



Daftar Pustaka

- Anita, Y. (2019). *Pengaruh Harga, Kualitas Pelayanan Dan Kepercayaan Terhadap Kepuasan Konsumen Dalam Perspektif Ekonomi Islam (Studi Pada Bisnis Online Shop: Shopee, Tokopedia, Bukalapak, dan Lazada di Kota Pekanbaru)*. Tesis Program Pascasarjana Universitas Islam Negeri sultan Syarif Kasim Riau.
- Bagwell, K. & Riordan, M.H. (1991). High and Declining Prices Signal Product Quality. *The American Economic Review*, Vol. 81, No. 1, pp. 224-239.
- Christian, M. & Nuari, V. (2016). Pengaruh Kualitas Layanan Terhadap Loyalitas Konsumen Studi Kasus: Belanja Onlinebhinneka.com. *Jurnal Siasat Bisnis*, Vol. 20, No. 1, hlm. 33-53.
- Churchill, G.A. & Surprenant, C. (1982). An Investigation into the Determinants of Customer Satisfaction. *Journal of Marketing Research*, Vol.19, No. 4, pp. 491–504.
- Cooper, D.R. & Schindler, P.S. (2014). *Business research methods*. 12ththed. McGraw-Hill/Irwin, New York
- Customer Satisfaction in Indonesia's E-Commerce Service (2016). <https://dailysocial.id/>
- Dange, U. & Kumar, V. (2012). A Sudy Of Factors Affecting Online Buying Behavior: A Conceptual Model. *Electronic Journal*, (August 25, 2012).
- Deyalage, P.A. & Kulathunga, D. (2019). Factors Affecting Online Customer Satisfaction: The Sri Lankan Perspective. *International Journal of Business and Management*, Vol. 14, No. 2, p. 99.
- Dharmmesta, B.S. & Handoko, T.H. (2020). *Manajemen Pemasaran Analisis Perilaku konsumen*. BPFE, Yogyakarta.
- Gupta, S. & Kim, H.W. (2007). The Moderating Effect of Transaction Experience on the Decision Calculus in On-Line Repurchase. *International Journal of Electronic Commerce*, Vol. 12, No. 1, pp. 127–158.



- Hair, J.F; Black, W.C; Babin, B.J; & Anderson, R.E. (2014). *Multivariate Data Analysis*. 7th ed. Pearson, Harlow, Essex.
- Hamzah, A.A. & Shamsudin, M.F. (2020). Why Customer Satisfaction Is Important To Business?. *Journal of Undergraduate Social Science*, Vol. 2, No. 1, pp. 1-14.
- Jiang, P. & Rosenbloom, B. (2005). Customer intention to return online: price perception, attribute-level performance, and satisfaction unfolding over time. *European Journal of Marketing*, Vol. 39, No. 1/2, pp. 150-174.
- Kotler, P. & Keller,K.L. (2016). *Marketing Management*. 15thed. Pearson, Harlow, Essex.
- Laporan Survei Internet APJII 2019 – 2020 (Q2). <https://apjii.or.id/survei>
- Lin, C.C; Wu, H.Y; & Chang, Y.F. (2011).The critical factors impact on online customer satisfaction. *Procedia Computer Science*, Vol. 3, pp. 276–281.
- McKinney, V; Yoon, K; & Zahedi, F.M. (2002). The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. *Information Systems Research*, Vol. 13, No. 3, pp. 296–315.
- Parasuraman, A. (1998). Customer service in business-to-business markets: an agenda for research. *Journal of Business & Industrial Marketing*, Vol. 13, No. 4/5, pp. 309–321.
- Pertumbuhan e-commerce indonesia. <https://kominfo.go.id/>
- Peta E-Commerce Indonesia. <https://iprice.co.id/insights/mapofecommerce/>
- Pham, T.S.H. & Ahammad, M.F. (2017). Antecedents and consequences of online customer satisfaction: A holistic process perspective. *Technological Forecasting and Social Change*, Vol. 124, pp. 332–342.
- Rosanah, F.S. (2012). *Pengaruh Kepercayaan Dan Kepuasan Terhadap Merek Pada Niat Membeli Ulang*. Tesis Magister Manajemen Universitas Gadjah Mada Yogyakarta.



- Rust, R.T. & Zahorik, A.J. (1993). Customer Satisfaction, Customer Retention, and Market Share. *Journal of Retailing*, Vol. 69, No. 2, pp. 193-215.
- Saunders, M.N.K; Lewis, P; & Thornhill, A. (2019). *Research Methods for Business Students*. 8thed. Pearson, New York.
- Sekaran, U. & Bougie, R. (2020). *Research Method for Business: A Skill Building Approach*. 8th ed. Wiley, New York.
- Shopee adalah No. 1 Tempat Belanja Online se-Indonesia.
<https://careers.shopee.co.id/about/>
- Statistik E-Commerce 2019. <https://www.bps.go.id>
- Survei: 84% Orang Indonesia Tidak Puas Saat Berbelanja Online.
<https://www.wartaekonomi.co.id/read19006/survei-84-orang-indonesiatidak-puas-saat-berbelanja-online.html>
- Tata, S.V; Prashar, S; & Parsad, C. (2020). Examining the influence of satisfaction and regret on online shoppers' post-purchase behaviour. *Benchmarking: An International Journal*, Vol. 28, No. 6, pp. 1987-2007.
- Tsai, S. (2005). Utility, cultural symbolism, and emotion: A comprehensive model of brand purchase value. *International Journal of Research in Marketing*, Vol. 22, No. 3, pp. 277–291.
- Uyanik, G.K. & Guler, N. (2013). A Study on Multiple Linear Regression Analysis. *Procedia Social and Behavioral Sciences*, Vol. 106, pp. 234–240.
- Yanuar, F. (2016). Penerapan Teknik Bootstrap Pada Analisis SEM. *Prosiding of National Seminar on Mathematics and Statistics*, Padang: 25–26 Feb 2016, pp. 722–132.
- Yazici, B. & Yolacan, S. (2007). A comparison of various tests of normality. *Journal of Statistical Computation and Simulation*, Vol. 77, No. 2, pp. 175–183.