

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. 2015. *Partial Least Square (PLS): Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*. Yogyakarta: Penerbit Andi, 22, 103-150.
- Aguila, A.R., Melendez, A., & Al-dweeri, R. M. 2013. "The influence of electronic service quality on loyalty in postal services: the mediating role of satisfaction". *Total Quality Management & Business Excellence*, 24(9-10), 1111-1123.
- Al-dweeri, R. M., Moreno, A. R., Montes, F. J. L., Obeidat, Z. M., & Al-dwairi, K. M. 2018. The effect of e-service quality on Jordanian student's e-loyalty: an empirical study in online retailing. *Industrial Management & Data Systems*. Doi:10.1108/IMDS-12-2017-0598
- Amin, Muslimin. 2016. Internet Banking Service Quality and It's Implication on ECustomer Satisfaction and E-Customer Loyalty. *International Journal of Bank Marketing*, Vol. 34 Iss 3. Doi:10.1108/IJBM-10-2014-0139
- Anderson, R.E., & Srinivasan, S.S. 2003. E-satisfaction and e-loyalty: A contingency framework. *Psychology and Marketing*, 20(3), 123–138. Doi: 10.1002/mar.10063
- Anderson, R. E., & Swaminathan, S. 2011. Customer satisfaction and loyalty in online and offline environments. *Journal of Business Research*, 64(7), 724-733.
- Anwar, M. S. 2019. *Structural Equation Modeling (SEM) Berbasis Varian (Konsep Dasar dan Aplikasi Program Smart PLS 3.2. 8 Dalam Riset Bisnis)*. PT Inkubator Penulis Indonesia. Jakarta
- Barta, S., Daniel B., Ana F., & Marta F. 2023. Influencer Marketing on TikTok: The Effectiveness of Humor and Followers' Hedonic Experience. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2022.103149>.
- Behjati, S., Nahich, M., & Othaman, S.N. 2012. Interrelation between E-service Quality and E-satisfaction and Loyalty. *European Journal of Business and Management*, 4(9), 75-85.
- Bhatti, T., Bouch, A., & Kuchinsky, A. 2002. Quality is in the eye of the beholder: Meeting users' requirements for Internet quality of service. *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, pp. 297-304. Doi: 10.1145/503376.503423.
- Buckley, J. 2003. E-service quality and the public sector. *Managing Service Quality: An International Journal*, 13(6), 453-462. Doi: 10.1108/09604520310506513

- Business of Apps. 2023. *TikTok Revenue and Usage Statistics 2023*. Business of Apps. Diakses 20 Mei 2023. <https://www.businessofapps.com/data/tik-tok-statistics/>.
- Casalo, L.V., Flavian, C., & Guinaliu, M. 2007. Successful Relationship in The E banking Business. *Online Information Review Journal*, 31(5), 583-603.
- Castaneda, J.A., Rodriguez, M.A., & Martinez, T.L. 2009. "Attitudes' hierarchy of effects in online user behaviour". *Online Information Review*, Vol. 33 Iss: 1 pp. 7-21. <http://dx.doi.org/10.1108/14684520910944364>
- Chang, H. H., Wang, Y. H., & Yang, W. Y. 2009. The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management & Business Excellence*, 20(4), 423-443. <https://doi.org/10.1080/14783360902781923>
- Chang, H.H., & Wang H.S. 2011. The moderating effect of customer perceived value on online shopping behavior. *Online Information Review Journal*, 35 (3), 333-359.
- Check, J., & Schutt, R. K. 2012. *Research methods in education*. Thousand Oaks, CA: Sage.
- Chen, L., Sokolovskiy, K., Zhang, M., & Kolosova, O. 2023. The impact of e-service quality and e-satisfaction on users' loyalty to TikTok in Russia and China. *Journal of Marketing Communications*, 30(6), 702-716. <https://doi.org/10.1080/13527266.2023.2166570>
- Cooper, D.R., & Schindler, P.S. 2014. *Business Research Methods*. McGraw-Hill/Irwin.
- Creswell, J.W. 2014. *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. Thousand Oaks, CA: Sage
- Cristobal, E., Flavian, C., Guinaliu, M. 2007. Perceived E-Service Quality (PeSQ) measurement validation and effects on consumer satisfaction and web site loyalty. *Journal of Service Theory and Practice*, 13, 317-340.
- Data Reportal. 2023. Digital 2023: Indonesia. *DataReportal – Global Digital Insights*. Diakses 2 Januari 2024. <https://datareportal.com/reports/digital-2023-indonesia>.
- DeLone, W.H., & McLean, E.R. 2003. The DeLone and McLean model of information systems success: A ten-year update. *Journal of Management Information Systems*, 19(4), 9-30. Doi: 10.1080/07421222.2003.11045748.
- Dick, A. S., & Basu, K. 1994. Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22, 99-113. Doi: 10.1177/0092070394222001
- Edvardsson, B., Johnson, M. D., Gustafsson, A., & Strandvik, T. 2000. The effects of satisfaction and loyalty on profits and growth: Products versus services.

- Total Quality Management Journal*, 11(7), 917–927.
<https://doi.org/10.1080/09544120050135461>
- Fornell, C., & Larcker, D.F. 1981. *Evaluating structural equation models with unobservable variables and measurement error*.
- Gao, L., & Bai, X. 2014. Online consumer behaviour and its relationship to website atmospheric induced flow: Insights into online travel agencies in China. *Journal of Retailing and Consumer Services*, vol. 21(4), 653-665.
<https://doi.org/10.1016/j.jretconser.2014.01.001>
- Ghobadian, R., Speller, S. & Jones, W. 1994. Service Quality Concepts and Models. *International Journal of Quality Management*, 11, 43-66.
- Giovanis, A.N., & Athanasopoulou P. 2014. Gaining customer loyalty in the e-tailing marketplace: The role of e-service quality, e-satisfaction and e-trust. *International Journal of Technology Marketing*, vol. 9, no.3, pp. 288-304.
- Gronroos, C. 1996. *Relationship marketing: Strategic and tactical implications*. *Management Decision*, 34(3), 5-14. Doi: 10.1108/00251749610113613.
- Hair, J.F., Black, W.C., Babin, B.J., & Anders, R.E. 2019. *Multivariate Data Analysis*. Cengage Learning EMEA.
- Hair, J.F., Ringle, C.M., & Sarstedt, M. 2011. PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19, 139-151.
- Hair, J.F., Hult, G.T.M., Ringle, C.M. and Sarstedt, M. 2017. *A Primer on Partial Least Squares Structural Equation Modelling (PLS-SEM)*. Sage, Thousand Oaks, CA
- Henseler, J., Ringle, C. M., & Sarstedt, M. 2015. A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 43, 115-135.
<https://doi.org/10.1007/s11747-014-0403-8>
- Ho, C.T.B. & Lin, W.C. 2010. Measuring the Service Quality of Internet Banking: Scale Development and Validation. *European Business Review*, 22(1), 5-24. <https://doi.org/10.1108/09555341011008981>
- Holloway, B.B., Wang, S., & Parish, J.T. 2005. The role of cumulative online purchasing experience in service recovery management. *Journal of Interactive Marketing*, 19 (3), 54–66.
- Hongdiyanto, Padmalia, M., Gosal, G.G., & Wahanadie, D.V. 2020. The Influence of E-Service Quality and E-Recovery Towards Repurchase Intention On Online Shop in Surabaya. *Development Research of Management*, 15(2), 209. Doi:10.19166/derema.v15i2.2440
- Hsu, J. & Hsu, C. 2008. The Relationships between Service Quality and Customer Satisfaction in a Leading Chinese Web 2.0 Companies. *The Business Review*, Cambridge, 11(1), 84-89.

- Kaya, B., Behravesh E., Abubakar A.M., & Orus C. 2019. The Moderating Role of Website Familiarity in The Relationships Between E-Service Quality, E-Satisfaction and E-Loyalty. *Journal of Internet Commerce*, vol. 18, no.4, pp 1-12.
- Keller, K.L. 2013. *Strategic Brand Management: Building Measuring, and Managing Brand Equity, Global Edition*. Pearson Education.
- Kotler, P., & Keller, K.L. 2009. *Marketing Management*. Upper Sanddle River, New Jersey: Pearson Education.
- Lee, G.G. & Lin H.F. 2005. Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, vol. 33, no. 2, pp. 161-176.
- Maxham, J.G., & Netemeyer, R.G. 2002. A longitudinal study of complaining customers' evaluations of multiple service failures and recovery efforts. *Journal of Marketing*, 66(4), 57-71.
- Michel, S., Bowen, D.E., & Johnston, R. 2009. Why service recovery fails: Tensions among the customer, employee and process perspectives. *Journal of Service Management*, 20(3), 253-273.
- Miller, J.L., Craighead, C.W., & Karwan, K.R. 2000. Service recovery: A framework and empirical investigation. *Journal of Operations Management*, 18(4), 387-400.
- Mosahab, R., Mahamad, O., & Ramayah, T. 2010. Service Quality, Customer Satisfaction and Loyalty: A Test of Mediation. *International Business Research*, 3(4), 72-80. Doi:10.5539/ibr.v3n4p72
- Oliver, R.L. 1999. Whence Consumer Loyalty?. *Journal of Marketing*, vol. 63, no. 4, pp. 33-44. <https://doi.org/10.1177/00222429990634s1>
- Parasuraman, A., & Grewal, D. 2000. The Impact of Technology on the Quality Value-Loyalty Chain: A Research Agenda. *Journal of the Academy of Marketing Science*, 28, 168–170. Doi: 10.1177/0092070300281015
- Parasuraman, A., Zeithaml, V.A., & Berry, L. 1988. SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64, 12–40.
- Parasuraman, A., Zeithaml, V.A., & Malhotra, A. 2005. ESQUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. Doi: 10.1177/1094670504271156
- Pereira, H.G., Salgueiro, M.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. Doi: 10.1016/j.jretconser.2016.01.003
- Rakuten Insight. 2022. *Report: Online Shopping – What’s Changed? Rakuten Insight*. Diakses 20 Mei 2023. <https://insight.rakuten.com/online-shopping-what-has-changed/>.

- Reichheld, F.F., & Schefter, P. 2000. E-Loyalty: Your Secret Weapon on the Web. *Harvard Business Review*, 78, 105-113.
- Ribbink, D., Riel, A.C.R., Liljander, V., & Streukens, S. 2004. Comfort your online customer: quality, trust, and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446-456.
- Rodriguez, P.G., Villarreal, R., Valino, P.C., & Blozis, S.A. 2020. A PLS-SEM approach to understanding E-SQ, E-Satisfaction and E-Loyalty for fashion E-Retailers in Spain. *Journal of Retailing and Consumer Services*, 57, 102201.
- Sachdev, S.B., & Verma H.V. 2004. Relative importance of service quality dimensions: A multisectoral study. *Journal of Service Research*, 4(1).
- Sagib, G.K., & Zapan, B. 2014. Bangladeshi Mobile Banking Service Quality and Customer Satisfaction and Loyalty. *Management and Marketing Journal*, 9, 331-346.
- Santos, J. 2003. E-service quality: a model of virtual service quality dimensions, *Managing Service Quality: An International Journal*, vol. 13, no. 3, pp. 233-246. <https://doi.org/10.1108/09604520310476490>
- Sekaran, U., & Bougie, R. 2016. *Research Methods for Business: A Skill Building Approach*. Wiley & Sons, West Sussex.
- Shafiee, M.M., & Bazargan, N.A. 2018. Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery. *Journal of theoretical and applied electronic commerce research*, 13(1), 26-38. <https://doi.org/10.4067%2Fs0718-18762018000100103>
- Shankar, V., Smith, A.K., & Rangaswamy, A. 2003. Customer satisfaction and loyalty in online and offline environments. *International Journal of Research in Marketing*, 20(2), 153-175.
- Smith, A.K., & Bolton, R.N. 2002. The effect of customers' emotional responses to service failure on their recovery effort evaluations and satisfaction judgments. *Journal of the Academy of Marketing Science*, 30(1), 5-23.
- Sousa, R., & Voss, C.A. 2009. The effects of service failures and recovery on customer loyalty in e-services: An empirical investigation. *International Journal of Operations & Production Management*, 29(8), 834-864. Doi: 10.1108/01443570910977715.
- Spreng, R.A., & Harrell, G.D. 1995. *Service Recovery: Impact on Satisfaction and Intentions*. *Journal of Services Marketing*, 9(1), 15-23. Doi: 10.1108/08876049510079853.
- Srinivasan, S.S., Anderson, R., & Ponnavaolu, K. 2002. Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41-50.

- Szymanski, D.M., & Hise, R.T. 2000. E-satisfaction: An initial examination. *Journal of Retail*. 2000, 76, 309–322
- Tarigan, J. 2008. User Satisfaction Using Webqual Instrument: A Research on Stock Exchange of Thailand. *Jurnal Akuntansi dan Keuangan*, 10(1), 34-47.
- Momentum Works. 2023. The TikTok Shop Playbook. Diakses pada 3 Januari 2024. <https://momentum.asia/product/the-tiktok-shop-playbook/>
- Wang, S., & Archer, N. 2007. Electronic Marketplace Definition and Classification: Literature Review and Clarifications. *Enterprise Information Systems*, vol. 1, no. 1, p. 91.
- Wang, Y.S., & Liao, Y.W. 2007. The conceptualization and measurement of m-commerce user satisfaction. *Computers in Human Behavior Journal*. 2007, 23, 381–398.
- Wen, C., Prybutok, V.R. and Xu, C.Y. 2011. An Integrated Model For Customer Online Repurchase Intention. *Journal of Computer Information Systems*, 52, 14-23.
- Yeh, Y.S., & Li, Y. 2009. *Building trust in m-commerce: Contributions from quality and satisfaction*, 33, 1066–1086.
- Yen, Y.S., & Lu, H.P. 2008. Effects of e-service quality on loyalty intention: An empirical study in online auction. *Managing Service Quality: An International Journal*, 18(2), 127-146.
- Yum, K., & Yoo, B. 2023. The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability*, 15(14), 11214–11214. <https://doi.org/10.3390/su151411214>
- Zeithaml, V.A., Bitner, M. J., & Gremler, D.D. 2017. *Services Marketing: Integrating Customer Focus Across the Firm*. New York: McGraw-Hill.
- Zeithaml, V.A., Parasuraman, A., & Malhotra, A. 2002. Service Quality Delivery through Web Sites: A Critical Review of Extant Knowledge. *Journal of the Academy of Marketing Science*, 30 (4), 362–375. <https://doi.org/10.1177/009207002236911>.