

**PENGARUH *ONLINE CUSTOMER EXPERIENCE* TERHADAP
ONLINE REPURCHASE INTENTION
(Survei pada Konsumen *Beauty E-Commerce Sociolla*
di Indonesia)**

SKRIPSI

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



**Oleh
Khansa As-Syifa
NIM. 1805547**

**FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
2023**

**PENGARUH *ONLINE CUSTOMER EXPERIENCE* TERHADAP
ONLINE REPURCHASE INTENTION
(Survei pada Konsumen *Beauty E-Commerce Sociolla* di Indonesia)**

Oleh
Khansa As-Syifa
NIM 1805547

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

© Khansa As-Syifa, 2023
Universitas Pendidikan Indonesia
Januari 2023

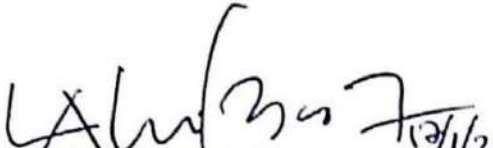
Hak Cipta dilindungi Undang-Undang
Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian,
dengan dicetak ulang, difotokopi, atau cara lainnya tanpa ijin dari penulis.

LEMBAR PENGESAHAN


**PENGARUH *ONLINE CUSTOMER EXPERIENCE* TERHADAP
ONLINE REPURCHASE INTENTION
(Survei pada Konsumen *Beauty E-Commerce Sociolla* di Indonesia)**

Skripsi ini disetujui dan disahkan oleh:

Pembimbing I


Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M.
NIP. 19690404 19903 1 001

Pembimbing II


Drs. Girang Razati, M.Si
NIP. 19630729 199302 1 001

Mengetahui,

Ketua Program Studi Pendidikan Bisnis


Dr. Puspo Dewi Drgantari, S.Pd., M.T., M.M
NIP. 19820830 200502 2 003

Tanggung Jawab Yuridis

ada pada Penulis



Khansa As-Syifa
NIM. 1805547

PERNYATAAN KEASLIAN SKRIPSI

Dengan ini, saya menyatakan dengan sebenar-benarnya bahwa skripsi dengan judul "**Pengaruh *Online Customer Experience* terhadap *Online Repurchase Intention* (Survei pada Konsumen *Beauty E-Commerce Sociolla di Indonesia*)**" beserta seluruh isi didalamnya adalah benar-benar hasil karya asli saya sendiri dan bukan merupakan hasil plagiarisme, pencurian hasil karya milik orang lain, ataupun segala kemungkinan lain yang pada hakikatnya bukan merupakan karya tulis skripsi saya secara orisinal dan otentik.

Saya siap menanggung resiko/sanksi yang dijatuhkan apabila ternyata adanya pelanggaran etika keilmuan maupun klaim dari pihak lain terhadap keaslian karya yang saya buat. Demikian surat pernyataan ini saya buat dengan kesadaran sendiri dan tidak atas tekanan ataupun paksaan dari pihak manapun demi menegakan integritas akademik di institusi ini.

Bandung, 15 Januari 2023
Yang membuat pernyataan,



Khansa As-Syifa
NIM. 1805547

ABSTRAK

Khansa As-Syifa (1805547), “**Pengaruh *Online Customer Experience* terhadap *Online Repurchase Intention* (Survei pada Konsumen *Beauty E-Commerce Sociolla* di Indonesia)**” di bawah bimbingan Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. dan Drs. Girang Razati, M.Si.

Penelitian ini bertujuan untuk memperoleh gambaran dan pengaruh dari *online customer experience* terhadap *online repurchase intention* pada konsumen *beauty e-commerce Sociolla* di Indonesia. Penelitian ini menggunakan metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Metode yang digunakan *simple random sampling* dengan ukuran sampel berjumlah 200 responden yang merupakan konsumen *Sociolla* yang tergabung dalam *followers* akun @soco pada aplikasi SOCO by *Sociolla*. Data diolah secara statistik dengan metode *Structural Equation Modeling* (SEM) dengan menggunakan AMOS for Windows. Hasil temuan pada penelitian ini menemukan bahwa gambaran *online customer experience* dan *online repurchase intention* berada di kategori baik. *Online customer experience* memiliki pengaruh positif dan signifikan terhadap *online repurchase intention*. Temuan ini menunjukkan bahwa penciptaan *online customer experience* yang dilakukan *Sociolla* akan meningkatkan *online repurchase intention* pada konsumen *beauty e-commerce Sociolla* di Indonesia.

Kata Kunci: *Online Customer Experience, Online Repurchase Intention, Beauty E-Commerce*

ABSTRACT

Khansa As-Syifa (1805547), "*The Influence of Online Customer Experience on Online Repurchase Intention (Survey of Sociolla Indonesia Beauty E-Commerce Consumers)*" under the guidance of Dr. Lili Adi Wibowo, S.Pd., S.Sos., M.M. and Drs. Girang Razati, M.Si.

This study aims to obtain an overview and influence of the online customer experience on online repurchase intention for Sociolla beauty e-commerce consumers in Indonesia.. This study uses descriptive and verification methods with a quantitative approach. The method used is simple random sampling with a sample size of 200 respondents who are Sociolla consumers who are members of the @soco account followers on the SOCO by Sociolla application. The data were statistically processed using the Structural Equation Modeling (SEM) analysis using AMOS for Windows. The findings in this study found that the online customer experience and online repurchase intention are in the good category. Online customer experience has a positive and significant influence on online repurchase intention. These findings indicate that the creation of an online customer experience by Sociolla will increase online repurchase intention on Sociolla's beauty e-commerce consumers in Indonesia.

Keywords: *Online Customer Experience, Online Repurchase Intention, Beauty E-Commerce*

DAFTAR ISI

ABSTRAK	i
ABSTRACT	ii
KATA PENGANTAR	iii
UCAPAN TERIMA KASIH	iv
DAFTAR ISI	vii
DAFTAR TABEL	viii
DAFTAR GAMBAR	x
BAB I PENDAHULUAN	1
1.1 Latar Belakang Penelitian	1
1.2 Rumusan Masalah	17
1.3 Tujuan Penelitian	18
1.4 Kegunaan Penelitian	18
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN DAN HIPOTESIS	19
2.1 Kajian Pustaka	19
2.1.1 Pendekatan Teori yang Digunakan	19
2.1.2 Konsep <i>Online Repurchase Intention</i>	22
2.1.3 Konsep <i>Online Customer Experience</i>	33
2.1.4 Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	45
2.2 Kerangka Pemikiran	47
2.3 Hipotesis	52
BAB III OBJEK DAN METODOLOGI PENELITIAN	54
3.1 Objek Penelitian	54
3.2 Metode Penelitian	54
3.2.1 Jenis Penelitian	54
3.2.2 Operasionalisasi Variabel	55
3.2.3 Jenis dan Sumber Data	59
3.2.4 Populasi, Sampel, dan Teknik Sampling	60
3.2.5 Teknik Pengumpulan Data	63
3.2.6 Hasil Pengujian Validitas dan Reliabilitas	64
3.2.7 Teknik Analisis Data	69
BAB IV HASIL PENELITIAN DAN PEMBAHASAN	85
4.1 Profil Perusahaan, Karakteristik dan Pengalaman Responden	85
4.1.1 Profil <i>Beauty E-Commerce Sociolla</i>	85
4.1.2 Karakteristik dan Pengalaman dikaitkan dengan <i>Online Repurchase Intention</i>	86
4.2 Hasil Penelitian	101
4.2.1 Hasil Penelitian Deskriptif	101
4.2.2 Hasil Pengujian Hipotesis	121
4.3 Pembahasan Penelitian	139
4.3.1 Pembahasan Hasil Penelitian Deskriptif	139
4.3.2 Pembahasan Hasil Pengujian Hipotesis	147
4.4 Implikasi Hasil Temuan Penelitian	148
4.4.1 Temuan Penelitian Bersifat Teoretis	148
4.4.2 Temuan Penelitian Bersifat Empiris	151
BAB V KESIMPULAN DAN REKOMENDASI	156
5.1 Kesimpulan	156
5.2 Rekomendasi	157
DAFTAR PUSTAKA	162
LAMPIRAN	176

DAFTAR TABEL

No.	Judul	Hal.
1.1	<i>Revenue The Beauty & Personal Care Market in Asia Pacific Region</i>	6
1.2	<i>Ranking Beauty E-Commerce Indonesia</i>	8
1.3	<i>E-Commerce Website Metrics Performance (Oktober 2022)</i>	8
1.4	<i>Beauty E-Commerce Website Metrics Performance (Oktober 2022)</i>	10
1.5	<i>Rating dan Reviewers Beauty E-Commerce pada Play Store dan App Store</i>	11
1.6	<i>Ulasan Konsumen Sociolla pada Play Store</i>	12
2.1	<i>Sitasi Atas Definisi Online Repurchase Intention menurut para Ahli</i>	22
2.2	<i>Dimensi Online Repurchase Intention dalam Penelitian Terdahulu</i>	24
2.3	<i>Sitasi Atas Online Customer Experience menurut para Ahli</i>	34
2.4	<i>Dimensi Online Customer Experience dalam Penelitian Terdahulu</i>	35
2.5	<i>Penelitian Terdahulu</i>	45
3.1	<i>Operasionalisasi Variabel</i>	54
3.2	<i>Jenis dan Sumber Data</i>	58
3.3	<i>Hasil Pengujian Validitas Variabel X (Online Customer Experience)</i>	65
3.4	<i>Hasil Pengujian Validitas Variabel Y (Online Repurchase Intention)</i>	66
3.5	<i>Hasil Pengujian Reliabilitas Variabel Online Customer Experience dan Online Repurchase Intention</i>	68
3.6	<i>Skor Alternatif</i>	69
3.7	<i>Tabel Tabulasi Silang (Cross Tabulation)</i>	70
3.8	<i>Analisis Deskriptif</i>	71
3.9	<i>Indikator Pengujian Kesesuaian Model</i>	78
4.1	<i>Klasifikasi Tingkat Online Repurchase Intention pada Konsumen Beauty E-Commerce Sociolla di Indonesia</i>	87
4.2	<i>Karakteristik Konsumen Beauty E-Commerce Sociolla di Indonesia berdasarkan Usia dan Jenis Kelamin dikaitkan dengan Tingkat Online Repurchase Intention</i>	88
4.3	<i>Karakteristik Konsumen Beauty E-Commerce Sociolla di Indonesia berdasarkan Pendidikan Terakhir dan Asal Daerah dikaitkan dengan Penilaian Tingkat Online Repurchase Intention</i>	90
4.4	<i>Karakteristik Konsumen Beauty E-Commerce Sociolla di Indonesia berdasarkan Pekerjaan dan Pendapatan dikaitkan dengan Tingkat Online Repurchase Intention</i>	92
4.5	<i>Karakteristik Konsumen Beauty E-Commerce Sociolla di Indonesia berdasarkan Pekerjaan dan Uang Saku dikaitkan dengan Tingkat Online Repurchase Intention</i>	93
4.6	<i>Karakteristik Konsumen Beauty E-Commerce Sociolla di Indonesia berdasarkan Lama Penggunaan dikaitkan dengan Tingkat Online Repurchase Intention</i>	95
4.7	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Preferential Interest dalam Online Repurchase Intention</i>	103
4.8	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Recommend to Other dalam Online Repurchase Intention</i>	105
4.9	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Intention to Repurchase dalam Online Repurchase Intention</i>	107
4.10	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Continue to Shop dalam Online Repurchase Intention</i>	108
4.11	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Sensory Appeal dalam Online Customer Experience</i>	113
4.12	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Entertainment dalam Online Customer Experience</i>	114
4.13	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Perceived Ease of Use dalam Online Customer Experience</i>	116
4.14	<i>Tanggapan Konsumen Beauty E-Commerce Sociolla di Indonesia terhadap Dimensi Pragmatic Experience dalam Online Customer Experience</i>	118

4.15	Tanggapan Konsumen <i>Beauty E-Commerce</i> Sociolla di Indonesia terhadap Dimensi <i>Social Presence</i> dalam <i>Online Customer Experience</i>	119
4.16	Hasil Uji Normalitas Data.....	121
4.17	Hasil Pengujian <i>Outliers Data</i>	122
4.18	Hasil Uji Estimasi <i>Measurement Model</i>	124
4.19	Validitas dan Reabilitas Model Pengukuran Konstruk Eksogen <i>Online Customer Experience</i>	127
4.20	Hasil Evaluasi <i>Goodness of Fit Model CFA</i> Konstruk Eksogen <i>Online Customer Experience</i>	127
4.21	Validitas dan Reliabilitas Model Pengukuran Konstruk Endogen <i>Online Repurchase Intention</i>	129
4.22	Hasil Evaluasi <i>Goodness of Fit Model CFA</i> Konstruk Endogen <i>Online Repurchase Intention</i>	130
4.23	Hasil Estimasi Full Model 1 Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	131
4.24	Hasil Evaluasi <i>Goodness of Fit Full Model 1</i> Pengukuran Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	132
4.25	<i>Modification Index Full Model 1</i> Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	133
4.26	Hasil Estimasi <i>Full Model 2</i> Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	134
4.27	Hasil Evaluasi <i>Goodness of Fit Full Model 2</i> Pengukuran Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	134
4.28	Hasil Estimasi Parameter Model <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i> Secara Keseluruhan.....	135
4.29	<i>Implied Correlation Matrix of All Variables</i>	137

DAFTAR GAMBAR

No.	Judul	Hal.
1.1	<i>E-Commerce Adoption (Januari 2021)</i>	5
1.2	<i>Beauty & Personal Care Market Value in Worldwide</i>	6
1.3	<i>Online Revenue Share the Beauty & Personal Care Market in Indonesia</i>	7
1.4	<i>Traffic Rata-Rata Pengunjung Website Sociolla 2018-2022</i>	11
2.1	<i>Model of Consumer Decision Making</i>	20
2.2	<i>Model of Post-Purchase Consumer Behaviour</i>	28
2.3	<i>Framework of Online Consumer Behavior</i>	29
2.4	<i>Model of Intention, Adoption, and Continuance</i>	30
2.5	<i>Model of Consumer Behavior in Social Commerce</i>	31
2.6	<i>Conceptual Framework of Key Determinants of Online Repurchase Intention</i>	32
2.7	<i>Hoffman And Novak's Conceptual Model of Online Customer Experience</i>	38
2.8	<i>Framework for Understanding Online Customer Experience</i>	40
2.9	<i>Outcomes of Online Customer Experience</i>	42
2.10	<i>The Online Customer Experience Pyramid - Success Factors</i>	44
2.11	Kerangka Pemikiran.....	50
2.12	Paradigma Penelitian.....	51
3.1	Garis Kontinum Penelitian <i>Online Customer Experience</i> dan <i>Online Repurchase Intention</i>	72
3.2	Model Pengukuran <i>Online Customer Experience</i>	81
3.3	Model Pengukuran <i>Online Repurchase Intention</i>	81
3.4	Model Struktural Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	82
4.1	Alasan Konsumen menggunakan <i>Beauty E-Commerce Sociolla</i> dalam Berbelanja.....	97
4.2	Manfaat yang dirasakan Konsumen <i>Beauty E-Commerce Sociolla</i> saat Berbelanja.....	98
4.3	Produk yang Sering di Beli Konsumen <i>Beauty E-Commerce Sociolla</i>	99
4.4	Tanggapan Konsumen <i>Beauty E-Commerce Sociolla</i> di Indonesia mengenai <i>Online Repurchase Intention</i>	101
4.5	Garis Kontinum Variabel <i>Online Repurchase Intention</i>	102
4.6	Tanggapan Konsumen <i>Beauty E-Commerce Sociolla</i> mengenai <i>Online Customer Experience</i>	110
4.7	Garis Kontinum Variabel <i>Online Customer Experience</i>	111
4.8	<i>Sample Covariance Matrix</i>	122
4.9	Spesifikasi Model.....	123
4.10	Model CFA Konstruk Eksogen <i>Online Customer Experience</i>	126
4.11	Model Pengukuran Konstruk Endogen <i>Online Repurchase Intention</i>	128
4.12	<i>Full Model 1</i> Pengukuran <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	131
4.13	<i>Full Model 2</i> Pengukuran Pengaruh <i>Online Customer Experience</i> terhadap <i>Online Repurchase Intention</i>	133

DAFTAR PUSTAKA

- Abrar, K., Zaman, S., & Satti, Z. W. (2017). Impact of Online Store Atmosphere, Customized Information and Customer Satisfaction on Online Repurchase Intention. *Global Management Journal for Academic & Corporate Studies*, 7(2), 22–34.
- Adzhani, N. K., Hartoyo, & Simanjuntak, M. (2021). Analysis of Satisfaction and Loyalty with the Customer Experience Approach. *International Journal of Research and Review*, 8(3), 2454–2237.
- Aghnia, N., & Wibowo, L. A. (2016). Dimensi Service Experience Dalam Membentuk Repurchase Intention Pada MD Clinic By Lazeta Skin Care. *Journal of Business Management Education*, 1(3), 65–74.
- Ahmadi, S., Karimialavije, M. R., Malekifar, N., & Mohammadi, S. M. (2015). The Effect Of Website Design Quality On The Customer's Trust And Repurchase Intention From Cosmetic Websites. *Indian Journal of Fundamental and Applied Life Sciences*, 5(1), 4154–4164.
- Albayrak, T., Karasakal, S., Kocabulut, Ö., & Dursun, A. (2019). Customer Loyalty Towards Travel Agency Websites : The Role of Trust and Hedonic Value Customer Loyalty Towards Travel Agency Websites : The. *Journal of Quality Assurance in Hospitality & Tourism*, 0(0), 1–28. <https://doi.org/10.1080/1528008X.2019.1619497>
- Alvarez-risco, A., & Quipuzco-chicata, L. (2022). Determinants of Online Repurchase Intention in Covid-19 Times : Evidence From an Emerging Economy. *Lecturas de Economía*, 96, 101–143. <https://doi.org/https://doi.org/10.17533/udea.le.n96a342638>
- Alvin, R., & Qomariah, N. (2022). Effect of E-Service Quality on Online Repurchase Intention with E-Trust as a Mediator for Tokopedia users (Study on Tokopedia Instagram Followers) Pengaruh E-Service Quality Terhadap Online Repurchase Intention dengan E-Trust sebagai mediator pada Pengg. *Jurnal Multidisiplin Madani (MUDIMA)*, 2(4), 2007–2028.
- Amartya, A., & Bestari, D. K. P. (2022). Pengaruh Electronic Service Quality dan Electronic Word of Mouth terhadap Minat Penggunaan Aplikasi dan Keputusan Pembelian Sociolla (Studi pada Pengguna Sociolla di Kota Bandung). *JIIP (Jurnal Ilmiah Ilmu Pendidikan)*, 5(9), 3305–3312. [https://doi.org/DOI: https://doi.org/10.54371/jiip.v5i9.854](https://doi.org/DOI:https://doi.org/10.54371/jiip.v5i9.854)
- Amoah, F. (2021). Online Shopping Experiences : A Quantitative Investigation Into Hedonic Value , Trust , And Risk In The South African Retail Industry. *The Retail and Marketing Review*, 12(2), 17–29. <https://doi.org/https://orcid.org/0000-0002-8355-1363>
- Amunawati, D. M. P. (2021). Pengaruh Kemudahan Penggunaan Yang Dirasakan Dan Manfaat Yangdirasakan Terhadap Niat Beli Ulang Dengan Kepuasan Konsumen Sebagai Variabel Mediasi Pada E-Commerce Sociolla (Studi Pada Mahasiswa Universitas Brawijaya Malang). *Jurnal Ilmiah Mahasiswa FEB*, 9(2), 1–27.
- Anggraeni, A., Suryaputra, G., & Santosa, A. (2020). Analysis of Factors Affecting Online Repurchase Intention of Millennial Consumers Through Tokopedia Mobile Application. *Psychology and Education Journal*, 57(9), 33–40.

- Ardiani, R. F. (2021). *Pengaruh Persepsi Keamanan, Kemudahan Penggunaan, Kepercayaan Marketplace, Dan Pengalaman Berbelanja Di Aplikasi Shopee (Survei Terhadap Seluruh mahasiswa UPN "Veteran" Yogyakarta)*. Universitas Pembangunan Nasional "Veteran" Yogyakarta.
- Ariesty, W., & Ikhsan, R. B. (2021). Factors Affecting The Repurchase Intention Of E-Commerce In Sharing Economy Activities. *Journal of Business Studies and Management Review (JBSMR)*, 5(1), 84–90. <https://doi.org/10.22437/jbsmr.v5i1.16313>
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru*. PT Remaja Rosdakarya.
- Arnould, E., Price, L., & Zinkhan, G. (2004). *Consumers* (2nd ed.). McGraw-Hill.
- Aurelia, F., & Nawawi, M. T. (2021). Pengaruh Customer Satisfaction, Perceived Value, Dan Trust Terhadap Online Repurchase Intention Pada Fashion Di Instagram Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 3(1), 117–126.
- Azmi, M. W., & Patrikha, F. D. (2021). Pengaruh Online Customer Experiences Terhadap Keputusan Pembelian Dengan Kepercayaan Sebagai Intervening (Studi Pada Pembelian Elektronik Di Marketplace Shopee). *Jurnal Pendidikan Tata Niaga*, 10(1), 1610–1618. <https://ejournal.unesa.ac.id/index.php/jptn/article/view/42791>
- Babin, B. J., Darden, W. R., & Griffin, M. (1994). Work and/or Fun: Measuring Hedonic and Utilitarian Shopping Value. *Journal of Consumer Research*, 20(4), 644–656. <https://doi.org/https://doi.org/10.1086/209376>
- Bernard, R., Hutomo, E., Maduretno, P., & Junaedi, S. (2021). The Importance of eWOM Elements on Online Repurchase Intention: Roles of Trust and Perceived Usefulness. *Jurnal Ekonomi Indonesia*, 10(1), 55–69. <https://doi.org/DOI:https://doi.org/10.52813/jei.v10i1.59>
- Bhattacharya, A., & Srivastava, M. (2020). A Framework of Online Customer Experience: An Indian Perspective: An Indian Perspective. *Global Business Review*, 21(3), 800–817. <https://doi.org/10.1177/0972150918778932>
- Bhattacharya, A., Srivastava, M., & Verma, S. (2019). Customer Experience in Online Shopping: A Structural Modeling Approach. *Journal of Global Marketing*, 32(1), 3–16. <https://doi.org/10.1080/08911762.2018.1441938>
- Bhattarchjee, A. (2001). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *Management Information System Research Center*, 25(3), 351–370.
- Bilgihan, A., Anil, J., & Zhang, K. T. C. (2016). Towards a Unified Customer Experience in Online Shopping Environments: Antecedents and Outcomes. *International Journal of Quality and Service Sciences*, 8(1). <https://doi.org/http://dx.doi.org/10.1108/IJQSS-07-2015-0054> Downloaded
- Bilgihan, A., Kandampully, J., & Zhang, K. T. C. (2016). Towards A Unified Customer Experience In Online Shopping Environments: Antecedents And Outcomes. *International Journal of Quality and Service Sciences*, 8(1), 102–119. <https://doi.org/10.1108/IJQSS-07-2015-0054>
- Bleier, A., Harmeling, C. M., & Palmatier, R. W. (2019). Creating effective online customer experiences. *Journal of Marketing*, 83(2), 98–119. <https://doi.org/10.1177/0022242918809930>
- Boenadi, E. M., & Japariato, E. (2021). Pengaruh Electronic Word Of Mouth (E-Wom) Terhadap Online Repurchase Intention Dengan Brand Trust Sebagai

- Variabel Intervening Pada Customer Atomy Indonesia. *Jurnal Strategi Pemasaran*, 8(1), 1–12.
- Brodie, R. J., Ilic, A., Juric, B., & Hollebeek, L. (2013). Consumer Engagement in A Virtual Brand Community: An Exploratory Analysis. *Journal of Business Research*, 66(1), 105–114. <https://doi.org/https://doi.org/10.1016/j.jbusres.2011.07.029>
- Chaffey, D., & Chadwick, F. E. (2016). Digital Marketing Strategy, Implementation and Practice Sixth Edition. In *Pearson Education Limited* (Vol. 53, Issue 9). Pearson Education Limited.
- Chan, G., Cheung, C., Kwong, T., Limayem, M., & Zhu, L. (2003). Online Consumer Behavior : A Review and Agenda for Future Research. *16th Bled ECommerce Conference ETransformation*, 43, 194–218. <http://aisel.aisnet.org/bled2003> Recommended
- Chan, T. T. Y. (2012). Mobile Customer Relationship Management: Factors Affecting Consumer Mobile Technology Adoption Within the Hotel Industry. *Studies by Undergraduate Researchers at Guelp*, 5(4), 44–50. <https://doi.org/https://doi.org/10.21083/surg.v5i2.1718>
- Chau, P. Y. K., Au, G., & Tam, K. Y. (2000). Impact of Information Presentation Modes on Online Shopping: An Empirical Evaluation of A Broadband Interactive Shopping Service. *Journal of Organizational Computing and Electronic Commerce*, 10(1), 1–22.
- Chiu, C., Hsu, M., Lai, H., & Chang, C. (2012). Re-Examining The Influence Of Trust On Online Repeat Purchase Intention : The Moderating Role Of Habit And Its Antecedents. *Decision Support Systems*, 53(4), 835–845. <https://doi.org/10.1016/j.dss.2012.05.021>
- Chou, S., & Hsu, C. (2016). Understanding Online Repurchase Intention: Social Exchange Theory And Shopping Habit. *Information Systems and E-Business Management*, 14, 19–45. <https://doi.org/10.1007/s10257-015-0272-9>
- Cleff, T. (2014). Exploratory Data Analysis In Business And Economics: An Introduction using SPSS, Stata, And Excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel*. <https://doi.org/10.1007/978-3-319-01517-0>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.
- de Chernatony, L., & McDonald, M. (2002). Creating powerful brands: In consumer, service and industrial markets. In *Creating Powerful Brands: In Consumer, Service and Industrial Markets*. <https://doi.org/10.4324/9780080476919>
- Dewi, I. (2021). *Pengaruh Trust Dan E-Service Quality Terhadap Customer Satisfaction Dan Dampaknya Pada Online Repurchase Intention (Studi pada Pelanggan Shopee di Kabupaten Kebumen)*. Universitas Putra Bangsa.
- Dharmadewi Atmaja, N. P. C., & Dwi Puspitawati, N. M. (2019). Strength of Reference Groups to Moderate Online Repurchase Intention on Generation X. *International Journal of Applied Business and International Management*, 4(2), 25–32. <https://doi.org/10.32535/ijabim.v4i2.563>
- Dwicahyanto, D. B. (2020). Peran E-Service Quality, Kemudahan, Kepuasan Dalam Membentuk Niat Beli Ulang Konsumen Lazada. *Jurnal Ilmu Manajemen*, 8(4), 1247–1256. <https://doi.org/https://doi.org/10.26740/jim.v8n4.p1247-1256>

- Ernest Emeka Izogo. (2017). *Online Customer Experience in an Emerging e-Retailing Market* (Issue September). University of Hull.
- Eroglu, S. A., Machleit, K. A., & Davis, L. M. (2001). Atmospheric Qualities of Online Retailing. A Conceptual Model and Implications. *Journal of Business Research*, 5, 177–184. [https://doi.org/https://doi.org/10.1016/S0148-2963\(99\)00087-9](https://doi.org/https://doi.org/10.1016/S0148-2963(99)00087-9)
- Fang, Y., Qureshi, I., Sun, H., McCole, P., Ramsey, E., & Lim, K. H. (2014). Trust, Satisfaction and Online Repurchase Intention: The Moderating Role of Perceived Effectiveness of E-commerce Institutional Mechanisms. *MIS Quarterly*, 38(2), 407–427. <https://doi.org/https://doi.org/10.25300/MISQ/2014/38.2.04>
- Fatmedya, A., & Hadi, C. (2020). Correlation Of Website Quality Towards Repurchase Intention On E-Commerce Consumer. *Palarch's Journal Of Archaeology of Egypt/Egyptology*, 17(3), 1603–1617. <https://archives.palarch.nl/index.php/jae/article/view/864>
- Febrianza, R., & Aprileny, I. (2020). Influence Of Promotion Mix On Repurchase Intention In E-Commerce Shopee (Study of Shopee Application Users In Stei Jakarta Students). *Sekolah Tinggi Ilmu Ekonomi Indonesia*, 1–18. <http://repository.stei.ac.id/id/eprint/2666>
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Fihartini, Y., Helmi, A., Hassan, M., & Oesman, Y. M. (2021). The Mediating Role of Affective Experience to The Effect of Online Retail Ethic on Repurchase Intention: Indonesian Y and Z Generation Perspective. *ICEBE*. <https://doi.org/10.4108/eai.1-10-2020.2304738>
- Fikri, M., & Lisdayanti, A. (2020). Finance & Banking Studies Analysing Promotion Mix and Perceived Usefulness of e-Wallets: A case of Linkaja applications in Indonesia. *International Journal of Finance & Banking Studies*, 9(1), 2020. <https://doi.org/DOI:10.20525/ijfbs.v9i1.665>
- Gefen, D. (2002). Customer Loyalty in E-Commerce. *Journal of the Association for Information Systems*, 3(1), 27–51. <https://pdfs.semanticscholar.org/00f2/f77fe6480f66c2982010a091e8c76c61b7ff.pdf>
- Gefen, D., & Straub, D. (2003). Managing User Trust in B2C eServices. *E-Service Journal*. <https://www.jstor.org/stable/10.2979/ESJ.2003.2.2.7>
- Gentile, C., Spiller, N., & Noci, G. (2007). How to Sustain the Customer Experience: An Overview of Experience Components that Co-create Value With the Customer. *European Management Journal*, 25(5), 395–410. <https://doi.org/10.1016/j.emj.2007.08.005>
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Giao, H. N. K., Vuong, B. N., & Quan, T. N. (2020). The Influence Of Website Quality 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>
- Goldsmith, R. E. (2000). How innovativeness differentiates online buyers.

- Quarterly Journal of Electronic Commerce*, 1(4), 323–333.
- 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. *Journal of Retailing and Consumer Services*, 68, 1–12. <https://doi.org/10.1016/j.jretconser.2022.103000>
- Gunawan, A. A., Natalia, I. C., Febriati, P., Hartono, V. V., Irwan, F. D., & Andajani, E. (2021). Online Repurchase Intention : Empirical Study on The Fashion Market Shopee. *Widya Manajemen*, 3(2), 150–165. <https://doi.org/https://doi.org/10.32795/widyamanajemen.v3i2>
- Hawkins, D. I., Mothersbaugh, D. L., & Best, R. J. (2007). *Consumer Behavior: Building Marketing Strategy* (10th ed.). McGraw-Hill.
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer Repurchase Intention: A General Structural Equation Model. *European Journal of Marketing*, 37(11/12), 1762–1800. <https://doi.org/10.1108/03090560310495456>
- Heriyana, Ma'ruf, J. J., P L, H., & Chan, S. (2019). The Effect of Perceived Risk on Repurchase Intention of Online Shopping Mediated By Customer Satisfaction in Indonesia. *KnE Social Sciences*, 3(14), 340. <https://doi.org/10.18502/kss.v3i14.4320>
- Heryana, D. K., & Yasa, N. N. K. (2020). Effect of Electronic Word of Mouth on Repurchase Intention Mediated by Brand Attitude. *International Research Journal of Management, IT and Social Sciences*, 7(2), 9–20. <https://doi.org/https://doi.org/10.21744/irjmis.v7n2.854>
- Hieronanda, A. T., & Nugraha, A. K. N. A. (2021). The Influence of Social Factors, Trust , Website Quality, and Perceived Risk on Repurchase Intention in E-Commerce. *Jurnal Bisnis Dan Manajemen*, 8(2), 321–335. <https://doi.org/https://doi.org/10.26905/jbm.v8i2.6275>
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60(3), 50–68. <https://doi.org/10.1177/002224299606000304>
- Hoffman, D. L., & Novak, T. P. (2009). Flow Online: Lessons Learned and Future Prospects. *Journal of Interactive Marketing*, 23(1), 23–34. <https://doi.org/https://doi.org/10.1016/j.intmar.2008.10.003>
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2007). *Consumer Behavior*. Houghton Mifflin.
- Iskandar, I., & Bernarto, I. (2021). The Influence Of Website Design Quality, Perceived Value And E-Trust On Repurchase Intention On E-Commerce Beauty Haul. *International Journal of Economics, Bussiness and Accounting Research*, 5(4), 1167–1177.
- Jaiswal, S., & Singh, A. (2020). Influence of the Determinants of Online Customer Experience on Online Customer Satisfaction. *Paradigm*, 24(1), 41–55. <https://doi.org/10.1177/0971890720914121>
- Jalil, M. I. A., Lada, S., Bakri, M. A., & Hassan, Z. (2021). Halal Cosmetics Repurchase Intention: The Role Of Marketing In Social Media. *Journal of Islamic Monetary Economics and Finance*, 7(4), 629–650. <https://doi.org/https://doi.org/10.21098/jimf.v7i4.1379>
- Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer Trust in an Internet

- Store. *Information Technology & Management*, 1(1–2), 45–71. <https://doi.org/https://doi.org/10.1023/A:1019104520776>
- Jia, L., Cegielski, C., & Zhang, Q. (2014). The Effect of Trust on Customers' Online Repurchase Intention in Consumer-to-Consumer Electronic Commerce. *Journal of Organizational and End User Computing*, 26(September), 65–86. <https://doi.org/10.4018/joeuc.2014070104>
- Kawaf, F., & Tagg, S. (2017). The Construction Of Online Shopping Experience: A Repertory Grid Approach. *Computers in Human Behavior*, 72, 222–232. <https://doi.org/10.1016/j.chb.2017.02.055>
- Kelloway, E. K. (2015). *Using Mplus for Structural Equation Modeling*, Thousand Oaks, CA: Sage.
- Khalifa, M., & Liu, V. (2007). Online Consumer Retention: Contingent Effects Of Online Shopping Habit And Online Shopping Experience. *European Journal of Information Systems*, 16, 780–792. <https://doi.org/https://doi.org/10.1057/palgrave.ejis.3000711>
- Kim, C., Galliers, R. D., Shin, N., Ryoo, J., & Kim, J. (2012). Factors Influencing Internet Shopping Value And Customer Repurchase Intention. *Electronic Commerce Research and Applications*, 11(4), 374–387. <https://doi.org/10.1016/j.elerap.2012.04.002>
- Kim, M. K., Park, M. C., & Jeong, D. H. (2004). The Effects Of Customer Satisfaction And Switching Barrier On Customer Loyalty In Korean Mobile Telecommunication Services. *Telecommunications Policy*. <https://doi.org/10.1016/j.telpol.2003.12.003>
- Klaus, P. (2013). The Case of Amazon.com: Towards A Conceptual Framework of Online Customer Service Experience (OCSE) Using the Emerging Consensus Technique (ECT). *Journal of Service Marketing*, 27(6), 443–457. <https://doi.org/https://doi.org/10.1108/JSM-02-2012-0030>
- Klaus, P., & Maklan, S. (2012). EXQ: A Multiple-Item Scale for Assessing Service Experience. *Journal of Service Management*, 23(1), 5–33. <https://doi.org/https://doi.org/10.1108/09564231211208952>
- Kobat, A., Lubis, A. R., & Chan, S. (2022). The Role Of Perceived Value And Website Quality As Determinants Of Online Repeat Purchase Intentions Moderated By Habit : The Case Of Buying Muslim Clothing In A Shopee Market Place. *International Journal of Multidisciplinary Research and Growth Evaluation*, 3(1), 143–148.
- Kotler, P., & Armstrong, G. (2011). Principles of Marketing. In *Pearson Education, Inc.* (Issue 19). <https://doi.org/10.2307/2548367>
- Kusnendi. (2008). *Model-model Persamaan Struktural*. Alfabeta.
- Larasetiati, M., & Ali, H. (2019). Model of Consumer Trust: Analysis of Perceived Usefulness and Security toward Repurchase Intention in Online Travel Agent. *Saudi Journal of Economics and Finance*, 3(8), 350–357. <https://doi.org/10.21276/sjef.2019.3.8.5>
- Lee, M. K. O. (1999). *Comprehensive Model of Internet Consumer Satisfaction*.
- Li, H., Daugherty, T., & Biocca, F. (2001). Characteristics Of Virtual Experience In Electronic Commerce: A Protocol Analysis. *Journal of Interactive Marketing*, 15(3), 13–30. <https://doi.org/https://doi.org/10.1002/dir.1013>
- Li, Y. (2019). *The Effects of Fairness on Online Customer Repurchase Intention*. 96(Icemse), 635–638. <https://doi.org/10.2991/icemse-19.2019.147>

- Liao, T., & Keng, C. (2013). Online Shopping Delivery Delay: Finding A Psychological Recovery Strategy By Online Consumer Experiences. *Computers in Human Behavior*, 29(4), 1849–1861. <https://doi.org/10.1016/j.chb.2013.03.004>
- Liu, Y., Pu, B., Guan, Z., & Yang, Q. (2016). Online Customer Experience And Its Relationship To Repurchase Intention: An Empirical Case Of Online Travel Agencies In China. *Asia Pacific Journal of Tourism Research*, 21(10), 1085–1099. <https://doi.org/10.1080/10941665.2015.1094495>
- Luo, M. M., Chen, J. S., Ching, R. K. H., & Liu, C. C. (2011). An examination of the effects of virtual experiential marketing on online customer intentions and loyalty. *Service Industries Journal*, 31(13), 2163–2191. <https://doi.org/10.1080/02642069.2010.503885>
- Malhotra, N. K. (2015). *Essentials of Marketing Research* (Global Edi). Pearson Education Limited.
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research: An Applied Approach*.
- Martin, J., Mortimer, G., & Andrews, L. (2015). Re-Examining Online Customer Experience To Include Purchase Frequency And Perceived Risk. *Journal of Retailing and Consumer Services*, 25, 81–95. <https://doi.org/10.1016/j.jretconser.2015.03.008>
- Mathwick, C., Malhotra, N., & Rigdon, E. (2001). Experiential value: Conceptualization, measurement and application in the catalog and Internet shopping environment. *Journal of Retailing*, 77(1), 39–56. [https://doi.org/10.1016/S0022-4359\(00\)00045-2](https://doi.org/10.1016/S0022-4359(00)00045-2)
- Matute, J., Polo-redondo, Y., & Utrillas, A. (2016). The Influence Of EWOM Characteristics On Online Repurchase Intention Usefulness: Mediating Roles Of Trust And Perceived Usefulness. *Online Information Review*, 40(7), 1090–1110. <https://doi.org/10.1108/OIR-11-2015-0373>
- Mcdaniel, C., & Gates, R. (2018). *Marketing Research*.
- McDaniel, & Gates. (2015). *Marketing Research* (10th ed.).
- 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>
- Mitchev, T., Nuangjamnong, C., & Janda, J. (2022). Factors Influencing Online Repurchase Intention in Thai Popular E-Commerce Platform. *AU-HIU International Multidisciplinary Journal*, 2(2), 86–100. <https://doi.org/DOI:10.1109/ICMIT.2008.4654552>
- Mohammad, A. R., Wikarto, F. M., Assyraq, O., Meuraxa, T., Sari, R. R., & Nilasari, I. (2022). The Effect Of Brand Ambassador And Sales Promotion On Repurchase Intention Of Tokopedia Customers In Bandung, Indonesia. *Central Asia and The Caucasus*, 23(1), 4149–4158. <https://doi.org/https://doi.org/10.37178/ca-c.22.1.313>
- Mou, J., Cohen, J., & Zhang, B. (2020). International Buyers' Repurchase Intentions in A Chinese Cross-Border E-Commerce Platform A Valence Framework Perspective. *Internet Research*, 30(2), 403–437. <https://doi.org/10.1108/INTR-06-2018-0259>
- Nambisan, P., & Watt, J. H. (2011). Managing Customer Experiences in Online

- Product Communities. *Journal of Business Research*, 64(8), 889–895. <https://doi.org/https://doi.org/10.1016/j.jbusres.2010.09.006>
- Nilsson, J., & Wall, O. (2017). *Online Customer Experience, Satisfaction And Repurchase Intention For Online Clothing Retailing* [University of Gothenburg]. <http://hdl.handle.net/2077/52838>
- Ningrum, D. A., Rizan, M., & Rivai, A. K. (2021). The Effect Of Service Quality And Brand Image On Repurchase Intention With Brand Trust As Mediating Variable By The Generation Z Of E-Wallet Consumers In Jakarta. *Journal Research of Social Science Economics, and Management*, 1(4), 336–356. <https://doi.org/https://doi.org/10.36418/jrssem.v1i4.29>
- Nofiwaty, Iisnawati, & Nazaruddin, A. (2020). Consumer Loyalty of Shopee's User in South Sumatera through Experiential Marketing. *Sriwijaya International Journal of Dynamic Economics and Business*, 3(4), 301. <https://doi.org/10.29259/sijdeb.v3i4.301-314>
- Novak, T. P., Hoffman, D. L., & Yung, Y. F. (2000a). Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. *Marketing Science*, 19(1), 22–42. <https://doi.org/10.1287/mksc.19.1.22.15184>
- Novak, T. P., Hoffman, D., & Yung, Y. (2000b). *Measuring the Customer Experience in Online Environments : A Structural Measuring the Customer Experience in Online Environments : A Structural Modeling Approach **. April 2015. <https://doi.org/10.1287/mksc.19.1.22.15184>
- Nurajizah, S., Ambarwati, N. A., & Muryani, S. (2020). Sistem Pendukung Keputusan Pemilihan Internet Service Provider Terbaik Dengan Metode Analytical Hierarchy Process. *Jurnal Teknologi Dan Sistem Informasi*, 6(3), 234–235. <https://doi.org/DOI:https://doi.org/10.33330/jurteks.v6i3.632>
- Ofir, C., & Simonson, I. (2007). The Effect of Stating Expectations on Customer Satisfaction and Shopping Experience. *Journal of Marketing Research*, 44(1), 164–174. <https://doi.org/https://doi.org/10.1509/jmkr.44.1.164>
- Oly Ndubisi, N., Har Lee, C., Cyril Eze, U., & Oly Ndubisi, N. (2011). Analyzing Key Determinants Of Online Repurchase Intentions. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 200–221. <https://doi.org/10.1108/13555851111120498>
- Pakarti, P., Dharmmesta, B. S., Nugroho, S. S., & Sutikno, B. (2022). Review Of Customer Experience, Perceived Effectiveness Of E-Commerce Institutional Mechanisms, And Repurchase Intention From The Perspective Of Expectation-Confirmation Theory. *Journal of Applied Management*, 20(1), 12–24. <https://doi.org/http://dx.doi.org/10.21776/ub.jam.2022.020.01.02>
- Pandey, S., & Chawla, D. (2018). Online Customer Experience (OCE) in Clothing E-Retail: Exploring OCE Dimensions and Their Impact on Satisfaction and Loyalty – Does Gender Matter? *International Journal of Retail and Distribution Management*, 46(3), 323–346. <https://doi.org/10.1108/IJRDM-01-2017-0005>
- Parastanti, G. P., Kumadji, S., & Hidayat, K. (2014). Pengaruh Prior Online Purchase Experience terhadap Trust dan Online Repurchase Intention (Survey pada Pelanggan Zalora Indonesia Melalui Website www.zalora.co.id). *Jurnal Administrasi Bisnis*, 16(1), 1–7.
- Pasharibu, Y., Paramita, E. L., & Stephani, G. (2018). The Effect Of Online Customer Experience Towards Repurchase Intention. *International Journal of*

- Supply Chain Management*, 7(5), 548–558.
- Peng, C., & Kim, Y. G. (2014). Application of the Stimuli-Organism- Response (S-O-R) Framework to Online Shopping Behavior Application of the Stimuli-Organism-Response (S-O-R) Framework to Online Shopping Behavior. *Journal of Internet Commerce*, 13(3–4), 37–41. <https://doi.org/10.1080/15332861.2014.944437>
- Perkins, L. (2015). *The Community Manager's Playbook: How To Build Brand Awareness and Customer Engagement*. Apress.
- Prasetyo, N. L. (2019). *Pengaruh E-Service Quality dan E-Recovery Terhadap E-Loyalty dan Dampaknya Pada Online Repurchase Intention (Studi Kasus Pada Sociolla.com)*. UIN Syarif Hidayatullah Jakarta.
- Pratiwi, A. U., & Chan, S. (2021). Pengaruh Online Customer Review Dan Shopping Experience Terhadap Repurchase Intention Yang Dimediasi Oleh Trust (Studi Kasus Pada Online Marketplace). *Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*, 6(4), 750–765.
- Pratomo, L. A., & Magetsari, O. N. N. (2018). Online Brand Experience: Drivers and Consequences. *Jurnal Dinamika Manajemen*, 9(2), 218–227. <https://doi.org/DOI: 10.15294/jdm.v9i2.15192>
- Priyono. (2016). *Metode Penelitian Kuantitatif*. ZIFATAMA.
- Purwianti, L., & Tio, K. (2017). Faktor-Faktor yang Mempengaruhi Behavioural Intention. *Jurnal Manajemen Maranatha*, 17(1), 15–32. <https://doi.org/https://doi.org/10.28932/jmm.v17i1.415>
- Rani, P. (2014). Factors Influencing Consumer Behaviour. *International Journal of Current Research and Academic Review*, 2(9), 52–61.
- Reichheld, F. F., & Schefter, P. (2000). E-loyalty: Your secret weapon on the Web. , . *Harvard Business Review*, 78(4), 105–113.
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, 88(2), 308–322. <https://doi.org/10.1016/j.jretai.2012.03.001>
- Rose, S., Hair, N., & Clark, M. (2011). Online Customer Experience: A Review of the Business-to-Consumer Online Purchase Context. *International Journal of Management Reviews*, 13(1), 24–39. <https://doi.org/10.1111/j.1468-2370.2010.00280.x>
- Rossanty, Y., Nasution, M. D. T. P., & Ario, F. (2018). Consumer Behaviour In Era Millennial. In *Lembaga Penelitian dan Penulisan Ilmiah AQLI*.
- Ruiz-Mafe, C., Bigne-Alcañiz, E., Sanz-Blas, S., & Tronch, J. (2018). Does social climate influence positive eWOM? A study of heavy-users of online communities. *BRQ Business Research Quarterly*, 21(1), 26–38. <https://doi.org/10.1016/j.brq.2017.12.001>
- Salehi, M., Salimi, M., & Haque, A. (2013). The impact of online customer experience (OCE) on service quality in Malaysia. *World Applied Sciences Journal*, 21(11), 1621–1631. <https://doi.org/10.5829/idosi.wasj.2013.21.11.1681>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Saodin. (2021). Pengaruh E-Servqual Terhadap E-Satisfaction, E-Wom Dan Online Repurchase Intention. *Jurnal Ilmiah Ekonomi Manajemen*, 12(1), 15–30. <https://doi.org/DOI: https://doi.org/10.52657/jiem.v12i1.1450>

- Saplina, F. S., & Byarwati, A. (2020). Factors Influencing Online Repurchase Through Satisfaction. *Jurnal Organisasi Manajemen*, 16(2), 129–145. <https://doi.org/DOI: 10.33830/jom.v16i2.826.2020>
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.
- Sashi, C. M. (2012). Customer Engagement, Buyer-Seller Relationships, and Social Media. *Management Decision*, 50(2), 253–272. <https://doi.org/https://doi.org/10.1108/00251741211203551>
- Satya, M. T., Karamoy, A. K., Lisnawati, & Fidayan, A. (2021). Effect of Cognitive, Affective, Conative and E-Satisfaction on Repurchase Intention. *Enrichment: Journal of Management*, 11(2), 297–304. <https://doi.org/https://doi.org/10.35335/enrichment.v11i2.78>
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behavior* (10th ed.). Pearson Prentice Hall.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education, Inc.
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*. <https://doi.org/http://dx.doi.org/10.1362/026725799784870496>
- Schmitt, B. H. (1999). Experiential Marketing How to Get Customers to Sense, Feel, Think, Act, and Relate to Your Company and Brands. In *The Free Press*.
- Schmitt, B. H. (2010). *Customer Experience Management: A Revolutionary Approach to Connecting with Your Customers*. John Wiley & Sons, Inc.
- Schmitt, B. H., & Zarantonello, L. (2013). Consumer Experience And Experiential Marketing: A Critical Review. *Review of Marketing Research*, 10, 25–61. [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006)
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Setyorini, R., & Nugraha, R. P. (2016). The Effect of Trust Towards Online Repurchase Intention with Perceived Usefulness As An Intervening Variable : A Study on KASKUS Marketplace Customers. *The Asian Journal of Technology Management*, 9(1), 1–7. <https://doi.org/Doi: http://dx.doi.org/10.12695/ajtm.2015.9.1.1>
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2021). Determinants of Muslim consumers' halal cosmetics repurchase intention : an emerging market's perspective. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Shiffa, N. A. El, Rahmiati, F., Santoso, A. S., & Yustina, A. I. (2022). Strategic Entrepreneurship For Achieving Customers Repurchase Intention Intention Amidst Amidst Pandemic Pandemic Covid-19 On Digital Multi-Sided Platform : A Case Of Traveloka. *Procedia Computer Science*, 197, 247–255. <https://doi.org/10.1016/j.procs.2021.12.138>
- Siyoto, S. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Stevanie, C. (2020). Pengaruh Food Quality Dan Online Customer Review Terhadap Customer Perceived Value Dan Repurchase Intention Pada Toko Makanan Korea Online Kimchingu. *Agora*, 8(1).
- Struijk, R. Van Der. (2021). *The Moderating Role Of The Device Type On The Online Customer Experience*. Erasmus University Rotterdam.

- Sudaryanto, Subagio, A., & Meliana, M. (2021). Does COVID-19 Affect Online Experience Towards Repurchase Intention ? An Empirical Study in Indonesia *. *Journal of Asian Finance, Economics and Business*, 8(6), 1013–1023. <https://doi.org/10.13106/jafeb.2021.vol8.no6.1013>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung. CV. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Suparno, C. (2021). Online purchase intention of halal cosmetics: S-O-R framework application. *Journal of Islamic Marketing*, 12(9), 1665–1681. <https://doi.org/10.1108/JIMA-09-2019-0192>
- Tangmanee, C. (2017). *A Corpus-based Computer Aided Linguistic Analysis of Taxation Learning Outcomes. 1*.
- Trevinal, Aurélie Michaud, & Stenger, T. (2014). Journal of Retailing and Consumer Services Toward a conceptualization of the online shopping experience. *Journal of Retailing and Consumer Services*, 21(3), 314–326. <https://doi.org/10.1016/j.jretconser.2014.02.009>
- Trevinal, Aurelia Michaud, & Strenger, T. (2014). Toward a conceptualization of the online shopping experience. *Journal of Retailing and Consumer Services*, 21(3), 314–336. <https://doi.org/https://doi.org/10.1016/j.jretconser.2014.02.009>
- Trivedi, S. K. (2018). *Predicting online repurchase intentions with e-satisfaction as mediator : a study on Gen Y*. 48(3), 427–447. <https://doi.org/10.1108/VJIKMS-10-2017-0066>
- Tufahati, N., Barkah, C. S., Tresna, P. W., & Chan, A. (2021). The Impact Of Customer Satisfaction On Repurchase Intention (Surveys On Customer Of Bloomythings). *Journal of Business & Applied Management*, 14(2), 177–186. <https://doi.org/http://dx.doi.org/10.30813/jbam.v14i2.3098>
- Urdea, A.-M., Constantin, C. P., & Purcaru, I.-M. (2021). Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship. *Sustainability*, 13(4). <https://doi.org/https://doi.org/10.3390/su13041865>
- Widiastuti, A. F., Listyorini, S., & Farida, N. (2022). Pengaruh Perceived Website Quality Terhadap Repurchase Intention Dengan E-Trust Sebagai Variabel Intervening Pada Sociolla (Studi Pada Pengguna Sociolla Mahasiswa Fisip Universitas Diponegoro). *Jurnal Ilmu Administrasi Bisnis*, 11(3), 381–389.
- Widjajanta, B., Rahayu, A., & Salsabila, A. (2020). Pengaruh Perceived Quality dan Brand Reputation terhadap Repurchase Intention pada Reviewers Sepatu Bata Aplikasi Shopee. *Jurnal Pendidikan Manajemen Bisnis*, 20(1), 48–59.
- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality Dan Kualitas Jasa Terhadap Repurchase Intention: Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 291. <https://doi.org/10.25105/jmpj.v11i2.3006>
- Wirtz, J., den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van de Klundert, J., & Kandampully, J. (2013). Managing Brands and Customer Engagement in Online Brand Communities. *Journal of Service Management*,

- 24(3), 223–244. <https://doi.org/https://doi.org/10.1108/09564231311326978>
- 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 Repository IMWI*, 3(1), 11–21.
- Wonok, P. G., & Loindong, S. (2018). Pengaruh Minat Transaksional, Refrensial, Dan Prefensial Terhadap Minat Mereferensikan Produk Roxy Di Quicksilver Mantos. *Jurnal EMBA*, 6(4), 2108 – 2117.
- Wuisan, D. S. S., Candra, D., Tanaya, M. A., Natalia, V., & Bernarto, I. (2020). Pengaruh Website Design Quality Dan E- Service Quality Terhadap Repurchase Intention Sociolla E-Trust Sebagai Variabel Mediasi. *Computatio: Journal of Computer Science and Information Systems*, 4(1), 55–67.
- Yulisetiari, D., Subagio, A., Paramu, H., & Irawan, B. (2017). Customer Repurchase Intention and Satisfaction in Online Shopping. *International Business Management*, 11(1), 215–221. <http://repository.unej.ac.id/handle/123456789/80031>
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.
- Zhang, H., Lu, Y., Gupta, S., & Zhao, L. (2014). What motivates customers to participate in social commerce? The impact of technological environments and virtual customer experiences. *Information & Management*, 51(8), 1017–1030. <https://doi.org/10.1016/j.im.2014.07.005>
- Zhang, K. Z. K., & Benyoucef, M. (2016). Consumer behavior in social commerce : A literature review. *Decision Support Systems*, 86, 95–108. <https://doi.org/10.1016/j.dss.2016.04.001>
- Zhang, W., Zhang, Q., Mizgier, K. J., & Zhang, Y. (2017). Integrating the customers ' perceived risks and benefits into the triple-channel retailing. *International Journal of Production Research*, 55(22), 6676–6690. <https://doi.org/10.1080/00207543.2017.1336679>
- Zhang, Y., Fang, Y., Wei, K., Ramsey, E., Mccole, P., & Chen, H. (2011). Repurchase intention in B2C e-commerce — A relationship quality perspective. *Information & Management*, 48(6), 192–200. <https://doi.org/10.1016/j.im.2011.05.003>
- Zhou, T., Lu, Y., & Wang, B. (2009). The Relative Importance of Website Design Quality and Service Quality in Determining Consumers ' Online Repurchase Behavior. *Information Systems Management*, 26(4), 327–337. <https://doi.org/10.1080/10580530903245663>
- Zhu, B., Kowatthanakul, S., & Satanasavapak, P. (2020). Generation Y consumer online repurchase intention in Bangkok. *International Journal of Retail and Distribution Management*, 48(1), 53–69. <https://doi.org/10.1108/IJRDM-04-2018-0071>

SUMBER WEBSITE

- Aida, N. R. (2022). *Daftar Lengkap UMP 34 Provinsi di Indonesia Tahun 2022*. Kompas.Com. <https://www.kompas.com/tren/read/2022/05/18/190000365/daftar-lengkap-ump-34-provinsi-di-indonesia-tahun-2022?page=all>

- Andini, A. (2021). *Jumlah sarjana di Indonesia naik tiga kali lipat dibandingkan 2010*. Lokadata.Id. <https://lokadata.id/artikel/jumlah-sarjana-di-indonesia-naik-tiga-kali-lipat-dibandingkan-2010>
- Andriani, D. (2021). *Kian Ekspansif, Sociolla Kembali Buka Lima Gerai Offline di Awal Tahun*. Bisnis.Com. <https://ekonomi.bisnis.com/read/20210408/12/1378472/kian-ekspansif-sociolla-kembali-buka-lima-gerai-offline-di-awal-tahun>
- Apple. (2022). *Sociolla*. App Store. <https://www.apple.com/app-store/>
- Common Thread Collective. (2022). *2022 Beauty Industry Trends & Cosmetics Marketing: Statistics and Strategies for Your Ecommerce Growth*. <https://commonthreadco.com/blogs/coachs-corner/beauty-industry-cosmetics-marketing-ecommerce#statistics>
- DailySocial. (2015). *Gerai Kecantikan Online BeautyTreats Indonesia Mungkin Ditutup*. Daily Social. <https://dailysocial.id/post/beautytreats-tutup>
- Dihni, V. A. (2021). *Proyeksi Penjualan E-Commerce di Asia Tenggara pada 2021*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/09/21/penjualan-e-commerce-indonesia-diproeksi-paling-besar-di-asia-tenggara-pada-2021>
- Dihni, V. A. (2022). *Daftar Produk yang Paling Banyak Dibeli Perempuan Saat Belanja di E-Commerce*. Databoks.Katadata. <https://databoks.katadata.co.id/datapublish/2022/07/07/daftar-produk-yang-paling-banyak-dibeli-perempuan-saat-belanja-di-e-commerce>
- Google. (2022). *Sociolla*. Google Play Store. <https://play.google.com/store/apps/details?id=com.socialbella.soco>
- Ika, A. (2022). *Sociolla Targetkan Buka 60 Outlet "Offline" Selama 2022*. Msn.Com. <https://www.msn.com/id-id/ekonomi/ekonomi/sociolla-targetkan-buka-60-outlet-offline-selama-2022/ar-AASLeZR>
- iPrice Insight. (2022). *Peta E-Commerce Indonesia*. IPrice Insight. <https://iprice.co.id/insights/mapofecommerce/en/>
- Kusnandar, V. B. (2021). *Pengguna Internet Indonesia Peringkat ke-3 Terbanyak di Asia*. Databoks.Katadata.Co.Id. <https://databoks.katadata.co.id/datapublish/2021/10/14/pengguna-internet-indonesia-peringkat-ke-3-terbanyak-di-asia>
- Marketeers. (2021). *Sociolla Perkuat Layanan dengan Aplikasi SOCO Versi Terbaru*. Marketeers.Com. <https://www.marketeers.com/sociolla-perkuat-layanan-dengan-aplikasi-soco-versi-terbaru>
- Mulyana, R. N. (2021). *Transaksi Online Tumbuh 50%, Sociolla terus Ekspansi dan Gencarkan Promosi*. Kontan.Co.Id. <https://industri.kontan.co.id/news/transaksi-online-tumbuh-50-sociolla-terus-ekspansi-dan-gencarkan-promosi>
- Pressrelease.id. (2021). *Social Bella Ungkap Empat Tren Perubahan Perilaku Pelanggan Kecantikan Sepanjang Tahun*. Pressrelease.Id. <https://pressrelease.kontan.co.id/release/social-bella-ungkap-empat-tren-perubahan-perilaku-pelanggan-kecantikan-sepanjang-tahun?page=all>
- Pressrelease.id. (2022). *Survei: Keaslian dan Jaminan Keamanan Produk Jadi Daya Tarik Utama Bagi 77% Konsumen*. Pressrelease.Id. <https://pressrelease.kontan.co.id/news/survei-keaslian-dan-jaminan-keamanan-produk-jadi-daya-tarik-utama-bagi-77-konsumen>

- Record, T. (2015). *Improving customer experience will be a top priority for companies in 2016*. Technology Record. <https://www.technologyrecord.com/Article/improving-customer-experience-will-be-a-top-priority-for-companies-in-2016-48946>
- Ripaldi, D. (2022). *Pengguna Internet di Jabar Capai 35,1 Juta, Berkah Bagi Ekonomi Digital*. Liputan6.Com. <https://www.liputan6.com/regional/read/4903372/pengguna-internet-di-jabar-capai-351-juta-berkah-bagi-ekonomi-digital>
- Semrush. (2022). *Traffic Analytics*. Semrush. <https://www.semrush.com/analytics/traffic/overview/>
- Similarweb. (2022). *Traffic Overview Website*. <https://www.similarweb.com/>
- Sociolla. (2022). *Review SOCO*. Sociolla. <https://review.soco.id/>
- Statista. (2022). *Revenue The Beauty & Personal Care Market*. Statista.Com. <https://www.statista.com/outlook/cmo/beauty-personal-care/indonesia>
- Tjia, J. (2021). *Pengguna Sociolla yang Dimudahkan dalam Berbagai Media Digital Masa Kini*. <https://Joannetjia.Com/>.
- We Are Social & Hootsuite. (2021a). *Digital 2021: Global Overview Report*. *Global Digital Reports*. <https://datareportal.com/reports/digital-2021-global-overview-report>
- We Are Social & Hootsuite. (2021b). *Digital 2021 In Global Digital Insights*. We Are Social & Hootsuite. <https://datareportal.com/reports/digital-2021-indonesia>