

DAFTAR PUSTAKA

- Ahmed, R. Raheem, et al. 2021. *E-Banking Customer Satisfaction and Loyalty: Evidence from Serial Mediation through Modified E-S-QUAL Model and Second-Order PLS-SEM*. *Inzinerine Ekonomika-Engineering Economics*, 2021, Vol 32, No. 5, pp 407–421.
- Akbar, M. M. dan Parvez, N. 2009. *Impact of Service Quality, Trust, and Customer Satisfaction on Customers Loyalty*. *ABAC Journal*. Vol. 29, No. 1, pp 24-38.
- Akroush, M. N., Al-Debei, M. M., dan Ashouri, M. I. 2015. *Consumer Attitudes Towards Online Shopping The Effects of Trust, Perceived Benefits, and Perceived Web Quality*. *Internet Research*. Vol. 25, No. 5, pp. 707-733.
- Alafeef, M. 2020. *The Influence of Service Marketing Mix on Customer Loyalty towards Islamic Banks: Evidence from Jordan*. *International Journal Of Academic Research In Accounting, Finance And Management Sciences*. Vol.10, No. 3, pp 239-255.
- Alwi, T. 2018. *Pengaruh Kualitas Pelayanan Online dan Kepercayaan Online terhadap Loyalitas Pelanggan Online*. *Penelitian Manajemen dan Kewirausahaan di Era Digital STIE IPWIJA*. Jakarta: Seminar Nasional & Call for Paper Manajerial & Kewirausahaan (SNMK III 2018).
- Andersen, K. N., Søruma, H., dan Vatrapu, R. 2012. *Public Websites and Human–Computer Interaction: An Empirical Study of Measurement of Website Quality and User Satisfaction*. *Behaviour and Information Technology*. Vol. 31, No. 7, pp 697–706
- Anderson, E. W., Fornell, C., et al. 1996. *The American Customer Satisfaction Index: Nature, Purpose, and Findings*. *Journal of Marketing*, Vol. 60, No. 4, pp. 7-18
- Anderson, E. W., Fornell, C. dan Mazvancheryl, S. K. 2004. *Customer Satisfaction and Shareholder Value*. *Journal of Marketing*. Vol. 68, pp 172–185.
- Anderson, R. E. dan Srinivasan, S. S. 2003. *E-Satisfaction and E-Loyalty: A Contingency Framework*. *Psychology and Marketing*. Vol. 20, No. 2, pp 123-138.
- Andreassen, T. W. dan Lindestad, B. 1998. *Customer Loyalty and Complex Services. The Impact of Corporate Image on Quality, Customer Satisfaction and Loyalty for Customers with Varying Degrees of Service Expertise*. *The International Journal of Service Industry Management*. Vol. 8, No. 4, pp 1-33.
- Anggraeni, N. M. S. dan Yasa, N. N. K. 2012. *E-Service Quality terhadap Kepuasan dan Loyalitas Pelanggan dalam Penggunaan Internet Banking*. *Jurnal Keuangan dan Perbankan*. Vol.16, No.2, pp. 293–306.

- Arikunto, S. 1998. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: PT. Rineka Cipta.
- Arikunto, S. 2002. *Prosedur Suatu Penelitian: Pendekatan Praktek*. Edisi Revisi Kelima. Jakarta: PT. Rineka Cipta.
- Asgari, N., et al. 2014. *Studying the Impact of E-Service Quality on E-Loyalty of Customers in the Area of E-Banking Services*. Journal of Management and Sustainability, Vol. 4, No. 2, pp 126-133.
- Assael, H. 1995. *Consumer Behaviour and Marketing Action*. Boston: Kent Publishing.
- Assegaff, M. 2009. *Analisis Kualitas Pelayanan dan Pengaruhnya Terhadap Kepuasan Pelanggan*. EKOBIS. Vol. 10, No. 2, pp 334-343.
- Atmojo, J. J. Tri dan Widodo, Teguh. 2022. *Pengaruh E-Service Quality terhadap E-Customer Loyalty melalui E-Customer Satisfaction sebagai Variabel Intervening pada Aplikasi Tiket.com*. Jurnal Manajemen (Edisi Elektronik). Vol.13, No.1, pp 133-149.
- Augustien, A. B. *Pengaruh E-Service Quality terhadap Customer Loyalty dengan Customer Satisfaction sebagai Intervening pada Aplikasi Shopee*. Vol.7, No.2.
- Avania, I. K. dan Widodo, A. 2022. *Affect of E-Service Quality on E-Customers Loyalty through E-Customers Satisfaction on E-Commerce Shopee*. Budapest International Research and Critics Institute-Journal (BIRCI-Journal). Vol. 5, No. 1, pp 535-546.
- Azizah A., Nur dan Hidayat, M. R. 2022. *Analisis E-Servqual terhadap Customer Satisfaction dan Customer Loyalty pada Aplikasi BSI Mobile*. Dialektika Jurnal Ekonomi dan Ilmu Sosial. Vol. 7, No. 1, pp 63 – 72.
- Azwar, S. 1997. *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Pelajar.
- Azwar, S. 1998. *Metode Penelitian*. Yogyakarta: Pustaka Pelajar.
- Babbie, Earl. 1995. *The Practice of Social Research*. Edisi Ketujuh. Belmont CA: Wadsworth Publishing Co.
- Bahar, T. dan Tamin, O. Z. 2010. *Hubungan Kualitas Pelayanan, Kepuasan dan Loyalitas Pengguna Ojek Sepeda Motor*. MEKTEK. Vol. 12, No. 2, pp 77-86.
- Bai, Billy, Lawb, R., dan Wen, I. 2008. *The Impact of Website Quality on Customer Satisfaction and Purchase Intentions: Evidence from Chinese Online Visitors*. International Journal of Hospitality Management. Vol.27, pp 391–402.
- Baum, David. 1999. *Business Link*. Oracle Magazine. Vol XIII, No. 3, pp. 36-44, May/June 1999.
- Bitner, M. J. dan Hubbert, A. R. 1994. *Encounter Satisfacftion Versus Overall Satisfaction Versus Quality*. Thousands Oaks, CA: Sage Publications.

- Bloemer, J., Ruyter, K. d., Peeters, P. 1997. *Merging Service Quality and Service Satisfaction An Empirical Test of An Integrative Model*. Journal of Economic Psychology. Vol. 18, pp 387-406
- Budiman, A., Yulianto, E., dan Saifi, M. 2020. *Pengaruh E-Service Quality terhadap E-Satisfaction dan E- Loyalty Nasabah Pengguna Mandiri Online*. Jurnal Profit. Vol. 14, No. 1, pp 1-11.
- Candra, S. dan Juliani, M. 2018. *Impact of E-Service Quality and Customer Value on Customer Satisfaction in Local Brand*. Binus Business Review. Vol. 9, No. 2, pp 125-132.
- Chase, R. B., Jacobs, F. R., Aquilano, N. J. 2006. *Operations Management for Competitive Advantage*. Edisi Kesebelas. Universitas Indiana: McGraw-Hill/Irwin.
- Chen, Q., Rodgers, S., dan He Y. 2008. *A Critical Review of the E-Satisfaction Literature*. American Behavioral Scientist. Vol. 52, No. 1, pp 38-59.
- Chen, C-F. dan Cheng, L-T. 2012. *A Study on Mobile Phone Service Loyalty in Taiwan*. Total Quality Management. Vol. 23, No. 7, pp 807 –819
- Chin, W. W. 1998. *The Partial Least Squares Aproach to Structural Equation Modeling*. Modern Methods for Business Research. pp 295-336
- Cooper, D.R. dan C.W. Emory. 1995. *Business Research Methods*. Edisi Kelima. Chicago : Richard D. Irwin Inc.
- Cristobal, E., et al. 2007. *Perceived E-Service Quality (PeSQ) Measurement Validation and Effects on Consumer Satisfaction and Web Site Loyalty*. Managing Service Quality. Vol. 17, No. 3, pp. 317-340
- Cronin, J. J. dan Taylor, S. A. 1992. *Measuring Service Quality: A Re-Examination and Extension*. Journal of Marketing. Vol.56, No.3, pp. 55-68.
- Darsono L. I. dan Wellyan, A.Y. 2007. *Kontribusi Perceived Service Quality, Trust, Satisfaction dalam Membentuk Loyalitas Mahasiswa*. The 1st PPM Nasional Conference Of Management Research “Manajemen Di Era Globalisasi”
- DeLone, W.H. dan McLean E.R. 2003. *The DeLone and McLean Model of Information Systems Success: A Ten-Year Update*. Journal of Management Information Systems / Spring 2003, Vol.19, No 4, pp 9–30.
- Dewi, I. Rakhmayanti. 09 Juni 2022. *Data Terbaru! Berapa Pengguna Internet Indonesia 2022?*. CNBC Indonesia. diposting pukul 17:07 WIB. <https://www.cnbcindonesia.com/tech/20220609153306-37-345740/data-terbaru-berapa-pengguna-internet-indonesia-2022> (diakses pada 26 Mei 2022)
- Dick, A. S. dan Basu, K. (1994). *Customer Loyalty: Towards an Integrated Framework*. Journal of the Academy of Marketing Science. Vol. 22, No. 2, pp 99-113.
- Dutka, Alan, 1994. *AMA Hand Book for Customer Satisfaction*. NTC Business Book, Lincolnwood, Illinois: American Marketing Association.

- Elena, Maria. 27 Januari 2022. *BI Catat Nilai Transaksi E-Commerce Tembus Rp401 Triliun pada 2021*. Bisnis.com. diposting pukul 13:38 WIB. <https://ekonomi.bisnis.com/read/20220127/9/1494047/bi-catat-nilai-transaksi-e-commerce-tembus-rp401-triliun-pada-2021> (diakses pada 26 Mei 2022)
- Engel, J.F., Blackwell, Roger D., dan Miniard P. W. 1990. *Consumer Behavior*. Edisi Keenam. Chicago: The Dryden Press.
- Engel, J. F., Blackwell, Roger D., Miniard, P.W. 1994. *Perilaku Konsumen*. Edisi Keenam. Jilid Pertama. Jakarta: Binarupa Aksara
- Ennew, C. T. dan Binks, M. R. 1999. *Impact of Participative Service Relationships on Quality, Satisfaction and Retention: An Exploratory Study*. *Journal of Business Research*. Vol. 46, pp 121–132.
- Fader, P. S. dan Schmittlein, D. C. 1993. *Excess Behavioral Loyalty for High-Share Brands: Deviations from the Dirichlet Model for Repeat Purchasing*. *Journal of Marketing Research*. Vol. 30, pp 478-493.
- Fang, Y-H., Chiu, C-M., dan Wang, E. T. G. 2011. *Understanding Customers' Satisfaction and Repurchase Intentions An Integration of IS Success Model, Trust, and Justice*. *Internet Research*, Vol. 21, No. 4, pp. 479-503
- Fatrio, N. 2006. *Analisis Faktor-Faktor yang Mempengaruhi Kepuasan Nasabah dalam Meningkatkan Loyalitas Nasabah (Studi Kasus: Pada PT. Bank Bukopin Kantor Cabang Tegal)*. Thesis: Universitas Diponegoro Semarang.
- Fauzia, Mutia. 27 Maret 2021. *Tengah Pandemi, Transaksi Sociolla Meningkat 50 persen*. Kompas.com. di posting pukul 17.20 WIB. <https://money.kompas.com/read/2021/03/27/172000726/di-tengah-pandemi-transaksi-sociolla-meningkat-50-persen> (diakses 24 April 2022)
- Fornell, C. dan Wernerfelt B. 1987. *Defensive Marketing Strategy by Customer Complaint Management: A Theoretical Analysis*. *Journal of Marketing Research*, Vol. 24, No. 4, pp. 337-346.
- Ghozali, I. 2006. *Aplikasi Analisis Multivariate dengan SPSS*. Edisi Keempat. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS19*. Semarang: Badan Penerbit Universitas Diponegoro.
- Griffin, J. 1995. *Customer Loyalty, How To Earn It, How To Keep It*. New York: Lexington Book.
- Griffin, J. 2003. *Customer Loyalty: Menumbuhkan Dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Penerbit Erlangga.
- Griffin, J. 2005. *Customer Loyalty: Menumbuhkan Dan Mempertahankan Kesetiaan Pelanggan*. Jakarta: Penerbit Erlangga.
- Guluwita, T. D. dan Sapukotanage, S. 2020. *Mediating Effect of E-Satisfaction on The Relationship Between E-Service Quality and E-Loyalty of Professionals In Colombo Using E-Commerce Websites*. *Sri Lanka Journal of*

Management Studies. Vol. 2, No. 1, pp 104-119.

Hallowell, R. 1996. *The Relationships of Customer Satisfaction, Customer Loyalty, and Profitability: An Empirical Study*. International Journal of Service Industry Management. Vol. 7, No. 4, pp. 27-42.

Harry. 3 September 2019. *Social Bella Raih Pendanaan Seri D Sebesar USD 40 Juta*. PasarDana.Id. di posting pukul 14.40 WIB. <https://pasardana.id/news/2019/9/3/social-bella-raih-pendanaan-seri-d-sebesar-usd-40-juta/> (diakses 24 April 2022)

Hasan, A. 2014. *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS.

Hellier P. K., et al. 2003. *Customer Repurchase Intention: A General Structural Equation Model*. European Journal of Marketing. Vol. 37, No. 11, pp. 1762-1800

Hennig-Thurau, T. dan Klee, A. 1997. *The Impact of Customer Satisfaction and Relationship Quality on Customer Retention: A Critical Reassessment and Model Development*. Psychology and Marketing. Vol. 14, No.8, pp 737-764.

Hurriyati, R. 2005. *Bauran Pemasaran dan Loyalitas Konsumen*. Bandung: Alfabeta.

Hutauruk, M.R., et al. 2020. *Marketing Mix and Customer Satisfaction in Its Role Toward Customer Loyalty through Environmental Accounting Moderation*. International Journal of Scientific and Technology Research. Vol. 9, No. 3, pp 996-1001.

Ho, C-I. dan Lee, Y-L. 2007. *The Development of An E-Travel Service Quality Scale*. Tourism Management, Vol 28, pp 1434–1449.

Hur, Y., Ko, Y. J., Valacich J. 2011. *A Structural Model of the Relationships Between Sport Website Quality, E-Satisfaction, and E-Loyalty*. Journal of Sport Management, Vol.25, pp 458-473.

Irawan, Swasta, B., dan Dharmesta. 2008. *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.

Irawan, H. 2009. *10 Prinsip Kepuasan Pelanggan*. Jakarta: PT. Elex Media Komputindo.

Jeong, Y. dan Lee, Y. 2010. *A Study on The Customer Satisfaction and Customer Loyalty of Furniture Purchaser in On-Line Shop*. The Asian Journal on Quality. Vol. 11, No. 2, pp. 146-156.

Jogiyanto. 2009. *Sistem Teknologi Informasi*. Edisi Ketiga. Yogyakarta: Penerbit Andi.

Jonathan, Hansel. 2013. *Analisis Pengaruh E-Service Quality terhadap Customer Satisfaction yang Berdampak pada Customer Loyalty PT Bayu Buana Travel Tbk*. Journal The Winners, Vol. 14, No. 2, pp 104-112.

Jones, T.O. and Sasser, W.E. 1995. *Why Satisfied Customers Defect*. Harvard Business Review. pp 1-15

- Juwaini, A., et al. 2022. *The Role of Customer E-Trust, Customer E-Service Quality And Customer E-Satisfaction On Customer E-Loyalty*. International Journal of Data and Network Science. Vol. 6, pp 477–486.
- Juwitasary, H. 2020. *The Effect of E-Service Quality on Customer Satisfaction and Loyalty (Case Study at E-Marketplace XYZ in Indonesia)*. Advances in Science, Technology and Engineering Systems Journal. Vol. 5, No. 6, pp 206-210.
- Kabir, Md. R., Didarul A., M. M., Alam, Z. 2009. *Factors Determining the Customer Satisfaction and Loyalty: A Study of Mobile Telecommunication Industry in Bangladesh*. ASA University Review. Vol. 3, No. 2, pp 147-156.
- Kartajaya, H. 2003. *Marketing In Venus*. Jakarta: PT. Gramedia Pustaka Utama.
- Kasih, S. S. dan Moeliono, N. N. K. 2020. *Pengaruh E-Service Quality dan E-Trust terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening (Studi pada Pelanggan Sorabel Di Bandung)*. Jurnal Ilmiah Mahasiswa Ekonomi Manajemen. Vol. 5, No. 4, pp 780-791.
- Kassim N. dan Abdullah N. A. 2010. *The Effect of Perceived Service Quality Dimensions on Customer Satisfaction, Trust, and Loyalty in E-Commerce Settings A Cross Cultural Analysis*. Asia Pacific Journal of Marketing and Logistics. Vol. 22, No. 3, pp. 351-371.
- Kaya, B., et al. 2019. *The Moderating Role of Website Familiarity in The Relationships Between E-Service Quality, E-Satisfaction and E-Loyalty*. Journal of Internet Commerce. Vol. 18, No.4, pp 1-12.
- Khan, M. A., Zubair, S. S., dan Maria M. 2019. *An Assessment of E-Service Quality, E-Satisfaction and E-Loyalty Case of Online Shopping in Pakistan*. South Asian Journal of Business Studies. Vol. 8, No. 3, pp 283-302.
- Khuong, M. N. dan Dai, N. Q. 2016. *The Factors Affecting Customer Satisfaction and Customer Loyalty — A Study of Local Taxi Companies in Ho Chi Minh City, Vietnam*. International Journal of Innovation, Management and Technology, Vol. 7, No. 5, pp 228-233.
- Komara, A. T. 2013. *Pengaruh E-Service Quality dan E-Recovery Service Quality terhadap E-Satisfaction serta Implikasinya pada E-Loyalty Pelanggan Maskapai Penerbangan Air Asia*. Jurnal Ekonomi, Bisnis, dan Entrepreneurship. Vol. 7, No. 2, pp 105-115.
- Komara, A. dan Ariningrum, H. 2013. *Analisis Faktor-Faktor Yang Mempengaruhi Kinerja Sistem Informasi Akuntansi*. Jurnal Riset Akuntansi dan Manajemen. Vol. 2, No. 1, pp 55-63
- Kotler, P. 1993. *Manajemen Pemasaran Analisis, Perencanaan, Implementasi, dan Pengendalian*. Erlangga. Jakarta.
- Kotler, P. 2000. *Marketing Management*. Edisi Millennium. Upper Saddle River: Person Prentice Hall.
- Kotler, P. dan Armstrong, G. 2008. *Prinsip-prinsip Pemasaran*. Jilid Pertama, Jakarta: Erlangga.

- Kotler, P. dan Armstrong, G. 2007. *Principle of Marketing*. Edisi Kedua Belas. Harlow: Pearson Prentice Hall.
- Kotler, P. dan Armstrong, G. 2014. *Principle of Marketing*. Edisi Kelima Belas. New Jersey: Pearson Prentice Hall.
- Kotler, P. dan Armstrong, G. 2016. *Principle of Marketing*. Edisi Keenam Belas. Harlow: Pearson Prentice Hall.
- Kotler, P. dan Armstrong, G. 2018. *Principle of Marketing*. Edisi Ke tujuh Belas Gopal. New York: Pearson Education Limited.
- Kotler, P. dan Keller, K. L. 2006. *Marketing Management*. Edisi Kedua Belas, Upper Saddle River: Prentice Hall.
- Kotler, P. dan Keller K. L. 2007, *Manajemen Pemasaran*. Jilid I. Edisi Kedua Belas. Jakarta: PT. Indeks.
- Kotler, P. dan Keller, K. L. 2009. *Manajemen Pemasaran*. Jilid Pertama. Edisi Ketiga belas. Jakarta: Erlangga.
- Kotler, P. dan Keller K. L., 2016. *Marketing Management*. Edisi Kelima Belas. London : Pearson Education, Inc.
- Larasati, A. N. dan Setiawati, C. I. 2021. *Influence of Service Quality on Customer Satisfaction and The Impact on Shopee Customer Loyalty in Indonesia*. e-Proceeding of Management. Vol. 8, No. 5, pp 6210-6217.
- Laudon, K. C. dan Laudon, J. P. 1998. *Management Information Systems - New Approaches to Organization & Technology*. Edisi Kelima. New Jersey: Prentice Hall
- Laurent, F. 2016. *Pengaruh E-Service Quality terhadap Loyalitas Pelanggan Go-Jek melalui Kepuasan Pelanggan*. AGORA. Vol. 4, No. 2, pp 95-100.
- Lee, G-G dan Lin H-F. 2005. *Customer Perceptions of E-Service Quality in Online Shopping*. International Journal of Retail & Distribution Management. Vol. 33, No. 2, pp. 161-176
- Lee, H., Lee, Y., dan Yoo, D., 2000. *The Determinants of Perceived Service Quality and Its Relationship with Satisfaction*. Journal Of Services Marketing. Vol. 14, No. 3, pp. 217-231
- Lee, J-S., Lee C-K., Yoon, Y-S. 2010. *Measuring Festival Quality and Value Affecting Visitors' Satisfaction and Loyalty Using A Structural Approach*. International Journal of Hospitality Management. Vol. 29, pp 335–342.
- Lestari, Anjani Eka. 26 Januari 2020. *Asyiknya Berbelanja dengan Konsep Omni Channel di Sociolla*. IDN Times. di posting pukul 13.05 WIB. <https://www.idntimes.com/life/women/anjani-eka-lestari/berbelanja-dengan-konsep-omni-channel-di-sociolla-1/5> (diakses 20 April 2022)
- Lovelock, C. 2004. *Service Marketing and Management*. New Jersey: Prentice Hall.
- Ludin, I. H. Bt. H. dan Cheng, B. L. 2014. *Factors Influencing Customer*

Satisfaction and E-Loyalty: Online Shopping Environment among the Young Adults. Management Dynamics in the Knowledge Economy. Vol. 2. No.3. pp.462-471

- Mahdi, M. I. 12 Maret 2022. *Timbang-menimbang Opsi Skincare Demi Dorong Industri Kecantikan*. DataIndonesia.Id. diposting pukul 10:30 WIB. <https://dataindonesia.id/ragam/detail/timbangmenimbang-opsi-skincare-demi-dorong-industri-kecantikan> (diakses pada 28 Mei 2022)
- Manalu, V. G. dan Akbar, I. 2019. *Effect of Service Quality on Customer Satisfaction Through Brand Experience and Brand Awareness in Postal and Delivery Services*. Indonesian Journal Business and Economics. Vol.2, No.1, pp 236-241.
- Mardatilla, R., Ari, K., dan Aryadita, H. 2017. *Pengaruh Kualitas Layanan Terhadap Kepuasan, Kepercayaan dan Loyalitas Pelanggan Pada E-Commerce (Studi Kasus : Berrybenka)*. Jurnal Pengembangan Teknologi Informasi dan Ilmu Komputer. Vol. 1, No. 12, pp 1822-1832.
- Masitoh, M. R. 2019. *Pengaruh Kualitas Pelayanan, Kepuasan Pelanggan, dan Kepercayaan Merek Terhadap Loyalitas Pelanggan Pada Pengguna Aplikasi Mobile Shopee*. Jurnal Sains Manajemen. Vol. 5, No. 1, pp 101-119.
- MediaIndonesia.com. 27 Oktober 2021. *Tren Kebutuhan Kosmetik Berbahan Alami Meningkat*. Di posting pukul 08:30 WIB. <https://mediaindonesia.com/weekend/442699/tren-kebutuhan-kosmetik-berbahan-alami-meningkat> (diakses 24 Mei 2022)
- Melinda. 2017. *Pengaruh E-service Quality Terhadap E-loyalty Pelanggan Go-jek Melalui E-satisfaction Pada Kategori Go-ride*. AGORA. Vol. 5, No. 1.
- Miniwatts Marketing Group. 2021. *Asia Internet Use, Population Statistics Data And Facebook Data - Mid-Year 2021*. Di update pada 30 Juni 2021. <https://www.internetworldstats.com/stats3.htm> (diakses pada 26 Mei 2022).
- Morgan, R. 2000. *A Consumer-Oriented Framework of Brand Equity and Loyalty*. International Journal of Market Research, Vol. 42, No. 1, pp 65-78.
- Mowen, J. C dan Minor, M. 2001. *Perilaku Konsumen*. Edisi Kelima. Jilid Kedua. Jakarta: Erlangga.
- Muyll S., Moenaert R., Despontin M. 2004. *The Conceptualization and Empirical Validation of Web Site User Satisfaction*. Information & Management. Vol. 41, pp. 543–560.
- Nabila, E., et al. 2018. *Analisis Kualitas Pelayanan Online (E-Servqual) Menggunakan Metode Importance Perormance Analysis pada Bhinneka.com*. e-Proceeding of Management, Vol. 5. No. 1, pp 141-151.
- Nasution, M.N. 2004. *Manajemen Jasa Terpadu*. Bogor: Ghalia Indonesia.
- Nasution, M.N. 2005. *Manajemen Mutu Terpadu (Total Quality Management)*. Edisi Kedua. Bogor: Ghalia Indonesia.
- Nayebzadeh, S., Jalaly, M., dan Shamsi, H. M. 2013. *The Relationship between*

Customer Satisfaction and Loyalty with the Bank Performance in IRAN. International Journal of Academic Research in Business and Social Sciences. Vol. 3, No.6.

- Ng, Silvia. 7 Oktober 2021. *Up to date dengan brand kecantikan yang mengetren di Sociolla Beauty Wonderland.* Alinea.id. di posting pukul 21:53 WIB. <https://www.alinea.id/gaya-hidup/up-to-date-dengan-brand-kecantikan-yang-mengetren-b2cBZ97kF> (diakses 24 Mei 2022).
- Nugroho, N., Utami, E., Taufiq, E. 2013. *Analisis Perbandingan Kualitas Pelayanan Penerimaan Mahasiswa Baru (PMB) Online Menggunakan Model Kesuksesan Sistem Informasi DeLone dan Mclean (D&M) (Studi Kasus : PMB UKDW dan PMB STMIK AMIKOM Yogyakarta).* Jurnal Teknologi Informasi (November), Vol.VIII, No.24, pp 1-22.
- Noor, N. A. M., Perumal, S., dan Hussin, Z. 2012. *The Uses of Power in Influencing Relationship Economic Satisfaction: An Empirical Analysis in the Automobile Industry in Malaysia.* Journal of Marketing Development and Competitiveness. Vol. 6, No. 4, pp 1-11
- Nurdyastuti, T. dan Awatara, I G. P. D. 2018. *The Role of Service and Relationship Quality Toward Customer Satisfaction and Loyalty in Bank Jateng Branch of Surakarta.* Journal of Applied Economics in Developing Countries. Vol. 3, No. 1, pp 52-58.
- Oliver, R. L. 1997. *Satisfaction: A Behavioral Perspective on The Consumer.* New York: McGraw-Hill.
- Oliver, R. L. 1999. *Whence Consumer Loyalty?.* Journal of Marketing. Vol. 63, (Special Issue 1999), pp 33-44.
- Oliver, R. L. 1980. *A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions.* Journal of Marketing Research. Vol. 17, No. 4, pp. 460-469
- O'Malley, L. 1998. *Can Loyalty Schemes Really Build Loyalty?.* Marketing Intelligence & Planning. Vol.16, No.1, pp 47–55.
- Othman, A. S., et al. 2015. *Key Drivers of Customer Loyalty in Online Banking.* Annals of Management Science. Vol. 4, No. 1, pp 89-110.
- Othman, B. A., et al. 2019. *The Impact of Umrah Service Quality on Customer Satisfaction Towards Umrah Travel Agents in Malaysia.* Management Science Letters. Vol. 9, pp 865–876.
- Oumar, T. K., et al. 2017. *Exploring The e-CRM – E-Customer- E-Loyalty Nexus: A Kenyan Commercial Bank Case Study.* Management & Marketing. Challenges for the Knowledge Society. Vol. 12, No. 4, pp. 674-696.
- Ouyang, Yenhui. 2010. *A Relationship Between the Financial Consultants' Service Quality and Customer Trust after Financial Tsunami.* International Research Journal of Finance and Economics. Vol. 36, No. 1.
- Palvia, P.C. 1996. *A Model and Instrument for Measuring Small Business User Satisfaction with Information Technology.* Information & Management. Vol

31, pp. 151-163.

- Pangestu, Ega. 07 Oktober 2021. *Change, Trend 2022 Pada Industri Kecantikan di Indonesia*. rri.co.id. diposting pada pukul 16:34 WIB. <https://rri.co.id/jakarta/ulasan/1216926/change-trend-2022-pada-industri-kecantikan-di-indonesia> (diakses pada 28 Mei 2019)
- Parasuraman, A., Zeithaml, V. A., dan Berry, L. L. 1985. *A Conceptual Model of Service Quality and Its Implications for Future Research*. Journal of Marketing. Vol. 49, pp 41-50
- Parasuraman, A., Zeithaml, V. A., dan Berry, L. L. 1988. *SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of Service Quality*. Journal of Retailing. Vol. 64, No. 1, pp 12-40.
- Parasuraman, A., Zeithaml, V. A., dan Berry, L. L. 1994. *Alternative Scales For Measuring Service Quality: A Comparative Assessment Based on Psychometric and Diagnostic Criteria*. Journal of Retailing, Vol. 70, No. 3, pp. 201-230.
- Parasuraman. A., Zeithaml, V.A. and Berry, L.L. 1994. *Reassessment of Expectations as a Comparison Standar in Measuring Service Quality: Implication for Further Research*. Journal of Marketing. Vol. 58, pp 111-124.
- Parasuraman, A., Zeithaml, V. A., dan Malhotra, A. 2005. *E-S-Qual: A Multiple-Item Scale for Assessing Electronic Service Quality*. Journal of Service Research. Vol. 7, No. 3, pp 213-233.
- Pitoko, R. A. 6 Mei 2021. *Sociolla Raih Pendanaan Rp818 Miliar*. IDN Times. Pukul 17:59 WIB. <https://www.idntimes.com/business/economy/ridwan-aji-pitoko-1/sociolla-raih-pendanaan-rp818-miliar/3> (diakses 24 Mei 2022).
- Pitta, D., Franzak, F., dan Fowler, D. 2006. *A Strategic Approach to Building Online Customer Loyalty: Integrating Customer Profitability Tiers*. Journal of Consumer Marketing. Vol. 23, No. 7, pp 421–429.
- Pizam A. dan Ellis T. 1999. *Customer Satisfaction and Its Measurement in Hospitality Enterprises*. International Journal of Contemporary Hospitality Management. Vol. 11, No. 7, pp 326-339.
- Prakosa, D. dan Pradhanawati, A. 2020. *Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty dengan E-Satisfaction Sebagai Variabel Intervening (Studi Kasus pada Pengguna Tokopedia Di Kota Semarang)*. Jurnal Administrasi Bisnis. Vol. 9, No. 6, pp 457-464.
- Pratama, A. H. 23 November 2021. *Pendapatan Social Bella Selama 2020 Naik 2x, Segera Jadi Unicorn?*. TechinAsia.com. <https://id.techinasia.com/pendapatan-social-bella-segera-unikorn> (diakses pada 25 Juli 2022)
- Pratiwi, L. 2021. *The Effect of E-Service Quality on E-Loyalty Mediated by E-Trust and Brand Image Variables: A Study on OVO E-Wallet Application Users in Malang City*. International Journal of Research in Business and Social Science. Vol.10, No. 6, pp 56-62.

- Prisanti, M. D., I Suyadi, I. Arifin, Z. 2017. *Pengaruh E-Service Quality dan E-Trust terhadap E-Customer Satisfaction serta Implikasinya Terhadap E-Customer Loyalty*. Journal of Business Studies. Vol. 2, No. 1, pp 19-38.
- Pritchard, M. P., Havitz, M. E., dan Howard, D. R. 1999. *Analyzing the Commitment-Loyalty Link in Service Contexts*. Journal of the Academy of Marketing Science. Vol. 27, No. 3, pp 333-348.
- Pudjarti S., Nurchayati, dan Putranti, H. R. D. 2019. *Hubungan E-Service Quality dan E-Loyalty dengan E-Satisfaction pada Konsumen Go-Jek dan Grab Di Kota Semarang*. Sosiohumaniora - Jurnal Ilmu-ilmu Sosial dan Humaniora. Vol. 21, No. 3, pp 237 – 246.
- Puriwat, W. dan Tripopsakul, S. 2017. *The Impact of E-Service Quality on Customer Satisfaction and Loyalty in Mobile Banking Usage: Case Study of Thailand*. Polish Journal of Management Studies. Vol. 15, No. 2, pp 183-193.
- Rachmawati D. dan Syafarudin, A. 2022. *Analysis of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as An Intervening Variable in The Government E-Catalogue*. European Journal of Business and Management Research. Vol. 7, No. 2, pp 323-329.
- Rangkuti, F. 2006. *Teknik Mengukur dan Strategi Meningkatkan Kepuasan Pelanggan*. Jakarta: PT Gramedia Pustaka Utama.
- Raza, S. A., et al. 2020. *Internet Banking Service Quality, E-Customer Satisfaction and Loyalty: The Modified e-SERVQUAL Model*. The TQM Journal. Vol. 32, No. 6, pp. 1443-1466.
- Ribbink, D., et al. (2004) *Comfort Your Online Customer: Quality, Trust and Loyalty on the Internet*. Managing Service Quality. Vol. 14, No. 6, pp. 446-456.
- Rie. 2014. *E-Commerce*. BPPTIK. <https://bpptik.kominfo.go.id/2014/12/19/645/e-commerce/> (diakses pada 26 Mei 2022)
- Rinaldo, A. dan Abror. 2019. *Pengaruh Technology Acceptance Factor, Website Service Quality terhadap Customer E-Loyalty yang Di Mediasi Oleh Customer E-Satisfaction (Studi Empiris Pada Konsumen Pengguna Tokopedia Di Kota Padang)*. Jurnal Kajian Manajemen dan Wirausaha. Vol.1, No. 1, pp 161-172.
- Rintasari, D. dan Farida, N. 2020. *Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty melalui E-Satisfaction (Studi pada Pengguna Situs E-Commerce C2C Shopee di Kabupaten Sleman)*. Jurnal Administrasi Bisnis, Vol. 9, No. 4, pp 539-547.
- Riza, S. S. dan Sutopo. 2017. *Analisis Pengaruh E-Service Quality, Kualitas Informasi dan Persepsi Kemudahan terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening (Studi pada Pelanggan Lazada Indonesia)*. Diponegoro Journal Of Management. Vol. 6, No. 4, pp 1-13
- Rodríguez, P. G., et al. 2020. *A PLS-SEM Approach to Understanding E-SQ, E-Satisfaction and E-Loyalty for Fashion E-Retailers in Spain*. Journal of

Retailing and Consumer Services. Vol. 57, pp 1-8.

Samuel, H. dan Foedjiawati. 2005. *Pengaruh Kepuasan Konsumen Terhadap Kesetiaan Merek (Studi Kasus Restoran The Prime Steak & Ribs Surabaya)*. Jurnal Manajemen dan Kewirausahaan. Vol. 7, No. 1, pp 74-82.

Santos, Jessica. 2003. *E-Service Quality: A Model of Virtual Service Quality Dimensions*. Managing Service Quality. Vol. 13, No. 3, pp 233-246.

Santouridis, I. and Trivellas P. 2010. *Investigating The Impact of Service Quality and Customer Satisfaction on Customer Loyalty in Mobile Telephony in Greece*. The TQM Journal. Vol. 22, No. 3, pp. 330-343

Sasono, I., et al. 2021. *The Impact of E-Service Quality and Satisfaction on Customer Loyalty: Empirical Evidence from Internet Banking Users in Indonesia*. Journal of Asian Finance, Economics and Business, Vol. 8, No. 4, pp 465–473

Schnaars, S. P. 1991. *Marketing Strategy: A Customer Driven Approach*. Edisi kedua. New York : The Free Press.

Sekaran, U. 2000. *Research Methods for business: A Skill Building Approach*. Singapore: John Wiley & Sons, Inc.

Setyorini, T. 7 Juni 2022. *Paruh Pertama 2022, Sociolla Ekspansi dengan Buka Belasan Gerai Omnichannel*. Merdeka.com. diposting pada pukul 11:59 WIB. <https://www.merdeka.com/gaya/paruh-pertama-2022-sociolla-ekspansi-dengan-buka-belasan-gerai-omnichannel.html> (di akses pada 24 April 2022)

Sheng, Tianxiang dan Liu, Chunlin. 2010. *An Empirical Study on The Effect of E-Service Quality on Online Customer Satisfaction and Loyalty*. Nankai Business Review International. Vol. 1 No. 3, pp. 273-283

Siagian, H. dan Cahyono, E. 2014. *Analisis Website Quality, Trust, dan Loyalty Pelanggan Online Shop*. Jurnal Manajemen Pemasaran, Vol. 8, No. 2, pp 55-61.

Silalahi, M. 2007. *Analisis Pengaruh Kualitas Pelayanan dalam Kaitannya dengan Loyalitas Pasien Rawat Inap di Rumah Sakit Islam Malahayati Medan*. Thesis: Universitas Sumatera Utara.

Singarimbun, M. dan Effendi. 1995. *Metode Penelitian Survey*. Jakarta: PT. Pustaka LP3ES

Singh, S. 2019. *Measuring E-Service Quality and Customer Satisfaction with Internet Banking in India*. Theoretical Economics Letters. Vol. 9, pp 308-326.

Sitoresmi, A. Rifka. 21 Juli 2021. *Marketplace Adalah Pasar Daring, Ketahui Definisi dan Jenisnya dalam Dunia Bisnis*. Liputan 6.com. diposting pada pukul 17.10 WIB. <https://hot.liputan6.com/read/4612235/marketplace-adalah-pasar-daring-ketahui-definisi-dan-jenisnya-dalam-dunia-bisnis> (diakses pada 26 Mei 2022)

Siwantara, I. W. 2011. *Pengaruh Nilai Pelanggan terhadap Kepuasan dan*

Loyalitas Pelanggan serta Kinerja Customer Relationship Management (Studi pada Halo Corporate PT Telkomsel Bali). Jurnal Bisnis dan Kewirausahaan. Vol. 7, N0.3, pp 150-161.

Srivastava, M. 2015. *Influencers of Customer Satisfaction - Customer Loyalty Relationship: A Conceptual Research Model*. IMJ. Vol. 7, No. 1, pp 54-65.

Su, C-T, Chien T-K., dan Su, C-H. 2002. *Implementation of Customer Satisfaction Program: A Case Study*. Industrial Management and Data Systems. Vol.102, No.5, pp 252-259.

Subekti, Rahayu. 15 Oktober 2020. *Sociolla Resmi Ekspansi ke Vietnam*. Republika.Co.Id. di posting pukul 15.40 WIB. <https://www.republika.co.id/berita/qi8hyz383/sociolla-resmi-ekspansi-ke-vietnam> (diakses 24 April 2022)

Sudirman, I Made Stevana A. S. dan Suasana, I Gusti Agung K. G. 2018. *Pengaruh Kualitas Layanan Online Terhadap Kepuasan, Komitmen, dan Loyalitas Nasabah Internet Banking di Kota Denpasar*. Jurnal Inovasi Bisnis dan Manajemen Indonesia, Vol. 1, No. 4, pp 473-488.

Sugiyono. 2004. *Metode Penelitian Bisnis*. Bandung: Alfabeta.

Sugiyono. 2007. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2010. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2013. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Suharyanto dan Damayanti, V. B. 2022. *The Effect of E-Service Quality and Price on Customer Loyalty with Customer Satisfaction as Mediating Variable (A Case Study on Webinar Service In Indonesian Clinical Training & Education Center (ICTEC) RSCM FKUI)*. Dinasti International Journal of Management Science. Vol. 3, No. 5, pp 861-876.

Sulaeman. 24 November 2020. *Laporan Google: Pendapatan E-commerce Indonesia Naik 54 Persen di 2020*. Merdeka.com. diposting pada pukul 11:57 WIB. <https://www.merdeka.com/uang/laporan-google-pendapatan-e-commerce-indonesia-naik-54-persen-di-2020.html> (diakses pada 26 Mei 2022)

Sundaram, V., et al. 2017. *Impact of E-Service Quality on Customer Satisfaction and Loyalty Empirical Study in India Online Business*. KINERJA. Vol. 21, No. 1, pp 48-69.

Supardi. 2005. *Metode Penelitian Ekonomi dan Bisnis*. Yogyakarta: UII Press.

- Supranto, J. 1997. *Metode Riset: Alikasinya Dalam Pemasaran*. Jakarta: Lembaga Penerbit F.E. Universitas Indonesia.
- Supranto, J. 2001. *Pengukuran Tingkat Kepuasan Pelanggan Untuk Menaikan Pangsa Pasar*. Jilid Pertama. Jakarta: Rineka Cipta.
- Suprapti, S. dan Suparmi. 2020. *Membangun E-Loyalty dan E-Satisfaction melalui E-Service Quality Pengguna Goride Kota Semarang*. Jurnal Konsep Bisnis dan Manajemen, Vol.6 No.2, pp
- Surahman, I G. N., Yasa, P. N. S., and Wahyuni, N. M. 2020. *The Effect of Service Quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency*. Jurnal Ekonomi dan Bisnis Jagaditha. Vol. 7, No. 1, pp. 46-52.
- Suwardi. 2011. *Menuju Kepuasan Pelanggan Melalui Penciptaan Kualitas Pelayanan*. Ragam Jurnal Pengembangan Humaniora. Vol.11 No.1. Semarang: Politeknik Negeri Semarang.
- Swaid, S. I. dan Wigand R. T. 2007. *Key Dimensions of E-commerce Service Quality and Its Relationships to Satisfaction and Loyalty*. Merging and Emerging Technologies, Processes, and Institutions. Bled, Slovenia: 20th Bled eConference.
- Tambusai, S. R. K., Suharyono, dan Pangestuti, E. 2019. *Pengaruh E-Service Quality dan E-Recovery Service Quality terhadap E-Customer Satisfaction dan E-Customer Loyalty*. Jurnal Profit. Vol.13, No. 2, pp 73-80.
- Tarawneh, S. A. dan Alamro, S. 2011. *Factors Affecting E-Commerce Adoption in Jordanian SMEs*. European Journal of Scientific Research. Vol. 64, No. 4, pp. 497-506.
- Taylor, S. A., Celuch, K., dan Goodwin S. 2004. *The Importance of Brand Equity to Customer Loyalty*. Journal of Product & Brand Management. Vol. 13, No. 4, pp. 217-227.
- Tetteh, J. Emmanuel. 2021. *Electronic Banking Service Quality: Perception of Customers in the Greater Accra Region of Ghana*. Journal Of Internet Commerce. Vol.21. No.1, pp 104-131.
- Thanabordeekij P. dan Syers K. 2020. *The Effect of Marketing Mix Factors and Brand Image Toward Customer Satisfaction and Customer Loyalty of Liquefied Petroleum Gas for Household Use in Thailand*. Journal of ASEAN PLUS+ Studies, Vol. 1, No. 1, pp 35-43
- Thenmozhi, S. P., Vijayanandb, S. dan Arumugam, A. 2022. *A Study on Impact of Online Service Quality on Customer Satisfaction in E-Retailing Business*. Serbian Journal of Management, Vol. 17, No. 1, pp 61-71.
- Tjiptono, F. 2000. *Manajemen Pemasaran Jasa*. Jakarta: Penerbit Balai Pustaka.
- Tjiptono, F. 2001. *Strategi Pemasaran*. Edisi Pertama. Yogyakarta: Penerbit Andi
- Tjiptono, F. 2002. *Manajemen Jasa*. Yogyakarta: Penerbit Andi.
- Tjiptono, F. 2003. *Total Quality Service*. Yogyakarta: Penerbit Andi.

- Tjiptono, F. 2004. *Manajemen Jasa*. Edisi Pertama. Yogyakarta: Penerbit Andi.
- Tjiptono, F. 2014. *Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian)*. Yogyakarta: Penerbit Andi.
- Tjiptono, F. 2019. *Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian)*. Edisi Kedua. Yogyakarta: Penerbit Andi.
- Tjiptono, F. dan Chandra, G. 2007. *Service, Quality and Satisfaction*. Edisi Kedua. Yogyakarta: Penerbit Andi.
- Tjiptono, F. dan Chandra, G. 2011. *Service, Quality and Satisfaction*. Edisi Ketiga. Yogyakarta: Penerbit Andi.
- Tjiptono, F. dan Chandra, G. 2012. *Pemasaran Strategik*. Edisi Kedua. Yogyakarta: Penerbit Andi.
- Too, Leanne H. Y., Souchon, A. L., dan Thirkell, P. C. 2001. *Relationship Marketing and Customer Loyalty in A Retail Setting: A Dyadic Exploration*. *Journal of Marketing Management*. Vol.17, pp 287-319.
- Utomo, P. D. 2006. *Analisis Terhadap Faktor-Faktor Yang Mempengaruhi Loyalitas Konsumen Pada Operator Telepon Seluler*. Thesis: Universitas Gadjah Mada.
- Tse D. K. dan Wilton P. C. 1988. *Models of Consumer Satisfaction Formation: An Extension*. *Journal of Marketing Research*. Vol. 25, pp 204-212.
- Wahyudi, A. E. 6 Juli 2020. *Startup Social Bella Disuntik USD 58 Juta di Tengah Pandemi*. Tempo.Co. di posting pukul 16.15 WIB. <https://bisnis.tempo.co/read/1361898/startup-social-bella-disuntik-usd-58-juta-di-tengah-pandemi> (diakses 24 April 2022)
- Wattoo, M. Umair dan Iqbal S. M. Javed. 2022. *Unhiding Nexus Between Service Quality, Customer Satisfaction, Complaints, and Loyalty in Online Shopping Environment in Pakistan*. *SAGE Open*. Vol.12, No.2, pp 1-19.
- Wendha, A. A. A. A. P., et al. 2013. *Pengaruh Kualitas Layanan terhadap Kepuasan dan Loyalitas Pelanggan Garuda Indonesia di Denpasar*. *Jurnal Manajemen, Strategi Bisnis, dan Kewirausahaan*. Vol. 7, No. 1, pp 19-28.
- Widiaputri, Y. S., Suharyono, dan Bafadhal A. S. 2018. *Pengaruh E-Service Quality terhadap Perceived Value dan E-Customer Satisfaction (Survei pada Pelanggan Go-Ride yang Menggunakan Mobile Application Go-Jek di Kota Malang)*. *Jurnal Administrasi Bisnis*. Vol. 61, No.1, pp 1-10.
- Widodo, A., et al. 2022. *The Role of E-Trust and E-Service Quality on E-Loyalty of E-Banking Consumers in Tangerang*. *Pinisi Discretion Review*. Vol. 5, No. 2, pp 301-308.
- Wijaya, I G. N. S., et al. 2021. *E-Commerce Website Service Quality and Customer Loyalty using Webqual 4.0 with Importance Performances Analysis, And Structural Equation Model: An Empirical Study In Shopee*. *Register: Jurnal Ilmiah Teknologi Sistem Informasi*. Vol.7, No.2, pp 107-124.

- Wilkie, L.1994. *Consumer Behavior*. Edisi Keempat. New York: John Wiley and Sons.
- Wolfenbarger, M. dan Gilly, M. C. 2003. *eTailQ: Dimensionalizing, Measuring And Predicting eTail Quality*. Journal of Retailing. Vol. 79, pp 183–198.
- Yamin, Sofyan dan Kurniawan, H. 2011. *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling : Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS*. Jakarta: Salemba Infotek.
- Yuen E. F.T. dan Chan S.S.L. 2010. *The Effect of Retail Service Quality and Product Quality on Customer Loyalty*. Database Marketing and Customer Strategy Management. Vol. 17, pp 222–240.
- Zeglat, D., Shrafat, F., dan Al-Smadi, Z. 2016. *The Impact of the E-Service Quality of Online Databases on Users' Behavioral Intentions: A Perspective of Postgraduate Student*. International Review of Management and Marketing. Vol. 6, No. 1, pp 1-10.
- Zeithaml, V. A. 2000. *Service Quality, Profitability, and the Economic Worth of Customers: What We Know and What We Need to Learn*. Journal of the Academy of Marketing Science. Vol. 28, No. 1, pp 67-85.
- Zeithaml, V. A., Berry, L. L., dan Parasuraman A. 1996. *The Behavioral Consequences of Service Quality*. Journal of Marketing, Vol. 60, No. 2, pp 31-46.
- Zeithaml, V. A., Bitner, M. J., dan Gremler, D. D. 2006. *Services Marketing: Integrating Customer Focus across the Firm*. Boston, MA: McGraw-Hill and Irwin.
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. 2009. *Services Marketing: Integrating Customer Focus across the Firm*. Edisi Kelima. Singapore: McGraw-Hill and Irwin.
- Zeithaml, V. A., Parasuraman, A., dan Maholtra A. 2002. *Service Quality Delivery Through Web Sites: A Critical Review of Extant Knowledge*. Journal of the Academy of Marketing Science. Vol. 30, No. 4, pp 362-375.
- Zhang, P. dan Dran, G. M. v. 2000. *Satisfiers and Dissatisfiers: A Two-Factor Model for Website Design and Evaluation*. Journal of the American Society for Information Science. Vol. 51, No. 14, pp 1253-1268.
- Zhou, R., et al. 2018. *Measuring E-Service Quality and Its Importance to Customer Satisfaction and Loyalty: An Empirical Study in A Telecom Setting*. Electronic Commerce Research. Vol.19, pp 477-499.

<https://www.sociolla.com/store>

Lampiran 1. Kuesioner Penelitian

Judul Penelitian

PENGARUH E-SERVQUAL TERHADAP LOYALITAS PELANGGAN MELALUI KEPUASAN PELANGGAN PADA PT. SOCIAL BELLA INDONESIA (SITUS WEB SOCIOLLA) DI KOTA MAKASSAR

II. Identitas Responden

1. Nama/kode responden :
2. Usia :
3. Jenis Kelamin :
4. Tingkat Pendidikan : 1.SMA 2.S1 3.S2 4.S3
5. Pekerjaan :
1) Pelajar/ Mahasiswa 2) Pegawai Negeri 3) Karyawan Swasta
4) Pengusaha 5) Lain-lain*

Petunjuk: Lingkari jawaban yang anda anggap paling sesuai

6. Berapa lama Anda menggunakan Website Sociolla?
 - a. < 1 tahun
 - b. 1-2 tahun
 - c. 3-4 tahun
 - d. > 4 tahun
7. Berapa kali Anda melakukan pembelian pada Website Sociolla?
 - a. 2 kali
 - b. 4 kali
 - c. 6 kali
 - d. > 6 kali
8. Kapan terakhir kali Anda melakukan pembelian pada Website Sociolla?
 - a. 3 bulan terakhir
 - b. 6 bulan terakhir
 - c. 9 bulan terakhir
 - d. 12 bulan terakhir

9. Produk apa yang biasa Anda beli di Website Sociolla?
 - a. Makeup
 - b. Skincare
 - c. Hair Care
 - d. Gift Set
 - e. Bath & Body
 - f. Accessories
 - g. Fragrance
 - h. Men
10. Berapa rata-rata pembelian Anda selama sebulan pada Website Sociolla?
 - a. < Rp. 300.000,-
 - b. Rp. 300.000,- – Rp. 600.000,-
 - c. Rp. 600.000,- – Rp. 900.000,-
 - d. > Rp. 900.000,-

III. Petunjuk

1. Berilah tanda ceklist (√) pada salah satu pilihan jawaban yang tersedia.
2. Ada lima alternatif jawaban yang disiapkan, dimana kelima alternatif tersebut dikembangkan atas dasar kategori dalam skala Likert, yaitu:
 - a. Sangat setuju (SS)
 - b. Setuju (S)
 - c. Netral (N)
 - d. Tidak setuju (TS)
 - e. Sangat tidak setuju (STS)
3. Jawaban yang Saudara berikan tidak satupun yang dianggap salah dan tetap dijamin kerahasiaannya.
4. Ceklist penelitian ini dimanfaatkan untuk kepentingan penulisan untuk tesis bukan untuk kepentingan yang lain.
5. Terima kasih atas jawaban yang Saudara berikan.

IV.Pernyataan

a) Variabel E-Servqual

No	Pernyataan	Alternatif Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Indikator: <i>Efficiency</i> (Efisiensi)						
1	Website Sociolla memudahkan saya untuk menemukan produk yang saya butuhkan					
2	Website Sociolla memudahkan saya untuk menyelesaikan transaksi dengan cepat					
3	Informasi di Website Sociolla telah terorganisir dengan baik					
Indikator: <i>Fulfillment</i> (Pemenuhan)						
4	Website Sociolla mengirimkan barang saya sesuai dengan barang yang saya pesan					
5	Website Sociolla mengirimkan barang sesuai dengan jangka waktu yang dijanjikan kepada saya					
6	Website Sociolla dengan cepat memproses pengiriman barang yang saya pesan					
7	Sociolla selalu mempunyai stok barang yang tertera ada dalam ketersediaan stok pada Website Sociolla					
Indikator : <i>System Availability</i> (Ketersediaan Sistem)						
8	Website Sociolla selalu tersedia untuk melakukan pemesanan					
9	Produk yang saya butuhkan dapat dengan segera diakses pada Website Sociolla					
10	Sistem pada Website Sociolla tidak mengalami hambatan					
11	Website Sociolla tidak mengalami masalah ketika saya sedang mengisi data informasi saya					
Indikator: <i>Privacy</i> (Privasi)						
12	Website Sociolla melindungi informasi mengenai perilaku berbelanja saya pada Website sesuai syarat dan ketentuan yang berlaku					
13	Website Sociolla tidak membagikan informasi pribadi saya dengan website lain sesuai syarat dan ketentuan yang berlaku					
14	Website Sociolla melindungi informasi kartu debit atau kredit saya					
Indikator : <i>Responsiveness</i> (Daya Tanggap)						
15	Website Sociolla memberi saya opsi yang mudah untuk mengembalikan barang					
16	Website Sociolla menangani pengembalian produk dengan baik					
17	Website Sociolla menawarkan jaminan yang sesuai					
18	Website Sociolla memberitahu saya apa yang harus dilakukan jika transaksi saya tidak diproses					

19	Website Sociolla dapat menangani masalah dengan segera					
Indikator: <i>Compensation</i> (Kompensasi)						
20	Website Sociolla memberi saya kompensasi apabila ada masalah yang diakibatkan Website tersebut					
21	Website Sociolla mengkompensasi saya ketika apa yang saya pesan tidak tiba tepat waktu					
22	Website Sociolla menerima barang yang ingin saya kembalikan dari rumah					
Indikator: <i>Contact</i> (Kontak)						
23	Website Sociolla menyediakan berbagai <i>contact person</i> (<i>email, chat WhatsApp, beauty Assistant</i>) perusahaan yang dapat saya hubungi					
24	Website Sociolla memiliki perwakilan layanan pelanggan yang tersedia secara online					
25	Saya dapat berkomunikasi langsung dengan <i>customer service</i> dari Website Sociolla apabila saya membutuhkan informasi atau terjadi masalah					

b) Variabel Kepuasan Pelanggan

No	Pernyataan	Alternatif Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Indikator: <i>Expectation/ Attitude</i> (Ekspektasi/ Sikap)						
1	Saya puas dengan keputusan terakhir saya untuk membeli dari Website Sociolla					
Indikator : <i>Behavior Intention</i> (Niat Perilaku)						
2	Jika saya harus mengulanginya lagi, saya akan melakukan pembelian online terbaru saya di Website Sociolla					
Indikator: <i>Disconfirmation</i> (Diskonfirmasi)						
3	Pilihan saya untuk membeli dari Website Sociolla adalah pilihan yang bijak					
Indikator: <i>Satisfaction</i> (Kepuasan)						
4	Saya sangat menikmati berbelanja pada Website Sociolla					
Indikator: <i>Postexposure Attitude</i> (Sikap paska eksposur)						
5	Saya yakin melakukan pembelian online terbaru saya di Website Sociolla adalah hal yang benar					
Indikator: <i>Postexposure Intention</i> (Niat paska eksposur)						
6	Saya merasa senang telah melakukan pembelian online terbaru saya di Website Sociolla					

c) Variabel Loyalitas Pelanggan

No	Pernyataan	Alternatif Jawaban				
		SS	S	N	TS	STS
		5	4	3	2	1
Indikator: <i>Positive word of mouth</i>						
1	Saya menyampaikan hal-hal positif tentang Website Sociolla kepada orang lain					
Indikator: <i>Recommend to others</i>						
2	Saya merekomendasikan Website Sociolla kepada orang lain					
Indikator: <i>Encourage others to use</i>						
3	Saya mengajak orang lain untuk berkunjung pada Website Sociolla					
Indikator: <i>First choice for future</i>						
4	Saya menjadikan Website Sociolla sebagai pilihan pertama saya untuk transaksi di masa mendatang					
Indikator: <i>Do more business in future</i>						
5	Saya akan melakukan lebih banyak pembelian melalui Website Sociolla untuk beberapa tahun ke depan					

STS = sangat tidak setuju, TS = tidak setuju, N = Netral, S = setuju, SS = sangat setuju

LAMPIRAN 2: DATA PENELITIAN

No.	X1.11	X1.12	X1.13	X1.1	X1.21	X1.22	X1.23	X1.24	X1.2	X1.31	X1.32	X1.33	X1.34	X1.3	X1.41	X1.42	X1.43	X1.4	X1.51	X1.52	X1.53	X1.54	
1	4	4	4	4	4	3	3	3	3	3	4	3	3	3	4	4	4	4	4	4	3	3	4
2	4	3	3	3	4	5	4	4	4	3	3	3	3	3	3	3	4	3	4	4	4	4	4
3	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	3	3	3	3	3	4	3	3
4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
5	4	4	5	4	4	4	5	4	4	5	5	5	5	5	5	5	5	5	4	4	4	4	4
6	5	4	4	4	5	5	5	5	5	4	4	5	4	4	4	4	4	4	5	5	5	5	5
7	5	5	5	5	4	4	4	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
8	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4
9	3	4	3	3	4	4	4	4	4	3	3	3	4	3	4	3	4	4	3	3	3	4	3
10	4	4	4	4	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4
11	3	3	4	3	3	4	3	3	3	4	4	4	4	4	4	3	3	3	3	4	4	4	4
12	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5
13	4	4	4	4	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	4	4
14	5	5	5	5	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4
15	4	4	4	4	3	3	3	4	3	4	3	3	3	3	4	4	4	4	4	4	4	3	3
16	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
17	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
18	4	4	5	4	5	5	5	5	5	4	4	4	4	4	5	5	5	5	4	4	4	5	5
19	4	5	4	4	4	5	4	4	4	5	5	5	5	5	5	4	4	4	5	5	5	5	5
20	4	5	4	4	5	5	5	5	5	4	5	4	4	4	4	5	4	4	4	4	4	5	5
21	5	5	5	4	4	4	5	4	4	4	4	5	4	4	4	4	5	4	5	4	5	5	5
22	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5
23	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	5	5	5	5	5
24	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	5	4	4	5	5	5	4	4
25	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
26	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
27	5	5	5	5	4	4	4	5	4	4	4	5	4	4	5	5	5	5	4	4	4	4	4
28	4	4	4	4	5	5	5	5	5	4	4	4	4	4	5	4	4	4	4	4	4	3	3
29	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
30	4	4	4	4	5	4	4	4	4	5	5	5	5	5	4	5	4	4	5	5	5	5	5
31	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4
32	4	4	4	4	5	5	5	5	5	4	4	4	5	4	5	5	5	5	5	5	5	5	5
33	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4	4	4	4
34	5	4	4	4	4	4	5	4	4	4	4	4	4	4	3	3	3	3	3	3	3	3	3
35	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
36	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	5	5	5	5	5
37	4	4	4	4	4	4	5	4	4	4	4	4	4	4	5	5	5	5	4	4	4	4	4
38	4	4	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5

80	4	4	4	4	4	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	4	4
81	4	4	4	4	4	4	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	4	4	4	4	4	4
82	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	4
83	4	4	4	4	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
84	4	4	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
85	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
86	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
87	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
88	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
89	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
90	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
91	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
92	5	5	5	5	5	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
93	4	4	4	4	4	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
94	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
95	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
96	3	3	3	3	3	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4	4
97	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5	5
98	3	3	3	3	3	3	2	2	2	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
99	1	2	1	1	1	3	1	1	1	3	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
100	2	1	2	2	2	1	2	2	2	1	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2	2
JUMALH	425	424	426	425	426	437	436	434	434	435	436	427	427	425	421	418	424	424	424	424	424	426	427	426	427	427	425	425
RERATA	4,25	4,24	4,26	4,25	4,26	4,37	4,36	4,34	4,34	4,35	4,36	4,27	4,27	4,26	4,18	4,24	4,24	4,24	4,24	4,24	4,26	4,27	4,26	4,27	4,27	4,25	4,25	

Lampiran 3: Analisis Deskripsi

Frequency Table

X1.1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	7	7.0	7.0	12.0
4.00	44	44.0	44.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	8	8.0	8.0	12.0
4.00	46	46.0	46.0	58.0
5.00	42	42.0	42.0	100.0
Total	100	100.0	100.0	

X1.1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	8	8.0	8.0	12.0
4.00	44	44.0	44.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	1	1.0	1.0	3.0
3.00	7	7.0	7.0	10.0
4.00	38	38.0	38.0	48.0
5.00	52	52.0	52.0	100.0
Total	100	100.0	100.0	

X1.2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	5	5.0	5.0	10.0
4.00	37	37.0	37.0	47.0
5.00	53	53.0	53.0	100.0
Total	100	100.0	100.0	

X1.2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	7	7.0	7.0	12.0
4.00	35	35.0	35.0	47.0
5.00	53	53.0	53.0	100.0
Total	100	100.0	100.0	

X1.2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	1	1.0	1.0	3.0
3.00	8	8.0	8.0	11.0
4.00	38	38.0	38.0	49.0
5.00	51	51.0	51.0	100.0
Total	100	100.0	100.0	

X1.3.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	8	8.0	8.0	12.0
4.00	43	43.0	43.0	55.0
5.00	45	45.0	45.0	100.0
Total	100	100.0	100.0	

X1.3.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	9	9.0	9.0	13.0
4.00	44	44.0	44.0	57.0
5.00	43	43.0	43.0	100.0
Total	100	100.0	100.0	

X1.3.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	9	9.0	9.0	13.0
4.00	39	39.0	39.0	52.0
5.00	48	48.0	48.0	100.0
Total	100	100.0	100.0	

X1.3.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	7	7.0	7.0	11.0
4.00	44	44.0	44.0	55.0
5.00	45	45.0	45.0	100.0
Total	100	100.0	100.0	

X1.4.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	9	9.0	9.0	13.0
4.00	44	44.0	44.0	57.0
5.00	43	43.0	43.0	100.0
Total	100	100.0	100.0	

X1.4.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	2	2.0	2.0	3.0
3.00	14	14.0	14.0	17.0
4.00	41	41.0	41.0	58.0
5.00	42	42.0	42.0	100.0
Total	100	100.0	100.0	

X1.4.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	12	12.0	12.0	16.0
4.00	45	45.0	45.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

X1.5.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	11	11.0	11.0	15.0
4.00	41	41.0	41.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.5.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	10	10.0	10.0	14.0
4.00	41	41.0	41.0	55.0
5.00	45	45.0	45.0	100.0
Total	100	100.0	100.0	

X1.5.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	2	2.0	2.0	3.0
3.00	12	12.0	12.0	15.0
4.00	39	39.0	39.0	54.0
5.00	46	46.0	46.0	100.0
Total	100	100.0	100.0	

X1.5.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	2	2.0	2.0	3.0
3.00	12	12.0	12.0	15.0
4.00	41	41.0	41.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.5.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	12	12.0	12.0	16.0
4.00	41	41.0	41.0	57.0
5.00	43	43.0	43.0	100.0
Total	100	100.0	100.0	

X1.6.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	2	2.0	2.0	3.0
3.00	13	13.0	13.0	16.0
4.00	42	42.0	42.0	58.0
5.00	42	42.0	42.0	100.0
Total	100	100.0	100.0	

X1.6.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	13	13.0	13.0	17.0
4.00	44	44.0	44.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

X1.6.3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	2	2.0	2.0	3.0
3.00	14	14.0	14.0	17.0
4.00	39	39.0	39.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.7.1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	2	2.0	2.0	4.0
3.00	8	8.0	8.0	12.0
4.00	44	44.0	44.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

X1.7.2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	10	10.0	10.0	15.0
4.00	46	46.0	46.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

X1.7.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	2	2.0	2.0	2.0
2.00	3	3.0	3.0	5.0
3.00	11	11.0	11.0	16.0
4.00	45	45.0	45.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

Y1.1

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	20	20.0	20.0	24.0
4.00	43	43.0	43.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Y1.2

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	13	13.0	13.0	17.0
4.00	39	39.0	39.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

Y1.3

	Frequency	Percent	Valid Percent	Cumulative Percent
2.00	4	4.0	4.0	4.0
3.00	20	20.0	20.0	24.0
4.00	43	43.0	43.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Y1.4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	16	16.0	16.0	20.0
4.00	47	47.0	47.0	67.0
5.00	33	33.0	33.0	100.0
Total	100	100.0	100.0	

Y1.5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	3	3.0	3.0	4.0
3.00	16	16.0	16.0	20.0
4.00	42	42.0	42.0	62.0
5.00	38	38.0	38.0	100.0
Total	100	100.0	100.0	

Y1.6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1.00	1	1.0	1.0	1.0
2.00	4	4.0	4.0	5.0
3.00	20	20.0	20.0	25.0
4.00	43	43.0	43.0	68.0
5.00	32	32.0	32.0	100.0
Total	100	100.0	100.0	

Y2.1

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	11	11.0	11.0	12.0
Valid 4.00	49	49.0	49.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

Y2.2

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	12	12.0	12.0	13.0
Valid 4.00	47	47.0	47.0	60.0
5.00	40	40.0	40.0	100.0
Total	100	100.0	100.0	

Y2.3

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	14	14.0	14.0	15.0
Valid 4.00	46	46.0	46.0	61.0
5.00	39	39.0	39.0	100.0
Total	100	100.0	100.0	

Y2.4

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	12	12.0	12.0	13.0
Valid 4.00	43	43.0	43.0	56.0
5.00	44	44.0	44.0	100.0
Total	100	100.0	100.0	

Y2.5

	Frequency	Percent	Valid Percent	Cumulative Percent
1.00	1	1.0	1.0	1.0
3.00	8	8.0	8.0	9.0
Valid 4.00	57	57.0	57.0	66.0
5.00	34	34.0	34.0	100.0
Total	100	100.0	100.0	

Lampiran 4: Uji Validitas dan Reliabilitas

Correlations

		X1.11	X1.12	X1.13	X1.1
X1.11	Pearson Correlation	1	.944**	.962**	.982**
	Sig. (2-tailed)		.000	.000	.000
	N	25	25	25	25
X1.12	Pearson Correlation	.944**	1	.944**	.963**
	Sig. (2-tailed)	.000		.000	.000
	N	25	25	25	25
X1.13	Pearson Correlation	.962**	.944**	1	.982**
	Sig. (2-tailed)	.000	.000		.000
	N	25	25	25	25
X1.1	Pearson Correlation	.982**	.963**	.982**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.983	3

Correlations

		Correlations				
		X1.21	X1.22	X1.23	X1.24	X1.2
X1.21	Pearson Correlation	1	.851**	.851**	.961**	.915**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	25	25	25	25	25
X1.22	Pearson Correlation	.851**	1	.968**	.882**	.959**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	25	25	25	25	25
X1.23	Pearson Correlation	.851**	.968**	1	.882**	.959**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	25	25	25	25	25
X1.24	Pearson Correlation	.961**	.882**	.882**	1	.957**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	25	25	25	25	25
X1.2	Pearson Correlation	.915**	.959**	.959**	.957**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.971	4

Correlations

		Correlations				
		X1.31	X1.32	X1.33	X1.34	X1.3
X1.31	Pearson Correlation	1	.874**	1.000**	.982**	.986**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	25	25	25	25	25
X1.32	Pearson Correlation	.874**	1	.874**	.855**	.930**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	25	25	25	25	25
X1.33	Pearson Correlation	1.000**	.874**	1	.982**	.986**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	25	25	25	25	25
X1.34	Pearson Correlation	.982**	.855**	.982**	1	.961**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	25	25	25	25	25
X1.3	Pearson Correlation	.986**	.930**	.986**	.961**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	25	100.0
Cases Excluded ^a	0	.0
Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.981	4

Correlations

		Correlations			
		X1.41	X1.42	X1.43	X1.4
X1.41	Pearson Correlation	1	.900**	.971**	.971**
	Sig. (2-tailed)		.000	.000	.000
	N	25	25	25	25
X1.42	Pearson Correlation	.900**	1	.939**	.939**
	Sig. (2-tailed)	.000		.000	.000
	N	25	25	25	25
X1.43	Pearson Correlation	.971**	.939**	1	.945**
	Sig. (2-tailed)	.000	.000		.000
	N	25	25	25	25
X1.4	Pearson Correlation	.971**	.939**	.945**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.978	3

Correlations

		Correlations					
		X1.51	X1.52	X1.53	X1.54	X1.55	X1.5
X1.51	Pearson Correlation	1	.971**	.891**	.876**	.958**	.985**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	25	25	25	25	25	25
X1.52	Pearson Correlation	.971**	1	.912**	.834**	.921**	.954**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	25	25	25	25	25	25
X1.53	Pearson Correlation	.891**	.912**	1	.929**	.854**	.904**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	25	25	25	25	25	25
X1.54	Pearson Correlation	.876**	.834**	.929**	1	.881**	.893**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	25	25	25	25	25	25
X1.55	Pearson Correlation	.958**	.921**	.854**	.881**	1	.971**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	25	25	25	25	25	25
X1.5	Pearson Correlation	.985**	.954**	.904**	.893**	.971**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	25	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.979	5

Correlations

		Correlations			
		X1.61	X1.62	X1.63	X1.6
X1.61	Pearson Correlation	1	.939**	.984**	.955**
	Sig. (2-tailed)		.000	.000	.000
	N	25	25	25	25
X1.62	Pearson Correlation	.939**	1	.927**	.939**
	Sig. (2-tailed)	.000		.000	.000
	N	25	25	25	25
X1.63	Pearson Correlation	.984**	.927**	1	.984**
	Sig. (2-tailed)	.000	.000		.000
	N	25	25	25	25
X1.6	Pearson Correlation	.955**	.939**	.984**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.982	3

Correlations

		Correlations			
		X1.71	X1.72	X1.73	X1.7
X1.71	Pearson Correlation	1	.899**	.922**	.922**
	Sig. (2-tailed)		.000	.000	.000
	N	25	25	25	25
X1.72	Pearson Correlation	.899**	1	.984**	.984**
	Sig. (2-tailed)	.000		.000	.000
	N	25	25	25	25
X1.73	Pearson Correlation	.922**	.984**	1	.957**
	Sig. (2-tailed)	.000	.000		.000
	N	25	25	25	25
X1.7	Pearson Correlation	.922**	.984**	.957**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary		
	N	%
Valid	25	100.0
Cases Excluded ^a	0	.0
Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.977	3

Correlations

		Correlations						
		Y1.1	Y1.2	Y1.3	Y1.4	Y1.5	Y1.6	Y1
Y1.1	Pearson Correlation	1	.858**	.917**	.697**	.740**	.688**	.910**
	Sig. (2-tailed)		.000	.000	.000	.000	.000	.000
	N	25	25	25	25	25	25	25
Y1.2	Pearson Correlation	.858**	1	.864**	.699**	.699**	.699**	.854**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000
	N	25	25	25	25	25	25	25
Y1.3	Pearson Correlation	.917**	.864**	1	.710**	.710**	.699**	.916**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000
	N	25	25	25	25	25	25	25
Y1.4	Pearson Correlation	.697**	.699**	.710**	1	.912**	.923**	.867**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000
	N	25	25	25	25	25	25	25
Y1.5	Pearson Correlation	.740**	.699**	.710**	.912**	1	.923**	.867**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000
	N	25	25	25	25	25	25	25
Y1.6	Pearson Correlation	.688**	.699**	.699**	.923**	.923**	1	.848**
	Sig. (2-tailed)	.000	.000	.000	.000	.000		.000
	N	25	25	25	25	25	25	25
Y1	Pearson Correlation	.910**	.854**	.916**	.867**	.867**	.848**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	
	N	25	25	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary

		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.956	6

Correlations

		Correlations					
		Y2.1	Y2.2	Y2.3	Y2.4	Y2.5	Y2
Y2.1	Pearson Correlation	1	.753**	.742**	.668**	.802**	.775**
	Sig. (2-tailed)		.000	.000	.000	.000	.000
	N	25	25	25	25	25	25
Y2.2	Pearson Correlation	.753**	1	.790**	.790**	.698**	.815**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	25	25	25	25	25	25
Y2.3	Pearson Correlation	.742**	.790**	1	.929**	.849**	.965**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	25	25	25	25	25	25
Y2.4	Pearson Correlation	.668**	.790**	.929**	1	.772**	.891**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	25	25	25	25	25	25
Y2.5	Pearson Correlation	.802**	.698**	.849**	.772**	1	.882**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	25	25	25	25	25	25
Y2	Pearson Correlation	.775**	.815**	.965**	.891**	.882**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	25	25	25	25	25	25

** . Correlation is significant at the 0.01 level (2-tailed).

Reliability

Scale: ALL VARIABLES

Case Processing Summary			
		N	%
Cases	Valid	25	100.0
	Excluded ^a	0	.0
	Total	25	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.946	5

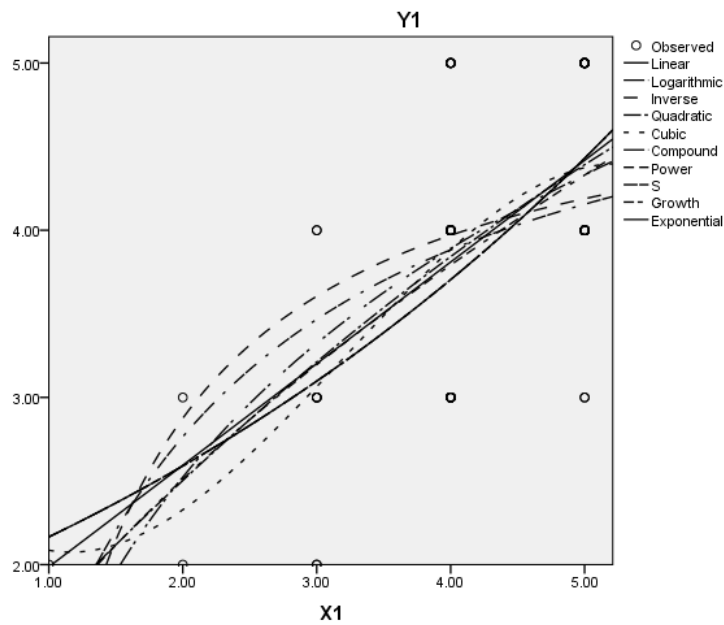
Lampiran 5: Linearitas

Model Summary and Parameter Estimates

Dependent Variable: Y1

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.371	57.691	1	98	.000	1.379	.608		
Logarithmic	.356	54.131	1	98	.000	1.156	1.973		
Inverse	.272	36.562	1	98	.000	5.064	-4.378		
Quadratic	.373	28.895	2	97	.000	.845	.909	-.040	
Cubic	.381	19.710	3	96	.000	2.750	-1.255	.659	-.069
Compound	.413	68.826	1	98	.000	1.811	1.196		
Power	.415	69.520	1	98	.000	1.663	.595		
S	.336	49.599	1	98	.000	1.696	-1.359		
Growth	.413	68.826	1	98	.000	.594	.179		
Exponential	.413	68.826	1	98	.000	1.811	.179		

The independent variable is X1.

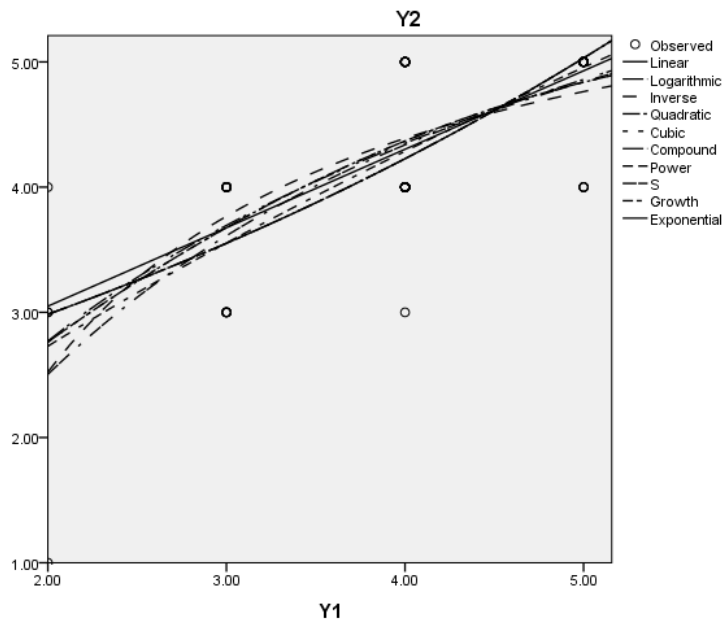


Model Summary and Parameter Estimates

Dependent Variable: Y2

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.466	85.374	1	98	.000	1.796	.627		
Logarithmic	.480	90.529	1	98	.000	1.188	2.281		
Inverse	.470	87.065	1	98	.000	6.257	-7.469		
Quadratic	.481	44.881	2	97	.000	.268	1.469	-.111	
Cubic	.481	44.881	2	97	.000	.268	1.469	-.111	.000
Compound	.409	67.897	1	98	.000	2.107	1.190		
Power	.446	78.792	1	98	.000	1.738	.651		
S	.464	84.812	1	98	.000	2.017	-2.197		
Growth	.409	67.897	1	98	.000	.745	.174		
Exponential	.409	67.897	1	98	.000	2.107	.174		

The independent variable is Y1.

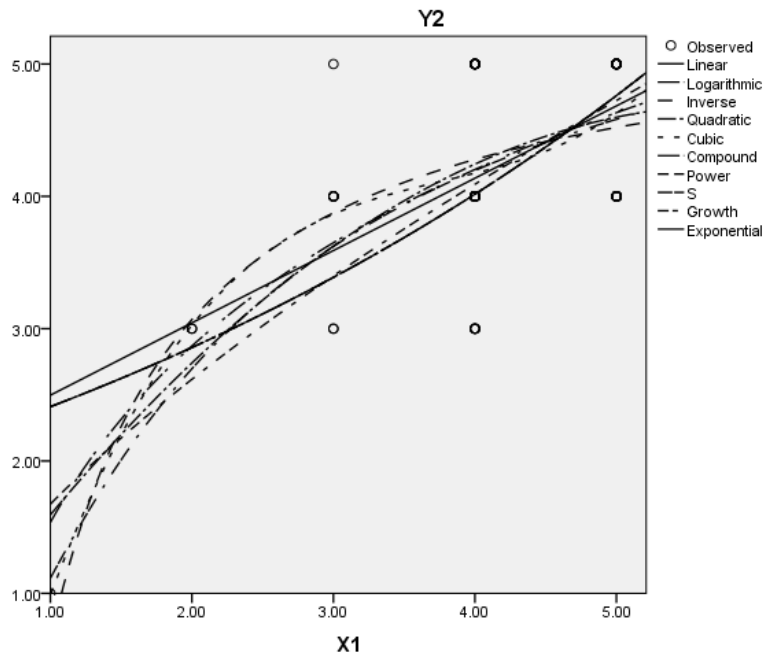


Model Summary and Parameter Estimates

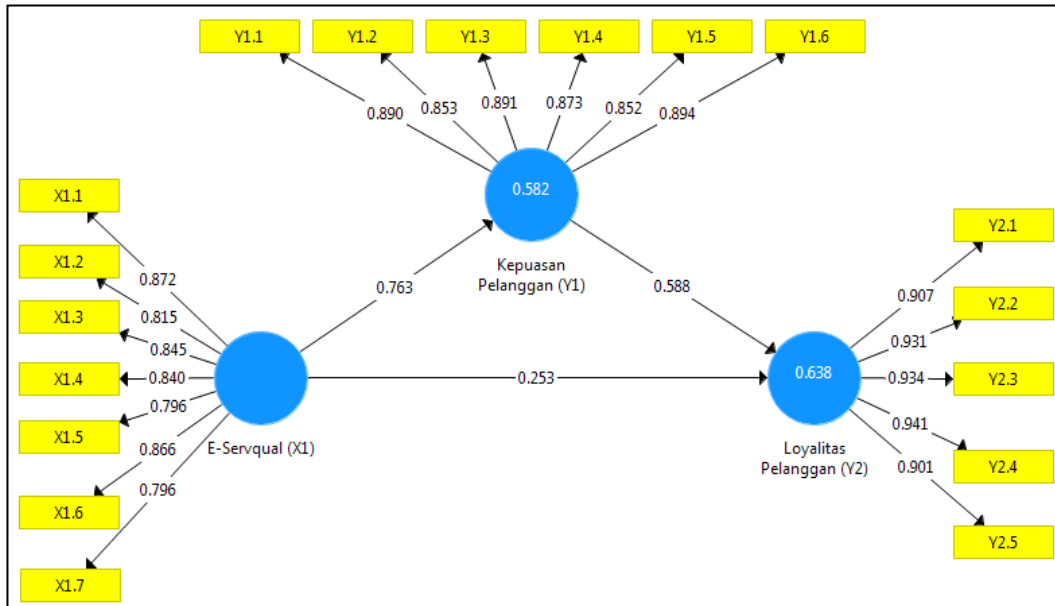
Dependent Variable: Y2

Equation	Model Summary					Parameter Estimates			
	R Square	F	df1	df2	Sig.	Constant	b1	b2	b3
Linear	.355	53.989	1	98	.000	1.951	.547		
Logarithmic	.401	65.636	1	98	.000	1.536	1.924		
Inverse	.394	63.691	1	98	.000	5.489	-4.842		
Quadratic	.392	31.217	2	97	.000	.182	1.543	-.132	
Cubic	.416	22.817	3	96	.000	-2.925	5.071	-1.272	.112
Compound	.392	63.283	1	98	.000	2.033	1.186		
Power	.513	103.088	1	98	.000	1.675	.644		
S	.598	145.638	1	98	.000	1.876	-1.767		
Growth	.392	63.283	1	98	.000	.710	.170		
Exponential	.392	63.283	1	98	.000	2.033	.170		

The independent variable is X1.



Lampiran 6: Hasil Analisis PLS



Path Coefficients

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual (X1) -> Kepuasan Pelanggan (Y1)	0.763	0.759	0.057	13.289	0.000
E-Servqual (X1) -> Loyalitas Pelanggan (Y2)	0.253	0.251	0.113	2.233	0.026
Kepuasan Pelanggan (Y1) -> Loyalitas Pelanggan (Y2)	0.588	0.586	0.090	6.558	0.000

Total Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual (X1) -> Kepuasan Pelanggan (Y1)					
E-Servqual (X1) -> Loyalitas Pelanggan (Y2)	0.449	0.444	0.070	6.437	0.000
Kepuasan Pelanggan (Y1) -> Loyalitas Pelanggan (Y2)					

Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual (X1) -> Kepuasan Pelanggan (Y1) -> Loyalitas Pelanggan (Y2)	0.449	0.444	0.070	6.437	0.000

Total Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-Servqual (X1) -> Kepuasan Pelanggan (Y1)	0.763	0.759	0.057	13.289	0.000
E-Servqual (X1) -> Loyalitas Pelanggan (Y2)	0.702	0.695	0.083	8.504	0.000
Kepuasan Pelanggan (Y1) -> Loyalitas Pelanggan (Y2)	0.588	0.586	0.090	6.558	0.000

Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- E-Servqual (X1)	0.872	0.864	0.036	24.171	0.000
X1.2 <- E-Servqual (X1)	0.815	0.801	0.056	14.514	0.000
X1.3 <- E-Servqual (X1)	0.845	0.838	0.042	20.361	0.000
X1.4 <- E-Servqual (X1)	0.840	0.839	0.030	28.158	0.000
X1.5 <- E-Servqual (X1)	0.796	0.794	0.037	21.452	0.000
X1.6 <- E-Servqual (X1)	0.866	0.867	0.025	34.659	0.000
X1.7 <- E-Servqual (X1)	0.796	0.784	0.055	14.457	0.000
Y1.1 <- Kepuasan Pelanggan (Y1)	0.890	0.887	0.023	38.094	0.000
Y1.2 <- Kepuasan Pelanggan (Y1)	0.853	0.848	0.033	26.119	0.000

Y1.3 <- Kepuasan Pelanggan (Y1)	0.891	0.889	0.023	38.141	0.000
Y1.4 <- Kepuasan Pelanggan (Y1)	0.873	0.867	0.032	27.673	0.000
Y1.5 <- Kepuasan Pelanggan (Y1)	0.852	0.844	0.044	19.448	0.000
Y1.6 <- Kepuasan Pelanggan (Y1)	0.894	0.889	0.026	33.895	0.000
Y2.1 <- Loyalitas Pelanggan (Y2)	0.907	0.901	0.031	29.307	0.000
Y2.2 <- Loyalitas Pelanggan (Y2)	0.931	0.927	0.022	41.831	0.000
Y2.3 <- Loyalitas Pelanggan (Y2)	0.934	0.932	0.019	48.066	0.000
Y2.4 <- Loyalitas Pelanggan (Y2)	0.941	0.938	0.019	49.307	0.000
Y2.5 <- Loyalitas Pelanggan (Y2)	0.901	0.895	0.033	27.039	0.000

Outer Weights

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
X1.1 <- E-Servqual (X1)	0.172	0.174	0.013	12.858	0.000
X1.2 <- E-Servqual (X1)	0.151	0.148	0.014	10.631	0.000
X1.3 <- E-Servqual (X1)	0.165	0.164	0.012	13.878	0.000
X1.4 <- E-Servqual (X1)	0.190	0.194	0.020	9.494	0.000
X1.5 <- E-Servqual (X1)	0.173	0.176	0.018	9.844	0.000
X1.6 <- E-Servqual (X1)	0.171	0.174	0.014	12.486	0.000
X1.7 <- E-Servqual (X1)	0.178	0.179	0.015	11.901	0.000
Y1.1 <- Kepuasan Pelanggan (Y1)	0.193	0.196	0.012	15.779	0.000
Y1.2 <- Kepuasan Pelanggan (Y1)	0.189	0.191	0.012	15.649	0.000
Y1.3 <- Kepuasan Pelanggan (Y1)	0.191	0.193	0.014	14.115	0.000

Y1.4 <- Kepuasan Pelanggan (Y1)	0.198	0.198	0.010	20.641	0.000
Y1.5 <- Kepuasan Pelanggan (Y1)	0.182	0.180	0.009	19.176	0.000
Y1.6 <- Kepuasan Pelanggan (Y1)	0.190	0.190	0.009	20.575	0.000
Y2.1 <- Loyalitas Pelanggan (Y2)	0.208	0.209	0.008	25.162	0.000
Y2.2 <- Loyalitas Pelanggan (Y2)	0.215	0.216	0.008	26.208	0.000
Y2.3 <- Loyalitas Pelanggan (Y2)	0.221	0.223	0.011	21.061	0.000
Y2.4 <- Loyalitas Pelanggan (Y2)	0.224	0.225	0.011	21.147	0.000
Y2.5 <- Loyalitas Pelanggan (Y2)	0.215	0.216	0.006	33.819	0.000

Latent Variable

Latent Variable Correlations

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)	1.000	0.763	0.702
Kepuasan Pelanggan (Y1)	0.763	1.000	0.782
Loyalitas Pelanggan (Y2)	0.702	0.782	1.000

Indirect Effects

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)			0.449
Kepuasan Pelanggan (Y1)			
Loyalitas Pelanggan (Y2)			

Specific Indirect Effects

	Specific Indirect Effects
E-Servqual (X1) -> Kepuasan Pelanggan (Y1) -> Loyalitas Pelanggan (Y2)	0.449

Total Effects

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)		0.763	0.702
Kepuasan Pelanggan (Y1)			0.588
Loyalitas Pelanggan (Y2)			

Outer Loadings

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
X1.1	0.872		
X1.2	0.815		
X1.3	0.845		
X1.4	0.84		
X1.5	0.796		
X1.6	0.866		
X1.7	0.796		
Y1.1		0.89	
Y1.2		0.853	
Y1.3		0.891	
Y1.4		0.873	
Y1.5		0.852	
Y1.6		0.894	
Y2.1			0.907
Y2.2			0.931
Y2.3			0.934
Y2.4			0.941
Y2.5			0.901

Quality Criteria

R Square

	R Square	R Square Adjusted
Kepuasan Pelanggan (Y1)	0.582	0.577
Loyalitas Pelanggan (Y2)	0.638	0.63

f Square

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)		1.39	0.074
Kepuasan Pelanggan (Y1)			0.4
Loyalitas Pelanggan (Y2)			

Construct Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-Servqual (X1)	0.926	0.928	0.941	0.694
Kepuasan Pelanggan (Y1)	0.939	0.939	0.952	0.767
Loyalitas Pelanggan (Y2)	0.956	0.957	0.966	0.852

Discriminant Validity

Fornell-Larcker Criterion

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)	0.833		
Kepuasan Pelanggan (Y1)	0.763	0.876	
Loyalitas Pelanggan (Y2)	0.702	0.782	0.923

Cross Loadings

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
X1.1	0.872	0.646	0.574
X1.2	0.815	0.571	0.495
X1.3	0.845	0.612	0.554
X1.4	0.84	0.714	0.634
X1.5	0.796	0.602	0.626
X1.6	0.866	0.614	0.599
X1.7	0.796	0.668	0.594
Y1.1	0.663	0.89	0.709
Y1.2	0.661	0.853	0.68
Y1.3	0.651	0.891	0.702
Y1.4	0.727	0.873	0.678
Y1.5	0.626	0.852	0.663

Y1.6	0.674	0.894	0.674
Y2.1	0.626	0.693	0.907
Y2.2	0.601	0.733	0.931
Y2.3	0.676	0.731	0.934
Y2.4	0.664	0.746	0.941
Y2.5	0.672	0.703	0.901

Heterotrait-Monotrait Ratio (HTMT)

	E-Servqual (X1)	Kepuasan Pelanggan (Y1)	Loyalitas Pelanggan (Y2)
E-Servqual (X1)			
Kepuasan Pelanggan (Y1)	0.814		
Loyalitas Pelanggan (Y2)	0.742	0.825	

Model_Fit

Fit Summary

	Saturated Model	Estimated Model
SRMR	0.051	0.051
d_ULS	0.441	0.441
d_G	0.423	0.423
Chi-Square	234.838	234.838
NFI	0.875	0.875

rms Theta

rms Theta	0.168
------------------	-------

Model Selection Criteria

	AIC (Akaike's Information Criterion)	AICu (Unbiased Akaike's Information Criterion)	AICc (Corrected Akaike's Information Criterion)	BIC (Bayesian Information Criteria)	HQ (Hannan-Quinn Criterion)	HQc (Corrected Hannan-Quinn Criterion)
Kepuasan Pelanggan (Y1)	-84.147	-82.127	18.103	-78.937	-82.038	-81.784
Loyalitas Pelanggan (Y2)	-96.6	-93.554	5.822	-88.784	-93.436	-92.954