

DAFTAR PUSTAKA

- Anderson, R.E. and Srinivasan, S.S. (2003). "E-satisfaction and E-loyalty: A Contingency Framework", *Psychology and Marketing*, Vol.20, pp-93-186.
- Ajzen, I. (1985). *Action Control: From Cognition to Behavior*. In J. Kuhl and A. Beckmann (Ed), Heidelberg: Springer.
- Bagozzi, R. (1992). "The Self-Regulation of Attitudes, Intentions, and Behavior", *Social Psychology Quarterly*, Vol.55, pp.178-204.
- Bahtiar, S. (2016). "Tahukah Kamu, Apa itu Marketplace dan Marketpace". Tersedia di: <http://www.wantiknas.go.id/2016/12/27/tahukah-kamu-apa-itu-marketpace-dan-marketplace/>, diakses pada 3 Mei 2017.
- Cardozo, R.N. (1965). "An Experimental Study of Customer Effort, Expectation, and Satisfaction", *Journal of Marketing Research*, Vol.2, pp.244-249.
- Chandrashekar, M., Rotter, K., Tax, S.S., and Grewal, R. (2007). "Satisfaction Strength and Customer Loyalty", *Journal of Marketing Research*, Vol.44, pp.153-163.
- Chang, D. and Wang, T. (2012). "Consumer Preferences for Service Recovery Options After Delivery Delay When Shopping Online", *Social Behavior and Personality*, Vol.40, pp.1033-1044.
- Chiu, C., Hsu, M., and Sun, S. (2009). "Understanding Customers' Loyalty Intentions Towards Online Shopping: An Integration of Technology Acceptance Model and Fairness Theory", *Behavior and Information Technology*, Vol.28, pp.347-360.
- Cho, Y., Im, I., and Hiltz, R. (2003). "The Impact of E-service Failures and Customer Complaints on Electronic Commerce Customer Relationship Management", *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol.16, pp.106-117.
- Chou, S., Chen, C.W., and Lin, J.Y. (2014). "Female Online Shoppers: Examining The Mediating Roles of E-Satisfaction and E-Trust on E-Loyalty Development", *Internet Research*, Vol.25, pp.542-561.
- Cooper, D.R. and Schlinger, P.S. (2014), *Business Research Methods*, 12th ed. McGraw-Hill, New York.
- Cronin, J.J. and Taylor, S.A. (1992). "Measuring Service Quality: A Reexamination and Extension", *Journal of Marketing*, Vol.56, pp.56-68.
- Dapkevicius, A. and Melnikas B. (2009). "Influence of Price and Quality to Customer Satisfaction: Neuromarketing Approach", *Business in XXI Century*, Vol.1, ed.3, pp.17-20.
- Dellarocas, C. (2003). "The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms", *Management Science*, Vol.10, pp.1407-1424.
- Dharmmesta, B.S. (1999). "Loyalitas Pelanggan; Sebuah Kajian Konseptual sebagai Panduan bagi Peneliti", *Jurnal Ekonomi dan Bisnis Indonesia*, Vol.14, pp.73-88.

- Garvin, D.A. (1987). "Competing on The Eight Dimensions of Quality". Tersedia di: <https://hbr.org/1987/11/competing-on-the-eight-dimensions-of-quality>, diakses pada 5 Mei 2017.
- Gefen, D. (2000). "E-commerce: The Role of Familiarity and Trust", *Omega*, Vol.28, pp.725-737.
- Gefen, D. (2002). "Customer Loyalty in E-Commerce", *AIS Educator Journal*, Vol.23, pp.27-51.
- Ghozali, A. (2011). *Aplikasi Analisis Multivariate dengan Program SPSS*, Edisi Keempat, Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J.F., Black, W.C., Babin, B.J., and Anderson, R.E. (2010), *Multivariate Data Analysis: A global perspective*, 17th ed. New Jersey: Pearson Prentice Hall.
- Hsu, M., Chuang, L., and Hsu, C. (2014). "Understanding Online Shopping Intention: The Roles of Four Types of Trust and Their Antecedents", *Internet Research*, Vol. 24, No.3, pp.332-352.
- Hsu, S.H. (2008). "Developing an Index for Online Customer Satisfaction: Adaptation of American Customer Satisfaction Index", *Expert System with Application*, Vol.34, pp.3033-3042.
- Fajrina, H. N. (2014). "Internet Ubah Cara Jual Beli di Indonesia". Tersedia di: <http://www.cnnindonesia.com/teknologi/20141112151950-206-11043/internet-ubah-cara-jual-beli-di-indonesia/>, diakses pada 19 Oktober 2016.
- Fajrina, H.N. (2014). "Kisah Pendiri Tokopedia yang Sempat Diremehkan". Tersedia di: <https://www.cnnindonesia.com/teknologi/20141210165312-185-17281/kisah-pendiri-tokopedia-yang-sempat-diremehkan>, diakses pada 5 Mei 2017.
- Fornell, C. (1992). "A National Customer Satisfaction Barometer: The Swedish Experience", *Journal of Marketing*. Vol.56, pp-6-21.
- Freischald, N. (2015). "Lima Rahasia Zalora tetap Bertahan di Industri Fashion hingga Tahun Ketiga". Tersedia di: <https://id.techinasia.com/poin-penting-perayaan-ulang-tahun-ketiga-ecommerce-fashion-zalora>, diakses pada 15 Mei 2017.
- Iglesias, M.P. and Guillen, M.J.Y. (2004). "Perceived Quality and Price: Their Impact on The Satisfaction of Restaurant Customers", *International Journal of Contemporary Hospitality Management*, Vol.16, pp.373-379.
- Jacoby, J. and Kyner, D.B. (1973). "Brand Loyalty Vs Repeat Purchasing Behavior", *Journal of Marketing Research*, Vol.10, pp.1-9.
- Jarvenpaa, S.K., Tractinsky, N., and Vitale, M.H. (2000). "Consumer Trust in An Internet Store", *Information Technology and Management*, Vol.1, pp.45-71.
- Keiningham, T.L., Cooil, B., Aksoy, L., Andreassen, T.W., and Weiner, J. (2007). "The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Customer Retention, Recommendation, and Share-of-Wallet", *Managing Service Quality; An International Journal*, Vol.17, pp.361-384.
- Kimery, K. M. and McCord, M. (2001), "Third-Party Assurances: Mapping The Road to Trust in E-Retailing", *Journal of Information Technology Theory and Application*, Vol.4, pp.63-82.

- Kotler, P. and Keller, K.L. (2016). *Marketing Management*, 15th ed. Pearson, Essex, England.
- Kuo, P., Zhang, L., and Cranage, D.A. (2014), “What You Get is not What You Saw: Exploring The Impact of Misleading Hotel Website Photos”, *International Journal of Contemporary Hospitality Management*, Vol.27, pp.1301-1319.
- Lam, S.Y., Shankar, V., Erramilli, M.K., and Murthy, B. (2004). “Customer Value, Satisfaction, Loyalty, and Switching Costs: An Illustration from A Business-to-Business Service Context”, *Journal of the Academy of Marketing Science*, Vol.32, pp.293-311.
- Law, K.M., Zhang, Z.M., and Leung, C.S. (2004). “Fashion Change and Fashion Consumption: The Chaostic Perspective”, *Journal of Fashion Marketing and Management*, Vol.8, ed.4, pp.362-374.
- Lee, H.H. and Ma, Y. J. (2012). “Consumer Perceptions of online consumer product and service reviews”, *Journal of Consumer Marketing*, Vol.33, ed.4, pp.269-280.
- Lewis, J.D. and Weigert, A. (1985). “Trust as a Social Reality”, *Social Forces*, Vol.63, pp.967-983.
- Liao, Y., Wang, Y., and Yeh, C. (2014). “Exploring The Relationship between Intentional and Behavioral Loyalty in The Context of E-tailing”, *Internet Research*, Vol.24, pp.668-686.
- Liliah, A. (2014). “PCI DSS untuk Keamanan Transaksi Keuangan Menggunakan Kartu”. Tersedia di: <http://swa.co.id/swa/trends/technology/pci-dss-untuk-keamanan-transaksi-keuangan-menggunakan-kartu>, diakses pada 18 Oktober 2016.
- Lin, P.H. (2013). “Shopping Motivations on The Internet: An Empirical Study of Trust, Satisfaction, and Loyalty”, *International Journal of Electronic Business Management*, Vol.11, ed.4, pp.238-246.
- Loeb, W. (2015). “Zara Leads in Fast Fashion”. Tersedia di: <https://www.forbes.com/sites/walterloeb/2015/03/30/zara-leads-in-fast-fashion/#7dfd7ff59447>, diakses pada 2 Januari 2017
- Lu, L.C. and Chang, H.H. (2013). “Online Shoppers' perceptions of E-retailers' Ethics, Cultural Orientation, and Loyalty”, *Internet Research*, Vol.23, ed.1, pp.47-68.
- Lubis, M. (2014).” Konsumen Indonesia Mulai Menyukai Belanja Online”. Tersedia di: <http://www.nielsen.com/id/en/press-room/2014/konsumen-indonesia-mulai-menyukai-belanja-online.html>, diakses pada 1 Desember 2016.
- Lukman, E. (2014). “8 Marketplace Terbaik di Indonesia untuk Membantu Anda Berjualan Online”. Tersedia di: <https://id.techinasia.com/marketplace-online-terbesar-indonesia-belanja>, diakses pada 10 Februari 2017.
- Maeyer, P.D. (2012). “Impact of Online Consumer Reviews on Sales and Price Strategies; A Review and Dircetion for Future Research”, *Journal of Product and Brand Management*, Vol.21, pp.132-129.

- Meyer-Waarden, L. (2008). "The Influence of Loyalty Programme Membership on Customer Purchase Behavior", *European Journal of Marketing*, Vol.4, pp.87-114.
- McKnight, D.H., Choudhury, V., and Kacmar, C. (2002). "Developing and Validating Trust Measures for e-Commerce: An Integrative Typology", *Information Systems Research*, Vol.13, pp.334-359.
- Morgan, R.M. and Hunt, S.D. (1994). "The Commitment-Trust Theory of Relationship Marketing", *Journal of Marketing*, Vol.58, pp.20-38.
- Noviandry, L. (2015). "6 Fakta Rahasia Mengenai Tokopedia". Tersedia di: <https://blog.tokopedia.com/2015/08/ngaku-toppers-udah-tahu-belum-6-fakta-rahasia-seputar-tokopedia-ini/>, diakses pada 18 Oktober 2016.
- Noviandri, L. (2016). "5 Hal yang Menarik dari Tokopedia". Tersedia di: <https://www.maxmanroe.com/inilah-7-perusahaan-e-commerce-yang-telah-resmi-menutup-layanannya-di-indonesia.html>, diakses pada 18 Oktober 2016.
- Oliver, R. L. (1986). "A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions", *Journal of Marketing Research*, Vol.17, pp.460-469.
- Oliver, R. L. (1993). "Cognitive, Affective, and Attribute Bases of The Satisfaction Response", *Journal of Consumer Research*, Vol.20, pp.418-430.
- Oliver, R. L. (1999). "Whence Consumer Loyalty ?", *Journal of Marketing*, Vol.63, pp.33-44.
- Pantouvakis, A. and Bouranta, N. (2014). "Quality and Price – Impact on Patient Satisfaction", *International Journal of Health Care Quality Assurance*, Vol.27, pp.684-696
- Parasuraman, A.P., Berry, L.L., and Zeithaml, V.A. (1985). "A Conceptual Model of Service Quality and Its Implications for Future Research", *Journal of Marketing*, Vol.19, pp.41-50.
- Park, D., Lee, J., and Han, I. (2006). "Information Overload and Its Consequences in The Context of Online Consumer Reviews", *Conference: Pasific Asia Conference on Information Systems*, Malaysia, July 6-9.
- Pavlou, P. dan Fygenon, M. (2006). "Understanding and Predicting Electronic Commerce Adoption: An Extension of the of Planned Behavior", *MIS Quarterly*, Vol. 30, No.1, pp.115-143.
- Porrall, C.C. and Levy-Mangin, J.P. (2016). "Food Private Label Brand: Role of Customer Trust on Loyalty and Purchase Intention", *British Food Journal*, Vol.118, Issue:3, pp.679-696.
- Pratiwi, R. (2014). "Usaha Zalora bantu pengembangan bisnis pelaku ritel". Tersedia di: <http://swa.co.id/swa/trends/management/usaha-zalora-bantu-pengembangan-usaha-pelaku-ritel-fashion>, diakses pada 18 Oktober 2016.
- Quinton, S. and Harridge-March, S. (2008). "Trust and Online Wine Purchasing: Insight into UK Consumer Behavior", *International journal of Wine Business research*, Vol.20, pp.68-85.
- Ribbink, D., van Riel, A.C.R., Liljander, V., and Streukens, S. (2004). "Comfort Your Online Customer: Quality, Trust, and Loyalty on Internet", *Managing Service Quality: An International Journal*, Vol. 14, pp.446-456.

- Roman, S. (2010). "Relational Consequences of Perceived Deception in Lonline Shopping: The Moderating Roles of Type of Product, Consumer's Attitude Toward the Internet and Consumer's Demographics", *Journal of Business Ethic*, Vol.95, pp.373-391.
- Santoso, H. (2014). "Mengapa Perlu Menggunakan Rekening Bersama Saat Jual Beli Online". Tersedia di: https://komunitas.bukalapak.com/s/je946j/mengapa_perlu_menggunakan_rekening_bersama_saat_jual_beli_online, diakses pada 1 Oktober 2016
- Sekaran, U. dan Bougie, R. (2010). *Research Methods for Business: A Skill-Building Approach*. Haddington: John Wiley and Sons.
- Selnes, F. (1996). "Antecedents and Consequences of Trust and Satisfaction in Buyer-Seller Relationships", *European Journal of Marketing*, Vol.32, No.3/4, pp.305-322.
- Shukla, P. (2014). "The Impact of Organizational efforts on Consumer Concern in An Online Context", *Information and Management*, Vol.51, pp.113-119
- Steele, V. dan Major, J.S. (2015). "Fashion Industry", Tersedia di: <https://www.britannica.com/topic/fashion-industry>, diakses pada 1 Oktober 2016.
- Tang, F., Thom, M.G., Wang, L.T., Tan, J.T., Chow, W.Y., and Tang, X. (2003). "Using Insurance to Create Trust on The Internet", *Communications of The Acm*, Vol.46, pp.337-343.
- Teimoury, E., Modarres, M., Monfared, A.K., and Fathi, M. (2011). "Price, Delivery time, and Capacity Decisions in an M/M/1 Make-To-Order/Service System with Segmented Market", *International Journal Advanced Manufacturing Technology*, Vol.57, pp.235-244.
- Weaver-Meyers, P. and Stolt, W. (2008). "Delivery Speed, Timeliness, and Satisfaction", *Journal of Library Administration*, Vol.23, pp.23-42.
- Yeh, Y.S. and Li, Y. (2008). "Building Trust in M-Commerce: Contribution from Quality and Satisfaction", *Online Information Review*, Vol. 33, No.6 , pp.1066-1086.
- Yen, Y.S. (2010). "Can Perceived Risk Affect The Relationship of Switching Costs and Customer Loyalty in E-Commerce", *Internet Research*, Vol.20, ed.2, pp.210-224.
- Zalora. (2016). "Tentang Zalora". Terdapat di: <https://www.zalora.co.id/about/>, diakses pada 6 Oktober 2016.
- Zeithaml, V.A. (2000). "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*, Vol.28, pp.67-85.
- Zulhuda, S. and Azmi, I.M. (2011). "Security Safeguards on e_Payment System in Malaysia: Anlaysia on The Payment System Act 2003", *Journal of International Commercial Law and Technology*, Vol.6, pp.187-194.
- Berrybenka. (2016). "Tentang Berrybenka". Tersedia di: <http://berrybenka.com/home/about>, diakses pada 21 Oktober 2016.
- Kompas. (2013). "Berrybenka.com Resmi Diluncurkan". Tersedia di: <http://female.kompas.com/read/2013/04/01/09260637/Berrybenka.com.Resmi.Diluncurkan>, diakses pada 21 Oktober 2016.

- Asosiasi E-commerce Indonesia. (2014). "E-commerce in Indonesia". Tersedia di: <https://www.idea.or.id/assets/materi/idEA.pdf>, diakses pada 1 Oktober 2016
- SWA. (2014). "Bisnis Fashion Tidak Ada Matinya!". Tersedia di: <https://swa.co.id/swa/headline/bisnis-fashion-tidak-ada-matinya>, diakses pada 2 Januari 2017.
- Nielsen. (2014). "Konsumen Indonesia Mulai Menyukai Belanja Online". Tersedia di: <http://www.nielsen.com/id/en/press-room/2014/konsumen-indonesia-mulai-menyukai-belanja-online.html>, diakses pada 1 Desember 2016.
- Kementerian Perdagangan Republik Indonesia. (2015). "Roadmap E-commerce Indonesia". Tersedia di: <http://ditjenpdn.kemendag.go.id/en/node/180>, diakses pada 27 Oktober 2016.
- Asosiasi Penyelenggara Jasa Internet Indonesia. (2016). "Penetrasi dan Perilaku Pengguna Internet di Indonesia 2016". Tersedia di: <https://www.apjii.or.id/content/read/39/264/Survei-Internet-APJII-2016>, diakses pada 27 Oktober 2016.
- Republika Pos. (2016). "Profil Perusahaan Tokopedia dan Kisah Pendirinya". Tersedia di: <http://republikpos.com/2016/10/profil-perusahaan-tokopedia-dan-kisah-pendirinya>, diakses pada 5 Mei 2017.
- Smart Bisnis. (2017). "7 Metode Pembayaran Online yang Paling Sering Digunakan E-Commerce". Tersedia di: <https://www.smartbisnis.co.id/content/read/belajar-bisnis/implementasi-bisnis/7-metode-pembayaran-online-yang-paling-sering-digunakan-e-commerce>, diakses pada 3 Januari 2017.
- Zalora. (2017). "Keamanan Pembayaran". Tersedia di: <https://support.zalora.co.id/hc/id/articles/214951577-Keamanan-Pembayaran>, diakses pada 3 Januari 2017.
- Zhang, Jason Q., Ashutosh, D., and Roberto, F. (2010). "Customer Loyalty and Lifetime Value: An Empirical Investigation of Consumer Packaged Goods", *Journal of Marketing Theory and Practice*, Vol.18, pp.127-140.
- Standard Chartered. (2017). "Enjoy Secure Online Shopping: Verified by Visa & MasterCard SecureCode". Tersedia di: <https://www.sc.com/id/en/credit-cards/3Dsecure.html>, diakses pada 3 Januari 2017.
- Max Manroe. (2017). "3 Jenis Transaksi Jual Beli Online Terpopuler Di Indonesia". Tersedia di: <https://www.maxmanroe.com/3-jenis-transaksi-jual-beli-online-terpopuler-di-indonesia.html>, diakses pada 3 Januari 2017.