

DAFTAR PUSTAKA

- Alharoon, D., & Gillan, D. J. (2020). The relation of the perceptions of aesthetics and usability. *Proceedings of the Human Factors and Ergonomics Society*, 64(1), 1876–1880. <https://doi.org/10.1177/1071181320641452>
- Amin, A., & Chandra, T. C. T. (2022). the Effect of Information Quality and Innovation on Customer Loyalty Mediating By Customer Satisfaction. *International Conference of Business and ...*, 1213–1231. <http://61.8.77.171/index.php/icobuss1st/article/view/302>
- Aminah, A., & Widowati, M. (2023). Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Keputusan Pembelian Produk Tupperware di Semarang. *Jurnal Ilmiah Fokus Ekonomi, Manajemen, Bisnis & Akuntansi (EMBA)*, 2(02), 179–188. <https://doi.org/10.34152/emba.v2i02.822>
- Anindita, R., & Perdana, D. P. (2022). Website Aesthetic in Millenial's Customer Experience on Satisfaction and Impulse Buying: EWOM as Moderator. *Media Ekonomi Dan Manajemen*, 37(2), 210. <https://doi.org/10.24856/mem.v37i2.2829>
- Davenport, T. H. (2023). Hyper-Personalization for Customer Engagement with Artificial Intelligence. *Management and Business Review*, 3(1–2), 29–36. <https://doi.org/10.1177/2694105820230301006>
- Febianti, I., & Triandewo, M. A. (2024). *Factors Affecting Behavioral Intentions Mediated by Customer Satisfaction*. 3(7), 447–453. <https://doi.org/10.56472/25835238/IRJEMS-V3I7P149>
- Hani Pebriyani. (2024). *Hasil Survei APJII : Pengguna Internet di Indonesia Tembus 221 Juta, Mendominasi Gen Z*.
- Hemantha, Y. (2025). *HYPER-PERSONALIZATION , AI-DRIVEN RECOMMENDATION ENGINES , CONSUMER ENGAGEMENT , ETHICAL AI , DIGITAL MARKETING , TOE FRAMEWORK*. 5(1), 2765–2779.
- Ikhsan, R., & Prabowo, H. (2020). *Behavioral Intentions as an Impact of Customer Satisfaction In Retail Banking*. 1995. <https://doi.org/10.4108/eai.8-10-2018.2288741>
- Jylhä, H., & Hamari, J. (2019). An icon that everyone wants to click: How perceived aesthetic qualities predict app icon successfulness. *International Journal of Human Computer Studies*, 130(May 2018), 73–85. <https://doi.org/10.1016/j.ijhcs.2019.04.004>
- Lidiawan, A. R., & Laely, N. (2022). Pengaruh Perceived Quality, Aesthetics dan Conformance Terhadap Keputusan Pembelian Shopeefood Chatime Kediri.

Warmadewa Economic Development Journal (WEDJ), 5(2), 40–53.

<https://doi.org/10.22225/wedj.5.2.2022.40-53>

- Luo, J., Ahmad, S. F., Alyaemeni, A., Ou, Y., Irshad, M., Alyafi-Alzahri, R., Alsanie, G., & Unnisa, S. T. (2024). Role of perceived ease of use, usefulness, and financial strength on the adoption of health information systems: the moderating role of hospital size. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-024-02976-9>
- Marino, E. F. (2021). *Perubahan Perilaku Berbelanja di Era Pandemi COVID-19*.
- Mata, C. (2025). *Kemenperin Gadang Potensi Industri Kosmetik Semakin Gemilang*.
- Meida, T. A., & Yusran, H. L. (2022). Pengaruh Information Quality Dan Brand Equity Melalui Perceived Value Terhadap Customer Satisfaction Pada Pengguna Aplikasi Go Food Di Masa Covid-19. *Ijd-Demos*, 4(1), 12–26. <https://doi.org/10.37950/ijd.v4i1.186>
- Noldy Paendong, E. (2021). Customer Satisfaction Determination and Implications on Behavior Intention (Empirical Study of Four and Five Star Hotels in North Sulawesi). *Dinasti International Journal of Digital Business Management*, 2(3), 540–553. <https://doi.org/10.31933/dijdbm.v2i3.839>
- Novira, D., Utomo, H. S., & Mulyanto, I. H. (2024). Influence of Perceived Ease of Use and Perceived Usefulness towards Continuance Intention with Customer Satisfaction as Intervening Variable: a study of Startup Companies Using e-Wallet. *Journal of Business Management and Economic Development*, 2(02), 602–614. <https://doi.org/10.59653/jbmed.v2i02.669>
- Patma, T. S., Fienaningsih, N., Rahayu, K. S., & Artatanaya, I. G. L. S. (2021). Impact of Information Quality on Customer Perceived Value, Experience Quality, and Customer Satisfaction From Using Gofood Application. *Journal of Indonesian Economy and Business*, 36(1), 51–61. <https://doi.org/10.22146/jieb.59810>
- Pelanggan, K., Online, P., & Pelanggan, P. (2023). *Analisis Determinan Pemasaran Digital terhadap Loyalitas Pelanggan*. 4(5), 2502–2519.
- Permata Susanto, S. G. A. A., & Indrawati, I. (2024). The Effect of Perceived Ease of Use and Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable: Case Study on Tokopedia. *International Journal of Current Science Research and Review*, 07(08), 6500–6510. <https://doi.org/10.47191/ijcsrr/v7-i8-62>
- Pratama Hafidz, G., & Huriyahnuryi, K. (2023). The Effect of Perceived Value on Customer Satisfaction and Customer Loyalty in the Fast-Food Industry in Indonesia. *International Journal of Social Science, Education, Communication*

- and Economics (SINOMICS JOURNAL)*, 2(1), 41–62.
<https://doi.org/10.54443/sj.v2i1.113>
- Safitri, N., & Elistia. (2023). Pengaruh Information Quality, Customer Experience, dan Relationship Quality Terhadap Sustainable Purchase Intention. *Sibatik Journal | Volume*, 2(9). <https://publish.ojs-indonesia.com/index.php/SIBATIK>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2020). Handbook of Market Research. In *Handbook of Market Research* (Issue September).
<https://doi.org/10.1007/978-3-319-05542-8>
- Setiawan, R., Eliyana, A., Suryani, T., Gabriel Aristo, E., & Anwar, A. (2022). A Study Of Behavioral Intention: The Practices For Mobile Payment Technology Users In Indonesia. *Webology*, 19(2), 2364–2381. <http://www.webology.org>
- Tanasychuk, A., Sirenko, S., & Kas'ko, I. (2019). Book Market Marketing Research. In *Market Infrastructure* (Issue 38). <https://doi.org/10.32843/infrastruct38-38>
- Tang, Y. M., Lau, Y. Y., & Ho, U. L. (2023). Empowering Digital Marketing with Interactive Virtual Reality (IVR) in Interior Design: Effects on Customer Satisfaction and Behaviour Intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(2), 889–907.
<https://doi.org/10.3390/jtaer18020046>
- Tanvir, K., Nadu, T., Investigator, S., Lab-airil, I., & Republic, C. (2022). *Examining the Impact of Perceived Quality , Aesthetics , and Durability on Customer Satisfaction : Empirical Evidence and Implications. 1*, 115–124.
- Wikantari, M. A. (2024). Analysis of Digital Marketing Determinants on Customer Loyalty with Customer Satisfaction, Online Promotion and Customer Experience as Mediation Variables. *International Journal of Economics Development Research*, 5(1), 45–63.
- Zed, E. Z., Kartini, T. M., & Purnamasari, P. (2024). *The Power Of Personalization : Exploring The Impact Of Ai-Driven Marketing Strategies On Consumer Loyalty In E-Commerce. 13*(04), 1303–1314. <https://doi.org/10.54209/ekonomi.v13i04>