

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior And Human Decision Processes*, 50, 179–211.
- Akram, U., Hui, P., Kaleem Khan, M., Tanveer, Y., Mehmood, K., & Ahmad, W. (2018). How website quality affects online impulse buying. *Asia Pacific Journal of Marketing and Logistics*, 30(1), 235–256. <https://doi.org/10.1108/APJML-04-2017-0073>
- Albayrak, T., Caber, M., & Aksoy, Ş. (2020). The effect of online service quality on customer satisfaction and loyalty. *Journal of Retailing and Consumer Services*, 54, 102019. <https://doi.org/10.1016/j.jretconser.2019.102019>
- Amir, N. H., Hanafiah, H., Mathory, E. A. S., Yuswono, I., Lisdayanti, A., Nurunnisha, G. A., Bestari, D. K. P., Ilham, B. ulum, Mustafa, F., Puspitasari, M., Rahmayanti, R., Bravelly, I., & Darsana, I. M. (2023). *Perilaku Konsumen Dalam Era E-Commerce* (N. S. Wijaya, Ed.). CV. Intelektual Manifes Media.
- Andriputra, J. A., Mukti, R. R., Yosevina, C., & Sirad, D. A. (2021). Pengaruh Stimulus dalam Pembentukan Perceived Value, Trust, dan Loyalty Intention pada Social Commerce Soco By Sociolla. *Kajian Branding Indonesia*, 3(2), 1–27.
- Aref, M. M., & Okasha, A. E. (2020). Evaluating the online shopping behavior among Egyptian college-educated community. *Review of Economics and Political Science*, 5(1), 21–37. <https://doi.org/10.1108/REPS-10-2018-0013>
- Bank Indonesia. (2023). *Statistik E-commerce Indonesia*. <https://www.bi.go.id>
- Beaird, J. (2007). The Principles of Beautiful Web Design. *Sitepoint*, 1–29.
- Beldad, A., de Jong, M., & Steehouder, M. (2010). How shall I trust the faceless and the intangible? A literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857–869. <https://doi.org/10.1016/j.chb.2010.03.013>
- capterra.com. (n.d.). *Reviews of Lazada*. Capterra.Com. Retrieved June 10, 2025, from <https://www.capterra.com/p/249718/Lazada/reviews/>
- Casaló, L. V., Flavián, C., & Guinalíu, M. (2008). The role of satisfaction and website usability in developing customer loyalty and positive word-of-mouth in the e-banking services. *International Journal of Bank Marketing*, 26(6), 399–417. <https://doi.org/10.1108/02652320810902433>

- Casaló, L. V, Flavián, C., & Guinalíu, M. (2011). The Generation Of Trust In The Online Services And Product Distribution: The Case Of Spanish Electronic Commerce. *Journal of Electronic Commerce Research*, 12(3), 199–213.
- Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining the influence of trust on online repeat purchase intention: The moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835–845. <https://doi.org/10.1016/j.dss.2012.05.021>
- Cyr, D. (2008a). Modeling Web Site Design Across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty. *Journal of Management Information Systems*, 24(4), 47–72. <https://doi.org/10.2753/MIS0742-1222240402>
- Databoks. (2023). *Kunjungan ke situs e-commerce Indonesia*. <https://databoks.katadata.co.id>
- Djafarova, E., & Bowes, T. (2021). “Instagram made me buy it”: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345. <https://doi.org/10.1016/j.jretconser.2020.102345>
- Djamasbi, S., Siegel, M., & Tullis, T. (2010). Generation Y, web design, and eye tracking. *International Journal of Human-Computer Studies*, 68(5), 307–323. <https://doi.org/10.1016/j.ijhcs.2009.12.006>
- Dolot, A. (2018). The characteristics of Generation Z. *e-mentor*, 74(2), 44–50. <https://doi.org/10.15219/em74.1351>
- Escobar-Rodriguez, T., & Monge-Lozano, P. (2012). The acceptance of Moodle technology by business administration students. *Computers & Education*, 58(4), 1085–1093. <https://doi.org/10.1016/j.compedu.2011.11.012>
- Etikan, I., Musa, S. A., & Alkassim, R. S. (2016). Comparison of convenience sampling and purposive sampling. *American Journal of Theoretical and Applied Statistics*, 5(1), 1–4. <https://doi.org/10.11648/j.ajtas.20160501.11>
- Flavián, 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. <https://doi.org/10.1016/j.im.2005.01.002>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003a). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51–90.
- Giao, H. N. K., Vuong, B. N., Huyen, T. T. T., & Tushar, H. (2020). The effect of website quality on customer satisfaction and loyalty: Evidence from Vietnam.

Journal of Asian Finance, Economics and Business, 7(3), 195–204.
<https://doi.org/10.13106/jafeb.2020.vol7.no3.195>

ginee_idn. (2024, July 22). *Shopee, Platform E-Commerce yang Paling Diandalkan Gen Z dan Milenial*. Instagram.Com.
https://www.instagram.com/ginee_idn/p/C9uWUJtIQW8/

GoodStats. (2024). *Statistik e-commerce Indonesia 2024*. <https://www.goodstats.id>

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2021). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Sage Publications.

Hair, J. J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.). Sage.

Hair Jr, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (7th ed.). Pearson Education Limited.

Herzallah, D., Muñoz-Leiva, F., & Liebana-Cabanillas, F. (2022). Drivers of purchase intention in Instagram Commerce. *Spanish Journal of Marketing - ESIC*, 26(2), 168–188. <https://doi.org/10.1108/SJME-03-2022-0043>

Hidayat, L., & Amalia, L. (2023). Creating Customer Loyalty Through Antecedents of Customer Satisfaction at Hoka-Hoka Bento Fast Food Restaurants. *Formosa Journal of Sustainable Research*, 2(4), 939–976.
<https://doi.org/10.55927/fjsr.v2i4.3538>

Himel, Md. T. A., Ashraf, S., Bappy, T. A., Abir, M. T., Morshed, M. K., & Hossain, Md. N. (2021). Users' attitude and intention to use mobile financial services in Bangladesh: an empirical study. *South Asian Journal of Marketing*, 2(1), 72–96.
<https://doi.org/10.1108/SAJM-02-2021-0015>

Huang, Z., Yen, D. C., Zhang, X., & Liu, L. (2009). A framework for evaluating the trustworthiness of e-commerce websites. *Journal of Computer Information Systems*, 50(1), 24–33.

Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008a). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564.
<https://doi.org/10.1016/j.dss.2007.07.001>

- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008b). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, J., & Lee, J. (2002a). Critical design factors for successful e-commerce systems. *Behaviour & Information Technology*, 21(3), 185–199. <https://doi.org/10.1080/0144929021000009054>
- Kim, J., & Lee, J. (2002b). Critical design factors for successful e-commerce systems. *Behaviour & Information Technology*, 21(3), 185–199. <https://doi.org/10.1080/0144929021000009054>
- kompas.com. (2022a). Shopee atau Tokopedia Mana yang Juara di Hati Gen Z? In *kompas.com*. <https://jeo.kompas.com/shopee-atau-tokopedia-mana-yang-juara-di-hati-gen-z>
- kompas.com. (2022b, January 29). *Shopee atau Tokopedia Mana yang Juara di Hati Gen Z?* Kompas.Com. <https://jeo.kompas.com/shopee-atau-tokopedia-mana-yang-juara-di-hati-gen-z>
- Koufaris, M. (2002a). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Koufaris, M. (2002b). Applying the Technology Acceptance Model and Flow Theory to Online Consumer Behavior. *Information Systems Research*, 13(2), 205–223. <https://doi.org/10.1287/isre.13.2.205.83>
- Koufaris, M., & Hampton-Sosa, W. (2004). The development of initial trust in an online company by new customers. *Information & Management*, 41(3), 377–397. <https://doi.org/10.1016/j.im.2003.08.004>
- Lavrakas, P. J. (2008). *Encyclopedia of survey research methods*. Sage Publications.
- lazada-indonesia.pissedconsumer.com. (n.d.). *Review Lazada Indonesia*. Lazada-Indonesia.Pissedconsumer.Com. Retrieved June 10, 2025, from <https://lazada-indonesia.pissedconsumer.com/review.html>
- Loiacono, E. T., Watson, R. T., & Goodhue, D. L. (2007). WebQual: An Instrument for Consumer Evaluation of Web Sites. *International Journal of Electronic Commerce*, 11(3), 51–87. <https://doi.org/10.2753/JEC1086-4415110302>

- Ma, Q., & Liu, L. (2005). The Technology Acceptance Model: A Meta-Analysis of Empirical Findings. *Journal of Organizational and End User Computing*, 16(1), 59–72. <https://doi.org/10.4018/978-1-59140-474-3.ch006>
- Malhotra, N. K., & Dash, S. (2016). *Marketing Research An Applied Orientation* (7th ed.). Pearson India Education Services Pvt. Ltd.
- Mashuri, & Darianto. (2025). Pengaruh Kualitas Layanan Dan Kepuasan Konsumen Terhadap Loyalitas Konsumen Grab (Studi Kasus Pada Kota Lamongan). *Economics and Digital Business Review*, 6(1), 592–603.
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002a). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002b). Developing and Validating Trust Measures for e-Commerce: An Integrative Typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Moslehpour, M., Pham, V., Wong, W.-K., & Bilgiçli, İ. (2018). e-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use. *Sustainability*, 10(1), 234. <https://doi.org/10.3390/su10010234>
- Nugroho, A. (2021). *Apa kelebihan dan kekurangan Lazada?* Id.Quora.Com. <https://id.quora.com/Apa-kelebihan-dan-kekurangan-Lazada>
- Nurhayatun, N., & Agoestyowati, R. (2025). The Influence of E-Service Quality and E-Trust on Repurchase Intention in Lazada E-Commerce (Case Study of Lazada Users in Bekasi City in 2024). *Mercatura : Journal of Marketing*, 1(1), 25–35.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134.
- Patma, T. S., Maskan, M., & Mulyadi, K. (n.d.). *Pengantar Manajemen*. Polinema Press.
- PissedConsumer. (2024). *Lazada reviews and complaints*. <https://www.pissedconsumer.com>
- purwanto, N., Budiyanto, & Suhermin. (2022). *Theory Of Planned Behavior: Implementasi Perilaku Electronic Word Of Mouth Pada Konsumen Marketplace*. CV. Literasi Nusantara Abadi.

- Puterima, L., & Sumar, S. (2023). Membangun Kepercayaan Online Dan Retensi Pelanggan Dalam Belanja Online. *Journal Management, Business, and Accounting*, 22(3), 464–484.
- Rani, N. S. A., Suradi, Z., & Yusoff, N. H. (2014). An Analysis of Technology Acceptance Model, Learning Management System Attributes, E-satisfaction, and E-Retention . *International Review of Management and Business Research*, 3(4), 1984–1996.
- Ribbink, D., van Riel, A. C. R., Liljander, V., & Streukens, S. (2004). Comfort your online customer: quality, trust and loyalty on the internet. *Managing Service Quality: An International Journal*, 14(6), 446–456. <https://doi.org/10.1108/09604520410569784>
- Riquelme, H. E., Román, S., & Iacobucci, D. (2019). E-trust: Building trust in e-commerce. *Journal of Business Research*, 102, 183–196. <https://doi.org/10.1016/j.jbusres.2019.05.010>
- Saoula, O., Shamim, A., Mohd Suki, N., Ahmad, M. J., Abid, M. F., Patwary, A. K., & Abbasi, A. Z. (2023a). Building e-trust and e-retention in online shopping: the role of website design, reliability and perceived ease of use. *Spanish Journal of Marketing - ESIC*, 27(2), 178–201. <https://doi.org/10.1108/SJME-07-2022-0159>
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill-building approach* (7th ed.). John Wiley & Sons.
- Sekartadji, S. A. (2024, January 8). *Surga Belanja Online: Mengungkap Kebiasaan Belanja Online Generasi Z di Shope*. Kompasiana.Com. <https://www.kompasiana.com/shafiraayu/659bbd7ec57afb39f16bcb43/surga-belanja-online-mengungkap-kebiasaan-belanja-online-generasi-z-di-shopee>
- Shaouf, A. A., & Lu, K. (2022). Establishing Trust in E-Commerce Through Website Design Elements. *International Journal of Technology and Human Interaction*, 18(1), 1–24. <https://doi.org/10.4018/IJTHI.297615>
- Srinivasan, S. S., Anderson, R. E., & Ponnnavolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78(1), 41–50.
- Statista. (2023). *E-commerce growth in Southeast Asia*. <https://www.statista.com>
- Sulistiyawati, U. (2022). Pengaruh Privacy (Security) Settings, Application Design dan E-Trust Terhadap E-Relationship Satisfaction Dan E-Loyalty Pada Konsumen Grabfood Di Surabaya. *Sketsa Bisnis*, 9(2), 136–152. <https://doi.org/10.35891/jsb.v9i2.3211>

- Vatolkina, N., Gorbashko, E., Kamynina, N., & Fedotkina, O. (2020). E-Service Quality from Attributes to Outcomes: The Similarity and Difference between Digital and Hybrid Services. *Journal of Open Innovation: Technology, Market, and Complexity*, 6(4), 143. <https://doi.org/10.3390/joitmc6040143>
- Velianda. (2021). *Apakah kamu pernah mengalami masalah buruk saat belanja di Lazada?* Id.Quora.Com. <https://id.quora.com/Apakah-kamu-pernah-mengalami-masalah-buruk-saat-belanja-di-Lazada>
- Venkatesh, V., & Bala, H. (2008). Technology Acceptance Model 3 and a Research Agenda on Interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>
- Wang, Y., Yu, Q., & Fesenmaier, D. R. (2002). Defining The Virtual Tourist Community: Implications For Tourism Marketing. *Tourism Management*, 23, 407–417.
- Wen, C., Prybutok, V. R., & Xu, C. (2011). An Integrated Model for Customer Online Repurchase Intention. *Journal of Computer Information Systems*, 52(1), 14–23.
- Wicaksono, S. R. (2022). *Teori Dasar Technology Acceptance Model* (1st ed.). CV. Seribu Bintang.
- Wilis, R., & Nurwulandari, A. (2020). Trust and customer loyalty in e-commerce. *International Journal of E-Business Research*, 16(2), 45–60.
- Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality Dan Kualitas Jasa Terhadap Repurchase Intention : Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 291–310. <https://doi.org/10.25105/jmpj.v11i2.3006>
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: Dimensionalizing, measuring and predicting e-tail quality. *Journal of Retailing*, 79(3), 183–198.
- Wuisan, D. S. S., Candra, D., Tanaya, M. A., Natalia, V., & Bernarto, I. (2020). Pengaruh Website Design Quality dan E-Service Quality Terhadap Repurchase Intention Sociolla E-Trust Sebagai Variabel Mediasi. *Computatio : Journal of Computer Science and Information Systems*, 4(1), 55–67. <https://doi.org/10.24912/computatio.v4i1.7748>
- Yusuf, M., Haryoto, C., Husainah, N., & Nuraeni. (2023). *Teori Manajemen*. Yayasan Pendidikan Cendekia Muslim.

- Zhou, T., Lu, Y., & Wang, B. (2009a). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers' Online Repurchase Behavior. *Information Systems Management*, 26(4), 327–337. <https://doi.org/10.1080/10580530903245663>
- Zhou, T., Lu, Y., & Wang, B. (2009b). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers' Online Repurchase Behavior. *Information Systems Management*, 26(4), 327–337. <https://doi.org/10.1080/10580530903245663>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2019). Effect of online store attractiveness and trust on purchase intentions in e-commerce. *Journal of Retailing and Consumer Services*, 50, 22–32. <https://doi.org/10.1016/j.jretconser.2019.04.005>

