

DAFTAR PUSTAKA

- Afifah, H., Suprpto, A., Andina, N. A., Fuadilah, A., Sitanini, A., & Suwalli. (2022). *Pemasaran Jasa*.
- Alpian, A., & Nurlinda, L. (2023). The influence of system quality, information quality, and service quality on user satisfaction through use in the Blibli marketplace. *Accident Analysis and Prevention*, 183(2), 153–164.
- Asmarani, A., Wijayanti, M., & Kurniawan, D. (2024). Pengaruh Live Shopping, Discount, Dan Kualitas Produk Terhadap Impulse Buying Pada Marketplace Tiktok Shop. *Jurnal Ilmiah Ekonomi Dan Manajemen*, 2(8), 425–437. <https://doi.org/10.61722/jiem.v2i8.2308>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing: Strategy, Implementation and Practice* (7th Edition (ed.); Vol. 17). Pearson Education Limited.
- Do, A. D., & Ta, V. L. (2023). *The Impact of the Quality of Logistics Services in E-Commerce on the Satisfaction and Loyalty of Generation Z Customers*.
- Ebert, R. J., & Griffin, R. W. (2020). Business Essentials. In *Power Systems*. <https://doi.org/10.1201/b12111-22>
- Firdaus, R. A., & Astuti, B. (2024). Analisis Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dan Loyalitas Pelanggan E-Commerce Shopee. *Jurnal Informatika Ekonomi Bisnis*, 6(4), 765–769. <https://doi.org/10.37034/infeb.v6i4.983>
- Ghozali. (2021). Aplikasi Analisis Multivariate Dengan Program SPSS 26. In *Badan Penerbit Universitas Diponegoro*.
- Ghozali, I., & Kusumadewi, K. A. (2023). Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris edisi 2. In *Badan Penerbit Universitas Diponegoro*.
- Hair, Joseph F., J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (3rd ed.). Sage Publications.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*.

- Hariyanto, N. A., & Salim, S. A. (2024). *RESEARCH IN MANAGEMENT OF TECHNOLOGY AND RMTB The Relationship Between Service Quality and Customer Loyalty in Online Shopping*. 5(1), 646–665.
- Hoyer, W. D., Macinnis, D. J., Pieters, R., Chan, E., & Northey, G. (2021). *Behaviour Consumer*.
- Hutapea, C. apaNovita, & Hegarini, E. (2024). Kualitas layanan terhadap kepuasan pengguna pada aplikasi e-commerce TikTok. Universitas Gunadarma, Jakarta. *Journal of Science and Social Research*, 4307(August), 968–973.
- Jiang, G., Liu, F., Liu, W., Liu, S., Chen, Y., & Xu, D. (2021). Effects of information quality on information adoption on social media review platforms : moderating role of perceived risk. *Data Science and Management*, 1(1), 13–22. <https://doi.org/10.1016/j.dsm.2021.02.004>
- Jobber, D., & Ellis-Chadwick, F. (2023). *Principles and Practice of Marketing Marketing*.
- Kawa, A., & Swiatowiec-szczepa, J. (2025). *Logistics as a value in e-commerce and its influence on satisfaction in industries : a multilevel analysis*. 13(November), 220–235. <https://doi.org/10.1108/JBIM-09-2020-0429>
- Kotler, P., & Armstrong, G. (2024). Principles of Marketing. In *The Economic Journal* (19th Editi, Vol. 38, Issue 151). <https://doi.org/10.2307/2224326>
- Kotler, P., & Keller, K. L. (2022). *Management*.
- Kurniawan, P., & Kustandi, T. (2025). *Indonesia Economic Journal*. 1(2), 1199–1212.
- Marlindawati, M., Sahfitri, V., & Rosalinda, R. (2025). Measuring Tiktok Shop Service Quality Using The E-ServQual Method And Importance Performance Analysis (IPA) Method. *Journal of Information Systems and Informatics*, 7(2), 1400–1417. <https://doi.org/10.51519/journalisi.v7i2.1108>
- Misidawati, D. N., Darmiono, D., Devi, E. K., Fatimah, S., & Sarwono, S. (2023). The Effect of Digital Marketing Strategy and Service Quality on Customer Satisfaction in the Indonesian E-Commerce Industry. *Sinergi International Journal of Management and Business*, 1(2), 160–171. <https://doi.org/10.61194/ijmb.v1i2.145>
- Nabiilah, Aliffia, N., Rahayu, S., & Widjaja, Novika, F. (2025). *Pengaruh logistic*

- service quality pada the best marketplace di Indonesia. Halaman 167–186. 167–186.*
- Nurkhoiriyah, S., & Hidayat, Y. R. (2024). *Influence of Price and Timeliness of Delivery Towards Customer Satisfaction (Shopee Express , Hub Koja , Plumpang , Semper , North Jakarta)*. 21(1), 187–196.
- Oyama, Y., Fukuda, D., Imura, N., & Nishinari, K. (2024). Do people really want fast and precisely scheduled delivery? E-commerce customers' valuations of home delivery timing. *Journal of Retailing and Consumer Services*, 78(January), 103711. <https://doi.org/10.1016/j.jretconser.2024.103711>
- Prajoko, M. A., Effendi, I., & Sugandini, D. (2022). Pengaruh Persepsi Kegunaan, Kualitas Informasi, terhadap E-Kepuasan dengan Kepercayaan sebagai Variabel Mediasi pada Pengguna Marketplace Tokopedia di Daerah Istimewa Yogyakarta. *Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi*, 9(1), 287–306.
- Pramudita, A. S., & Guslan, D. (2025). The Impact of Logistics Service Quality on Consumer Satisfaction in E-Commerce Distribution Channels in Indonesia. *Journal of Distribution Science*, 23(2), 109–118. <https://doi.org/10.15722/jds.23.02.202502.109>
- Reyhan, A., Achmad Fauzi, Leo Andri Yulius Caesar, Kusuma, A., Ervin, E., Rayvan, R., & Samuel, S. (2024). Dampak Tiktok Shop Terhadap Pedagang Pasar Tradisional atau UMKM di Indonesia. *Jurnal Ilmu Multidisplin*, 2(4), 391–403. <https://doi.org/10.38035/jim.v2i4.456>
- Ridho, F., Hartono, S., & Istiqomah, I. (2021). Easy, Quality of Service, and Timeliness of Delivery to Customer Satisfaction. *Almana : Jurnal Manajemen Dan Bisnis*, 5(2), 184–191. <https://doi.org/10.36555/almana.v5i2.1552>
- Sabila, A. R., & Kusumaningrum, L. (2020). Analisis Kualitas Layanan E-Commerce Shopee Dalam Meningkatkan Kepercayaan Dan Kepuasan Pelanggan (Studi Kasus: Pelanggan Shopee Di Kota Tangerang 2020). *Jurnal Ilmiah Sekolah Tinggi Teknologi Informasi NIIT*, 16(2), 72–80. <https://jitech.i-tech.ac.id/index.php/jitech/article/view/107/pdf>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behaviour (12th ed. Global)* (Issue 6).

- Solomon, M. (2020). Consumer Behavior: Buying, Having. In *Pearson* (Issue April).
- Sugiyono. (2019). *metode penelitian*.
- Sugiyono. (2023). *Metode penelitian* (Vol. 17).
- Suharyati, Utami, K., & Supriadi, Y. N. (2023). Customer Satisfaction Analysis of Service Quality Bank, Fintech, Cooperative with CSI and IPA Methods. *Quality - Access to Success*, 24(193), 140–153. <https://doi.org/10.47750/QAS/24.193.16>
- Suryani, S., & Koranti, K. (2022). Ekonomi Bisnis. *Jurnal Ilmiah Ekonomi Bisnis* 146, 27(2), 183–198.
- Violinda, Q., Alfadila, A., Gultom, H. C., & Erandi, J. (2022). *Customer Satisfaction : A Central Phenomenon in Digital Marketing J & T Express*. 4810, 51–66.
- Wirani, M., & Wibasuri, A. (2020). Measurement of Information Quality and E-Service Quality on Customer Satisfaction at Shopee Indonesia. *Proceeding International Conference on Information Technology and Business, December*, 214–219.
- Wirtz, J., & Lovelock, C. (2021). *SERVICES*.