

EFFECT OF E-SERVICE QUALITY, PRODUCT COMPLETENESS AND PROMOTION ON CONSUMER REPURCHASE INTEREST (CASE STUDY MATAHARI.COM)

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ABSTRACT

The population in this research is a consumer who has visited the website and application on Matahari.com in Bandung city. The sampling technique uses Structural Equation Model (SEM) analysis method with the number of samples as much as 140 people. The data analysis technique used is multiple regression. The results showed that: (1) There is a positive influence of e-service quality against the interest of repurchase of consumers (Matahari.com cases study), proven t-count value of 2.120, (2) there is a positive influence of product completeness to Consumer's repurchase interest (Matahari.com cases study), substantiation by the t-count value of 2.201, (3) there is a positive influence on promotion of consumer repurchase interest (Matahari.com cases study). Substantiation from the t-count value of 4.059 and (4) there is the influence of e-service quality, completeness of products and the promotion together against the interest of the re-purchase of consumers (Matahari.com cases study), evidenced by the value F count of 13.841. The results showed that e-service quality, completeness of products, promotion and interest of the repurchase of consumers on Matahari.com have the value that goes to the category "Satisfied".

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1. INTRODUCTION

With the development of the longer and more sophisticated eras, it also affects the needs of more and more human beings. We as human beings not only need primary needs such as clothing, food and boards, but secondary and tertiary needs also need more attention to meeting these needs. Along with the development of technology, of course, information will develop rapidly. The use of internet network systems can support all activities in various fields that make information easier and faster, and supported by the presence of mobile phone operating system technology. Based on APJII (Association of Indonesian Internet Service Providers) has announced the results of a survey in 2017 regarding Statistical Data on Internet User Growth in Indonesia.

Table 1. Internet User Penetration in Indonesia

Year	Population	Internet users	Internet Penetration
2017	2632 Million People	143.26 Million People	54,68%
2018	2694.16 Million People	171.17 Million People	64,8%

Source: <http://www.apjii.or.id>

There is a significant development of internet users in Indonesia from year to year. It is known that internet users in Indonesia in 2018 as many as 171.17 million people when in the form of a percentage of 64.8% of the total population of Indonesia of 264.16 million people. When compared to internet users in Indonesia in 2017 as many as 143.26 million people if in the form of a percentage of 54.68% of the total population of Indonesia of 262 million people, then the growth of internet users in 2017-2018 as many as 27.91 million people. The percentage of user growth in 2017-2018 was 10.12%. (<http://www.apjii.or.id>)

Based on data from a national survey of internet user penetration in 2018 by APJII (Association of Indonesian Internet Service Providers) stated the main reasons Indonesians use the internet. The reason is used to communicate through messages, use social media as a means of information, seek information from various means, play online games, read news in online media, watch videos or movies (streaming) and shop online.

The rapid internet network indirectly brings a new lifestyle among people who like to take advantage of internet facilities. One business or commerce that uses internet facilities as a medium is with the emergence of e-commerce, which is a business that presents a store without physical space or commonly called an online store that brings a new phenomenon or new lifestyle among the public, namely shopping online. Tatik Suryani (2013: 227) revealed that "The development of the internet for e-commerce and more efficient and practical means of communication has been able to change the way consumers live including in consuming and shopping". People began to demand information about products and the ease of shopping through the internet (e-shopping). People prefer to take the time to shop online which offers more convenience, speed, and efficiency, because communication technology can meet information needs without having to meet face to face, but can be through websites or applications available through mobile phones, tabs, laptops and computers that are easily accessible rather than visiting the store directly to buy the goods they want.

Here are the data of visitor fluctuations in several e-commerce or online stores in Indonesia. Currently, the market leader based on e-commerce maps in Indonesia is the Tokopedia platform, but if based on B2C (Business to consumer) led by the Shopee platform. This can be seen in table 1.2.

Table 2. E-commerce Map of Matahari.com Competitors

No	Online Store	Visitors
1.	Tokopedia	140,414,500
2.	Shopee	90,705,300
3.	Bukalapak	89,765,800
4.	Lazada	49,620,200
5.	Blibli	38,453,000
6.	Orami	9,813,100
7.	Bhinneka	7,678,900
8.	JD ID	7,102,300
9.	Blanja	5,511,600
10.	Zalora	5,218,300
11.	Sociolla	5,101,800
12.	iLotte	3,406,700
13.	Elevenia	3,001,400
14.	Laku6	2,976,700
15.	AliExpress	2,934,800
16.	Ralali	2,680,000
17.	Fabelio	2,632,900
18.	Jakarta Notebook	2,554,500
19.	Sophie Paris	2,314,800
20.	Alfacart	1,433,100
21.	Jakmall	919,000
22.	Mothercare	807,000
23.	PlazaKamera	738,600
24.	Otten Coffee	482,900

25.	Mapemall	459,600
26.	Hijup	439,400
27.	Weshop	437,600
28.	Asmaraku	418,400
29.	Matahari	414,800

Source : <https://iprice.co.id/insights/mapofecommerce/>

Matahari.com is now ranked 29th out of 49 e-commerce in Indonesia in 2019 second quarter / Q2 far below its competitor, the Tokopedia platform, but if it is in accordance with the similarity of the B2C category of competitors Matahari.com platform is the Shopee platform. Shopee is the first mobile-platform in Southeast Asia and Taiwan to offer fun, free and trusted online buying and selling transactions via mobile phones.

Matahari.com provides more than hundreds of product options at the best prices from all needs, ranging from women's fashion, men's fashion, children's fashion, accessories, children's toys, health & beauty, perfumes and household needs. The largest in Indonesia, Lippo Group, which also manages Matahari Department Store and Hypermart. Matahari.com is the first online retailer in Indonesia to adopt the "O2O" (Online-to-Offline and Offline-to-Online) shopping system. (www.matahari.com)

Priansa (2017:169) revealed that "Repurchase interest is a behavior that arises in response to objects that indicate the customer's desire to make a repurchase".

It can be seen in table 1.3, regarding the decrease in the number of visits that occur in e-commerce Matahari.com.

Table 3. Matahari.com E-Commerce Map

Year	Quartal	Traffic	Appstore Rank	Playstore Rank
2017	1	7.500.000	-	8
2017	2	7.000.000	-	7
2017	3	7.576.000	-	9
2017	4	5.629.000	10	8
2018	1	3.974.000	10	9
2018	2	4.666.300	10	10
2018	3	2.784.900	10	10
2018	4	2.071.000	11	10
2019	1	769.100	10	12
2019	2	414.800	7	14

Source : <https://iprice.co.id/insights/mapofecommerce/>

Based on the data of the Indonesian e-commerce map above, which was taken in 2017 to early 2019. That the data is monthly visit data on Matahari.com. It can be seen that there is a problem in the data above, that the interest in visiting online sites Matahari.com have visitors who have decreased from the beginning of 2017 with 7,500,000 visits until the beginning of 2019 with 414,800 visits.

In the online business, the goods sold cannot be tasted directly by consumers so that good and quality services are needed that can cause high repurchase interest. Zeithaml et al (2018:91) reveal that "E-service quality (e-servqual) is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery". The quality of service can be seen from the appearance of the website or application, payment system and information from the website or application itself as well as. Matahari.com have customer service, ranging from telephone, email and sun chat. Based on the results of a review of consumer visits from January-July in Matahari.com showed results that websites that often error (lack of features & crash), wishlist problematic, did not respond to consumer comments, the products sent did not match the product when ordering, an incomplete description of the product information, the items listed are available but when paid for the occurrence of "out of stock", and do not match the product photo with the naming of the product name.

In addition, even diverse products will affect the interest of buying back consumers because varied products will provide a more complete and attractive perception for consumers who will decide to buy

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the product they want. According to Utami (2012: 162) revealed that "Product completeness is product completeness that concerns the depth, area, and quality of the products offered as well as the availability of these products at all times in the store". Based on the results of a review of consumer visits from January-July in Matahari.com showed the results that regarding Matahari.com products, consumers complained about incomplete products such as competitor Shopee, products that are sometimes defective. From some of the problems of product completeness above that Matahari.com still have shortcomings, so consumers feel that the choice of e-commerce that suits their wants and needs is not in the Matahari.com but e-commerce competitors.

Influenced also by promotion where the more vociferous and more often the promotion is done, it will unwittingly make consumers always foster a sense of interest in buying and repurchasing a product or service. Kotler & Armstrong (2018:78) revealed that "Promotion means activities that communicate product excellence and persuade target customers to buy it". Based on the results of a review of consumer visits from January-July in Matahari.com showed results that Matahari.com did not hold major events such as its competitors Shopee or Lazada, which were given Matahari.com were still lacking in the minds of consumers and Matahari.com less vigorous in promoting their products so that buying interest in repurchases moved to e-commerce. Others who provide massive promotions compared to those that have been given matahari.com.

2. METHOD

2.1 Research Paradigm

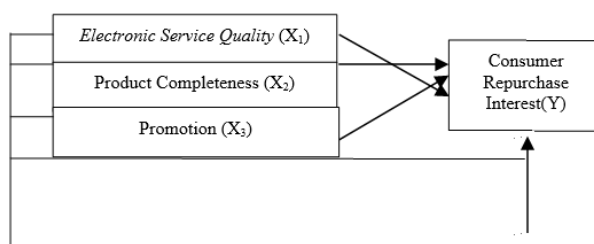


Figure 1. Paradigma Research

2.2 Hypothesis

Based on the description of the library and frame of mind above, the research hypothesis is formulated as follows:

- H1: E-Service Quality affects Consumer Repurchase Interest (case study Matahari.com) partially.
- H2: Product Completeness affects Consumer Repurchase Interest (case study Matahari.com) partially.
- H3: Promotion affects Consumer Repurchase Interest (case study Matahari.com) partially.
- H4: E-Service Quality, Product Completeness and Promotion affect Consumer Repurchase Interest (case study Matahari.com) simultaneously.

Based on research, namely knowing the influence of e-service quality, product completeness and promotion on consumer repurchase interest (case studies Matahari.com), the type of method used is quantitative method. Sugiyono (2016: 11) revealed that quantitative methods can be interpreted as research methods based on the philosophy of positivism used to research in certain populations or samples, data collection using research instruments, quantitative / statistical data analysis, with the aim of testing established hypotheses. In this case quantitative methods can be divided into two, namely experimental methods and survey methods. Sugiyono (2016: 12) revealed that survey research is *Effect Of E-Service Quality, Product Completeness And Promotion On Consumer Repurchase Interest (Case Study Matahari.Com), Dadan Rusdiana*

research conducted on large and small populations, but the data studied is data from samples taken from the population, to find relative events, distribution, and relationships between sociological and psychological variables.

2.3 Data Source

- 1) **Primary Data**
Sekaran and Bougie (2013: 113) revealed that "Primary data refers to information obtained from the first hand by researchers, relating to variables of interest for the specific purpose of the study. Primary data in the study were obtained through interviews, questionnaires and literature studies.
- 2) **Secondary Data**
Sekaran and Bougie (2013: 116) revealed that "Secondary data is a source of data whose subjects are not directly related to the source of research, but are only helpful in nature and can provide information for research materials". In this study, secondary data was obtained from journals, magazines, books, company profiles, the internet, and other sources of information that were considered relevant to the research topic.

2.4 Data Collection Techniques

1. **Observation**
According to Sugiyono (2016: 196) "Observation is an observation of research objects using sensory devices, especially the eyes, and making notes of the observations". In descriptive research, direct observation is useful for collecting data and information, both about material aspects and human behavior. By observation it is expected to obtain completely natural data from various activities of research subjects.
2. **Questionnaire**
Sugiyono (2016: 192) revealed that "questionnaire is a data collection technique where participants / respondents fill in questions or statements then after being filled in completely returned to the researcher".
3. **Library Studies**
The author collects existing data, such as books, lecture notes, research journals, internet media, and others with the aim of obtaining information and data theoretically about other written materials related to research, in order to obtain a foundation in managing data and conclusions.

2.5 Data Analysis

Validity Test

Ghozali (2016: 52) revealed that validity is used to measure the validity or validity of a questionnaire. A questionnaire is said to be valid if the statement on the questionnaire is able to reveal something that will be measured by the questionnaire. So the validity test wants to measure whether the questionnaire statements we have made can really measure what we want to measure.

Reliability Test

Ghozali (2016: 47) revealed that reliability is actually a tool for measuring a questionnaire that is an indicator of a variable or construct. A questionnaire is said to be reliable if a person's answer to a statement is consistent or stable over time.

2.6 Classic Assumption Test

Normality Test

Ghozali (2016: 154) reveals that "The normality test aims to test whether in regression models, disruptive or residual variables have a normal distribution". Aside from looking at histograms and scatterplots, the study also conducted a klmogorov-Smirnov non-parametric statistical test. The basis of his decision-making is if asymp values. Sig. (2 tailed) above 0.05 means residual data is normally distributed.

Heteroskedasticity Test

Ghozali (2016: 134) reveals that "Heteroskedasticity tests aim to test whether in regression models there is a inequality of variance from residual one observation to another". As for using the Glejser Test, the Glejser Test proposes to regress the residual absolute value ($AbsU_t$) as a dependent variable with the following equation:

$$AbsU_t = a + bX_t + v_t$$

Multicollinearity Test

Ghozali (2016: 103) revealed that "The multicollinearity test aims to test whether regression models find a correlation between free (independent) variables". So a low tolerance value is equal to a high VIF value (because $VIF = 1/Tolerance$). A common cutoff value used to indicate the presence of multicollinearity is a Tolerance value of ≤ 0.10 or equal to a VIF value of $10 \geq$.

Autocorrelation Test

Ghozali (2016: 107) revealed that "The autocorrelation test aims to test whether in the linear regression model there is a correlation between the error of the disruptor in the t period and the error of the bully in the $t-1$ (previous) period". In this study to test the presence or absence of symptoms of autocorrelation using the Durbin-Watson test (DW test).

Linearity Test

Ghozali (2016: 159) revealed that "Linearity tests are used to see whether the specifications of the model used are correct or not". The functions used in an empirical study should be linear, squared or cubic.

2.7 Hypothesis Test

T Test (Partial)

Ghozali (2016: 97) reveals that "Statistical test t basically shows how far the influence of one individual explanatory/independent variable is in describing the dependent variable". The hypotheses used in this test are:

H_1, H_2, H_3 : Variabel X_1, X_2, X_3 effect on variabel Y

H_0 : Variabel X_1, X_2, X_3 has no effect on variabel Y

The basis of Ghozali's decision-making (2013:64) is to use significant probability numbers, namely:

1. If a significant probability number ≥ 0.05 , then H_0 is accepted and H_4 is rejected.
2. If the significant probability number ≤ 0.05 , then H_0 is rejected and H_4 is accepted.

Also use t count test compared to t table with the following conditions:

1. If $t \text{ count} > t \text{ table}$, then H_0 rejected.
2. If $t \text{ count} < t \text{ table}$, then H_0 accepted.

Test F (Simultaneous)

Ghozali (2016:96) reveals that "Simultaneous tests or F tests aim to determine the joint influence of independent variables on dependent or bound variables".

In this study, the hypotheses used are:

H_0 : Free variables, namely e-service quality, product feasibility and promotion do not have a significant influence on variables tied to consumer repurchase interest.

H_4 : Free variables, namely e-service quality, product feasibility and promotion have a significant influence on variables tied to consumer repurchase interest.

Coefisien Correlation Analysis

Singgih Santoso (2010:141) reveals that : Correlation coefficient analysis aims to study whether there is a relationship between two or more variables, while regression analysis predicts how far the influence is specifically, the purpose of correlation analysis is to want to find out whether in the middle of two variables there is a relationship, and if there is a relationship, how the relationship is going and how big the relationship is. To find out the existence of high or low relationships between variables based on the value of r (cholera coefficient), used interpretation or interpretation of numbers put forward by Sugiyono (2012: 257) reveals that "Guidelines for providing interpretation of correlation coefficients", can be seen as follows:

$0.00 - 0.199$ = Cholera is very low

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0.20 – 0.399 = Low cholera

0.40 – 0.599 = Moderate cholera

0.60 – 0.799 = Strong cholera

0.80 – 1,000 = Cholera is very strong

Koefisien Determination Analysis (Adjusted R Square) Ghozali (2016: 98) reveals that the "determination coefficient formula" is as follows: $KD = r^2 \times 100\%$

Information:

Kd = Coefficient of determination

R^2 = Double correlation coefficient

3. RESULT AND DISCUSSION

In the results of the analysis above, it can be concluded that regarding the description of respondent characteristics based on gender, 140 respondents showed that the number of respondents with the male sex was 58 people or 41.4% while the number of female respondents was 83 people or 58.6%. Speaking of shopping, women are more often unable to resist temptation than men. In addition to causing a sense of interest with the many discounts offered, women also cannot help themselves when looking at the items they like. In one year, for example, men shop four times and women on average can be up to six times. Women shop for this because they never hesitate to try to buy a good item, let alone one they like. (Compass:2017). The results of the analysis of the description of respondents' characteristics based on age, the most respondents by age were aged 23-25 years as many as 69 people or 49.3%. A recent survey by research institute Snapcart in January 2018 revealed that millennials became the most spenders in the field of e-commerce or electronic commerce, which is as much as 50 percent (25-34 years). The characteristics of the millennial generation that are attached to technology are then utilized by e-commerce companies for promotion. Millennials are the first generation to see the internet as a great invention and change everything. So that digital characters are already very attached to these two generations. Included in shopping behavior. The survey was conducted through the Snapcart Application which utilizes Optical Character Recognition (OCR) technology in 6,123 respondents. (Compass:2018). The results of the analysis of the description of respondents' characteristics based on work, the most respondents based on employment were private employees as many as 53 people or 37.9%. This is because most private companies require their employees to pay more attention to appearance so that is what causes more private staff who shop for fashion online. In addition to fashion needs, private employees' income is greater and spends more time at work, so online shopping is one of the most effective things to make ends meet rather than buying offline.

Based on the results of the analysis of e-service quality variable data, product completeness, promotion and repurchase interest have a good level of validity and reliable level, so that research can be continued using other tests. When viewed from the analysis of the classical assumption test, the four variables have a test result value that is more than 0.1660 for 140 respondents with an error rate of 5%. This indicates that the data is valid to be tested in subsequent tests. Based on the results of the reliability test showed that all variables have cronbach alpha ≥ 0.60 so it can be said that all the measuring concepts of each variable from the questionnaire are reliable. Based on the analysis of score units, overall the variable e-service quality in the Matahari.com perceived by respondents was at a low level, or 55.57%. Some factors are because the site Matahari.com often errors, registration is difficult, on the product description the information provided is incomplete, wishlist sometimes occurs problems and the delivery of goods is not always on time in accordance with the provisions of the matahari.com. So that consumers feel disappointed in the courier Matahari.com.

Based on the analysis of the unit of score, overall the product completeness variables in the Matahari.com perceived by respondents were at a low level, or by 50.85% Matahari.com had many kinds of products but respondents felt Matahari.com had a less complete product than its competitor Shopee. Therefore, Matahari.com must improve the completeness of products that give consumers many choices in shopping. Based on the analysis of the unit of score, overall the promotion variables in the Matahari.com perceived by respondents were at a low level, or by 55.00% Matahari.com it was considered good to provide information on sites and applications, but Matahari.com felt less good in

providing information to consumers via email or through notifications about ongoing promotions. So that consumers do not open sites or applications even though Matahari is providing massive discounts. Based on the analysis of the unit of score, overall the variable of consumer repurchase interest in the Matahari.com perceived by respondents was at a low level, or 58.00%. This is an important problem that must be fixed by Matahari.com of various shortcomings that must be improved or advantages that must be maintained. So that consumers feel that Matahari.com is the top priority of shopping.

Based on the results of statistical test analysis t. The test was conducted using a significant level of 0.05 ($\alpha = 5\%$). From the results of statistical calculations seen in the Coefficients column model 1 there is a sig value of 0.015. The sig value is smaller than the sig value. 0.05, or a value of $0.015 < 0.05$ then H_0 is rejected and H_1 is accepted. Variable x_1 has a t-count of 2,120 with a t-table value of 1,660. So t-calculate $>$ t-table can be concluded that variable X_1 has a contribution to Y. The positive value of t indicates that variable x_1 has a relationship in the same direction as Y. So it can be concluded that E-Service Quality (X_1) affects Consumer Repurchase Interest (Y).

From the results of statistical calculations seen in the Coefficients column model 2 there is a sig value of 0.041. The sig value is smaller than the sig value. 0.05, or a value of $0.041 < 0.05$ then H_0 is rejected and H_2 is accepted. Variable x_2 has a t-count of 2.201 with a t-table value of 1,660. So the t-calculate $>$ t-table can be concluded that variable X_2 has a contribution to Y. The positive t value indicates that variable x_2 has a relationship in the same direction as Y. So it can be concluded that Product Completeness (X_2) affects Consumer Repurchase Interest (Y). From the results of statistical calculations seen in the Coefficients column model 3 there is a sig value of 0.000. The sig value is smaller than the sig value. 0.05, or a value of $0.000 < 0.05$ then H_0 is rejected and H_3 is accepted. Variable x_3 has a t-count of 4.059 with a t-table value of 1,660. So t-calculate $>$ t-table can be concluded that variable X_3 has a contribution to Y. Positive t value indicates that variable X_3 has a unidirectional relationship with Y. So it can be concluded that the Promotion (X_3) has an influence on consumer repurchase interest (Y).

Based on the results of statistical test analysis F calculates 13.841 greater than F table 2.67 with a sig value of 0.000 or less than the degree of confidence (α) of 0.05 or 5%. Thus the research hypothesis that states that variables E-Service Quality, Product Completeness and Promotion simultaneously affect Consumer Repurchase Interest, are statistically accepted. Based on the results of the analysis of the determination coefficient value (Adjusted R Square) of 0.617 which means that variations in changes in Consumer Repurchase Interest can be explained (affected) by changes in variable E-Service Quality, Product Completeness and Promotion by 61.7%. The remaining 38.3% is influenced by other factors. The Hal proves that there are still other factors that affect the level of Consumer Repurchase Interest such as: Word Of Mouth, Brand Awareness, Price, Fashion Involvement and others.

4. CONCLUSION

Based on the description and analysis of the previous chapter, especially on statistical calculations and discussions in chapter IV regarding the influence of E-Service Quality, Product Completeness and Promotion on Consumer Repurchase Interest in Matahari.com, it can be concluded as follows:

1. E-Service Quality, Product Completeness, Promotion and Consumer Repurchase Interest in Matahari.com have a value that falls into the high category or are satisfied with the results of E-Service Quality 69.26%, Product Completeness 68.66%, Promotion 62.07% and Consumer Repurchase Interest 71.60%.
2. E-Service Quality partially with a sig value of 0.015 has an influence on consumer repurchase interest.
3. Partial product completeness with a sig value of 0.041 has an influence on consumer repurchase interest.
4. Partial promotion with a sig value of 0.000 has an influence on consumer repurchase interest.
5. E-Service Quality, Product Completeness and Promotion simultaneously with a sig value. 0.000 has an influence on consumer repurchase interest.

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