



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Alexa.com. (2016). Retrieved from <http://www.alexa.com/siteinfo>
- Allen, A. & Meyer, J. (1990). The measurement and antecedents of affective, continuance and normative commitment to organization. *Journal of Occupational Psychology*. 63(1), 1–8.
- Anderson, C., K., Knight, K, D., Pookulangara, S., & Josiam, B. (2014). *Journal Of Retailing and Consumer Services*, 21, 773–77.
- APJII. (2014). *Profil pengguna internet Indonesia*. Retrieved from <https://apjii.or.id/downfile/file/profilpenggunainternetindonesia2014.pdf>
- Babin, J., Barry., Darden, R., William., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal Of Consumer Research*, 20, 644-652.
- Badan Pusat Statistik. (2014). *Proyeksi Penduduk menurut Provinsi, 2010-2035 (Ribuan)*. Retrieved from <http://www.bps.go.id/linkTabelStatis/view/id/1274>
- Batra, R., & Ahtola, T, Ollie. (1991). Measuring the Hedonic and Utilitarian Sources of Consumer Attitudes. *Kluwer Academic Publishers*, 159-170.
- Bendapudi, N & Berry, L. (1997). Customers' Motivations for Maintaining Relationships With Service Providers. *Journal of Retailing*. 73(1).
- Bennett, S. J., Maton, K. A. & Kervin, L. K. (2008). The 'digital natives' debate: a critical review of the evidence. *British Journal of educational Technology*, 39 (5), 775-786..
- Beritasatu. (2016). Retrieved from: http://www.beritasatu.com/destinasi/401910_pegipegi-bidik-kenaikan-transaksi-200-persen-di-2017.html
- Bilgihan, A., Nusair, K., Okumus, F., & Cobanoglu, C. (2015). Applying flow theory to booking experiences: an integrated model in an online service context. *Information & Management*, 52(6).
- Bilgihan, A., Okumus, F., Nusair, K., & Bujisic, M. (2014). Online experiences: Flow theory, measuring online customer experience in e-commerce and Managerial implications for the lodging industry. *Information Technology*

- & Tourism, 14(1), 49-71.
- Bilgihan, A., Bujisic, M. (2014). The effect of website features in online relationship marketing: A case of online hotel booking. *Electronic Commerce Research and Applications*, 1-11.
- Bilgihan, A. (2016). Gen Y customer loyalty in online shopping: An integrated Model of trust, user experience and branding. *Computers in Human Behavior*, 63, 103-113.
- Bendapudi, N., Berry, L. (1997). Customers motivations for maintaining Relationships with service providers. *Journal of Retailing* 73 (1), 15–37.
- Bridges, E. & Florsheim, R. (2008). Hedonic and utilitarian shopping goals: the online experience. *Journal of Business Research* 614, 309–314.
- Burnham, T.A., Frels, J.K. & Mahajan, V. (2003). Consumer switching costs: a typology, antecedents, and consequences. *Journal of the Academy of Marketing Science*. 312, 109–126.
- Cai, S., & Xu, Y. (2011). Designing not just for pleasure: effects of Web site Aesthetics on consumer shopping value. *International Journal of Electronic Commerce*, 15(4), 159-188.
- Chang, H. H., & Chen, S. W. (2009). Consumer perception of interface quality, security, and loyalty in electronic commerce. *Information & Management*, 46(7), 411-417.
- Childers, L., T., Carr, L., C., Peck, J., & Carson, S. (2001). Hedonic and Utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, 77, 511-535.
- Chang, C. C. (2013). Examining users' intention to continue using social network games: a flow experience perspective. *Telematics and Informatics*, 30(4), 311-321.
- Choi, D. H., Kim, J., & Kim, S. H. (2007). ERP training with a web-based Electronic learning system: the flow theory perspective. *International Journal of Human Computer Studies*, 65(3), 223-243.
- Corbitt, B.J., Thanasankit, T., Yi, H. (2003). Trust and e-commerce: a study of consumer perceptions. *Electronic Commerce Research and Applications* 23, 203–215.

- Cyr, D., Hassanein, K., Head, M., & Ivanov, A. (2007). The role of social presence in establishing loyalty in e-Service environments. *Interacting With Computers*, 19, 43–56.
- Cyr, D. (2008). Modeling website design across cultures: relationships to trust, satisfaction, and e-loyalty. *Journal of Management Information Systems*. 244, 47–72.
- Dailysocial.id. (2012). *Pegipegi.com, online travel mudah dan murah*. Retrieved from: dailysocial.id/post/pegipegi-resmi-diluncurkan
- De Ruyter, K., Moorman, L.,& Lemmink, J. (2001). Antecedents of commitment and trust in customer-supplier relationships in high technology markets. *Industrial Marketing Management*. 303, 271–286.
- Dowling, G.R., Uncles, M. (1997). Do customer loyalty programs really work? *Sloan Management Review*. 38, 71–82.
- Fan, H., Poole, M.S. (2006). What is personalization? Perspectives on the design and implementation of personalization in information systems. *Journal of Organizational Computing and Electronic Commerce*. 16 (3–4), 179–202.
- Flavian, C., Guinalíu, M., & Gurrea, R. (2006). The role played by perceived usability, satisfaction and consumer trust on website loyalty. *Information & Management*. 43(1), 1-14.
- Gao, L., & Bai, X. (2014). Online consumer behavior and its relationship to Website atmospheric induced flow: Insights into online travel agencies in China. *Journal of Retailing and Consumer Services*. 1-13.
- Garnier, M., 2009. Search engine loyalty: considering the commitment-loyalty Link from a hedonic versus utilitarian perspective. *International Journal of Internet Marketing and Advertising*. 51, 43–73.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, Interpreting, and Reporting Cronbach's Alpha Reliability Coefficient for Likert-Type Scales. *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*, 87.
- Ha, H-Y. (2004). Factors influencing consumer perceptions of brand trust online. *Journal of Product & Brand Management*. 13 (5), pp. 329–342

- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson.
- Hamari, J., Koivisto, J., Sarsa, H. (2014). Does gamification work? – A literature review of empirical studies on gamification. In: Proceedings of the 47th Hawaii International Conference on System Sciences, Hawaii, USA, 6–9
- Huang, M. H. (2003). Designing website attributes to induce experiential encounters. *Computers in Human Behavior*. 19(4), 425-442.
- Huang, L.-T. (2015). Flow and social capital theory in online impulse buying. *Journal of Business Research*, 1-7.
- Kemenpar.go.id. (2014). Retrieved From: <http://www.kemenpar.go.id/userfiles/Wisnus%202014.pdf>
- Ilsever, J., Cyr, D., & Parent, M. (2007). Extending models of flow and e-loyalty. *Journal of Information Science and Technology*. 4(2), 3-22.
- Johnson, D.S., 2007. Achieving customer value from electronic channels through identity commitment, calculative commitment, and trust in technology. *Journal of Retailing*. 214, 2–22.
- Kemepar.go.id. (2014). Statistik profil wisatawan nusantara. Retrieved from <http://www.kemenpar.go.id/userfiles/Wisnus%202014.pdf>
- Khan, I & Rahman, Z. (2016). "E-tail brand experience's influence on e-brand Trust and e-brand loyalty". *International Journal of Retail & Distribution Management*. Vol. 44 Iss 6 pp. 588 – 606
- Kominfo (Kementerian Komunikasi dan Informtika Republik Indonesia). (2015). Potensi Besar untuk Pemasukan Negara. Retrieved from <https://kominfo.go.id/index.php/content/detail/6385/Potensi+Besar+untuk+Pemasukan+Negara/0/infografis>
- Kontan. (2016). Retrieved from: [http://industri.kontan.co.id/news/pegipegi-gencar+promosi+guna+tingkatkan+traffic](http://industri.kontan.co.id/news/pegipegi-gencar-promosi-guna-tingkatkan-traffic)
- Laudon, C., Kenneth & Traver, G. Carol. (2014). *E-Commerce 2014* (10th ed.). England: Pearson Education.
- Lee, S. A., & Jeong, M. (2012). Effects of e-servicescape on consumers' flow experiences. *Journal of Hospitality and Tourism Technology*. 3(1), 47-59.

- Liu, C., Marchewka, J.T., Lu, J. and Yu, C.S. (2005), "Beyond concern: a privacy trust-behavioural intention model of electronic commerce". *Information & Management*. Vol. 42 No. 1, pp. 127-142.
- Liu, H., Chu, H., Huang, Q., & Chen, X. (2016). Enhancing the flow experience Of consumers in China through interpersonal interaction in social commerce. *Computers in Human Behavior*. 58, 306-3014.
- Malhotra, N. K. (2010). *Basic Marketing Research*. New Jersey: Pearson.
- Marcopolis. (2016). Retrieved from: <http://www.marcopolis.net/tourism-in-indonesia-pegipegi-a-leading-online-booking-platform-discusses-tourism.htm>
- Marketing.co.id. (2011). *Mengenal Digital Native*. Retrieved from <http://www.marketing.co.id/mengenal-digital-native/>
- MarkplusInstitute. (2015). Retrieved from: http://www.markplusinstitute.com/who_we_are/detail_article/63
- Maxmanroe. (2014). Retrieved from: <https://www.maxmanroe.com/pegipegi-startup-yang-memfasilitasi-sistem-reservasi-hotel.html>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and Validating trust measures for e-commerce: an integrative typology. *Information Systems Research*, 13(3), 334-359.
- Merderka.com. (2016). Retrieved from : <https://www.merdeka.com/teknologi/pegipegicom-klaim-sudah-untung.html>
- Moriuchi, E. & Takahashi, I. (2016). Satisfaction trust and loyalty of repeat online consumer within the Japanese online supermarket trade. *Australasian Marketing Journal*. 1-11
- National Geographic Indonesia. (2014). *Sekarang Travelling Lebih Mudah Dengan Wajah Baru Pegipegi.com*. Retrieved from <http://nationalgeographic.co.id/berita/2014/12/sekarang-traveling-lebih-mudah-dengan-wajah-baru-pegipegi-com>
- Nusair, K., Parsa, H.G., & Cobanoglu, C. (2011). Building a model of Commitment for Generation Y: An empirical study on e-travel retailers. *Tourism Management*. 32 (2011) 833-843.

- Nusair, K., Bilgihan, A., Okumus, F., & Cobanoglu, C. (2013). Generation Y travelers' commitment to online social network websites. *Tourism Management*. 35, 13-22.
- Overby, W., J., & Lee, J., E. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business Research*. 59, 1160–1166.
- Pandit, A. & Montero, S. (2016). Are reward cards just a business deal? The role Of calculative versus emotional card commitment in driving store loyalty. *Journal of Retailing and Consumer Services*. (31), 355-360
- Paguio, R. & Ali, S. (2011). B2B service interactions: Do ICT-Enabled Innovations Lead to Enhanced Customer Commitment? SSRN eLibrary. Retrieved from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1875283
- Prensky. 2001. Digital Natives, Digital Immigrants. MCB University Press, Vol. 9 No. 5, October 2001
- Pura, M., (2005). Linking perceived value and loyalty in location-based mobile services. *Managing Service Quality*. 156, 509–538.
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online customer experience in e-retailing: an empirical model of antecedents and outcomes. *Journal of Retailing*. 88(2), 308-322.
- Roy K. S., Lassar M. W., & Butaney T. G. (2014). "The mediating impact of stickiness and loyalty on word-of-mouth promotion of retail websites". *European Journal of Marketing*, Vol. 48 Iss 9/10 pp. 1828 – 1849.
- Runfola, A., Rosati, M., Guercini, S., 2013. New business models in online hotel distribution: emerging private sales versus leading IDS. *Service Business*. 72, 183–205.
- Siekpe, J. S. (2005). An examination of the multidimensionality of flow construct In a computer-mediated environment. *Journal of Electronic Commerce Research*. 6(1), 31-43.

- Schiffman, L. & Kanuk, L. (2009). *Consumer behavior*. (10th ed). New Jersey: Pearson Edition.
- Smith, D. N., & Sivakumar, K. (2004). Flow and Internet shopping behavior: a conceptual model and research propositions. *Journal of Business Research*. 57(10), 1199-1208.
- Startupranking. (2016). Retrieved from
<http://www.startupranking.com/top/indonesia>
- Statista. (2016). Retrieved from
<https://www.statista.com/outlook/267/120/hotels/indonesia#>
- Stathopoulou, A., & Balabanis, G. (2016). The effects of loyalty programs on customersatisfaction, trust, and loyalty toward highand low-end fashion retailers, *Journal of Business Research*, 1-8
- Strauss dan Frost. 2014. "E-Marketing". 7th Edition. Pearson Prentice Hall.
 New Jersey
- SWA. (2016). Retrieved from: http://swa.co.id/swa/trends/marketing/total_transaksi-pegi-pegii-2016-melonjak-250
- Talentedheads.com. (2013). *Generation X, Generation Y, Generation Z, and Baby Boomers*. Retrieved from
<http://www.talentedheads.com/2013/04/09/generation-confused/>
- Tech Crunch. (2016). *Indonesia will be Asia's next biggest e-commerce market*. Retrieved from: <https://techcrunch.com/2016/07/29/indonesia-will-be-asias-next-biggest-e-commerce-market/>
- Teng, C. I., Huang, L. S., Jeng, S. P., Chou, Y. J., & Hu, H. H. (2012). Who may be loyal? Personality, flow experience and customer e-loyalty. *International Journal of Electronic Customer Relationship Management*. 6(1), 20-47.
- Wahab, S.A. (2011). Investigating structure relationship from functional and relational value to behavior intention: the role of satisfaction and relationship commitment. SSRN eLibrary. Retrieved from
http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1949212.
- Wolfinbarger, M., & Gilly, M.C. (2003). eTailQ: Dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*. 79 (3), 183–198.

Yousafzai, S.Y., Pallister, J.G. & Foxall, G.R. (2003), “A proposed model of e-trust for electronic banking”, *Technovation*, Vol. 23 No. 11, pp. 847-860.

Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*, 1-14.

Zikmund, G. W., Babin, J. B., Carr, C. J., & Griffin, M. (2013). *Business Research Methods*. Cengage Learning. Singapore.

UMN