

Nomor: 486/UN40.A7/PT.07/2024

**PENGARUH *ONLINE SHOPPING EXPERIENCE* DAN
E-SATISFACTION TERHADAP *E-LOYALTY*
(Studi pada Pelanggan Ponny Beaute di Indonesia)**

SKRIPSI

Diajukan untuk Memenuhi Salah Satu Syarat Menempuh Ujian Sidang
Sarjana Pendidikan Program Studi Pendidikan Bisnis



Oleh
Ratrining Puspito Sari
1700827

**PROGRAM STUDI PENDIDIKAN BISNIS
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

**PENGARUH *ONLINE SHOPPING EXPERIENCE* DAN *E-SATISFACTION*
TERHADAP *E-LOYALTY*
(Studi pada Pelanggan Ponny Beaute di Indonesia)**

Oleh:
Ratrining Puspito Sari
1700827

Sebuah skripsi yang diajukan untuk memenuhi salah satu syarat memperoleh gelar
Sarjana Pendidikan pada Fakultas Pendidikan Ekonomi dan Bisnis

© Ratrining Puspito Sari
Universitas Pendidikan Indonesia 2024

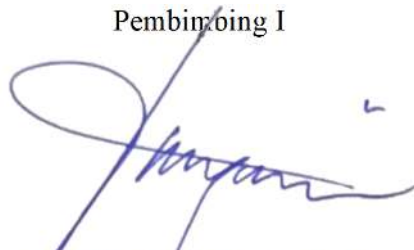
Hak Cipta dilindungi undang-undang. Skripsi ini tidak boleh diperbanyak
seluruhnya atau sebagian, dengan di cetak ulang, difotokopi, atau cara lainnya
tanpa ijin dari penulis.

LEMBAR PENGESAHAN

**PENGARUH *ONLINE SHOPPING EXPERIENCE* DAN *E-SATISFACTION*
TERHADAP *E-LOYALTY*
(Studi pada Pelanggan Ponny Beaute di Indonesia)**

Skripsi ini Disetujui dan Disarankan oleh:

Pembimbing I



Prof. Dr. Ratih Hurriyati MP.
NIP. 1968022519933012002

Pembimbing II



Lisnawati S.Pd., M.M.
NIP. 198501122010122005

Mengetahui, Ketua Program Studi
Pendidikan Bisnis



Dr. Puspo Dewi Dirgantari, S.Pd., MT., MM
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis
Ada Pada Penulis



Ratrining Puspito Sari
NIM. 1700827

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini saya menyatakan bahwa skripsi dengan judul “Pengaruh *Online Shopping Experience* dan *E-Satisfaction* terhadap *E-Loyalty* (Studi pada Pelanggan Ponny Beaute di Indonesia)” beserta isi didalamnya ialah benar karya saya sendiri, saya tidak melakukan pengutipan atau penjiplakan (plagiarism) dengan cara-cara yang tidak sesuai etika keilmuan yang berlaku dalam bidang keilmuan ilmiah di masyarakat.

Atas pernyataan ini, saya siap menanggung konsekuensi yang akan saya terima apabila dikemudian hari adanya pelanggaran etika keilmuan dalam karya ini atau terdapat kalim dari pihak lain terhadap keaslian karya yang saya buat.

Bandung, 2024

Yang membuat pernyataan,

A handwritten signature in blue ink is written over a yellow 10,000 Indonesian postage stamp. The stamp features the Garuda Pancasila emblem and the text '10000', 'METERAI TEMPEL', and the serial number '91E1AALX299782188'.

Ratrining Puspito Sari

NIM. 1700827

ABSTRAK

Ratrining Puspito Sari (1700827), “**Pengaruh *Online Shopping Experience* dan *E-Satisfaction* Terhadap *E-Loyalty* (Studi pada Pelanggan Ponny Beaute di Indonesia)**”. Di bawah bimbingan Prof. Dr. Ratih Hurriyati, MP. dan Lisnawati, S.Pd., M.M.

Semakin banyaknya pesaing di Industri *Beauty e-Commerce*, menuntut perusahaan untuk memperkuat strategi pemasaran dalam menciptakan loyalitas pelanggan. *Online Shopping Experience* dan *e-Satisfaction* merupakan strategi yang dapat berkontribusi dalam membangun *e-Loyalty* pada *Beauty e-Commerce*. Penelitian ini menganalisis signifikansi Pengaruh *Online Shopping Experience* dan *e-Satisfaction* terhadap *e-Loyalty* dengan metode deskriptif dan verifikatif. Populasi dalam penelitian ini adalah pelanggan yang menggunakan *Beauty e-Commerce* Ponny Beaute di Indonesia dengan sampel sebanyak 400 orang. Teknik analisis yang digunakan adalah analisis SEM-PLS dengan program SMARTPLS 3.0. Dimensi *experience relational* dalam *Online Shopping Experience* dan *security/privacy* dalam *e-Satisfaction* memberikan kontribusi terbesar dalam membangun *e-Loyalty*. Hasil penelitian ini mengimplikasikan bahwa *Online Shopping Experience* (sensorik, kognitif, emosional, pragmatis dan *experience relational*) sebagai variabel (X_1) dan *e-Satisfaction* (*convenience, customization, security/privacy dan web appearance*) sebagai variabel (X_2) berpengaruh signifikan terhadap *e-Loyalty* sebagai Variabel (Y). Penulis merekomendasikan agar *Ponny Beaute* atau perusahaan yang berada pada industri *beauty e-commerce* di Indonesia tetap menginovasi strategi *Online Shopping Experience* dan *e-Satisfaction* sebagai sarana pemasaran melalui sensorik, kognitif, emosional, pragmatis dan relasional juga *convenience, customization, security/privacy dan web appearance*.

Kata Kunci: *Ponny Beaute, e-Loyalty, Online Shopping Experience, e-Satisfaction*

ABSTRACT

Ratrinings Puspito Sari (1700827), ***“Influence of Online Shopping Experience and E-Satisfaction on E-Loyalty (Study on Ponny Beaute Consumers in Indonesia)”***. Under the guidance of **Prof. Dr. Ratih Hurriyati, MP. and Lisnawati, S.Pd., M.M.**

The increasing number of competitors in the Beauty e-Commerce Industry requires companies to strengthen marketing strategies in creating customer loyalty. Online Shopping Experience and e-Satisfaction are strategies that can contribute to building e-Loyalty in Beauty e-Commerce. This study analyze the significance of the influence of Online Shopping Experience and e-Satisfaction on e-Loyalty with descriptive and verificative method. The population in this study were customer of Beauty e-Commerce Ponny Beaute in Indonesia with a sample of 400 people. The analysis technique used is SEM-PLS analysis with the SMARTPLS 3.0 program. Relational experience dimension in Online Shopping Experience and security/privacy in e-Satisfaction give the biggest contribution in building e-Loyalty. The results of this study implicate that Online Shopping Experience (sensory, cognitive, emotional, pragmatic and relational experience) as variable (X1) and e-Satisfaction (convenience, customization, security/privacy and web appearance) as variable (X2) has a significant effect on e-Loyalty as Variable (Y). The author recommends that Ponny Beaute or companies in the beauty e-commerce industry in Indonesia continue to innovate Online Shopping Experience and e-Satisfaction strategies as marketing tools through sensory, cognitive, emotional, pragmatic and relational as well as convenience, customization, security/privacy and web appearance.

Keywords: Ponny Beaute, e-Loyalty, Online Shopping Experience, e-Satisfaction

UCAPAN TERIMA KASIH

Alhamdulillahirabbil'alamin, ungkapan syukur yang penulis panjatkan kepada Allah Swt. yang telah memberikan Karunia-Nya sehingga penulis dapat menyelesaikan Skripsi dengan penuh makna. Pada kesempatan ini Penulis ingin mengucapkan terima kasih kepada pihak-pihak yang telah membimbing penulis semasa perkuliahan hingga penyelesaian skripsi, khususnya kepada:

1. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA. selaku Rektor Universitas Pendidikan Indonesia.
2. Bapak Prof. Dr. H. Eeng Ahman, M.S. selaku Dekan Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
3. Ibu Dr. Puspo Dewi Dirgantari, M.T., M.M. selaku Ketua Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia.
4. Bapak Dr. Bambang Widjajanta, M.M. Ketua Tim Pertimbangan Penulisan Skripsi, Program Studi Pendidikan Bisnis Universitas Pendidikan Indonesia.
5. Bapak Prof. Dr. Syamsul Hadi Senen, MM. selaku Dosen Pembimbing Akademik semasa perkuliahan, semoga beliau diberikan kesehatan dan hidup dalam penuh keberkahan.
6. Ibu Prof. Dr. Ratih Hurriyati, MP. selaku Dosen Pembimbing I dan Ibu Dr. Lisnawati, S.Pd., M.M. selaku Pembimbing II yang telah memberikan bimbingan serta masukan selama penyusunan skripsi ini, terima kasih atas bimbingan, motivasi, tenaga, serta waktu luangnya yang diberikan kepada penulis karenanya penulis dapat menyelesaikan skripsi ini. Semoga ibu diberi kesehatan, kebahagiaan, rezeki yang berlimpah dan selalu dalam lindungan Allah SWT.
7. Segenap Ibu dan Bapak Dosen dan Staf Program Studi Pendidikan Bisnis yang telah memberikan bantuan, bimbingan, dan masukan, bagi penulis dalam menyelesaikan studi di Universitas Pendidikan Indonesia. Semoga atas kebaikannya selama ini di balas oleh Allah SWT. dan ilmu yang kami terima menjadi ladang amal untuk seluruh pihak.

8. Keluarga penulis, khususnya kedua orang tua Alm. Bapak Pelda Kasto dan Ibu Eny Dwiningsih serta Nurvito Dwi Yudha Laksono adik kandung penulis yang selalu sabar dan selalu menjadi motivasi penulis untuk terus menyelesaikan skripsi ini dengan kasih sayang serta support yang menjadikan itu do'a setiap kesuksesan penulis.
9. Kepada calon suamiku tercinta, Raden Mochammad Rully Riyandhany, S.Ars. yang sudah selalu sabar, menemani dan mensupport penulis dan tak pernah lelah untuk mengingatkan penyelesaian skripsi penulis.
10. Pihak-pihak lain yang telah membantu penulis dalam menyelesaikan skripsi ini dan tidak bisa disebutkan satu-persatu, terima kasih atas bantuannya semoga Allah Swt. membalas kebaikan kalian semua.

Bandung, Agustus 2024



Ratrining Puspito Sari

KATA PENGANTAR

Puji dan syukur penulis panjatkan kehadirat Allah Swt., karena berkat rahmat dan karunia-Nyalah penulis dapat menyelesaikan skripsi yang berjudul “Pengaruh *Online Shopping Experience* dan *e-Satisfaction* terhadap *e-Loyalty*”. Dalam skripsi ini dibahas mengenai *e-Loyalty* pada Pengguna Ponny Beaute di Indonesia. Adapun maksud dan tujuan dari penulisan proposal penelitian ini adalah untuk memenuhi sebagian dari Syarat Memperoleh Gelar Sarjana Pendidikan Bisnis pada Program Studi Pendidikan Bisnis.

Selama penelitian dan penulisan skripsi ini banyak sekali hambatan yang penulis alami, namun berkat bantuan, dorongan serta bimbingan dari berbagai pihak, akhirnya skripsi ini dapat terselesaikan dengan baik. Penulis beranggapan bahwa skripsi ini merupakan karya terbaik yang dapat penulis persembahkan. Tetapi penulis menyadari bahwa tidak tertutup kemungkinan didalamnya terdapat kekurangan-kekurangan. Oleh karena itu kritik dan saran yang membangun sangat penulis harapkan.

Akhir kata, semoga skripsi ini dapat bermanfaat bagi penulis khususnya dan bagi para pembaca pada umumnya.

Bandung, Agustus 2024

Penulis,



Ratrining Puspito Sari

DAFTAR ISI

LEMBAR PENGESAHAN	
PENYATAAN KEASLIAN SKRIPSI	
ABSTRAK	i
ABSTRACT	ii
UCAPAN TERIMA KASIH	iii
KATA PENGANTAR	v
DAFTAR ISI	vi
DAFTAR TABEL	x
DAFTAR GAMBAR	xii
BAB I PENDAHULUAN	1
1.1. Latar Belakang Penelitian.....	1
1.2. Rumusan Penelitian	11
1.3. Tujuan Penelitian	11
1.4. Kegunaan Penelitian	12
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN	
HIPOTESIS	13
2.1. Kajian Pustaka	13
2.1.1 Pendekatan Teori yang Digunakan.....	13
2.1.2. <i>E-Loyalty</i>	14
2.1.2.1. <i>E-Loyalty</i> dalam Pemasaran Digital	
(<i>Digital Marketing</i>)	14
2.1.2.2. Definisi <i>E-Loyalty</i>	14
2.1.2.3. Dimensi <i>E-Loyalty</i>	16
2.1.2.4. Model <i>E-Loyalty</i>	17
2.1.3. <i>E-Satisfaction</i>	20
2.1.3.1. <i>E-Satisfaction</i> dalam Perilaku Konsumen	
(<i>Consumer Behavior</i>)	20
2.1.3.2. Definisi <i>E-Satisfaction</i>	21
2.1.3.3. Dimensi <i>E-Satisfaction</i>	22
2.1.3.4. Model <i>E-Satisfaction</i>	23
2.1.4. <i>Online shopping experience</i>	24
2.1.4.1. <i>Online Shopping Experience</i> dalam Perilaku Konsumen	
(<i>Consumer Behavior</i>)	24
2.1.4.2. Definisi <i>Online shopping experience</i>	25
2.1.4.3. Dimensi <i>Online shopping experience</i>	26
2.1.4.4. Model <i>Online shopping experience</i>	26
2.1.5. Penelitian Terdahulu.....	27
2.2. Kerangka Pemikiran	31
2.3. Hipotesis	34
BAB III OBJEK DAN METODELOGI PENELITIAN	35
3.1. Objek Penelitian.....	35

3.2. Metode Penelitian	35
3.2.1. Jenis Penelitian dan Metode yang Digunakan.....	35
3.2.2. Operasionalisasi Variabel	36
3.2.3. Jenis dan Sumber Data	43
3.2.4. Populasi, Sampel dan Teknik Sampel	45
3.2.4.1. Populasi.....	45
3.2.4.2. Sampel.....	46
3.2.4.3. Teknik Penarikan Sampel	47
3.2.5. Teknik Pengumpulan Data	48
3.2.6. Pengujian Validitas dan Reliabilitas.....	49
3.2.6.1. Pengujian Validitas	49
3.2.6.2. Pengujian Reliabilitas.....	54
3.2.7. Teknik Analisis Data	56
3.2.7.1. Teknik Analisis Data Deskriptif.....	57
3.2.7.2. Teknik Analisis Data Verifikatif.....	60
3.2.7.2.1. Definisi SEM	60
3.2.7.2.2. Model dalam SEM PLS	62
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	69
4.1. Profil Perusahaan, Karakteristik dan Pengalaman Pengguna Ponny Beaute.....	69
4.1.1. Profil dan Sejarah Perusahaan <i>Beauty e-Commerce</i>	69
4.1.1.1. Profil dan Sejarah Ponny Beaute.....	70
4.1.2. Profil Pelanggan Ponny Beaute, di Indonesia Berdasarkan Identitas, Pengalaman dan Penilaian Responden	71
4.1.2.1. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Jenis Kelamin	72
4.1.2.2. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Rentang Usia	73
4.1.2.3. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Pendidikan Terakhir	74
4.1.2.4. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Pekerjaan	74
4.1.2.5. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Rata-Rata Penghasilan Per Bulan.....	75
4.1.2.6. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Sumber Awal Mengetahui Ponny Beaute .	76
4.1.2.7. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Seberapa Lama Mengetahui Ponny Beaute	77
4.1.2.8. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Layanan Yang Membuat Tertarik Pada Ponny Beaute.....	78
4.1.2.9. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Alasan Menggunakan Ponny Beaute	79
4.1.2.10. Profil Pelanggan Ponny Beaute di Indonesia Berdasarkan Sumber Ulasan Ponny Beaute.....	80

4.2. Hasil Pengujian Deskriptif.....	81
4.2.1. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap <i>E-Loyalty</i>	81
4.2.1.1. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Repeat Purchases</i> Pada <i>E- Loyalty</i>	82
4.2.1.2. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Purchases Across Product and Services Line</i> Pada <i>E-Loyalty</i>	83
4.2.1.3. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Refers others</i> pada <i>E- Loyalty</i>	84
4.2.1.4. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Demonstrate</i> pada <i>E- Loyalty</i>	86
4.2.2. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap <i>Online Shopping Experience</i>	87
4.2.2.1. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Sensorik.....	89
4.2.2.2. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Kognitif.....	90
4.2.2.3. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Emosional.....	92
4.2.2.4. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Pragmatis.....	94
4.2.2.5. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Experience Relational</i>	96
4.2.3. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap <i>E-Satisfaction</i>	98
4.2.3.1. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Convenience</i>	100
4.2.3.2. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Customization</i>	101
4.2.3.3. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Security/Privacy</i>	102
4.2.3.4. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi <i>Web Appearance</i>	103
4.3. Analisis Data Verifikatif.....	105
4.3.1. Uji Asumsi SEM.....	105
4.3.2. Pengujian Model Struktural (<i>Inner Model</i>).....	110
4.3.3. Pengujian Hipotesis (<i>Resampling Bootstraping</i>).....	115
4.4. Implikasi Penelitian.....	116
4.4.1. Temuan Penelitian Bersifat Teoritis.....	116
4.4.2. Temuan Penelitian Bersifat Empiris.....	121
4.5. Implikasi Hasil Penelitian Pengaruh <i>Online Shopping Experience</i> dan <i>e-Satisfaction</i> terhadap <i>e-Loyalty</i> pada Program Studi Pendidikan	

Bisnis	122
BAB V KESIMPULAN DAN REKOMENDASI	125
5.1. Kesimpulan	125
5.2. Rekomendasi.....	126
DAFTAR PUSTAKA	128
LAMPIRAN.....	135

DAFTAR TABEL

1.1. Data Pengguna Internet di Indonesia Tahun 2020-2023	3
1.2. Data Performa <i>Beauty E-Commerce</i> Shopee Indonesia Tahun 2023.....	4
2.1. Definisi <i>E-Loyalty</i> Menurut Para Ahli	15
2.2. Definisi <i>E-Satisfaction</i> Menurut Para Ahli	21
2.3. Definisi <i>Online shopping experience</i> Menurut Para Ahli	25
2.4. Penelitian Terdahulu	27
3.1. Operasionalisasi Variabel.....	36
3.2. Jenis dan Sumber Data	43
3.3. Hasil Pengujian Validitas <i>Online Shopping Experience</i>	51
3.4. Hasil Pengujian Validitas <i>E-Satisfaction</i>	53
3.5. Hasil Pengujian Validitas <i>E-Loyalty</i>	54
3.6. Hasil Pengujian Reliabilitas	55
3.7. Skor Alternatif.....	57
3.8. Cross Tabulation	58
3.9. Analisis Deskriptif	59
3.10. Kriteria Penafsiran Hasil Perhitungan Responden.....	59
4.1. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Jenis Kelamin	72
4.2. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Rentang Usia	73
4.3. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Pendidikan Terakhir	74
4.4. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Berdasarkan Pekerjaan	75
4.5. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Rata-Rata Penghasilan per Bulan.....	75
4.6. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Sumber Awal Mengetahui Ponny Beaute	76
4.7. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Seberapa Lama Mengetahui Ponny Beaute	77
4.8. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Layanan yang Membuat Tertarik pada Ponny Beaute	78
4.9. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan alasan menggunakan Ponny Beaute.....	79
4.10. Karakteristik Pelanggan Ponny Beaute Di Indonesia Berdasarkan Sumber Ulasan Ponny Beaute	80
4.11. Rekapitulasi Tanggapan Responden Terhadap Dimensi <i>E-Loyalty</i>	81
4.12. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Repeat Purchases pada <i>E-Loyalty</i>	83
4.13. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Purchases Across Product and Services Line pada <i>E-Loyalty</i>	84
4.14. Tanggapan Pelanggan Ponny Beaute di Indonesia	

terhadap dimensi Refers Others pada <i>E-Loyalty</i>	85
4.15. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Demonstrate pada <i>E-Loyalty</i>	86
4.16. Rekapitulasi Tanggapan Responden terhadap dimensi <i>Online Shopping Experience</i>	87
4.17. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Sensorik pada <i>Online Shopping Experience</i>	89
4.18. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Kognitif pada <i>Online Shopping Experience</i>	91
4.19. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Emosional pada <i>Online Shopping Experience</i>	93
4.20. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Pragmatis pada <i>Online Shopping Experience</i>	94
4.21. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Experience Relational pada <i>Online Shopping Experience</i>	97
4.22. Rekapitulasi Tanggapan Responden terhadap dimensi <i>E-Satisfaction</i>	98
4.23. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Convenience pada <i>E-Satisfaction</i>	100
4.24. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Customization pada <i>E-Satisfaction</i>	102
4.25. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Security/Privacy pada <i>E-Satisfaction</i>	103
4.26. Tanggapan Pelanggan Ponny Beaute di Indonesia terhadap dimensi Web Appearance pada <i>E-Satisfaction</i>	104
4.27. Tabel Loading Factor Penyesuaian Pada Fornell Lacker Criterion	105
4.28. Fornell Lacker Criterion.....	107
4.29. Cross Loading	107
4.30. Average Variance Extracted (AVE).....	109
4.31. Pengujian Reabilitas Konstruk.....	110
4.32. Koefisien Determinasi Konstruk (R^2)	111
4.33. Variance Inflation Factor (VIF)	112
4.34. F-Square (F^2).....	112
4.35. Total Pengaruh <i>Online Shopping Experience</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	115

DAFTAR GAMBAR

1.1. Pemberian Penilaian Terhadap Berbagai Produk Pada Toko Shopee Ponny Beaute	5
1.2. Penjualan Terhadap Berbagai Produk Pada Toko Shopee Ponny Beaute.....	6
1.3. Pemberian Diskon Terhadap Produk Pada Toko Shopee Ponny Beaute	7
1.4. Ikhtisar Website Ponny Beaute Dibandingkan Dengan Kompetitor.....	8
1.5. Penggunaan Tanda Pagar Beauty E-Commerce di Instagram	9
2.1. Model <i>E-Loyalty</i>	18
2.2. Model <i>E-Loyalty</i>	19
2.3. Model <i>E-Loyalty</i>	20
2.4. Model <i>E-Satisfaction</i>	24
2.5. Model <i>Online shopping experience</i>	27
2.6. Kerangka Pemikiran Analisis Pengaruh <i>Online shopping experience</i> dan <i>E-Satisfaction</i> terhadap <i>E-Loyalty</i>	33
2.7. Paradigma Penelitian.....	34
3.1. Garis Kontinum Penelitian <i>Online shopping experience</i> , <i>E-Satisfaction</i> dan <i>E-Loyalty</i>	60
3.2. Tahapan Analisis Data PLS	62
3.3. Model Penelitian	65
4.1. Garis Kontinum dimensi <i>E-Loyalty</i>	82
4.2. Garis Kontinum dimensi <i>Online Shopping Experience</i>	88
4.3. Garis Kontinum dimensi <i>E-Satisfaction</i>	99
4.4. Outer Model Penelitian PLS-SEM.....	114

DAFTAR PUSTAKA

- Abdullah, A. (2015). A Structural Model Of The Relationships Between Brand Image, Brand Trust And Brand Loyalty. *International Journal Of Management Research & Review*, 5(3), 137–145.
- Ahmad, A., Rahman, O., & Khan, M. N. (2017a). Exploring The Role Of *Online* shopping experience And Hedonism In The Formation Of *E-Satisfaction* And *E-Loyalty*: Evidence From Internet Users In India. *Journal Of Research In Interactive Marketing*, 11(3), 246–267. <https://doi.org/10.1108/Jrim-04-2017-0022>
- Ahmad, A., Rahman, O., & Khan, M. N. (2017b). Exploring The Role Of *Online* shopping experience And Hedonism In The Formation Of *E-Satisfaction* And *E-Loyalty*: Evidence From Internet Users In India. *Journal Of Research In Interactive Marketing*, 11(3), 246–267. <https://doi.org/10.1108/Jrim-04-2017-0022>
- Alam, S. S., & Yasin, N. M. (2010). Pasitikėjimo Internetinės Prekes Ženklu Praeitis: Malaizijos Pavyzdys. In *Journal Of Business Economics And Management* (Vol. 11, Issue 2). <https://doi.org/10.3846/Jbem.2010.10>
- Al-Dweeri, R. M., Obeidat, Z. M., Al-Dwiry, M. A., Turki, M., & Alhorani, A. M. (2017). *Op Y Ig Ht S Y Ig Ht S*. 9(2). <https://doi.org/10.5539/Ijms.V9n2p92>
- Alkhouli, S. (2017). The Effect Of Banks Website Service Quality And *E-Satisfaction* On *E-Loyalty*: An Empirical Study On Swedish Banks. *International Journal Of Business And Management*, 13(1), 1. <https://doi.org/10.5539/Ijbm.V13n1p1>
- Alnawas, I., & Aburub, F. (2016). The Effect Of Benefits Generated From Interacting With Branded Mobile Apps On Consumer Satisfaction And Purchase Intentions. *Journal Of Retailing And Consumer Services*, 31, 313–322. <https://doi.org/10.1016/J.jretconser.2016.04.004>
- Aminsyah, I., & Yulianti, A. L. (N.D.). *Pengaruh Online shopping experience, E-Trust, E-Satisfaction Dan Switching Barriers Terhadap E-Loyalty (Studi Pada Pengguna Itemku.Com) The Effect Of Quality Website, E-Trust, E-Satisfaction And Switching Barriers On E-Loyalty (Study In Itemku.Com Users)*.
- Annamalah, S., & Tan, K. Y. (2016). An Analysis Of Customer Satisfaction Towards Technical Services In Malaysian Automotive Industries. *Ssrn Electronic Journal*, 1–25. <https://doi.org/10.2139/Ssrn.2834386>
- Azam, A. (2015). Investigation Of Psychological Dimensions Of Trust On *E-Loyalty*: A Case Of Saudi Arabia Consumers. *Journal Of Islamic Marketing*, 6(2), 224–249. <https://doi.org/10.1108/Jima-12-2013-0083>
- Belanche Gracia, D., Casaló Ariño, L. V., & Guinaliú Blasco, M. (2015). The Effect Of Culture In Forming *E-Loyalty* Intentions: A Cross-Cultural Analysis Between Argentina And Spain. *Brq Business Research Quarterly*, 18(4), 275–292. <https://doi.org/10.1016/J.Brq.2015.02.003>
- Ben Mansour, K. (2016). An Analysis Of Business' Acceptance Of Internet Banking: An Integration Of *E-Trust* To The Tam. *Journal Of Business And Industrial Marketing*, 31(8), 982–994. <https://doi.org/10.1108/Jbim-10-2016-271>

- Bilgihan, A. (2016). Gen Y Customer Loyalty In *Online Shopping: An Integrated Model Of Trust, User Experience And Branding*. *Computers In Human Behavior*, *61*, 103–113. <https://doi.org/10.1016/j.chb.2016.03.014>
- Bilgihan, A., & Bujisic, M. (2015). The Effect Of Website Features In *Online Relationship Marketing: A Case Of Online Hotel Booking*. *Electronic Commerce Research And Applications*, *14*(4), 222–232. <https://doi.org/10.1016/j.elerap.2014.09.001>
- Bilgihan, A., Okumus, F., & Nusair, K. (2013). *Customer Experience In E-Commerce And Managerial*. <https://doi.org/10.1007/s40558-013-0003-3>
- Blasco Lopez, M., Recuero Virto, N., & San-Martín, S. (2018). Local Food Shopping: Factors Affecting Users' Behavioural E-Loyalty. *Administrative Sciences*, *8*(3), 47. <https://doi.org/10.3390/admsci8030047>
- Chang, H. H., & Chen, S. W. (2008). The Impact Of Customer Interface Quality, Satisfaction And Switching Costs On E-Loyalty: Internet Experience As A Moderator. *Computers In Human Behavior*, *24*(6), 2927–2944. <https://doi.org/10.1016/j.chb.2008.04.014>
- Chaudhuri, A. & Holbrook, M. (2001). (2001). “The Chain Effects From Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty,” *Journal Of Marketing*, *65* (2): 81-94. *He Chain Effects From Brand Trust And Brand Affect To Brand Performance: The Role Of Brand Loyalty*, *65*(2), 81–94.
- Chen, P., & Hu, H. S. (2012). *Total Quality Management & Business Excellence The Mediating Role Of Relational Benefit Between Service Quality And Customer Loyalty In Airline Industry*. *September*, 37–41. <https://doi.org/10.1080/14783363.2012.661130>
- Christodoulides, G., & Michaelidou, N. (2011). Shopping Motives As Antecedents Of E-Satisfaction And E-Loyalty. *Journal Of Marketing Management*, *27*(1–2), 181–197. <https://doi.org/10.1080/0267257x.2010.489815>
- Chu, P. (2012). *Service Quality , Customer Satisfaction , Customer Trust , And Loyalty In An E-Banking Context*. *40*(8), 1271–1283.
- Cyr, D., Head, M., & Ivanov, A. (2009). Perceived Interactivity Leading To E-Loyalty: Development Of A Model For Cognitive-Affective User Responses. *International Journal Of Human Computer Studies*, *67*(10), 850–869. <https://doi.org/10.1016/j.ijhcs.2009.07.004>
- Das, S., Mishra, A., & Cyr, D. (2019). Opportunity Gone In A Flash : Measurement Of E-Commerce Service Failure And Justice With Recovery As A Source Of E-Loyalty. *Decision Support Systems*, *December 2018*, 113130. <https://doi.org/10.1016/j.dss.2019.113130>
- Facebook.Com. (2019). *Facebook - Zara Indonesia*. Facebook.
- Faraoni, M., Rialti, R., Zollo, L., & Pellicelli, A. C. (2019). Exploring E-Loyalty Antecedents In B2c E-Commerce: Empirical Results From Italian Grocery Retailers. *British Food Journal*, *121*(2), 574–589. <https://doi.org/10.1108/Bfj-04-2018-0216>
- Foroughi, B., Nikbin, D., Hyun, S. S., & Iranmanesh, M. (2016). Impact Of Core Product Quality On Sport Fans' Emotions And Behavioral Intentions.

- International Journal Of Sports Marketing And Sponsorship*, 17(2), 110–129. <https://doi.org/10.1108/Ijsms-04-2016-010>
- Gecti, F., & Zengin, H. (2013). The Relationship Between Brand Trust, Brand Affect, Attitudinal Loyalty And Behavioral Loyalty: A Field Study Towards Sports Shoe Consumers In Turkey. *International Journal Of Marketing Studies*, 5(2). <https://doi.org/10.5539/Ijms.V5n2p111>
- Gentzkow, M., Shapiro, J. M., & Stone, D. F. (2015). *Media Bias In The Marketplace. 1*, 623–645. <https://doi.org/10.1016/B978-0-444-63685-0.00014-0>
- Ghane, S., Fathian, M., & Gholamian, M. R. (2011). Full Relationship Among E-Satisfaction, E-Trust, E-Service Quality, And E-Loyalty: The Case Of Iran E-Banking. *Journal Of Theoretical And Applied Information Technology*, 33(1), 1–6.
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The Influence Of Online shopping experience On Consumer's E-Loyalty Through The Mediating Role Of E-Trust And E-Satisfaction: An Evidence From Online Shopping In Vietnam. *Uncertain Supply Chain Management*, 8(2), 351–370. <https://doi.org/10.5267/J.Uscm.2019.11.004>
- Grover, D. (2011). *Management Through E-Crm*. 2(1), 27–38.
- Harrigan, P., Ramsey, E., & Ibbotson, P. (N.D.). *Exploring And Explaining Sme Marketing: Investigating E-Crm Using A Mixed Methods Approach. November 2014*, 37–41. <https://doi.org/10.1080/0965254x.2011.606911>
- Hendarta, W. S., Ekonomika, F., Kristen, U., & Wacana, S. (N.D.). *Pengaruh E-Service Quality , Customer E- Satisfaction Dan Customer Value Terhadap Customer E-Loyalty Dimoderasi Oleh Brand Image Melalui E-Crm Quality Sebagai Variabel Intervening*. 15–28.
- Hewer, P., & Brownlie, D. (2009). Association For Consumer Research. *Advances In Consumer Research*, 36, 251–256.
- Huang, L. (2017). *Exploring The Determinants Of E-Loyalty Among Travel Agencies Exploring The Determinants Of E-Loyalty Among Travel Agencies. 2069*(October). <https://doi.org/10.1080/02642060701842316>
- Hult, G. T. M., Sharma, P. N., Morgeson, F. V., & Zhang, Y. (2019). Antecedents And Consequences Of Customer Satisfaction: Do They Differ Across Online And Offline Purchases? *Journal Of Retailing*, 95(1), 10–23. <https://doi.org/10.1016/J.Jretai.2018.10.003>
- Imran Khan Zillur Rahman. (2016). E-Tail Brand Experience's Influence On E-Brand Trust And E-Brand Loyalty. *Journal Of Service Management*, 44(6), 588–606. <https://doi.org/10.1108/Mbe-09-2016-0047>
- Jang, H., Olfman, L., Ko, I., Koh, J., & Kim, K. (2008). The Influence Of On-Line Brand Community Characteristics On Community Commitment And Brand Loyalty. *International Journal Of Electronic Commerce*, 12(3), 57–80. <https://doi.org/10.2753/Jec1086-4415120304>
- Jeon, M. M., & Jeong, M. (2017a). Customers' Perceived Website Service Quality And Its Effects On E-Loyalty. *International Journal Of Contemporary Hospitality Management*, 29(1), 438–457. <https://doi.org/10.1108/Ijchm-02-2015-0054>

- Jeon, M. M., & Jeong, M. (2017b). Customers' Perceived Website Service Quality And Its Effects On E-Loyalty. *International Journal Of Contemporary Hospitality Management*, 29(1), 438–457. <https://doi.org/10.1108/Ijchm-02-2015-0054>
- Kandampully, J., & Suhartanto, D. (2008). *The Role Of Customer Satisfaction And Image In Gaining Customer Loyalty In The Hotel Industry The Role Of Customer Satisfaction And Image In Gaining Customer Loyalty In The Hotel Industry*. April 2013, 37–41.
- Khuong, M. N., & Dai, N. Q. (2016). The Factors Affecting Customer Satisfaction And Customer Loyalty — A Study Of Local Taxi Companies In Ho Chi Minh City, Vietnam. *International Journal Of Innovation, Management And Technology*, 7(5), 228–233. <https://doi.org/10.18178/Ijimt.2016.7.5.678>
- Khuong, T. T., Nhi, P. Y., Nhan, D. T., & Thuan, N. H. (2018). Colour, Trust, Satisfaction, And E-Loyalty: The Vietnamese Experience Of Website Design. *Acm International Conference Proceeding Series*, 140–144. <https://doi.org/10.1145/3184066.3184070>
- Kim, H., Kim, K., & Shin, J. (2019). *The Relationship Between E-Perceived Value , E- Relationship Quality , And E-Loyalty*. 97(18), 4811–4823.
- Kim, J., Jin, B., & Swinney, J. L. (2009). The Role Of Etail Quality, E-Satisfaction And E-Trust In Online Loyalty Development Process. *Journal Of Retailing And Consumer Services*, 16(4), 239–247. <https://doi.org/10.1016/J.jretconser.2008.11.019>
- Kingshott, R. P. J., Sharma, P., & Chung, H. F. L. (2018). The Impact Of Relational Versus Technological Resources On E-Loyalty: A Comparative Study Between Local, National And Foreign Branded Banks. *Industrial Marketing Management*, 72(July 2017), 48–58. <https://doi.org/10.1016/J.indmarman.2018.02.011>
- Kuleh, Y., & Setyadi, D. (2016). *The Effect Of Brand Trust And Affection On The Attitudinal And Purchase Loyalty Of Celluler Telecommunication Customers In East Kalimantan – Indonesia*. 8(24), 86–95.
- Lee, J. S., Kim, S., & Pan, S. (2014). The Role Of Relationship Marketing Investments In Customer Reciprocity. *International Journal Of Contemporary Hospitality Management*, 26(8), 1200–1224. <https://doi.org/10.1108/Ijchm-04-2013-0166>
- Lodorfos, G. N., Trosterud, T. A., & Whitworth, C. (2006). E-Consumers ' Attitude And Behaviour In The Online Commodities Market. *Innovative Marketing*, 2(3), 77–96.
- Management, M. E. J. (2019). *Building E-Loyalty For E-Retailers : Role Of Justice Perception And Consumer Forgiveness Fatma Özge Baruönü Latif * And Aypar Uslu*. 6(3), 298–317.
- Matthews, D. R. (2014). An Exploration Of Brand Equity Antecedents Concerning Brand Loyalty: A Cognitive, Affective, And Conative Perspective. *Journal Of Business And Retail Management Research (Jbrmr)*, 9(1), 26–40.
- Maulana, F., Program, Y., Manajemen, S., Tinggi, S., Ekonomi, I., & Bangsa Bandung, H. (2021). Pengaruh Kualitas Website Dan Kepuasan Elektronik

- Terhadap Loyalitas Elektronik (Studi Pada Pengguna Website Eigeradventure.Com). *Journal Of Accounting And Business Studies*, 6(1), 48.
- Micu, A. E., Bouzaabia, O., Bouzaabia, R., Micu, A., & Capatina, A. (2019). Online Customer Experience In E-Retailing: Implications For Web Entrepreneurship. *International Entrepreneurship And Management Journal*, 15(2), 651–675. <https://doi.org/10.1007/S11365-019-00564-X>
- Moslehpour, M., Khoirul, A., & Lin, P. K. (2018). What Do Indonesian Facebook Advertisers Want? The Impact Of E-Service Quality On E-Loyalty. *2018 15th International Conference On Service Systems And Service Management, IcSSSM 2018*. <https://doi.org/10.1109/IcSSSM.2018.8465074>
- O’gorman, K., & Macintosh, R. (2012). Research Methods For Business Students. *The Global Management Series, September*, 1–696. <https://doi.org/10.13140/Rg.2.1.1419.3126>
- Pembimbing, D., & Bambang, D. (N.D.). *No Title*.
- Perera, C. H., Nayak, R., & Long, N. V. T. (2019). The Impact Of Electronic-Word-Of Mouth On E-Loyalty And Consumers’ E-Purchase Decision Making Process: A Social Media Perspective. *International Journal Of Trade, Economics And Finance*, 10(4), 85–91. <https://doi.org/10.18178/Ijtf.2019.10.4.642>
- Perera, C., Liu, C. H., & Jayawardena, S. (2015). The Emerging Internet Of Things Marketplace From An Industrial Perspective: A Survey. *Ieee Transactions On Emerging Topics In Computing*, 3(4), 585–598. <https://doi.org/10.1109/Tetc.2015.2390034>
- Priyono. (2016). *Metode Penelitian Kuantitatif* (T. Chandra, Ed.; Edisi Revi). Zifatama Publishing.
- Raggio, R. D., Walz, A. M., Godbole, M. B., & Folse, J. A. G. (2014). Gratitude In Relationship Marketing: Theoretical Development And Directions For Future Research. *European Journal Of Marketing*, 48(1), 2–24. <https://doi.org/10.1108/Ejm-08-2009-0355>
- Rahmayanti, A., & Wandebori, H. (2016). The Effects Of E-Service Quality On Customer Online Repurchase Intention Towards E-Commerce Marketplace C2c In Indonesia. *The 7 Smart Collaboration For Business In Technology And Information Industries, 2016*, 35–40.
- Ray, P., & Lewis, L. (2003). E-Business Management. In *Journal Of Network And Systems Management* (Vol. 11, Issue 1). <https://doi.org/10.1023/A:1022588923638>
- Roz, K. (2020). Analisis Pengaruh Online shopping experience Terhadap Kepuasan Pengguna Dengan Menggunakan Metode Webqual 4.0. *Jurnal Manajemen Dan Kewirausahaan*, 8(1). <https://doi.org/10.26905/Jmdk.V8i1.3782>
- Sai Vijay, T., Prashar, S., & Sahay, V. (2019). The Influence Of Online Shopping Values And Web Atmospheric Cues On E-Loyalty: Mediating Role Of E-Satisfaction. *Journal Of Theoretical And Applied Electronic Commerce Research*, 14(1), 1–15. <https://doi.org/10.4067/S0718-18762019000100102>
- Salma Khairunnisa, A., & Rachmawati, I. S. (N.D.). *Pengaruh Online shopping experience, Switching Barriers, E-Satisfaction Dan E-Trust Terhadap E-Loyalty (Studi Pada Pengguna Lazada.Co.Id Kota Bandung) The Influence Of*

- Online shopping experience, Switching Barriers, E-Satisfaction And E-Trust On E-Loyalty (Study On Customer Of Lazada.Co.Id In Bandung).*
- Samani, M. B., & Attafar, A. (2011). *A Conceptual Model For Iran ' S Car Industry Customers ' Loyalty.* 790–797.
- Sarwono, J. (2010a). Pengertian Dasar Structural Equation Modeling (Sem). *Jurnal Ilmiah Manajemen Bisnis, Vol. 10*(No. 3), 173–182.
- Sarwono, J. (2010b). Pengertian Dasar Structural Equation Modeling (Sem). *Jurnal Ilmiah Manajemen Bisnis, Vol. 10*(No. 3), 173–182.
- Sezgin, E. (N.D.). *In The Era Of New Tourism.*
- Sharma, J., & Rather, R. A. (2016). The Role Of Customer Engagement In Ensuring Sustainable Development In Hospitality Sector. *International Journal Of Hospitality And Tourism Systems, 9*(1), 33–43.
- Silva, G. M., & Gonçalves, H. M. (2016). Causal Recipes For Customer Loyalty To Travel Agencies: Differences Between *Online* And *Offline* Customers. *Journal Of Business Research, 69*(11), 5512–5518. <https://doi.org/10.1016/j.jbusres.2016.04.163>
- Srivastava, M., & Kaul, D. (2016). Exploring The Link Between Customer Experience-Loyalty-Consumer Spend. *Journal Of Retailing And Consumer Services, 31*, 277–286. <https://doi.org/10.1016/j.jretconser.2016.04.009>
- States, U. (2018). (19) *United States. 1.*
- Strategic, I., & Conference, M. (2013). *Innovation Orientation , Market Orientation And E-Loyalty : Evidence From Turkish E-Commerce Customers.* 99, 509–516. <https://doi.org/10.1016/j.sbspro.2013.10.520>
- Sugiyono. (2002a). *Metode Penelitian Administrasi.* Cv Alfabeta.
- Sugiyono. (2002b). *Metode Penelitian Administrasi.* Cv Alfabeta.
- Supriadi, B., & Yusuf, A. (2021). Pengaruh *Online* shopping experience Dan E-Satisfaction Terhadap E-Loyalty Pada Website Pssi.Org Effect Of Quality And E-Satisfaction Website On E-Loyalty On Pssi.Org Website. *Business And Accounting, 4.* www.kompas.com
- Swaminathan, S., Anderson, R., & Song, L. (2019). Building Loyalty In E-Commerce: Impact Of Business And Customer Characteristics. *Journal Of Marketing Channels, 0*(0), 1–14. <https://doi.org/10.1080/1046669x.2019.1646184>
- Tabachnick, & Fidell. (2013). *Using Multivariate Statistics, Sixth Edition.* Boston: Pearson Education, Inc.
- Taleghani, M., & Author, C. (2011). *The Role Of Loyalty Dimensions In Customer Orientation.* 1(6), 143–151.
- Thesis, B. (N.D.). *Your Secret Weapon To Achieve E-Loyalty.*
- Valvi, A. C., & West, D. C. (2013). *E-Loyalty Is Not All About Trust , Price Also Matters : Extending Expectation-Confirmation Theory In Bookselling Websites.* 14(1), 99–123.
- Vos, A., Marinagi, C., Trivellas, P., Eberhagen, N., Skourlas, C., & Giannakopoulos, G. (2014). Risk Reduction Strategies In *Online* Shopping: E-Trust Perspective. *Procedia - Social And Behavioral Sciences, 147*, 418–423. <https://doi.org/10.1016/j.sbspro.2014.07.122>
- Within, B. T. (2019). *Story S Elling. May.*

- Wong, W. P., Tan, K., Inkgo, I., & Chiu-Yiong, B. (2019). *The Effect Of Technology Trust On Customer E-Loyalty In Online Shopping And The Mediating Effect Of Trustworthiness*. 1(2).
- Yoganathan, D., Jebarajakirthy, C., & Thaichon, P. (2015). The Influence Of Relationship Marketing Orientation On Brand Equity In Banks. *Journal Of Retailing And Consumer Services*, 26, 14–22. <https://doi.org/10.1016/J.Jretconser.2015.05.006>
- Yoo, C. W., Sanders, G. L., & Moon, J. (2013). Exploring The Effect Of E-Wom Participation On E-Loyalty In E-Commerce. *Decision Support Systems*, 55(3), 669–678. <https://doi.org/10.1016/J.Dss.2013.02.001>
- Yoon, D., & Youn, S. (2016). Brand Experience On The Website: Its Mediating Role Between Perceived Interactivity And Relationship Quality. *Journal Of Interactive Advertising*, 16(1), 1–15. <https://doi.org/10.1080/15252019.2015.1136249>
- Yousefi, N., & Nasiripour, A. A. (2015). A Proposed Model Of E-Trust For Electronic Banking. *Management Science Letters*, 5, 1029–1040. <https://doi.org/10.5267/J.Msl.2015.8.008>
- Yvonne, A., & Kristaung, R. (2013a). *Metodologi Penelitian Bisnis Dan Akuntansi*. Dian Rakyat.
- Yvonne, A., & Kristaung, R. (2013b). *Metodologi Penelitian Bisnis Dan Akuntansi*. Dian Rakyat.
- Zhang, M., Huang, L., He, Z., & Wang, A. G. (N.D.). *Total Quality Management & Business Excellence E-Service Quality Perceptions : An Empirical Analysis Of The Chinese E- Retailing Industry*. June 2015, 37–41. <https://doi.org/10.1080/14783363.2014.933555>
- Zheng, X., Lee, M., & Cheung, C. M. K. (2017). Examining E-Loyalty Towards Online Shopping Platforms: The Role Of Coupon Proneness And Value Consciousness. *Internet Research*, 27(3), 709–726. <https://doi.org/10.1108/Intr-01-2016-0002>