, Vol. 69 No. 2, 193-215.
- Santosa, P. I. (2018). *Metode Penelitian Kuantitatif: Pengembangan Hipotesis dan Pengujiannya Menggunakan SmartPLS*. Yogyakarta: Andi.
- Santoso, S. (2014). *Konsep Dasar Dan Aplikasi SEM Dengan Amos 22*. Jakarta: Elex Media Komputindo.
- Saputri, I. N. (2016). Pengaruh Kualitas Sitem Informasi Akuntansi Terhadap Kepuasan Pengguna Paket Program Aplikasi Informasi Akuntansi (Studi Empiris Pada Bank Perkreditan Rakyat Boyolali). *Publikasi Ilmiah. Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Surakarta*.
- Sashi, C. M. (2012). Customer Engagement, Buyer Seller Relationship and Social Media. *Journal of Management History Management Decision*, Vol 50, No. 2, 253-272.
- Schmoll, G. (1997). *Tourism Promotion: Marketing Background, Promotion Techniques and Promotion Planning*. London: Tourism International Press.
- Setyo, D. d. (2015). Pengaruh Kualitas Informasi dan Kualitas Sistem Informasi Terhadap Kepuasan Serta Kinerja Pengguna Sistem Informasi. *EFEKITIF Jurnal Bisnis dan Ekonomi*. 6(1) , 47-59.

- Shen, X.-L. L.-J. (2019). Understanding the role of technology attractiveness in promoting social commerce engagement: moderating effect of personal interest. *Inf. Manag.* 56, 294-305.
- Shin, J. C. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: the case of university students in South Korea. *Int. J. Inf. Manag.* 33 (3), 453–463.
- Siegel, D. a. (2007). An empirical analysis of the strategic use of corporate social responsibility. *Journal of Economics & Management Strategy*, Vol. 16.
- Srinivasan, S., Anderson, R., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *J. Retailing* 78 (1), 41-50.
- Statista.com. (2021). *Number of monthly web visits on Blibli in Indonesia from 1st quarter 2018 to 1st quarter 2021*. Available at: <https://www.statista.com/statistics/1012555/indonesia-number-monthly-web-visits-blibli-quarter/>, accessed on October 14, 2021.
- Strauss, J. &. (2012). *E-Marketing*. London: Pearson.
- Sugiyono. (2015). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: ALFABETA.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif Kualitaitaif dan Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Supriatna, I. (2012). Pengaruh Kualitas Sistem Informasi dan Kualitas Infromasi Terhadap Persepsi Kegunaan dan Kepuasan Pengguna. *Jurnal Ekonomi, Keuangan, Perbankan dan Akuntansi*. 4(1), 45-60.
- Suryani, N. K., & Lestari, D. N. (2020). Pengaruh Website Quality, Trust, Dan E – Service Quality Terhadap Loyalitas Konsumen Pada E-Commerce Pengguna Situs shopee.co.id. *TIERS Information Technology Journal Vol.1, No.2*, 34-43.
- Tatik, S. (2008). *Perilaku Konsumen: Implikasi pada Strategi Pemasaran*. Yogyakarta: Graha Ilmu.

- Thompson, F. a. (2015). Loyalty programs in emerging and developed markets: the impact of cultural values on loyalty program choice. *Journal of International Marketing*, Vol. 23 No. 3, 87-103.
- Tjiptono, F. (2000). *Manajemen Jasa*. Yogyakarta: Andi Offset.
- Turban, E. e. (2015). Electronic Commerce: A Managerial and Social Networks Perspective. *8th Ed. Spring International Publishing: Switzerland*.
- Van Doorn, J. L. (2010). Perilaku keterlibatan pelanggan: landasan teoritis dan arahan penelitian. *Jurnal Penelitian Layanan* 13, 253- 266.
- Verhagen, T. S. (2015). Benefitting from virtual customer environments: an empirical study of customer engagement. *Comput. Hum. Behav.* 48, 340–357.
- Verhoef, h. C. (2002). Pengaruh konstruksi relasional pada rujukan pelanggan dan jumlah layanan yang dibeli dari penyedia layanan multi: Apakah usia hubungan penting? *Akademi Ilmu Pemasaran*, 30 (3), 202-216.
- Vivek, S. D. (2012). Customer Engagement: Exploring Customer Relationships Beyond Purchase. *Journal of Marketing Theory and Practice Vol.* 20, No. 2, 127-145.
- Wan, J. L. (2017). How attachment influences users' willingness to donate to content creators in social media: a socio-technical systems perspective. *Inf. Manag.* 54 (7), 837–850.
- Wang, W.-T. W.-S.-R. (2016). The stickiness intention of group-buying websites: the integration of the commitment–trust theory and e-commerce success model. *Inf. Manag.*, 625-642.
- Widodo, T. (2008). *Metode Penelitian Kuantitatif*. Solo: UNS Press.
- Wijanto, I. d. (2008). Pengaruh Kualitas Sistem informasi, Kualitas Informasi, dan Percived Usefulness Terhadap Kepuasan Pengguna Software Akuntansi. *Simposium Nasional Akuntansi IX, Pontianak*. .
- Wijaya, T. (2005). “Pengaruh Service Quality Perception dan Satisfaction terhadap Purchase Intention. *Jurnal Ekonomi dan Bisnis*. Vol. 17 (1), 39 – 52.
- Wirtz, J. d. (2013). Managing brands and customer engagement in online brand communities. *Journal of Service Management* 24 (3), 223-244.

- Wong, K. K. (2013). Partial Least Squares Structural Equation Modeling (PLSSEM) Techniques using SmartPLS. *Marketing Buletin*, 24, *Technical Note 1*, 1–32.
- Wu, Y. S. (2015). Electronic service quality of Facebook social commerce and collaborative learning. *Comput. Hum. Behav.* 51, 1395-1402.
- Yang, K. L. (2015). Social shopping website quality attributes increasing consumer participation, positive eWOM, and co-shopping: the reciprocating role of participation. *J. Retailing Consum. Serv.* 24, 1-9.
- Yi, Y., & Jeon, H. (2003). Effects of loyalty programs on value perception, program loyalty, and brand loyalty. *J. Acad. Market. Sci.* 31 (3), 229-240.
- Yuliansyah, A., & Handoko, T. (2019). Pengaruh Perceived Quality Dan Perceived Value Terhadap Brand Loyalty Melalui Customer Satisfaction J-Klin Beauty Jember. *Journal of Economic, Business and Accounting Volume 2 Nomor 2*, 292-301.
- Zai, S. N. (2016). Pengaruh Pentingnya Sistem, Kualitas Sistem dan Kualitas Informasi Terhadap Kegunaan dan Kepuasan Pengguna dalam Pengembangan Sistem Informasi Akuntansi. *Artikel. Fakultas Ekonomi Universitas Atma Jaya Yogyakarta*.
- Zeithaml, V. B. (1996). The behavioral consequences of service quality. *J. Market.* 60, 31-46.
- Zeithaml, V. P. (1990). *Delivering quality service; Balancing customer perceptions and expectations* . New York: The Free Press.
- Zhang, H. L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Inf. Manag.* 51, 1017–1030.
- Zhou, T. L. (2009). The relative importance of website design quality and service quality in determining consumers' online repurchase behavior. *Information Systems Management*, 327–337.