

DAFTAR PUSTAKA

- Abdella, R. A., & Indradewa, R. (2024). Customer Satisfaction In E-Commerce: The Role Of Service Quality, Product Quality, And E-Servicescape Influences Via Perceived Value. *Journal Of Management And Digital Business*, 4(2). <https://doi.org/10.53088/Jmdb.V4i2.1004>
- Agriawan, A., Rahmi, P. P., & Muttaqin, R. (2025). Pengaruh Kualitas Produk Dan Online Customer Review Terhadap Kepuasan Pelanggan Pada E-Commerce Tokopedia. *Journal Of Information System, Applied, Management, Accounting And Research.*, 9(1), 100–112. <https://doi.org/10.52362/Jisamar.V9i1.1710>
- Aguilika, D., & Padmasari, N. (2026). The Influence Of Product Quality And Online Shopping Experience (OSE) On Consumer Loyalty Through Customer Satisfaction On Local Skincare Products. *Jurnal STEI Ekonomi*, 35(1). <https://doi.org/https://journal.steipress.org/index.php/jemi/article/view/322>
- Ahdiat, A. (2026). *Shopee Reaches Half Of Indonesia's E-Commerce Market In 2025*. <https://databoks.katadata.co.id/en/technology-telecommunications/statistics/69e1bc1f22153/shopee-reaches-half-of-indonesias-e-commerce-market-in-2025#>
- Al-Fajri, D. S. (2024). *Tren Boneka Labubu, Koleksi Di E-Comerence Tembus Rp60 Juta!* Goodstats.Com. <https://goodstats.id/article/tren-boneka-labubu-koleksi-di-e-comerence-tembus-60-juta-rupiah-zsurr>
- Becker, L., & Jaakkola, E. (2020). *Customer Experience : Fundamental Premises And Implications For Research*. <https://link.springer.com/article/10.1007/S11747-019-00718-X>

Blind Box Market Size, Share, Growth, And Industry Analysis, By Types (Anime Doll, Cosmetic Products, Others), By Application (Mall, Vending Machine, Others), And Regional Insights, And Forecast To 2034. (N.D.). 2024. https://www.globalgrowthinsights.com/market-reports/blind-box-market-119920?utm_source=chatgpt.com

Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, And Mixed Methods Approaches* (4th Ed.).

Deprian, A., & Widanti, A. (2024). The Influence Of Product Quality, Service Quality, Price And Brand Image On Shopee Customer Satisfaction. *International Journal Of Management And Digital Business*, 3(2), 122–132. <https://doi.org/10.54099/ijmdb.V3i2.771>

Digital 2024: 5 Billion Social Media Users. (2024). We Are Social. <https://wearesocial.com/id/blog/2024/01/digital-2024-5-billion-social-media-users/>

E. Sangadji, S. (2013). *Perilaku Konsumen: Pendekatan Praktis*. <https://doi.org/https://play.google.com/books/reader?id=6esneqaaqbaj&pg=GBS.PP2&hl=id>

Elliyana, E., Suranti, Rostini, Gazali, H., Sucidha, I., Verawaty, Erwin, Ardyan, E. E., Fadhillah, N. R., Yuliani, Tyra, M. J., Paerah, A., Nurmasari, I., Dwita, F., Suryo, B. S., & Narwis, H. A. (2022). Perilaku Konsumen. In *Cv Budi Utama* (1st, Juli 20 Ed.). Ahlimedia Press. https://www.academia.edu/37610166/PERILAKU_KONSUMEN_PERILAKU_KONSUMEN_MAKALAH_PERILAKU_KONSUMEN

Fatah, S. J., Jameel, A. S., & Zahari, A. R. Bin. (2025). *Understanding Post-Sale Dynamics: The Role Of Consumer Expectations And Attitudes Toward Marketing*. https://doi.org/https://eprints.cihanuniversity.edu.iq/id/eprint/3519/1/conf_ICAFS25_15-05-2025.pdf

- Ghozali, H, I. (2021). Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26 Edusi 10. In *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 26* (10th Ed.). Badan Penerbit Universitas Diponegoro.
- Global Blind Boxes Market Size, Trends Analysis, Report 2034*. (2026). Zion Market Research. <https://www.zionmarketresearch.com/report/blind-boxes-market>
- Gokinson, K., & Belgiawan, P. F. (2024). *Trust Dynamics In Smartphone Purchases : Comparing Online And Offline Customer Decision-Making In Banjarmasin , Indonesia*. 3(5). <https://doi.org/10.56472/25835238/IRJEMS-V3I5P135>
- Griffin, N. (2024). *The Mystery And Allure Of Japanese Blind Boxes: The Thrilling World Of Unpredictable Collection*. HELLO JAPAN! <https://doi.org/https://hello-japan.com/blogs/hello-japan-blog/the-mystery-and-allure-of-japanese-blind-boxes-the-thrilling-world-of-unpredictable-collectibles#:~:Text=Japanese%20blind%20boxes%20combine%20the,The%20social%20aspect%20of%20collecting>
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). *Journal Of Retailing And Consumer Services Understanding The Impact Of Online Customers ' Shopping Experience On Online Impulsive Buying : A Study On Two Leading E-Commerce Platforms*. 68(December 2021).
- Gunarian, N., Annabel, A., Desfianti, W. G., & Angelina. (2025). Exploring The Factors Behind Gen Z's Blind Box Purchase Intention In Jakarta. *Syntax Literate: Jurnal Ilmiah Indonesia*, 10(6), 5820–5832. <https://doi.org/https://jurnal.syntaxliterate.co.id/index.php/Syntax-Literate/Article/Download/59923/11618/>

- Information, C., Summary, F., Discussion, M., Management, S., Report, C. G., Report, G., Income, O. C., & Sheet, C. B. (2024). *Pop Mart Annual Report 2024*.
- J. Fatah, S., S. Jameel, A., & Bin Zahari, A. R. (2025). *Understanding Post-Sale Dynamics: The Role Of Consumer Expectations And Attitudes Toward Marketing*. 167–172.
https://doi.org/https://www.researchgate.net/publication/391844152_Understanding_Post-Sale_Dynamics_The_Role_Of_Consumer_Expectations_And_Attitudes_Toward_Marketing
- Java, I. K., Yasa, S., Iqbal, M., & Pangestuti, E. (2026a). *Expectancy Disconfirmation Theory : A Systematic Literature Review Of Satisfaction & Behavioral Intentions*. 20(1), 92–107.
<https://profit.ub.ac.id/index.php/profit/article/view/2863>
- Java, I. K., Yasa, S., Iqbal, M., & Pangestuti, E. (2026b). Expectancy Disconfirmation Theory : A Systematic Literature Review Of Satisfaction & Behavioral Intentions. *PROFIT: Jurnal Administrasi Bisnis*, 20(1), 92–107.
<https://doi.org/https://profit.ub.ac.id/index.php/profit/article/view/2863>
- Khuluq, M. H., Widyawati, N., Soedarmanto, & Kalangi, M. H. E. (2024). Pengaruh Ekspektasi, Pengalaman Dan Persepsi Nilai Customer Terhadap Kepuasan Customer Di Pt. Andalan Pacific Samudra. *Jurnal Administrasi Bisnis (JUTRANIS)*, 01(01).
- Kotler, P., & Keller, K. L. (2012). Marketing Management. In *Pearson Education*.
- Lestari, S., Rahmadani, A. Della, & Lestari, F. (2025). Pengaruh Brand Image

Dan Digital Marketing Terhadap Keputusan Pembelian Produk Kosmetik. *Management Studies And Entrepreneurship Journal (MSEJ)*, 4(5), 111–117.

<https://sejurnal.com/pub/index.php/jkii/article/view/6198/7242>

Lutfiana, S. W., & Muniroh. (2025). Pengaruh Customer Online Review , Discount , Service Quality Terhadap Repurchase Intention Secara Online Di Shopee Dengan Trust Sebagai Variabel Mediasi. *J-CEKI: Jurnal Cendikia Ilmiah*, 5(1).
<https://doi.org/https://ulilalbabinstitute.id/index.php/J-CEKI/article/download/12141/9617/32415>

Miles, M. B., Huberman, A. M., & Saldana, J. (2014). *Qualitative Data Analysis: A Methods Sourcebook* (3 (Ed.)).

Nasution, P., & Maharani, N. P. (2025). The Effect Of Price And Product Quality On Consumer Satisfaction Levels. *GOLDEN RATIO OF MARKETUNG AND APPLIED PSYCHOLOGY OF BUSINESS*, 5(2).
<https://doi.org/https://goldenratio.id/index.php/grmapb/article/view/1150>

Ningsih, E. R. (2021). *Perilaku Konsumen Pengembangan Konsep Dan Praktek Dalam Pemasaran* (1st Ed.). IDEA Press Yogyakarta.

Nurchayani, I., & Khotimah, F. (2024). *Pop Mart Resmi Hadir Di Indonesia, Gerai Pertama Buka Di Gandaria City*. Antaranews.Com.
<https://www.antaranews.com/berita/4205766/pop-mart-resmi-hadir-di-indonesia-gerai-pertama-buka-di-gandaria-city>

Nurhidayat, M. F., Komara, E., Rofianto, W., & Rimadiaz, S. (2024). Pengaruh Kualitas Produk, Kepercayaan, Keamanan, Harga, Kemudahan, Promosi, Terhadap Kepuasan Konsumen Dalam Melakukan Pembelian Terhadap E-Commerce Shopee. *Journal Of Accounting, Management, And Islamic Economics*, 02.

- Oktafiona, & Winda Evyanto. (2026). The Influence Of Online Customer Reviews, Product Quality, And Promotions On Purchasing Decisions The Jisulife Handheld Fan On Tokopedia E-Commerce. *Journal Of Studies In Academic, Humanities, Research, And Innovation*, 3(1), 1–12. https://doi.org/https://www.researchgate.net/publication/399561762_The_Influence_Of_Online_Customer_Reviews_Product_Quality_And_Promotions_On_Purchasing_Decisions_The_Jisulife_Handheld_Fan_On_Tokopedia_E-Commerce
- Ong, J. G. O., Garnace, A. R. B., Pastor, F. N. B., M., K. A. C., Florencio, M. C. R., M, H. W. G., Hernandez, E. V., Mallari, M. P. G., & Murad, N. S. I. (N.D.). The Mystery Behind The Box: How Pop Mart’s Storyless Collectibles Cultivate Fandom And Brand Loyalty In The Digital Age. *Journal Of Global Business*, 14(2).
- Permatasari, V. A., Haziroh, A. L., Mahmud, & Panjaitan, R. (2024). Pengaruh Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Ulang Melalui Kepuasan Pelanggan Produk Scarlett Pada E-Commerce Shopee (Studi Pada Mahasiswa Kampus Swasta Di Kota Semarang). *Economics And Digital Business Review*, 5(1), 236–247. <https://doi.org/https://ojs.stieamkop.ac.id/index.php/ecotal/article/view/1064>
- Phangkawira, S. (2025). Pengaruh Ketidakpastian Blind Box Terhadap Niat Beli: Mediasi Nilai, Moderasi Daring. *GEMAH RIPAH: Jurnal Bisnis*, 5(3), 41–54. <https://doi.org/https://aksiologi.org/index.php/gemahripah/article/view/2240>
- Pramudita, A. S. (2024). How Reviews And Ratings Influence Consumer Purchase Intentions In Indonesian E-Commerce. *Jurnal Logistik Bisnis*, 14(2).

- Pula, B. (N.D.). *Alfred Schutz , Phenomenology , And The Renewal Of Interpretive Social Science*.
- Putri, I. (2024). *Labubu Terbaru Hadir Di POP MART Official Store Shopee, Buruan Serbu!* https://Wolipop.Detik.Com/Entertainment-News/D-7634433/Labubu-Terbaru-Hadir-Di-Pop-Mart-Official-Store-Shopee-Buruan-Serbu?Utm_Source=Chatgpt.Com
- Ramasamy, G., Ramasamy, G. D., & Ramasamy, P. (2025). Conceptual Review Of Consumer Satisfaction Theories With Expectation-Confirmation And Disconfirmation Paradigm For Business Sustainable Growth And Decision Making. *F1000Research*.
- Research, Z. M. (2026). *Global Blind Boxes Market Size, Trends Analysis, Report 2034*. <https://Www.Zionmarketresearch.Com/Report/Blind-Boxes-Market>
- Rita, P., Oliveira, T., & Farisa, A. (2019). The Impact Of E-Service Quality And Customer Satisfaction On Customer Behavior In Online Shopping. *Heliyon*, 5(10). <https://doi.org/10.1016/j.heliyon.2019.E02690>
- Sangadji, E. M., & Sopiah. (2013). *Perilaku Konsumen: Pendekatan Praktis*. Andi Yogyakarta. <https://play.google.com/books/reader?id=6esneqaaqbaj&pg=GBS.PP2&hl=id>
- Saputra, A. T., Hidayat, I., Hurairah, R. A., & Prasetyo, J. H. (2024). *Kajian Keputusan Pembelian Konsumen Di E-Commerce: Studi Pada Erigo Store*. 03(1). <https://doi.org/10.33480/Jasdim.V3i1.4988>
- Sekaran, U., & Bougie, R. (2016). Research Methods For Business: A Skill-Building Approach. In *Library Of Congress Cataloging-In-Publication Data* (Issue 7). <https://doi.org/10.1108/Lodj-06-2013-0079>
- Sharma, R., Rawat, R. S., & Rawat, S. R. (2024). Factors Affecting Customer

- Satisfaction In Online Shopping: An Analysis Of Convenience, Trust, Service Quality, Privacy, And Security. *Educational Administration: Theory And Practice*, 30(1). <https://doi.org/10.53555/Kuey.V30i1.6842>
- Sputra, V. R. Y., Udayana, I., & Ningrum, N. K. (2023). Pengaruh Online Trust Dan Kualitas Produk Terhadap Minat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Intervening Pada Marketplace Shopee. *Jurnal Ekonomi Pembangunan*, 12(2), 82–91. <https://doi.org/10.23960/Jep.V12i2.1965>
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Penerbit Alfabeta Bandung.
- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, Dan R&D*. Penerbit ALFABETA.
- Suheriadi. (2025). *Blind Box Bisa Jadi Candu, Seberapa Berbahaya?* https://www.fortuneidn.com/business/daya-pikat-blind-box-buat-candu-akankah-berbahaya-00-ccw2k-intwz5?utm_source=chatgpt.com
- Sun, Y., Cheng, H., & Xuebing, D. (2022). *Obsessed With Surprise? The Effect Of Probabilistic Selling On Consumer's Repurchase Intention*.
- Sundström, M., Hjelm-Lidholm, S., & Radon, A. (2019). Journal Of Retailing And Consumer Services Clicking The Boredom Away – Exploring Impulse Fashion Buying Behavior Online. *Journal Of Retailing And Consumer Services*, 47. <https://doi.org/10.1016/j.jretconser.2018.11.006>
- Tanjaya, T., & Yanti, N. K. W. (2025). Daya Tarik Visual Dan Emosional Produk Pop Mart Dalam Memengaruhi Perilaku Konsumen. *Citizen : Jurnal Ilmiah Multidisiplin Indonesia*, 5(6), 1648–1657. <https://doi.org/https://journal.das-institute.com/index.php/citizen-journal/article/download/1095/728/2258>

- Tariq Ismail Al-Nuaimi, I., Kamil Bin Mahmood, A., Elyanee Mustapha, E., & H.Jebur, H. (2016). Development Of Measurement Scale For Hypothesized Conceptual Model Of E-Service Quality And User Satisfaction Relationship. *Research Journal Of Applied Sciences, Engineering And Technology*.
https://doi.org/https://www.researchgate.net/publication/303564784_Development_Of_Measurement_Scale_For_Hypothesized_Conceptual_Model_Of_E-Service_Quality_And_User_Satisfaction_Relationship
- Wardhana, A., Budiastuti, E., Gultom, N. B., Sudirman, A., Julyanthry, Saputra, G. G., Rizkia, N. D., Sari, A. R., Fardiansyah, H., Savitri, C., & Amruddin. (2022). *Perilaku Konsumen (Teori Dan Implikasi)* (Hartini (Ed.); Vol. 32). CV. MEDIA SAINS INDONESIA.
- Wibowo, M. L., Setyabudi, D., & Manalu, S. R. (2024). Pengaruh Ekspektasi Kualitas Produk Dan Kualitas Pelayanan Terhadap Kepuasan Konsumen Pada Produk Luxcrime Blur & Cover Two Way Cake Di Shopee. *Interaksi Online*, 12(3). <https://ejournal3.undip.ac.id/index.php/Interaksi-Online/article/view/45647>
- Winoto, S. G. (2025). *Emotional Design And Audience Intimacy : Comparing Offline And Online Engagement Strategy By Pop Mart*. 15(2).
- Wolok, T., Tantawi, R., Sulila, I., & Podungge, R. (2025). *From Checkout To Satisfaction : A Qualitative Literature Review On The Customer Journey In E- Commerce*. 12(December), 976–985.
- Wungkana, F. A., & Santoso, T. (2021). Pengaruh Kualitas Produk Dan E-Service Quality Terhadap Kepuasan Pelanggan Pada E-Commerce Kecantikan Sociolla. *Jurnal Agora*, 9(2), 1–5.
<https://publication.petra.ac.id/index.php/Manajemen-Bisnis/article/view/11578>

- Xinhua. (2025). *Tren Blind Box Yang Disukai Di Indonesia Hingga Mendunia*. Antaranews.Com. https://www.antaranews.com/berita/5069821/tren-blind-box-yang-disukai-di-indonesia-hingga-mendunia?utm_source=chatgpt.com
- Xu, X., Zhuang, Y., & Jackson, J. E. (2024). Investigating The Impact Of Online Information Provision On The Market Price Of Blind Box. *Electronic Commerce Research*. <https://doi.org/10.1007/s10660-024-09832-7>
- Zakiah, F. B., Andini, M. M., & Dewi, L. S. (2024). Analisis Fenomena Budaya Konsumerisme Fastfood Bagi Kalangan Generasi Z. *SOSIAL : Jurnal Ilmiah Pendidikan IPS*, 2(2), 96–102. <https://doi.org/10.62383/sosial.v2i2.144>
- Zhang, S. (2024). Analysis And Enlightenment Of Blind Box Culture “Go Viral.” *Journal Of Education, Humanities And Social Sciences*, 31, 101–106. <https://doi.org/10.54097/9g02ph93>
- Zhang, Y., & Zhang, T. (2022). *The Effect Of Blind Box Product Uncertainty On Consumers’ Purchase Intention : The Mediating Role Of Perceived Value And The Moderating Role Of Purchase Intention*. August, 1–13. <https://doi.org/10.3389/fpsyg.2022.946527>
- Zhen, S. (2025). Global Media And Social Sciences Research Analysis Of Blind Box Marketing Strategies Driven By The Consumption Psychology Of. *GLOBAL MEDIA AND SOCIAL SCIENCES RESEARCH JOURNAL*, 6(1), 124–130. https://doi.org/https://www.researchgate.net/publication/394554024_analysis_of_blind_box_marketing_strategies_driven_by_the_consumption_psychology_of_generation_z_a_case_study_of_pop_mart