

DAFTAR PUSTAKA

- Ali, Hasan. (2013). *Marketing*. Yogyakarta: Media Pressindo
- Achadi, A., Surveyandini, M., & Prabawa, A. (2021). Pengaruh Kualitas Website E-Commerce, Kepercayaan, Persepsi Risiko dan Norma Subyektif terhadap Minat Beli Secara Online di bukalapak. com. *Jurnal Ilmiah Universitas Batanghari Jambi*, Vol.21. No.3, 1207-1212.
- Amoako, G. K., Doe, J. K., & Neequaye, E. K. (2021). Online Innovation And Repurchase Intentions In Hotels: The Mediating Effect Of Customer Experience. *International Hospitality Review*. Vol.32.
- Ardianto, K., Nuriska, F. P., & Nirawati, L. 2020. Pengaruh Kepercayaan Dan Ulasan Produk Terhadap Minat Beli Ulang Emina Pada Official Store Shopee Di Kota Surabaya. *Jurnal Ilmiah Manajemen Ubhara*, Vol.2. No. 2, 62.
- Arif, M. E. (2019). the Influence of Electronic Word of Mouth (Ewom), Brand Image, and Price on Re-Purchase Intention of Airline Customers. *Jurnal Aplikasi Manajemen*, Vol. 17. No. 2, 345–356.
- Atil Bulut, Z. (2015). Determinants of Repurchase Intention in Online Shopping: a Turkish Consumer’s Perspective. *International Journal of Business and Social Science*, Vol. 6. No. 10, 55–63.
- Ayaumi, R. S., & Komariah, N. S. (2021). Pengaruh Customer Experience Dan Trust Terhadap Minat Beli Ulang Layanan Pesan Antar Gofood Saat Pandemi Covid-19 Pada Generasi Z. *Jurnal Ilmiah Manajemen Ubhara*, Vol. 3. No. 2, 181.
- Buntarman, C., & Rodhiah, R. (2022). Pengaruh Ease of Use, Trust, dan Privacy Concern terhadap Repurchase Intention pada Situs Jual Beli Online Bukalapak. *Jurnal Manajerial Dan Kewirausahaan*, Vol. 4. No. 2, 301.
- Cahyani, A., Made, I., Gunadi, A., & Mbulu, Y. P. (2019). Pengaruh Customer Experience Terhadap Repurchase Intention Pada Pt. Traveloka Indonesia. *Jurnal Sains Terapan Pariwisata*, Vol. 4. No. 1, 25–36.
- Chao Wen, Victor R. Prybutok, & Chenyan Xu. (2011). An Integrated Model for Customer Online Repurchase Intention: Journal of Computer Information Systems: Vol 52, No 1. *Journal of Computer Information Systems*, 4417(February), 14–23.

- Chauhan, S. (2015). Acceptance of mobile money by poor citizens of India: Integrating trust into the technology acceptance model. *Info*, Vol. 17. No. 3, 58–68.
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, Vol. 53. No. 1, pp. 218–225.
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, Vol. 33. No. 4, pp. 761–784.
- Diyanti, & Suharyati. (2021). Customer Experience, Kepuasan Pelanggan Dan Repurchase Intention Pada E-Commerce Shopee. *Prosiding Konferensi Riset Nasional Ekonomi, Manajemen, Dan Akuntansi*, Vol. 2. No. 2, pp. 677–689.
- Ferdinand, A. 2002. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, Vol. 6. No. 2, pp. 2–14.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19 Edisi 5 cetakan V*. Semarang: Badan Penerbit Universitas Diponegoro.
- Halim, Fitria., Sherly., Sudirman, Acai. (2020). *Marketing dan Media Sosial*. Bandung: Media Sains Indonesia.
- Hasibuan, R. R., & Pratiwi, A. R. (2021). Antecedent Repurchase Intention Aplikasi Shopee Dengan Kepuasan Sebagai Variabel Mediasi Di Kabupaten Banyumas. *Tirtayasa Ekonomika*, Vol. 16. No. 2, pp. 253.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, Vol. 18 No.1, pp. 38–52.
- Hennig-Thurau, T., & Walsh, G. (2003). Electronic word-of-mouth: Motives for

and consequences of reading customer articulations on the internet. *International Journal of Electronic Commerce*, Vol. 8. No. 2, pp. 51–74.

Ikhsani, M. N. (2016). Analisis Pengaruh Perceived Value, Perceived Ease of Use Dan Perceived Usefulness Terhadap Niat Beli Kembali Secara Onlne Di Kota Yogyakarta. *Jurnal Manajemen*, Vol. 4. No. 2, pp. 43–52.

Jogiyanto, H. M. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta: Erlangga.

Juliana, J., Noval, T., Hubner, I. B., & Bernarto, I. (2020). Ease Of Use Dan Trust Terhadap Purchase Intention Melalui Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, Dan Bisnis*, Vol. 4. No. 2, pp. 217–229.

Kartika, K., & Prasetio, A. (1811). Analisis Pengaruh Customer Experience Terhadap Repurchase. *Journal of Management & Business*, Vol. 5. No. 2, pp. 1–7.

Kotler, P., & Armstrong, G. (2015). *Marketing an Introducing Prentice Hall Twelfth edition*. England : Pearson Education Inc.

Lemke, F., Wilson, P. H., & Clark, P. M. (2006). What Makes a Great Customer Experience. Cranfield Customer Management Forum.

Luh, N., Yolandari, D., Made, N., & Kusumadewi, W. (2018). TERHADAP NIAT BELI ULANG SECARA ONLINE MELALUI KEPUASAN PELANGGAN (Studi Pada Situs Online Berrybenka . Com) Fakultas Ekonomi Dan Bisnis Universitas Udayana (Unud), Bali , Vol. 7. No. 10, pp. 5343–5378.

Made, N., Febriani, A., Ketut, I. G. A., & Ardani, S. (2021). The Influence of Customer Experience, Ease of Use, and Trust on Repurchase Intention (Case Study of Tokopedia Consumers in Denpasar). *American Journal of Humanities and Social Sciences Research*, Vol. 5, pp. 378–383.

Mahyarni. 2017. "*Theory Of Reasoned Action Dan Theory Of Planned Behavior (Sebuah Kajian Historis Tentang Perilaku)*."

Mao, Z., & Lyu, J. (2017). Why travelers use Airbnb again?: An integrative approach to understanding travelers' repurchase intention. *International Journal of Contemporary Hospitality Management*, Vol. 29. No. 9, pp. 2464–2482.

Mudiantono, M. T. (2017). The impact of website design quality, service quality,

and enjoyment on repurchase intention through satisfaction and trust at Zalora. *Diponegoro Journal Of Management*, Vol. 6. No.5, pp. 1–11.

Murdifin, I., Ashoer, M., Modding, B., & Basalamah, S. (2020). What drives consumers repurchase intention in mobile apps? An empirical study from Indonesia. *Revista ESPACIOS*, Vol. 41. No. 19, pp. 197–211.

Nurrahmanto, P. A., & Rahardja. (2015). Kepercayaan Konsumen Terhadap Minat Beli Konsumen Di Situs Jual Beli Online Bukalapak . Com. *Diponegoro Journal of management Volume*, Vol. 4. No. 2, pp. 1–12.

Oliveira, T., Alinho, M., Rita, P., & Dhillon, G. (2017). Modelling and testing consumer trust dimensions in e-commerce. *Computers in Human Behavior*, Vol. 71, pp. 153–164.

Pappas, I. O., Pateli, A. G., Giannakos, M. N., & Chrissikopoulos, V. (2014). Moderating effects of online shopping experience on customer satisfaction and repurchase intentions. *International Journal of Retail and Distribution Management*, Vol. 42. No.3, pp. 187–204.

Pranoto, R. G. (2016). Analisa Pengaruh Customer Experience Terhadap Customer Satisfaction. *Jurnal Manajemen Pemasaran Petra*, Vol. 2. No. 3, pp. 1–9.

Prastyaningsih, A. S., Suyadi, I., & Yulianto, E. (2014). Pengaruh Customer Experience Terhadap Repurchase Intention (Niat Membeli Ulang) (Survei Pada Konsumen KFC Di Lingkungan Warga RW 3 Desa Kandangrejo, Kedungpring, Lamongan). *Jurnal Administrasi Bisnis (JAB)/Vol, 16. No. (1)*, pp. 1–8.

Riduwan. (2009). *Metode & Teknik Menyusun Proposal Penelitian*. Jakarta: Alfabeta.

Riki Wijayajaya, H., & Tri Astuti, S. R. (2018). The Effect of Trust and Brand Image to Repurchase Intention in Online Shopping. *KnE Social Sciences*, Vol. 3. No. (10), 915.

Salim, K. F., Catherine, & Andreani, F. (2015). Pengaruh Customer Experience Dan Kepercayaan Terhadap Kepuasan Konsumen Di Tx Travel Klampis. *Jurnal Hospitality Dan Manajemen Jasa*, Vol. 3. No. 1, pp. 322–340.

Saodin, Suharyono, Arifin, Z., & Sunarti. (2019). the Influence of E-Service

Quality Toward E-Satisfaction, E-Trust, E-Word of Mouth and Online Repurchase Intention: a Study on the Consumers of the Three-Star Hotels in Lampung. *Russian Journal of Agricultural and Socio-Economic Sciences*, Vol. 93. No. 9, pp. 27–38.

Safitri, K. (2017). Analisis Pengaruh Customer Experience Dan Kepuasan Pelanggan Konsumen Terhadap Minat Beli Ulang Di SToria Caffè MMXVI. *Jurnal Terapan Manajemen dan Bisnis*, Vol. 3. No. 1, pp. 66-75

Sari, V. E. (2019). Pengaruh E-Wom, Lifestyle, Kepercayaan Terhadap Keputusan Pembelian Ticket Online Booking Pada Situs Traveloka.Com Di Ponorogo (Studi Kasus Pembelian Tiket Pesawat Dan Kereta Api). *Jurnal Administrasi Bisnis Fisipol Unmul*, Vol. 7. No. 4, pp. 474.

Satryawati, E. (2018). Pengaruh Kepercayaan Dan Kepuasan Terhadap Loyalitas Pelanggan E- Commerce. *Jurnal Teknologi Informatika Dan Komputer*, Vol. No.1, pp. 36–52.

Savitri, E. A., Zahara, Z., & Ponirin, P. (2020). Pengaruh Promosi Melalui Media Sosial Terhadap Repurchase Intention Melalui Electronic Word of Mouth. *Jurnal Ilmu Manajemen Universitas Tadulako (JIMUT)*, Vol. 2. No. 3, pp 241–250.

Sayuti, M. H., & Dewi, C. K. (2015). The Influence of Customer Experience on Consumer Re-Purchase. *E-Proceeding of Management*, Vol.2. No. 2, pp. 1932–1940.

Siagian, H., & Cahyono, E. (2014). Analisis Website Quality, Trust Dan Loyalty Pelanggan Online Shop. *Jurnal Manajemen Pemasaran*, Vol. 8. No. 2, pp. 55–61.

Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif Dan R&D*. Edisi 19. Bandung: Alfabeta.

Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta

Suliyanto. (2011). *Ekonometrika Terapan: Teori & Aplikasi dengan SPSS*. Yogyakarta: ANDI

- Sullivan, Y. W., & Kim, D. J. (2018). Assessing the effects of consumers' product evaluations and trust on repurchase intention in e-commerce environments. *International Journal of Information Management*, Vol. 39. pp. 199–219.
- Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. *International Journal of System Assurance Engineering and Management*, Vol. 11, pp. 349–356.
- Tehreem, A. (2016). Factors Deriving Consumers ' Repurchase Intention in Online Shopping : a Pakistani Consumer ' s Perspective. *International Journal of Management Sciences and Business Research*, Vol. 5. No. 12, pp. 261–270.
- Trisna, K., Putri, K., Gde, T., & Sukawati, R. (2020). The Role of Trust Mediates the Effect of Customer satisfaction on Repurchase Intention (Study on Consumer Chatime) in Denpasar City. *American Journal of Humanities and Social Sciences Research*, Vol. 8, pp. 412–418.
- Trivedi, S. K., & Yadav, M. (2020). *Repurchase intentions in Y generation : mediation of trust and*. Vol. 38. No. 4, pp. 401–415.
- Wardana, I. M., & Oktarini, M. A. S. (2018). Pengaruh Perceived Ease of Use dan Perceived Enjoyment terhadap Customer Satisfaction dan Repurchase Intention. *INOBIS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, Vol. 1, pp. 227–237.
- Wilson, N., Alvita, M., & Wibisono, J. (2021). the Effect of Perceived Ease of Use and Perceived Security Toward Satisfaction and Repurchase Intention. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, Vol. 5. No. 1, pp. 145-169.
- Wiyata, M. T., Putri, E. P., & Gunawan, C. (2020). Pengaruh Customer Experience, Ease of Use, dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli Online Shopee di Kalangan Mahasiswa Kota Sukabumi. *Cakrawala*, Vol. 3. No. 1, pp. 11–21.
- Yuliawan, E., Siagian, H., Willis, L., Manajemen, P. S., & Mikroskil, S. (2018). *Dan Kualitas Layanan Terhadap Keputusan Pembelian Pada Online Shop Zalora Indonesia (Studi Pada Mahasiswa Program Studi Manajemen STIE Mikroskil Medan)*, Vol. 12. No. 2, pp. 34–49.
- Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2020). Generation Y consumer online repurchase intention in Bangkok: Based on Stimulus-Organism-

Response (SOR) model. *International Journal of Retail and Distribution Management*, Vol. 48. No. 1, pp. 53–69.