

DAFTAR PUSTAKA

- Alnaim, M. M., Almubark, H. A., & Algharabat, R. S. (2022). The role of e-service quality and e-satisfaction in building e-loyalty on online travel agencies. *Mathematics*, 10(14), 2504. <https://doi.org/10.3390/math10142504>
- Ashiq, M., & Hussain, S. (2023). Exploring the effects of e-service quality and e-trust on consumers' e-satisfaction and e-loyalty: Insights from online shoppers in Pakistan. *Journal of Electronic Business & Digital Economics*, 2(1), 21–38.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing (7th ed.)*. Pearson Education.
- Chaffey, D., & Smith, P. R. (2022). *Digital marketing excellence: Planning, optimizing and integrating online marketing (6th ed.)*. Routledge.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis (7th ed.)*. Pearson Education.
- Jeongho, K. (2014). *A study of service quality factors affecting on the continuous usage intention of cloud service users (Master's thesis)*. Seoul National University.
- Jin, Z., & Lim, C.-K. (2020). A study on the influencing factors of customer satisfaction and continuous use intention in mobile payment service. *International Journal of Smart Business and Technology*, 8(2), 23–36.
- Juwaini, M., Nugroho, A. A., & Wibowo, A. (2022). The role of customer e-trust, e-service quality and e-satisfaction on customer e-loyalty. *International Journal of Data and Network Science*, 6(1), 11–22.
- Katadata Media Network. (2022). *Nilai transaksi e-commerce Indonesia 2020–2025*. <https://databoks.katadata.co.id>

- Kim, Y., & Yum, K. (2024). Model conceptual for e-commerce user intention. Seoul Research Institute.
- Kotler, P., & Keller, K. L. (2022). Marketing management (16th ed.). Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for humanity. Wiley.
- Lamb, C. W., Hair, J. F., & McDaniel, C. (2020). MKTG 13: Principles of marketing. Cengage Learning.
- Lee, Y., Kim, S., & Jeon, J. (2023). Exploring e-service quality and its impact on customer satisfaction and trust in e-commerce. *Journal of Retailing and Consumer Services*, 74, 102742.
- Miao, M., Liu, J., & Fang, Y. (2022). The influence of e-customer satisfaction, e-trust and perceived value on consumer's repurchase intention in B2C e-commerce segment. *Asia Pacific Journal of Marketing and Logistics*, 34(3), 581–597.
- Muharam, H., Septiani, S., & Sunaryo, I. (2021). E-service quality, customer trust & satisfaction: Marketplace consumer loyalty analysis. *MINDS (Multimedia and Informatics in Digital Society)*, 1(2), 45–56.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233.
<https://doi.org/10.1177/1094670504271156>
- Purnamasari, I., & Suryandari, R. T. (2023). Effect of e-service quality on e-repurchase intention in Indonesia online shopping: E-satisfaction and e-trust as mediation variables. *European Journal of Business and Management Research*, 8(1), 127–132.

- Pathak, K., Pandey, R., & Mishra, R. (2022). SEM-PLS for modeling service quality and user satisfaction in e-commerce platforms. *Journal of Business Analytics and Research*, 4(1), 34–46.
- Pusat Data dan Sistem Informasi. (2024). Tingkat pertumbuhan e-commerce Indonesia. <https://data.go.id/e-commerce>
- Saodin, A., Ramdhani, A., & Fikri, Y. (2019). The influence of e-service quality toward e-satisfaction, e-trust, e-WOM and online repurchase intention. *Russian Journal of Agricultural and Socio-Economic Sciences (RJOAS)*, 89(5), 127–135.
- Satria, M. T., & Kurniawati, D. (2023). The influence of e-service quality on continuance intention mediated by customer trust and customer satisfaction in the usage of mobile health application. *Studies and Scientific Researches – Economics Edition*, 1(48), 33–45.
- SellersCommerce. (2025). Global e-commerce forecast 2021–2027. <https://www.sellerscommerce.com>
- Septiani, W. C. (2023). Survei penggunaan internet dan e-commerce di Indonesia. Pusat Data dan Informasi Statistik Indonesia.
- Sugiyono. (2017). Metode penelitian kuantitatif, kualitatif, dan R&D. Alfabeta.
- Thaher, M., Rivai, A. K., & Fitriani, I. (2023). Pengaruh e-service quality dan e-trust terhadap e-loyalty melalui e-satisfaction: Studi pada pengguna aplikasi e-commerce fashion di Jabodetabek. *Indonesian Journal of Economics, Management and Accounting*, 3(3), 270–280.
- Widjaja, J., & Djaja, K. S. (2023). The impact of e-service quality on customers' satisfaction mediated by customer trust in the case of Zalora Indonesia. *iBuss Management*, 11(2), 92–99.