

DAFTAR PUSTAKA

- Abdul-Muhmin, A.G. 2011. *Repeat Purchase Intentions in Online Shopping: The Role of Satisfaction, Attitude, and Online Retailer's Performance*. Journal of International Consumer Marketing, 23:5-20, 2011.
- Alshurideh, M. T. 2014. *A Qualitative Analysis of Customer Repeat Purchase Behaviour in the UK Mobile Phone Market*. Dalam *Journal of Management Research* ISSN 1941-899X, 2014, Vol. 6, No. 1.
- Anderson, R. E. and Srinivasan, S. S. 2003. *E-Satisfaction and E-loyalty: A Contingency Framework*. Journal of Psychology and Marketing, Vol 20, February 2003, pp. 123-138.
- APJII. 2017. *Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia 2017*. Diunduh dari <http://www.teknopreneur.com>
- Arikunto, Suharsimi. 2002. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka cipta.
- Awaliyah, S.A, Saino. 2012. *Pengaruh Kualitas Layanan Terhadap Kepuasan Pelanggan Online (Studi Pada DKPOP Shop)*. Dalam *Jurnal Universitas Negeri Surabaya* 2012.
- Azwar, S. (1992). *Reliabilitas Dan Validitas*. Yogyakarta: Sigma Alpha.
- Badriyah, S. 2015. *Sejarah Asal Usul Pie Buah*. Dalam <http://bumibakingcenter.co.id/asalusulpiebuah> (Diakses pada 2 Februari 2017).
- Bilson, S. 2005. *Analisis Multivariat Pemasaran*. Jakarta: Gramedia Pustaka Utama.
- Chandra, A. S. 2014. *Tesis: Pengaruh E-Serqual Terhadap Customer Satisfaction, Trust, dan Repeat Usage Layanan BCA Mobile*. Universitas Udayana, Denpasar.
- Collier, Azure. 2018. *Why You Should Switch to an Instagram Business Account*. Dalam <https://blogs.constantcontact.com/instagram-business-account/#> diakses pada 14 Juli 2018.
- Grandon, E., Pearson, J.M. 2004. *E-Commerce Adoption: Perception of Managers/Owners of Small and Medium Sized Firm in Chile*. Dalam *Communication of the Association for Information System: Vol.13, Article B*.
- Gudono. 2011. *Analisis Data Multivariat*. Yogyakarta: BPFE.
- Ha, A. 2015. *An Experiment: Instagram Marketing Technique and Their Effectiveness*. California Polytechnique State University.
- Hair, J.F., Rocph, E., Anderson, R.E., Tatham, R.L. & Beack, W.C. 2006. *Multivariate Data Analysis, 6 Ed*. Prentice Hall. New Jersey.

- Hicks, J.M., et.all. 2005. *Delighted Consumers Buy Again*. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, Vol. 18, pp. 94–104. California Polytechnic State University.
- Instagram.com (2015). *About Instagram*. Dalam <http://Instagram.com/about> .
- Johnson, Richard, A.W & Dean W. 2007. *Applied Multivariate Statistical Anlysis. Edisi VI*. New Jersey: Pretice-Hall International, Inc.
- Laohapensang, O. 2009. *Factor Influencing Internet Shopping Behavior: a Survey of Customers in Thailand*. Dalam *Journal of Fashion Marketing and Management*, 501-513.
- Matsunaga, M. 2010. *How to Factor-Analyze Your Data Right: Do's, Don'ts, and How-To's*. Dalam *International Journal of Psychological Research*, 2010. Vol. 3. No. 1.
- Mediabisnisonline.com (2014). *5 Jenis Lapak Yang Digunakan untuk Jualan Online*. Dalam <http://mediabisnisonline.com/5-jenis-lapak-yang-digunakan-untuk-jualan-online/> (diakses pada 5 Februari 2016, 01.48 WIB).
- Myers, C. A., Mintu-Wimsatt, A. 2012. *Exploring Antecedents Influencing Internet Shopping Satisfaction: The case of the Apparel Industry*. Dalam *International Journal of Business and Social Science* Vol. 3 No. 8 [Special Issue – April 2012].
- Phillips, J.A. 2002. *Application of Statitics in Educational Research*. Dalam http://peoplelearn.homestead.com/MULTIVARIA-TE/Module13FACT_OR3.html diakses pada 29 November 2017 pukul 13.35 WIB.
- Rahardjo, B. 1999. *Mengimplemetasikan Electronic Commerce di Indonesia*, PPAU Mikroelektronika – ITB, TR-PPAUME-1999-02.
- Rayment, W.J. 2017. *Bread History*. <http://www.breadinfo.com/history.shtml> Diakses pada 29 November 2017 pukul 13:57 WIB.
- Rouse, M. 2011. *Social Media Marketing (SMM)*. Dalam <http://whaits.techtarget.com/definition/socil-media-marketing-SMM> Diakses pada 29 November 2017 pukul 15:34 WIB.
- Sajid, S.I. 2016. *Social Media and It Role in Marketing*. Dalam *Business and Economics Journal* ISSN: 2151-6219.
- Santoso, S. 2002. *Buku Latihan SPSS Statistik Multivariate*. Jakarta: Elex Media Komputindo.
- Santoso, S. dan Tjiptono, F. 2001. *Riset Pemasaran: Konsep dan Aplikasi dengan SPSS*. Jakarta: Elex Media Komputindo.
- Schiffman, L. and L.L. Kanuk. 2008. *Perilaku Konsumen*. Edisi Bahasa Indonesia. Jakarta: PT Indeks.

- Sen, R. A. 2014. *Online Shopping: A Study of the Factors Influencing Online Purchase of Products in Kolkata*. Dalam *International Journal of Management and Commerce Innovations* ISSN 2348-7585 (Online).
- Singarimbun, M. 1989. *Metode Penelitian Survei*. Edisi Revisi. Jakarta: LB3ES.
- Supranto. 2004. *Analisis Multivariat Arti dan Interpretasi*. Jakarta: Rineka Cipta.
- Suryanto. 1988. *Metode Statistika Multivariat*. Jakarta: Departemen Pendidikan dan Kebudayaan.
- Tjiptono, F. 2007. *Manajemen Jasa*. Yogyakarta: Andi.
- Umar, H. 2005. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis*, Jakarta: PT. Raja Grafindo Persada.
- Wally, E. & Koshy, S. 2014. *The Use of Instagram as a Marketing Tool by Emirati Female Entrepreneurs: An Explanatory Study*. Papers of University of Wollongong in Dubai
- Wang, Y.S., Tang, T., dan Tang, J. 2002. *An instrument for measuring customer satisfaction toward web sites that market digital products and services*. *Journal of Electronic Commerce Research*, vol. 2(3), pp. 89-102
- Yuliana, O. Y. 2000. *Penggunaan Teknologi Internet Dalam Bisnis*. Dalam *Jurnal Akuntansi & Keuangan* Vol.2, No.1, Mei 2000: 36-52.