Indonesian E-Commerce (IOT) Service Quality as Impacting Customer Satisfaction

Daniel Rompas[1], RA. Afera Ratna Wijayanti[2],
International management, International University Liaison Indonesia (IULI),
Associate Tower 7th floor Intermark, BSD City, Indonesia, 15310
e-mail: rompasdaniel@gmail.com[1] , aferaw@gmaill.com[2]

ABSTRACT. Nowadays, technology has made the way of running business become different than before. With the presence of technology, a lot of businesses utilize and take advantage from it in order to make the run of business be easier, simpler, and smoother than the conventional way. The Internet of Thing (IoT) from technology enables businesses to sell products and services through online platform such as E-Commerce marketplace, online delivery of food and beverage, and also online taxi & motorcycle. Businesses and online sellers can put their goods in the internet and will get wider range of customers and audience. Many of business players even closed their physical store and only have a warehouse to store the goods in order to decrease the expenses budget. Customers can buy needs and wants from anywhere and anytime only by order and do the payment, the package will be delivered to their chosen location. The crucial things that an online businesses must have is a Service Quality and Marketing Mix 4P's (Product, Price, Promotion, Place). By well performance of Service Quality and Marketing Mix 4P's, it will lead to Customers Satisfaction where the customers are happy and satisfied by doing the interaction with the online business. This research study used quantitative research to analyze the influence of Service Quality and Marketing Mix 4P's on Customers Satisfaction in Indonesian e-commerce marketplace. The main topic of this research study is Indonesian online businesses, all type of online businesses are included such as online delivery of food and beverage sector, online taxi car & taxi motorcycle, especially e-commerce marketplace. The author has distributed 272

Keywords: E-Commerce, Marketing Mix, Service Quality, Customer Satisfaction.

1. INTRODUCTION

In this digitalized era, the internet is a strong instrument for customer relationship building. With the use of the internet, businesses are able to gain a deeper understanding of their clients' requirements and desires through direct interaction with those clients. During the COVID-19 epidemic, several merchants have made significant adjustments to their company in order to continue being profitable. By the year 2020, the retail industry will not resemble what it does today in any significant way. Despite these challenges, there is still room for improvement when it comes to the level of happiness that merchants provide their customers. (Amburg, 2020). Nowadays people can easily buy their needs and want whenever and wherever they are. Many companies use IOT and have set up website in the internet to notify and promote products and services. In general, E-commerce means a marketplace for a buying and selling process that is supported by technology. There has been a lot of attention paid to the topic of online business, and this trend is expected to continue. Consumers stand to gain from online shopping in a variety of important ways. Customers have the ability to shop or complete other transactions at any time of day or night because to the accessibility of e-commerce websites, which can be accessed from virtually any location at any time of day or night. (Kotler, Armstrong, & Opresnik, 2018) Mentioned that with the e-commerce, customers will not go through traffic battle, Instead of having to hunt for a parking spot and then make their way through conventional stores and aisles to identify and investigate a product, clients of e-commerce may easily compare items and services through a catalogue, website, application, or browser. To put it another way, the rise of e-commerce has caused a shift in the way consumers purchase for and use goods and services. People are beginning to order items using their laptops and other smart devices, which makes it easier for the goods to be delivered to their homes. E-commerce also provides a diverse selection of items, giving buyers additional options from which to choose when making a purchase. If consumers have already reached the conclusion that the e-commerce platform provides a satisfactory level of service in general, this will to the customer's satisfaction that established from

activities and interactions that customers have done with the e-commerce business.
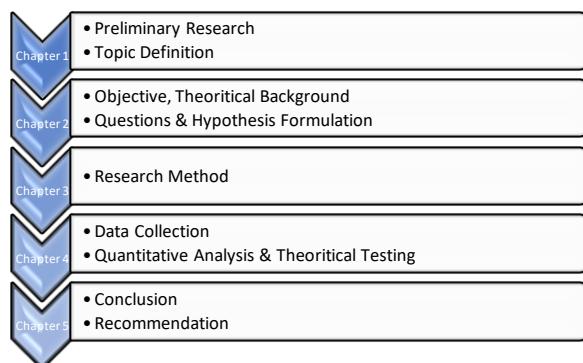
Indonesia has the massive rate of e-commerce use of any country all around the world. The report shows that more than 100 million Indonesians bought goods from online shops in 2018 with total amount $20.3 billion spent. That was an increase of $3.3 billion or approximately 20% contrast to 2017 (Kemp & Moey, 2019).

according to the data from Binus University article the transaction of Indonesian e-commerce increases from 2014 to 2018 with total spent more than Rp. 140 trillion. This condition shows that online shopping has a great value in the growth of national economy and keep increasing year by year (Daon001, 19).

According to (Kotler, Armstrong, & Opresnik, 2018) E-commerce may be broken down into four distinct categories: business to consumer (B2C), business to business (B2B), consumer to consumer (C2C), and consumer to business (C2B) (Consumer to Business). Biggest of Indonesian e-commerce are C2C e-commerce such as Shopee, OLX, Tokopedia and etc. Which means customers are able to purchase or exchange product or service directly with one another.

2. METHODOLOGY
RESEARCH PROCESS

Chapter 1	• Preliminary Research • Topic Definition
Chapter 2	• Objective, Theoritical Background • Questions & Hypothesis Formulation
Chapter 3	• Research Method
Chapter 4	• Data Collection • Quantitative Analysis & Theoritical Testing
Chapter 5	• Conclusion • Recommendation

TYPE OF RESEARCH

In this paper, quantitative research used to get the result of variables. By using statistics software which will be numerical, it supported by strong analysis that suit to the variables, phenomenon, and the qualitative as supported theory. The data will be collected from the research questions through questionnaire (Apuke, 2017). Descriptive research used for this paper shows the numerical data to test specific hypothesis. This

research paper, it observes the service quality and marketing mix in Indonesian e-commerce.

3.3 TYPES OF DATA

This research work makes use of both primary and secondary sources of information. Primary data, also known as firsthand or raw data, is data that was collected specifically for a study project and must be evaluated in order to obtain a conclusion. Primary sources of information include things like questionnaires, observations, surveys, and the personal experiences of online shoppers. Having access to original data makes it possible to tackle the issues raised in the study paper and discover the answers to those issues. The term "secondary data" refers to the accumulation of previously gathered information that is used to supplement main data. Websites, books, and scholarly articles are all good places to look for secondary material. (Ajayi, 2017).

3.3.1 PRIMARY DATA

Primary data are the data obtained by the researcher directly via questionnaires, surveys, and interviews; the questionnaires must be specified according to the study subject in order to receive the results. Primary data may be categorized as either quantitative or qualitative. (Ajayi, 2017). For the purpose of this study paper, interviews and questionnaires will be administered to e-customers who shop online at Indonesian stores..

SECONDARY DATA

Secondary data is the data which does not come from the original author means it has been changed by others (Serra, Martins, & Cunha, 2018). In this research paper, the data will be collected from articles, websites, and journal that provide the information of the topic.

DATA GATHERING AND DATA COLLECTION

For this research paper, primary data will be obtained by spreading the questionnaire to the Indonesian e-customer. Inside the questionnaire, it includes of questions based on variables and sub-variables of the research topic. Secondary data will be procure by collected data from journal, articles, and the existing data of researches. Secondary data involves in literature review, to create and support research model for this research paper.

PRIMARY DATA COLLECTION

Primary data for this research paper will be collected by distributing the questionnaire through

personal message such as WhatsApp, Instagram, and E-mail from the authors to Indonesian e-customers. The researcher will do the pre-test of the questionnaire for the reliability and validity before the questionnaire being distribute to all respondents.

SECONDARY DATA COLLECTION

Secondary data for this research paper will be collected from journals, textbooks, websites, articles academic, and articles on the internet. The data is used to support the research model and also hypothesis in this research paper where it consists in theoretical framework.

3. POPULATION AND SAMPLE
POPULATION

Population is the specific of group designated by the research paper to examine the research and draw conclusions (Bhandari, 2020). This research paper will use the customers who have experience, purchase and use products or services in the Indonesian e-commerce as a population.

SAMPLE

Sample describes as a sub-group of the population selected for participation in this research paper and will be the source of data. The data includes the specification and total population in this research paper.

SAMPLING METHOD

Probability sampling means that every number of the population has the same opportunity to be selected (McCombes, 2019). Non-probability sampling defines as a sampling method which the researcher pick samples based on the subjective judgment as a substitute from random selection. In this research paper, the sample is using cluster sampling. This sampling has the same chance for every population based on the population in every area. When the questionnaire has complete distributed, the statistical analysis will help with the sample selection used in this research paper.

Based on the figure above, Raosoft calculating software is used to calculate the margin of error, level of confidence, population size, response distribution, and also sample size. It mentions the population estimated to be around 20.000 population while the margin error is 5%, and the confidence level is 90%. Therefore, the sample size on Raosoft for this research paper is 267 samples.

RESEARCH INSTRUMENT

The research's data used for the research instrument is by distributing the questionnaire through Google Form that consist of the statements.

Likert scale used to measure all of the statements above. Likert scale contains of options which are:
1. Strongly Disagree
2. Disagree
3. Neutral
4. Agree
5. Strongly Agree

The questionnaire statements distributed in Bahasa Indonesia in order to avoid the possibility of misunderstanding from the respondents who are participated.

VALIDITY AND RELIABILITY
VALIDITY

Validity is the collected data to measure the data to be real and SPSS used to test the validity of the data. The collected data must be in form of large sample size, and contain of many data. With the understanding and measuring the validity of data, it makes the research process easier to predict the performance in the future. Then the data will be relevant, unambiguous, and reasonable (Taherdoost, 2016).

RELIABILITY

Reliability is about the area in which a measurement of a phenomenon comes up with stable and consist result. SPSS used to test the reliability of the data, it is crucial to understand the reliability of data in order to get the trusted and suited data. Cronbach Alpha Coefficient used to measure the consistency of the data where the result must be higher than 0.50 or 50 percent which means the data is reliable (Taherdoost, 2016).

The data is considered as reliable only if it surpasses the minimum score of 0.5 and then the research can be processed.

DATA ANALYSIS

The data analysis of this research will be performed through statistical software AMOS to draw the path diagram. AMOS is also used to measure and observe structural equation modeling observation and estimation.

HYPOTHESIS TESTING

This research paper uses SPSS and AMOS. From distributing the questionnaire, it collected the raw data into the real data that will be put together

into applications. In SPSS, researcher is looking for descriptive, reliability, and validity. In AMOS, researcher looking for the AMOS graphical illustration that contains of numbers related to each variable.

MODEL FIT CRITERIA

Measure	Cut-off for good fit
CMIN/df (normed chi-square)	CMIN/df ≤5 is better
RMSEA (root means square error of approximation)	RMSEA ≤ 0.1 is better
GFI (Goodness of fit index)	AGFI value closer to 1 is better
TLI (Tucker-lewis index)	TLI value closer to 1 is better
CFI (Compare fit index)	CFI Value closer to 1 is better

4. RESULT
INDONESIAN E-COMMERCE MAKRETPLACES

Tokopedia is an Electronic trading company or often called an online shop. Since its establishment in 2009, Tokopedia has transformed into a unicorn that is influential not only in Indonesia but also in South East Asia. Tokopedia is one of biggest e-commerce in Indonesia. The type of this E-commerce is Customer to Customer (C2C). Tokopedia

RESPONDENT'S CHARACTERISTIC

This research study used age, gender, and frequency of using e-commerce to knowing e-commerce marketplace in Indonesia where participants have to fill all of them in the questionnaire. The authors distributed the questionnaire 35 offline and the rest online.

GENDER

Based on the figure above, it mentions the participant's gender are 49% male, and 51% female.

AGE CATEGORY

Te majority of the participant's age who have filled the questionnaire about the Indonesian e-commerce were (6.3%) under 20 years old, followed by (71%) 21-30 years old, 31-40 years old is (16.7%), 41-50 years old is (3.7%) and the last part is (1.9%) above 50 years old. From the data above, we know that the majority of using e-commerce is people between 21-30 years

FREQUENCY OF USING E-COMMERCE

It shows frequency of respondents using e-commerce. First series is 'once a week' with (23.2%), second series is (25.5%), followed by unpredictable series with (49.1%) and others is (2.8%). From the figure above, we know that people's highest frequency of using the e-commerce is unpredictable followed by once a month and once a week.

DESCRIPTION ON RESEARCH VARIABLES
SERVICE QUALITY

In order to meet the e-customers expectation from using the e-commerce marketplace in Indonesia, it is quite important for the e-commerce business to have better consideration regarding the service quality. Business used service quality in order to measure the service in dealing and serving customers (Mulyapradana, Anjarini, & Hartono, 2020). When service quality is well performed, that will give the result to higher customer satisfaction, so the company pay attention to service quality and keep it consistent (Hidayat, Bismo, & Basri, 2020). According to (Gounaris, Dimitriadis, & Stathakopoulos, 2010) the better the customer experience after interacted with a particular site, means the bigger chance of the customer to return to that site.

MARKETING MIX 4P'S

To achieve the higher rate of customers' satisfaction, marketing mix is one of strategies that make business achieve the great rate of customers' satisfaction. It is quite important for an e-commerce business to apply the optimum role of marketing mix due to information delivery and knowledge on the products or services offered and to impacting customer's decision to purchase and fulfill their needs and wants in a particular e-commerce site (Nur, Adriani, & Kusdi, 2018).

CUSTOMER SATISFACTION

Customers satisfaction, (Giao, 2020) Define that customer satisfaction is an emotional reactions from customer response of the experience with a product or services, this explanation declare that customer satisfaction means the satisfaction of the customer in the consumption of the product and service that meets customer desires, including the level of satisfaction above the expected level and below the expected level. According to (Phuong & Trang, 2018) customer satisfaction is an important factor to acknowledge on how customer's needs and wants is delivered.

The data was then generated and analyzed using structural equation modeling with the AMOS program (SEM). To confirm the validity of the survey model, a route map was established using the survey model and model fitting. The effectiveness and reliability of the questionnaire as a research tool were confirmed by pretests. After data gathering, post-test are performed to ensure the reliability and reliability of the data.

RESULT ON VALIDITY TEST, RELIABILITY TEST, AND ALL THE CLASSICAL ASSUMPTION TESTS
4.5.1 VALIDITY & RELIABILITY PRE-TEST
Questionnaires based on the factors Service Quality, Marketing Mix, and Customer Satisfaction were delivered to 35 potential participants. The following tables display the validity test results.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.757
Bartlett's Test of Sphericity	Approx. Chi-Square	235.438
	df	66
	Sig.	0.000

According to the table, the KMO pretesting result is 0.757. The questionnaire can be recognized as valid as a result. The table below displays the results of the reliability testing. According to the table below, Cronbach's Alpha Based on Standardized Items came out at 0.886, which is higher than 0.7. It is consequently considered to be reliable.

In the table above, a total of 272 questionnaires were prepared and distributed. In this subchapter, the validity and reliability of questionnaire statements were assessed using a post-test for validity and reliability. Validity post-tests were conducted using SPSS using the KMO and Barlett's Tests. From the results presented in the table below, we can deduce that the validity of this study is 0.802%., which, according to (Dewi, 2018), is regarded as valid.

RESULT ON HYPOTHESIS TESTING
After putting data into SPSS for evaluating validity and reliability, AMOS is utilized to construct models. Using normalized regression weight values, the graphic below depicts the route analysis.

Each correlation between variable and indicator is explained below:
1.   Service Quality to Customer Satisfaction
According to the following path analysis, there is a 67 percent correlation between service quality and customers satisfaction. As a result, it can be concluded that service quality in Indonesian e-commerce has moderated influence on customer satisfaction (Santoso, 2018).

This research implies that the Service Quality of Indonesian e-commerce had affected on the customer satisfaction of e-commerce marketplace in Indonesia and the relationship of this correlation is quite related. The research of (Cheung & Lee, 2005) also has the same result with this research, proved that Service Quality has a significant effect on customer satisfaction in Indonesian e-commerce. By performing well service quality in dealing with customer, it increases the customer satisfaction. On the other hand, the result of Structural Equation Model (SEM) shows the relationship between Service Quality towards customer satisfaction is moderate.

2.   Marketing Mix to Customer Satisfaction
Based on the path analysis above, 55 percent is the correlation between Marketing Mix to Customer Satisfaction, which means the relationship between both variables is weak (Santoso, 2018).

From this research, it can be concluded that influence of Marketing Mix 4P's is a little bit significant towards the Customers Satisfaction in the Indonesian e-commerce marketplace. Based on previous study (Nur, Adriani, & Kusdi, 2018), found out that Marketing Mix has a significant positive influence on customers trust and purchase decision which will lead to greater customers satisfaction. The research described that Marketing Mix 4P's is an important element to achieve great Customers Satisfaction. Product, Price, Promotion, Place are the indicators that being used for Marketing Mix 4P's. On the other hand, the result in Structural Equation Model (SEM) display the relationship is weak towards the Customers Satisfaction. It shows that customer of e-commerce in Indonesia does not really care about the Marketing Mix of the e-commerce where they purchase or fulfil their needs and wants.

3.   Service Quality
A. Tangibles
The explanation of Tangibles on Service Quality is 100% which has meaning very strong influence for

Service Quality (Santoso, 2018). Based on previous study from (Aykac, Aydin, Ates, & Cetin, 2007), Tangibles has a significant positive influence for the Service Quality. From this research study, the customer of Indonesian e-commerce is satisfied with all facilities that being provided by the e-commerce business such as overall site's design, quickness, ease-of-use , customer service facility, and help centre.

B. Assurance

The explanation of Assurance on Service Quality is 64%, which means it has moderate influence for Service Quality (Santoso, 2018). From the previous study of (Suciningrum & Usman, 20), there is a positive and significant effect from service quality on customer satisfaction. From this research, the customer of Indonesian e-commerce is happy if the officer of the e-commerce are able to handle every case, problem, and questions with good care and right solution. Customer is also satisfied if the e-commerce business has successfully make them sure regarding the products and services that being offered by the e-commerce.

C. Responsiveness

The description of Responsiveness regarding the Service Quality is 63%, which means it has moderate influence to Service Quality (Santoso, 2018). Based on the previous study of (Phuong & Trang, 2018), mentioned that Responsiveness has a significant positive influence to the Service Quality as well as this research study. This research study, customer of Indonesian e-commerce feel dissatisfied if the officer is not giving the great effort to respond every case, problem, or questions and feel happy if customer service officer respond the customer with good manner.

D. Reliability

The description of reliability regarding the Service Quality is 96%, which means it has strong positive influence for the Service Quality (Santoso, 2018). From the previous study of (Suciningrum & Usman, 20), mentioned that reliability has significant positive influence to the Service Quality. From this research study, customer of Indonesian e-commerce is happy if the e-commerce business processed the customer's order accurately as promised. Which means deliver the right goods according to customer's order, punctual on the delivery time and delivered the package without any damage.

E. Empathy

Empathy has 77% of the explanatory on the service quality, meaning it has moderate influence for the Service Quality (Santoso, 2018). Based on the previous study of (Suciningrum & Usman, 20), mentioned that Empathy has significant positive influence on the Service Quality. In this research, the result shows that customer of Indonesian e-commerce is satisfied with the officer who prioritize the problem and gives the personal attention to every case, problem, and questions.

4. Marketing Mix 4P's

A. Product

Product has more than 100% of the explanatory on the Marketing Mix 4P's, 110% is the exact percentage of product influence towards Marketing Mix, meaning it has strong value for the Marketing Mix 4P's (Santoso, 2018). Based on the previous study of (Nur, Adriani, & Kusdi, 2018), found out that sub-variable product of Marketing Mix has a significant positive effect on customer trust and purchase decision which are leading to Customers Satisfaction. From this research study, the result shows that customer of Indonesian e-commerce is very satisfied with the e-commerce that offers a wide variety of high quality products and services and prioritize the quality of a product.

B. Price

The explanatory of price on Marketing Mix 4P's is 77% which means it has moderate influence for the Marketing Mix 4P's (Santoso, 2018). From the previous study of (Nur, Adriani, & Kusdi, 2018), shows that price has a significant positive effect on the Marketing Mix 4P's which are leading to Customers Satisfaction. Based on this research study, the result shows that customers of Indonesian e-commerce are satisfied if they get the cheapest price of a product from the e-commerce site and customers are willing to pay more money if the quality of products and services are good.

C. Place

Price has 100% of the explanatory on the Marketing Mix 4P's, meaning it has strong influence on the Marketing Mix 4P' (Santoso, 2018). From the previous study of (Nur, Adriani, & Kusdi, 2018), shows that place has a significant positive effect on the Marketing Mix 4P's which are leading to Customer Satisfaction. Based on this research study, the result shows that customers of Indonesian e-commerce are happy if an e-commerce site creates category of products for customers to get needs and wants easier. Customers of Indonesian E-commerce often prioritize to

purchase a product in the e-commerce site which is not too far from customer's location.

D. Promotion

The explanatory of promotion on Marketing Mix 4P's is 69% which means it has moderate influence for the Marketing Mix 4P's (Santoso, 2018). From the previous study of (Nur, Adriani, & Kusdi, 2018), shows that promotion has a significant positive effect on the Marketing Mix 4P's which are leading to Customers Satisfaction. Based on this research, the result shows that customers of Indonesian E-commerce are satisfied if the e-commerce business conduct a monthly promotion or a flash sale which stimulate customers desire to purchase a product with the cheap price.

5. Customer Satisfaction

A. Revisit Intention

The explanatory of Revisit Intention on Customers Satisfaction is 100% which means it has strong influence for Customers Satisfaction (Santoso, 2018). Based on this research study, shows that customers of Indonesian e-commerce will revisit the e-commerce site if they are satisfied and pleasant with the service quality and marketing mix 4P's, and will not come back if they get bad experience from previous interaction with the e-commerce.

B. Repurchase Intention

Repurchase intention has 34% of explanatory on Customers Satisfaction which means it has very weak influence for Customers Satisfaction (Santoso, 2018). From this research study, it shows that experience from previous interaction with the e-commerce site does not really important for them to do the repurchase of goods from that particular e-commerce.

C. Positive Word-of-Mouth

Positive Word-of-Mouth has 39% of the explanatory on Customers Satisfaction which means it has very weak influence for Customers Satisfaction (Santoso, 2018). Based on this research study, the authors found out that customers of Indonesian e-commerce have low intention to recommend an e-commerce site when they are feel satisfied with the service quality and marketing mix 4p's from a particular e-commerce site and do not really care about the recommendation from others to visit a particular e-commerce site.

5. CONCLUSION

SERVICE QUALITY TO CUSTOMER SATISFACTION

The influence of Service Quality on Customer Satisfaction is 67% which means it has moderate influence. It can be concluded that Service Quality has a quite good influence to customer satisfaction. Therefore, it indicates that the service quality of Indonesian e-commerce does give the impression to Indonesian e-customers on how well the performance of e-commerce to make them satisfy.

MARKETING MIX 4P'S TO CUSTOMER SATISFACTION

The influence of Marketing Mix 4P's on Customer Satisfaction shows 55% which means it has weak influence. Marketing Mix 4P's can be a measurement of customer satisfaction in Indonesian E-commerce. From this, it indicates that the customer does not really care about the Marketing Mix 4P's which has sub-variables such as product, price, promotion, and place to satisfy needs and wants.

References

Advertorial. (2022, August 31). *Cek Promo 9.9 Periode September di Tokopedia*. Retrieved from tirto.id: https://tirto.id/cek-promo-99-periode-september-di-tokopedia-gvF1

Ahmed, S., & Rahman, M. H. (2015). The Effects of Marketing Mix on Consumer Satisfaction: A Literature Review from Islamic Perspective. *Journal of Islamic Economics, Vol. 2*, 3-14.

Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. *Advance Statistical Methods in Education*, 2-3.

Ajayi, V. O. (2017). Primary Sources of Data and Secondary Sources of Data. *Quantitive Social Research*, 2-5.

Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction:. *Internatioal Journal of Engineering, Business and Management*, 2-13.

Amburg, D. V. (2020, may 21). *How E-Commerce Customer Satisfaction Presents an Opportunity Right Now*. Retrieved from TotalRetail: https://www.mytotalretail.com/article/how-e-commerce-customer-satisfaction-presents-an-opportunity-right-now/

Anh, P. C., & Tuan, N. P. (2015). Impact of Service Quality on Customer Satisfaction of Automated Teller Machine Sercvice: Case Study of a Private Commercial Joint Stock Bank in Vietnam. *Business: Theory and Practice*, 3-11.

Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal Business and Management*, 41-42.

Aykac, S. O., Aydin, S., Ates, M., & Cetin, A. T. (2007). Effects of Service Quality on Customer Satisfaction and Customer Loyalty: Marmara University Hospital. *Journal of Management and Research*, 9-11.

Bhandari, P. (2020, May 14). *Population vs. Sample | Definitions, Differences & Examples*. Retrieved from Scribbr: https://www.scribbr.com/methodology/population-vs-sample/#:~:text=A%20population%20is%20the%20entire,you%20will%20collect%20data%20from.

Bhattacherjee, A. (2001). An Empirical Analysis of the Antecedents of Electronic Commerce Service Continuance. *Decision Support System*, 7-27.

Binus University. (2019, February 11). *E-Commerce Statistics*. Retrieved from Binus University: https://student-activity.binus.ac.id/himstat/2019/02/e-commerce-statistics/

Cheung, C. M., & Lee, M. K. (2005). Consumer Satisfaction with Internet Shopping: A Research Framework and Proposition for Future Research. *Journal Business & Management*, 1-9.

Daon001. (19, February 27). *Kemkominfo: Pertumbuhan e-Commerce Indonesia Capai 78 Persen*. Retrieved from KOMINFO: https://www.kominfo.go.id/content/detail/16770/kemkominfo-pertumbuhan-e-commerce-indonesiacapai-78-persen/0/sorotan_media

Edvardsson, B., Thomasson, B., & Ovretveit, J. (1994). *Quality of Service: Making it Really Work (Quality in Action)*. London: McGraw-Hill.

Giao, H. N. (2020). Customer Satisfaction at Tiki.vn E-Commerce Platform. *Journal of Asian Finance, Economics and Business*, 2-11.

Gounaris, S., Dimitriadis, S., & Stathakopoulos, V. (2010). An Examination of the Effects of Service Quality and Satisfaction on Customer's Behavioral Intentions in E-Shopping. *Journal of Services Marketing*, 8-14.

Hayes, A. (2022, August 23). *Word-of-Mouth Marketing: Meaning and Uses in Business*. Retrieved from Investopedia: https://www.investopedia.com/terms/w/word-of-mouth-marketing.asp

Hidayat, D., Bismo, A., & Basri, A. R. (2020). The Effect of Food Quality and Service Quality Towards Customer Satisfaction and Repurchase Intention: Case Study of Hot Plate Restaurant. *Jurnal Management Bisnis*, 3.

Ibzan, E., Balarabe, F., & Jakada, B. (2016). Consumer Satisfactionn and Repurchase Intention. *Developing Country Studies*, 96-100.

Imansyah, I., & Irawan, H. (2018). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pada Karaoke Inul Vizta Tanjung. *Jurnal Ilmiah Ekonomi Bisnis*, 325.

Kadi, D. C., Purwanto, H., & Vonseica, B. R. (2021). Pengaruh Destinantion Image Terhadap Revisit Intention dan Intention to Recommend Melalui Satsifaction Sebagai Variable Intervening. *Management and Business Review*, 178.

Kemp, S., & Moey, S. (2019, September 18). *Digital 2019 Spotlight: E-commerce in Indonesia*. Retrieved from DATAREPORTAL: https://datareportal.com/reports/digital-2019-ecommerce-in-indonesia

Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing, Vol. 17*. Harlow: Pearson Education Limited.

Lerrthaitrakul, W., & Panjakajornsak, V. (2014). The Impact of Electronic Word-of-Mouth Factors on Consumer's Buying Decision-Making Processes in the Low Cost Carriers: A Conceptual Framework. *International Journal of Trade, Economics, and Finance, Vol. 5*, 2-5.

Lucidchart. (2022, September 11). *Research Model for Thesis*. Retrieved from Lucidchart: https://lucid.app/lucidchart/a25baf25-d9bd-4fcd-b4c8-5eed0e670fdd/edit?page=0_0&invitationId=inv_b2605d94-d295-4881-9a94-bbf11b8a8d3b#

McCombes, S. (2019, September 19). *Sampling Methods | Types, Techniques & Examples*. Retrieved from Scribbr: https://www.scribbr.com/methodology/sampling-methods/

Mosley, M. (2022, August 22). *7 Proven Types of Word-of-Mouth Marketing Your Business Shouldn't Sleep On*. Retrieved from ReferralRock: https://referralrock.com/blog/word-of-mouth-marketing-examples/

Mulyapradana, A., Anjarini, A. D., & Hartono, H. (2020). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan di PT.Tempo Cabang Tegal. *Jurnal Ekonomi dan Ekonomi Syariah*, 28.

Nur, F. R., Adriani, K., & Kusdi, R. (2018). The Effect of Marketing Mix for E-commerce on Customer Online Behaviour: A Study on Language Services Provider. *Journal Economics & Business*, 2-13.

Pakurar, M., Haddad, H., Nagy, J., Popp, J., & Olah, J. (2019). The Service Quality Dimensions that Affect Customer Satisfaction in the Jordanian Banking Sector. *Sustainability*, 5-24.

Parasuraman, A. P., Berry, L. L., & Zeithaml, V. A. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality. *Journal of Retailing*, 3-30.

Phuong, N. N., & Trang, T. T. (2018). Repurchase Intention: The Effect of Service Quality, System Quality, Information Quality, and Customer Satisfaction as Mediating Role: A PLS Approach of M-Commerce Ride Hailing Service in Vietnam. *Journal of Marketing and Branding Research*, 4-14.

Pogorelova, E. V., Yakhneeva, I. V., Agafonova, A. N., & Prokubovskaya, A. O. (2016). Marketing Mix for E-commerce. *International Journal of Environmental & Science Education*, 5-16.

Raewf, M. B., & Thabit, T. H. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 4-10.

Rahhal, W. (2015). The Service Quality Dimensions that Affect Customer. *International Journal of Business and Management Invention*, 3-9.

Raosoft. (2022, October 30). *Sample Size Calculator*. Retrieved from Raosoft: http://www.raosoft.com/samplesize.html

Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan AMOS 24.* Jakarta: PT Elex Media Komputindo.

Serra, F. A., Martins, F. S., & Cunha, J. A. (2018). Secondary Data in Research - Uses and Opportunities. *Iberoamerican Journal of Strategic Management*, 2.

Suciningrum, F., & Usman, O. (20). The Effect of Product Quality, Service Quality, and Product Price on Customer Satisfaction Shopee. *Journal Manajemen Bisnis*, 19.

Taherdoost, H. (2016). Validity and Reliability of the Research Instrument; How to Test the Validation of a Questionnaire/Survey in a Research . *International Journal of Academic Research in Management*, 29-34.

Theresia, L., & Bangun, R. (2017). Service Quality that Improves Customer Satisfaction in a University: A Case Study in Institut Teknologi Indonesia. *Materials Science and Engineering*, 3-8.

Trusov, M., Bucklin, R. E., & Pauwels, K. H. (2008). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Interest Social Networking Site. *Journal of Marketing*, 4-49.

Twin, A. (2022, June 24). *The 4 Ps of Marketing and How to Use Them in Your Strategy*. Retrieved from Investopedia: https://www.investopedia.com/terms/f/four-ps.asp

Wijaya, R., Farida, N., & Adriansyah. (2018). Determinants of Repurchase Intentions at Online Stores in Indonesia. *International Journal of E-Business Research*, 5-17.