

DAFTAR RUJUKAN

- [1] B. L. Yanwar, E. D. Hadi, and S. Anggarawati, “PERILAKU MASYARAKAT DALAM MENGGUNAKAN JASA OJEK ONLINE DI INDONESIA,” vol. 16, no. 1, 2021.
- [2] A. E. Prastya Nugraha and N. Wahyuastuti, “START UP DIGITAL BUSINESS: SEBAGAI SOLUSI PENGGERAK WIRAUSAHA MUDA,” *J. Nusantara. Apl. Manaj. BISNIS*, vol. 2, no. 1, p. 1, May 2017, doi: 10.29407/nusamba v2i1.701.
- [3] Z. Afdi and B. Purwanggono, “PERANCANGAN STRATEGI BERBASIS METODOLOGI LEAN STARTUP UNTUK MENDORONG PERTUMBUHAN PERUSAHAAN RINTISAN BERBASIS TEKNOLOGI DI INDONESIA,” *Ind. Eng. Online J.*, vol. 6, no. 4, Art. no. 4, Apr. 2018, Accessed: Feb. 21, 2023. [Online]. Available: <https://ejournal3.undip.ac.id/index.php/ieoj/article/view/20398>
- [4] A. Azizah and P. R. Adawia, “ANALISIS PERKEMBANGAN INDUSTRI TRANSPORTASI ONLINE DI ERA INOVASI DISRUPTIF (STUDI KASUS PT GOJEK INDONESIA),” *Cakrawala J. Hum. Bina Sarana Inform.*, vol. 18, no. 2, Art. no. 2, Sep. 2018.
- [5] “Survei: Nilai Transaksi GoFood Lebih Besar dari ShopeeFood dan GrabFood | Databoks.” <https://databoks.katadata.co.id/datapublish/2022/06/16/survei-nilai-transaksi-gofood-lebih-besar-dari-shopeefood-dan-grabfood> (accessed Feb. 21, 2023).
- [6] M. Oktaviana, A. D. Nurhalim, and E. Hernawati, “An Analysis Of Go-Food, Grabfood, And Shopeefood Utilization To Improve Customer Loyalty On Home-Based Business Owners In Tangerang City,” *Primanomics J. Ekon. Bisnis*, vol. 19, no. 3, pp. 1–10, Sep. 2021, doi: 10.31253/pe.v19i3.631.
- [7] P. Kotler, S. Burton, K. Deans, L. Brown, and G. Armstrong, *Marketing*. Pearson Higher Education AU, 2015.
- [8] M. Barari and O. Furrer, “The customer experience ecosystem in two cultural contexts,” *J. Financ. Serv. Mark.*, vol. 23, no. 3–4, pp. 234–243, Dec. 2018, doi: 10.1057/s41264-018-0053-x.

- [9] A. Brooks, "Gendering Knowledge," *Theory Cult. Soc.*, vol. 23, no. 2–3, pp. 211–214, May 2006, doi: 10.1177/026327640602300246.
- [10] J. Nilsson and O. Wall, "Online customer experience, satisfaction and repurchase intention for online clothing retailing".
- [11] N. L. D. Yolandari and N. M. W. Kusumadewi, "PENGARUH PENGALAMAN PELANGGAN DAN KEPERCAYAAN TERHADAP NIAT BELI ULANG SECARA ONLINE MELALUI KEPUASAN PELANGGAN (Studi Pada Situs Online Berrybenka.com)," *E-J. Manaj. Univ. Udayana*, vol. 7, no. 10, p. 5343, Jul. 2018, doi: 10.24843/EJMUNUD.2018.v07.i10.p06.
- [12] I. Park, A. Bhatnagar, and H. R. Rao, "Assurance Seals, On-Line Customer Satisfaction, and Repurchase Intention," *Int. J. Electron. Commer.*, vol. 14, no. 3, pp. 11–34, Apr. 2010, doi: 10.2753/JEC1086-4415140302.
- [13] F. Lemke, M. Clark, and H. Wilson, "Customer experience quality: an exploration in business and consumer contexts using repertory grid technique," *J. Acad. Mark. Sci.*, vol. 39, no. 6, pp. 846–869, Dec. 2011, doi: 10.1007/s11747-010-0219-0.
- [14] D. A. Aaker, *Managing brand equity: capitalizing on the value of a brand name*. New York : Toronto : New York: Free Press ; Maxwell Macmillan Canada ; Maxwell Macmillan International, 1991.
- [15] D. Olaru, S. Purchase, and N. Peterson, "From customer value to repurchase intentions and recommendations," *J. Bus. Ind. Mark.*, vol. 23, no. 8, pp. 554–565, Oct. 2008, doi: 10.1108/08858620810913362.
- [16] N. W. Junaidi, "Analisa Pengaruh Customer Value Terhadap Repurchase Intention Dengan Customer Satisfaction Sebagai Variabel Intervening Di Pisa Kafe Manyar Surabaya," *J. Strategi Pemasar.*, vol. 3, no. 1, Art. no. 1, Jul. 2015.
- [17] A. Cahyani, I. M. A. Gunadi, and Y. P. Mbulu, "PENGARUH CUSTOMER EXPERIENCE TERHADAP REPURCHASE INTENTION PADA PT. TRAVELOKA INDONESIA," *J. Appl. Sci. Tour.*, vol. 4, no. 1, pp. 25–36, Feb. 2019.
- [18] A. B. Pramesti and H. D. Waloejo, "PENGARUH BRAND IMAGE DAN CUSTOMER VALUE TERHADAP REPURCHASE INTENTION

- MELALUI CUSTOMER SATISFACTION,” *J. Ilmu Adm. Bisnis*, vol. 8, no. 2, Art. no. 2, Apr. 2019, doi: 10.14710/jiab.2019.23643.
- [19] S. Diyanti, “CUSTOMER EXPERIENCE, KEPUASAN PELANGGAN DAN REPURCHASE INTENTION PADA E-COMMERCE SHOPEE,” vol. 2, 2020.
- [20] A. Aquinia and E. Soliha, “The effect of brand equity dimensions on repurchase intention,” *Diponegoro Int. J. Bus.*, vol. 3, no. 2, pp. 97–103, Dec. 2020, doi: 10.14710/dijb.3.2.2020.97-103.
- [21] “The Influence of Customer Experience on Repurchase Intention to Shopee Application Users - ProQuest.”
<https://www.proquest.com/openview/9fb406ce6bcf31425e6a9fc68f0e3dca/1.pdf?pq-origsite=gscholar&cbl=2032316> (accessed Mar. 04, 2023).
- [22] A. MUSTIKASARI, M. KRISNAWATI, and E. SUTRISNO, “Customer Experience and Repurchase Intention in Multi-Channel: Customer Satisfaction as Mediating Variable,” *J. Ind. Distrib. Bus.*, vol. 12, no. 3, pp. 7–19, Mar. 2021, doi: 10.13106/JIDB.2021.VOL12.NO3.7.
- [23] “(16) Why do people use food delivery apps (FDA)? A uses and gratification theory perspective | Request PDF,” *ResearchGate*, Oct. 09, 2020.
https://www.researchgate.net/publication/334114448_Why_do_people_use_food_delivery_apps_FDA_A_uses_and_gratification_theory_perspective (accessed Feb. 22, 2023).
- [24] C. H. Lovelock and J. Wirtz, *Services marketing: people, technology, strategy*, 7th ed. Boston: Prentice Hall, 2011.
- [25] G. See-Kwong, “OUTSOURCING TO ONLINE FOOD DELIVERY SERVICES: PERSPECTIVE OF F&B BUSINESS OWNERS,” vol. 22, 2017.
- [26] L. T. Chai and D. N. C. Yat, “Online Food Delivery Services: Making Food Delivery the New Normal,” 2020.
<https://www.semanticscholar.org/paper/Online-Food-Delivery-Services%3A-Making-Food-Delivery-Chai-Yat/838b9c0ff3fc1a7267005c89043eb619a460fb09> (accessed Feb. 22, 2023).

- [27] L. Hong, Y. Li, and S. Wang, "Improvement of Online Food Delivery Service Based on Consumers' Negative Comments," *Can. Soc. Sci.*, vol. 12, no. 5, Art. no. 5, May 2016, doi: 10.3968/%x.
- [28] L. Fahri, "Strategi Marketing Public Relations Go-Food dalam Pembentukan Citra Perusahaan di Kota Surabaya".
- [29] F. R. Febriani and S. B. Cahya, "PENGARUH E-SERVICE QUALITY DAN SALES PROMOTION TERHADAP KEPUTUSAN MENGGUNAKAN FITUR SHOPEE- FOOD (STUDI PADA MAHASISWA AKTIF FEB UNESA)".
- [30] P. K. Hellier, G. M. Geursen, R. A. Carr, and J. A. Rickard, "Customer repurchase intention: A general structural equation model," *Eur. J. Mark.*, vol. 37, no. 11/12, pp. 1762–1800, Jan. 2003, doi: 10.1108/03090560310495456.
- [31] P. Kotler and G. Armstrong, *Principles of Marketing*. Pearson/Prentice Hall, 2008.
- [32] A. M. Ali Hasan, "Marketing dan kasus-kasus pilihan," *Universitas Indonesia Library*, 2013. <https://lib.ui.ac.id> (accessed Feb. 22, 2023).
- [33] N. S. Terblanche, "Customer Experiences, Interactions, Relationships and Corporate Reputation: A Conceptual Approach," *J. Gen. Manag.*, vol. 35, no. 1, pp. 5–17, Sep. 2009, doi: 10.1177/030630700903500102.
- [34] R. P. Hill and A. Watkins, "A simulation of moral behavior within marketing exchange relationships," *J. Acad. Mark. Sci.*, vol. 35, no. 3, pp. 417–429, Sep. 2007, doi: 10.1007/s11747-007-0025-5.
- [35] L. Carbone and S. Haeckel, "Engineering Customer Experiences," *Mark. Manag.*, vol. 3, Jan. 1994.
- [36] S. Dasu and R. B. Chase, "The Customer Service Solution: Managing Emotions, Trust, and Control to Win Your Customer's Business," 2013. <https://www.semanticscholar.org/paper/The-Customer-Service-Solution%3A-Managing-Emotions%2C-Dasu-Chase/48eddd6afc2fbf4fca58d4bc249955d1dad261bb> (accessed Feb. 23, 2023).

- [37] T.-Y. Chang and S.-C. Horng, "Conceptualizing and measuring experience quality: the customer's perspective," *Serv. Ind. J.*, Sep. 2010, doi: 10.1080/02642060802629919.
- [38] S. Diller, N. Shedroff, and D. Rhea, *Making meaning: how successful businesses deliver meaningful customer experiences*. Berkeley, CA: New Riders, 2006.
- [39] F. Lemke, M. Clark, and H. Wilson, "What makes a great customer experience," Henley Centre for Customer Management, Report, 2006. Accessed: Feb. 23, 2023. [Online]. Available: <http://www.hccmsite.co.uk>
- [40] S. Smith and J. L. Wheeler, "Managing the Customer Experience: Turning customers into advocates," Sep. 2002. Accessed: Jan. 10, 2023. [Online]. Available: <https://www.semanticscholar.org/paper/Managing-the-Customer-Experience%3A-Turning-customers-Smith-Wheeler/7ffd3d9754a6e5ef6e36dd32a57fbc8a029a2851>
- [41] M. Hollyoake, "The four pillars: Developing a 'bonded' business-to-business customer experience," *J. Database Mark. Cust. Strategy Manag.*, vol. 16, pp. 132–158, Jun. 2009, doi: 10.1057/dbm.2009.14.
- [42] L. Leuthesser, *Defining, measuring, and managing brand equity: a conference summary*. Cambridge: Marketing Science Institute, 1988.
- [43] P. H. Farquhar, "Managing brand equity.," *J. Advert. Res.*, vol. 30, no. 4, 1990, Accessed: Feb. 28, 2023. [Online]. Available: <https://elibrary.ru/item.asp?id=1548889>
- [44] R. K. Srivastava and A. D. Shocker, *Brand Equity: A Perspective on Its Meaning and Measurement*. Marketing Science Institute, 1991.
- [45] J.-N. Kapferer, *Strategic Brand Management: New Approaches to Creating and Evaluating Brand Equity*. Kogan Page, 1992.
- [46] K. L. Keller, "Conceptualizing, Measuring, and Managing Customer-Based Brand Equity," *J. Mark.*, vol. 57, no. 1, pp. 1–22, Jan. 1993, doi: 10.1177/002224299305700101.
- [47] C. S. Park and V. Srinivasan, "A Survey-Based Method for Measuring and Understanding Brand Equity and Its Extendibility," *J. Mark. Res.*, vol. 31, no. 2, pp. 271–288, May 1994, doi: 10.1177/002224379403100210.

- [48] W. Lassar, B. Mittal, and A. Sharma, "Measuring customer-based brand equity," *J. Consum. Mark.*, vol. 12, no. 4, pp. 11–19, Oct. 1995, doi: 10.1108/07363769510095270.
- [49] D. A. Aaker, *Building Strong Brands*. Free Press, 1996.
- [50] K. L. Keller, M. G. Parameswaran, and I. Jacob, *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. Pearson, 2011.
- [51] J. Romaniuk, S. Wight, and M. Faulkner, "Brand awareness: revisiting an old metric for a new world," *J. Prod. Brand Manag.*, vol. 26, no. 5, pp. 469–476, Aug. 2017, doi: 10.1108/JPBM-06-2016-1242.
- [52] T. C. O'Guinn, C. T. Allen, and R. J. Semenik, *Advertising and integrated brand promotion*, 5. ed., Internat. student ed. Mason, Ohio: South-Western Cengage Learning, 2009.
- [53] D. Kahneman, *Thinking, fast and slow*, 1st pbk. ed. New York: Farrar, Straus and Giroux, 2013.
- [54] G. Urbanek and E. Kosińska, "Zarządzanie marką, PWE." Warszawa, 2002.
- [55] *Brand Equity Ten Strategi Memimpin Pasar*. Gramedia Pustaka Utama.
- [56] J. L. Aaker, "Dimensions of Brand Personality," *J. Mark. Res.*, vol. 34, no. 3, pp. 347–356, Aug. 1997, doi: 10.1177/002224379703400304.
- [57] J. C. Mowen, *Perilaku konsumen. Jilid 1 / John C. Mowen; Michael Minor; alih bahasa Lina Salim*. Erlangga, 2002.
- [58] J. P. Peter, *Consumer behavior : perilaku konsumen dan strategi pemasaran. Jilid 2 / J. Paul Peter; Jerry C. Olson; alih bahasa Damos Sihombing*. Erlangga, 2000.
- [59] D. Durianto, *Strategi menaklukan pasar : melalui riset ekuitas dan perilaku merek*. Gramedia Pustaka Utama, 2005. Accessed: Mar. 01, 2023. [Online]. Available: <https://openlibrary.telkomuniversity.ac.id/pustaka/6686/strategi-menaklukan-pasar-melalui-riset-ekuitas-dan-perilaku-merek.html>
- [60] D. A. Aaker, "The Value of Brand Equity," *J. Bus. Strategy*, vol. 13, no. 4, pp. 27–32, Jan. 1992, doi: 10.1108/eb039503.
- [61] R. Pappu, P. G. Quester, and R. W. Cooksey, "Consumer-based brand equity and country-of-origin relationships: Some empirical evidence," *Eur. J. Mark.*, vol. 40, no. 5/6, pp. 696–717, Jan. 2006, doi: 10.1108/03090560610657903.

- [62] V. A. Zeithaml, "Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence," *J. Mark.*, vol. 52, no. 3, pp. 2–22, Jul. 1988, doi: 10.1177/002224298805200302.
- [63] J. C. Sweeney and G. N. Soutar, "Consumer perceived value: The development of a multiple item scale," *J. Retail.*, vol. 77, no. 2, pp. 203–220, Jun. 2001, doi: 10.1016/S0022-4359(01)00041-0.
- [64] A. R. Oxenfeldt and K. B. Monroe, "Pricing: Making Profitable Decisions," *J. Mark.*, vol. 44, no. 1, p. 107, 1980, doi: 10.2307/1250041.
- [65] P. Kotler and K. L. Keller, *Marketing Management -12/E*. Pearson Education, 2005. Accessed: Mar. 01, 2023. [Online]. Available: <https://openlibrary.telkomuniversity.ac.id/pustaka/6722/marketing-management-12-e-.html>
- [66] J. R. Bettman, M. F. Luce, and J. W. Payne, "Constructive Consumer Choice Processes," *J. Consum. Res.*, vol. 25, no. 3, pp. 187–217, Dec. 1998, doi: 10.1086/209535.
- [67] M. B. Holbrook, "Customer value and autoethnography: subjective personal introspection and the meanings of a photograph collection," *J. Bus. Res.*, vol. 58, no. 1, pp. 45–61, Jan. 2005, doi: 10.1016/S0148-2963(03)00079-1.
- [68] L. Lind, A. C. Carlsson, A. Siegbahn, J. Sundström, and J. Ärnlov, "Impact of physical activity on cardiovascular status in obesity," *Eur. J. Clin. Invest.*, vol. 47, no. 2, pp. 167–175, Feb. 2017, doi: 10.1111/eci.12722.
- [69] I. Etikan, "Sampling and Sampling Methods," *Biom. Biostat. Int. J.*, vol. 5, no. 6, May 2017, doi: 10.15406/bbij.2017.05.00149.
- [70] E. R. Ziegel, S. Lemeshow, D. Hosmer, J. Klar, and S. Luanga, "Adequacy of Sample Size in Health Studies," *Technometrics*, vol. 36, no. 2, p. 232, May 1994, doi: 10.2307/1270261.
- [71] M. Sjöström, S. Wold, W. Lindberg, J.-Å. Persson, and H. Martens, "A multivariate calibration problem in analytical chemistry solved by partial least-squares models in latent variables," *Anal. Chim. Acta*, vol. 150, pp. 61–70, 1983, doi: 10.1016/S0003-2670(00)85460-4.

- [72] A. Monecke and F. Leisch, “**semPLS** : Structural Equation Modeling Using Partial Least Squares,” *J. Stat. Softw.*, vol. 48, no. 3, 2012, doi: 10.18637/jss.v048.i03.
- [73] J. F. Hair, Ed., *A primer on partial least squares structural equations modeling (PLS-SEM)*. Los Angeles: SAGE, 2014.
- [74] C. Fornell and F. L. Bookstein, “Two Structural Equation Models: LISREL and PLS Applied to Consumer Exit-Voice Theory,” *J. Mark. Res.*, vol. 19, no. 4, p. 440, Nov. 1982, doi: 10.2307/3151718.
- [75] J. F. Hair, Ed., *A primer on partial least squares structural equation modeling (PLS-SEM)*, Second edition. Los Angeles: Sage, 2017.
- [76] J. F. Hair, C. M. Ringle, and M. Sarstedt, “PLS-SEM: Indeed a Silver Bullet,” *J. Mark. Theory Pract.*, vol. 19, no. 2, pp. 139–152, Apr. 2011, doi: 10.2753/MTP1069-6679190202.
- [77] W. W. Chin, “The partial least squares approach for structural equation modeling,” in *Modern methods for business research*, Mahwah, NJ, US: Lawrence Erlbaum Associates Publishers, 1998, pp. 295–336.
- [78] C. L. Chuan, “SAMPLE SIZE ESTIMATION USING KREJCIE AND MORGAN AND COHEN STATISTICAL POWER ANALYSIS: A COMPARISON”.
- [79] W. W. Chin, “How to Write Up and Report PLS Analyses,” in *Handbook of Partial Least Squares*, V. Esposito Vinzi, W. W. Chin, J. Henseler, and H. Wang, Eds. Berlin, Heidelberg: Springer Berlin Heidelberg, 2010, pp. 655–690. doi: 10.1007/978-3-540-32827-8_29.
- [80] S. Geisser, “The Predictive Sample Reuse Method with Applications,” *J. Am. Stat. Assoc.*, vol. 70, no. 350, pp. 320–328, Jun. 1975, doi: 10.1080/01621459.1975.10479865.
- [81] J. Henseler, C. M. Ringle, and R. R. Sinkovics, “The use of partial least squares path modeling in international marketing,” in *Advances in International Marketing*, vol. 20, R. R. Sinkovics and P. N. Ghauri, Eds. Emerald Group Publishing Limited, 2009, pp. 277–319. doi: 10.1108/S1474-7979(2009)0000020014.

- [82] H. Abdi, W. W. Chin, V. Esposito Vinzi, G. Russolillo, and L. Trinchera, Eds., *New Perspectives in Partial Least Squares and Related Methods*, vol. 56. New York, NY: Springer New York, 2013. doi: 10.1007/978-1-4614-8283-3.
- [83] Mudambi and Schuff, "Research Note: What Makes a Helpful Online Review? A Study of Customer Reviews on Amazon.com," *MIS Q.*, vol. 34, no. 1, p. 185, 2010, doi: 10.2307/20721420.
- [84] M. Teixeira, "[Don Peppers, Martha Rogers] Managing Customer Rel (Book ZZ org)", Accessed: Mar. 18, 2023. [Online]. Available: https://www.academia.edu/8837255/_Don_Peppers_Martha_Rogers_Managing_Customer_Rel_Book_ZZ_org_
- [85] Ghozali, Imam. 2016. Aplikasi Analisis Multivariate dengan Program SPSS. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro. Januarti, Indira. 2009.