

DAFTAR PUSTAKA

- Ahdiat, A. (2024). Kerugian Pizza HUT Indonesia membengkak Januari-September 2024. *Katadata*. <https://databoks.katadata.co.id/pasar/statistik/673c0b7cdc678/kerugian-pizza-hut-indonesia-membengkak-januari-september-2024>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-t](https://doi.org/10.1016/0749-5978(91)90020-t)
- Ajzen, I. (2002). Perceived behavioral control, Self-Efficacy, locus of control, and the theory of planned behavior. *Journal of Applied Social Psychology*, 32(4), 665–683. <https://doi.org/10.1111/j.1559-1816.2002.tb00236.x>
- Aksesweb. (2025, May 29). *Biaya Pembuatan Aplikasi Android dan iOS: Panduan Lengkap 2025*. Tokoweb.co. <https://tokoweb.co/biaya-pembuatan-aplikasi-android-dan-ios-panduan-lengkap-2025/>
- Alam, M. M. D., & Noor, N. a. M. (2020). The relationship between service quality, corporate image, and customer loyalty of Generation Y: An application of S-O-R Paradigm in the context of Superstores in Bangladesh. *SAGE Open*, 10(2). <https://doi.org/10.1177/2158244020924405>
- Annaraud, K., & Berezina, K. (2020). Predicting satisfaction and intentions to use online food delivery: What really makes a difference? *Journal of Foodservice Business Research*, 23(4), 305–323. <https://doi.org/10.1080/15378020.2020.1768039>

- Astri Widayanti, D., Rahayu, S., Dharma Adi Unggul Bhirawa Surakarta, U., & Tengah, J. (2023). Pengaruh Kualitas E-Service terhadap Kepuasan Pelanggan Pengguna E-commerce Shopee. In *Jurnal Ilmiah Ekonomi dan Bisnis* (Vol. 2, Issue 1).
- Astuti, Novi. (2020). 8 Manfaat Internet bagi Kehidupan Manusia, Perhatikan Penggunaannya Secara Bijak. <https://www.merdeka.com/jabar/8-manfaat-internet-bagi-kehidupan-manusia%20perhatikan-penggunaannya-secara-bijak-klh.html>
- Astuti, S. D., & Huda, B. (2022). Pengaruh Service Excellent Customer Service Terhadap Kepuasan Nasabah Tabungan BSM di Bank Syariah Mandiri KC Jatinangor. *Shidqia: Jurnal Keuangan dan Perbankan Syariah*, 1(1), 29-43.
- Averill, J. (1973). *Personal control over aversive stimuli and its relationship to stress*. <https://www.semanticscholar.org/paper/Personal-control-over-aversive-stimuli-and-its-to-Averill/ff8273de74ce6bd8304a3c54d8cf9aef298359ef>
- Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding service convenience. *Journal of Marketing*, 66(3), 1–17. <https://doi.org/10.1509/jmkg.66.3.1.18505>
- Brown, L. G. (1990). Convenience in services marketing. *Journal of Services Marketing*, 4(1), 53–59. <https://doi.org/10.1108/eum0000000002505>
- Camilleri, M. A. (2022). E-commerce websites, consumer order fulfillment and after-sales service satisfaction: the customer is always right, even after the shopping cart check-out. *Journal of Strategy and Management*, 15(3), 377–396. <https://doi.org/10.1108/jsma-02-2021-0045>
- Collier, J. E., & Bienstock, C. C. (2006). Measuring service quality in E-Retailing. *Journal of Service Research*, 8(3), 260–275. <https://doi.org/10.1177/1094670505278867>

- Ding, D. X., Hu, P. J., & Sheng, O. R. L. (2010). e-SELFQUAL: A scale for measuring online self-service quality. *Journal of Business Research*, 64(5), 508–515. <https://doi.org/10.1016/j.jbusres.2010.04.007>
- Farquhar, J. D., & Rowley, J. (2009). Convenience: a services perspective. *Marketing Theory*, 9(4), 425–438. <https://doi.org/10.1177/1470593109346894>
- Firdausi, A., Yani, M., & Hariasih, M. (2025). Influence of service quality, green customer value, and green brand awareness on green customer loyalty through customer satisfaction within Sidoarjo Eiger's customer. *Jurnal Manajemen*, 16(3), 929–947. <https://doi.org/10.32832/jm-uika.v16i2.19276>
- GoodStats. (2025, October 11). *Ragam dessert favorit publik RI 2025*. GoodStats. <https://goodstats.id/article/ragam-dessert-favorit-publik-ri-2025-jNNik>
- Google, Temasek, & Bain & Company. (2021). *e-Conomy SEA 2021: Roaring 20s – The SEA digital decade* (6th ed.). <https://www.temasek.com.sg/content/dam/temasek-corporate/news-and-views/resources/reports/e-conomy-sea-2021-report.pdf>
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2017). *A primer on partial least squares structural equation modeling (PLS-SEM)*. Sage.
- Hariyanto, S. D. (2021). *Pengaruh service convenience terhadap repurchase intention yang di mediasi oleh customer satisfaction pada konsumen Zalora*. Neliti. <https://www.neliti.com/publications/358498/pengaruh-service-convenience-terhadap-repurchase-intention-yang-di-mediasi-oleh#cite>
- Hendrik, J. J. (2024). Analisis kepuasan konsumen atas kualitas pelayanan customer service, harga, dan ketepatan waktu pengiriman. *Jurnal*

Manajemen Pemasaran Dan Perilaku Konsumen., 3(1), 145–154.
<https://doi.org/10.21776/jmppk.2024.03.1.15>

Indrata, S. L., Susanti, C. E., & Kristanti, M. M. (2017). PENGARUH PERCEIVED VALUE DAN E-SERVICE QUALITY TERHADAP CUSTOMER BEHAVIORAL INTENTION MELALUI CUSTOMER SATISFACTION PADA PENGGUNA GOJEK DI SURABAYA. In *Kajian Ilmiah Mahasiswa Manajemen (KAMMA)* (Vol. 6).
<http://journal.wima.ac.id/index.php/KAMMA/>

Kemp, S. (2025, February 25). Digital 2025: Indonesia — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights.
<https://datareportal.com/reports/digital-2025-indonesia>

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing (17th ed.)*. The University of Minnesota Libraries Publishing.
<https://open.lib.umn.edu/principlesmarketing/>

Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education.

Kotler, Philip., & Keller, K. Lane. (2012). *Marketing management*. Prentice Hall.

Lovelock, C., & Wirtz, J. (2011). *Services Marketing: People, Technology, Strategy*, 7th edition.
ResearchGate.https://www.researchgate.net/publication/263523474_Services_Marketing_People_Technology_Strategy_7th_edition

Maddalena, S. (2025). *Digital 2025 - We are Social Indonesia*. We Are Social Indonesia. <https://wearesocial.com/id/blog/2025/02/digital-2025/>

Malhotra, N. K., Nunan, D., & Birks, D. F. (2020). *Marketing Research: Applied Insight* (6th ed.). Pearson.

- Marzocchi, G. L., & Zammit, A. (2006). Self-scanning technologies in retail: Determinants of adoption. *Service Industries Journal*, 26(6), 651–669. <https://doi.org/10.1080/02642060600850790>
- Sulek Nugroho, Andy. (2021). *Pengertian Era Digital & Dampaknya bagi Kehidupan*. <https://qwords.com/blog/eradigital-adalah/>
- Oliver, R. L. (2014). *Satisfaction: a behavioral perspective on the consumer*. <https://doi.org/10.4324/9781315700892>
- Pandemi Covid-19 momentum transformasi digital - Seputar DJID - Direktorat Jenderal Infrastruktur Digital*. (n.d.). <https://www.postel.go.id/berita-pandemi-covid-19-momentum-transformasi-digital-27-4993>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2004). E-S-QUAL. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Potter, N. N., & Hotchkiss, J. H. (1995). Confectionery and chocolate products. In *Food science text series* (pp. 464–477). https://doi.org/10.1007/978-1-4615-4985-7_20
- Ramírez-Correa, P., Rondán-Cataluña, F. J., Arenas-Gaitán, J., & Martín-Velicia, F. (2019). Analysing the acceptance of online games in mobile devices: An application of UTAUT2. *Journal of Retailing and Consumer Services*, 50, 85–93. <https://doi.org/10.1016/j.jretconser.2019.04.018>
- Rukuni, T. F., & Maziriri, E. T. (2020). Data on corona-virus readiness strategies influencing customer satisfaction and customer behavioural intentions in South African retail stores. *Data in Brief*, 31. <https://doi.org/10.1016/j.dib.2020.105818>

- Sahai, E., Astsaturov, I., Cukierman, E., DeNardo, D. G., Egeblad, M., Evans, R. M., Fearon, D., Greten, F. R., Hingorani, S. R., Hunter, T., Hynes, R. O., Jain, R. K., Janowitz, T., Jorgensen, C., Kimmelman, A. C., Kolonin, M. G., Maki, R. G., Powers, R. S., Puré, E., . . . Werb, Z. (2020). A framework for advancing our understanding of cancer-associated fibroblasts. *Nature Reviews. Cancer*, 20(3), 174–186. <https://doi.org/10.1038/s41568-019-0238-1>
- Slack, N. J., Singh, G., Ali, J., Lata, R., Mudaliar, K., & Swamy, Y. (2021). Influence of fast-food restaurant service quality and its dimensions on customer perceived value, satisfaction and behavioural intentions. *British Food Journal*, 123(4), 1324–1344. <https://doi.org/10.1108/BFJ-09-2020-0771>
- Sulek, J. M., & Hensley, R. L. (2004). The relative importance of food, atmosphere, and fairness of wait. *Cornell Hotel and Restaurant Administration Quarterly*, 45(3), 235–247. <https://doi.org/10.1177/0010880404265345>
- Susanti, F., & Rahmadhani, S. (2022). PENGARUH PERANAN CUSTOMER SERVICE DAN KUALITAS PELAYANAN TERHADAP CUSTOMER SATISFACTION DI BPJS KETENAGAKERJAAN CABANG SOLOK. *Jurnal Valuasi Jurnal Ilmiah Ilmu Manajemen Dan Kewirausahaan*, 2(2), 1126–1154. <https://doi.org/10.46306/vls.v2i2.148>
- Top, C., & Ali, B. J. (2021). Customer satisfaction in online meeting platforms: Impact of efficiency, fulfillment, system availability, and privacy. *Revista Amazonia Investiga*, 10(38), 70–81. <https://doi.org/10.34069/ai/2021.38.02.7>
- Wahyudi, H. S., & Sukmasari, M. P. (2018). TEKNOLOGI DAN KEHIDUPAN MASYARAKAT. *Jurnal Analisa Sosiologi*, 3(1). <https://doi.org/10.20961/jas.v3i1.17444>

- Wallston, K. A., Wallston, B. S., Smith, S., & Dobbins, C. J. (1987). Perceived control and health. *Current Psychology*, 6(1), 5–25.
<https://doi.org/10.1007/bf02686633>
- Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intention and behavioral expectation. *Journal of Experimental Social Psychology*, 21(3), 213–228. [https://doi.org/10.1016/0022-1031\(85\)90017-4](https://doi.org/10.1016/0022-1031(85)90017-4)
- Wilianto, V., Santoso, N., & Siaputra, H. (2017). *Pengaruh physical environment terhadap customer satisfaction yang membentuk behavioral intention di Domi Deli Restaurant Surabaya: Aplikasi skala pengukuran Dinescape*. Neliti.
<https://www.neliti.com/publications/85058/pengaruh-physical-environment-terhadap-customer-satisfaction-yang-membentuk-beha>
- Wolfenbarger, M., & Gilly, M. C. (2003). eTailQ: dimensionalizing, measuring and predicting etail quality. *Journal of Retailing*, 79(3), 183–198.
[https://doi.org/10.1016/s0022-4359\(03\)00034-4](https://doi.org/10.1016/s0022-4359(03)00034-4)
- YEARLY FINANCIAL REPORT - PT Sarimelati Kencana Tbk. (n.d.).
<https://www.sarimelatikencana.co.id/annual-report.php>
- Zamani, N., Bahrom, N. A., Shafiqah, M. F. N., Anuar, N. F., Rosman, S. A., Sivam, S., Muthutamilselvan, K., & Isai, K. I. A. (2020). *A study on customer satisfaction towards ambiance, service and food quality in Kentucky Fried Chicken (KFC), Petaling Jaya*. Neliti.
<https://www.neliti.com/publications/322738/a-study-on-customer-satisfaction-towards-ambiance-service-and-food-quality-in-ke>
- Zhong, Y., & Moon, H. C. (2020). What drives customer satisfaction, loyalty, and happiness in Fast-Food restaurants in China? Perceived price, service

quality, food quality, physical environment quality, and the moderating role of gender. *Foods*, 9(4), 460. <https://doi.org/10.3390/foods9040460>



UMN

UNIVERSITAS
MULTIMEDIA
NUSANTARA