

DAFTAR PUSTAKA

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
- Andriani, P. (2021). User Experience Analysis on E-commerce Platforms: A Comparison Study. *Journal of User Experience Studies*.
- Anshori Muslich, & Sri Iswati, 2019, *Metodologi Penelitian Kuantitatif*, Surabaya: Airlangga University Press.
- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- arque, C. M., & Bera, A. K. (1987). "A Test for Normality of Observations and Regression Residuals." *International Statistical Review/Revue Internationale de Statistique*, 55(2), 163-172.
- Babbie, E. (2013). *The Practice of Social Research* (13th ed.). Wadsworth Cengage Learning.
- Bhattacharjee, A. (2001). Understanding information systems continuance: An expectation-confirmation model. *MIS Quarterly*, 25(3), 351-370.
- Chen, J., Zhang, C., & Xu, Y. (2004). The Role of Mutual Trust in Building Members' Loyalty to a C2C Platform Provider: A Case of Taobao.com in China. *Electronic Markets*.
- Chuttur, M. Y. (2009). Overview of the Technology Acceptance Model: Origins, developments, and future directions. *Indiana University*, 9(37), 9-37.
- Creswell, J. W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches* (4th ed.). SAGE Publications.
- Data Indonesia. (2024). *Laporan Perkembangan Pasar E-commerce Indonesia 2024*.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of *Information Technology*. *MIS Quarterly*.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319-340.
- DeLone, W. H., & McLean, E. R. (2003). The DeLone and McLean Model of *Information Systems Success: A Ten-Year Update*. *Journal of Management Information Systems*.
- Evitria, D., Utamajaya, J. N., & Hermawansyah, A. (2022). Analisis Kepuasan Pengguna Terhadap Penerapan Aplikasi Layanan GOFOOD Menggunakan Metode *PIECES Framework*. *JURIKOM (Jurnal Riset Komputer)*, 9(3), 522-527.
- Field, A. (2018). *Discovering Statistics Using IBM SPSS Statistics* (5th ed.). SAGE Publications.

- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Addison-Wesley.
- Fornell, C. (1992). A national customer satisfaction barometer: The Swedish experience. *Journal of Marketing*, 56(1), 6-21.
- Ghasemi, A., & Zahediasl, S. (2012). "Normality Tests for Statistical Analysis: A Guide for Non-Statisticians." *International Journal of Endocrinology and Metabolism*, 10(2), 486-489.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate Dengan Perogram IBM SPSS 19 (Edisi kelima)*. Universitas Diponegoro, Semarang
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall.
- Hidayat, R., & Zain, M. (2021). Peran Tokopedia dalam Pemberdayaan UMKM di Era Digital. *Jurnal Ekonomi Digital Indonesia*, 14(2), 45-56.
- Kim, J. (2021). The Evolution of E-commerce in Southeast Asia: The Case of Tokopedia. *Journal of Business and Technology*.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson Education.
- Krejcie, R. V., & Morgan, D. W. (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement*.
- Kusuma, D., Santoso, R., & Widodo, A. (2023). Analisis Kepercayaan Pelanggan Terhadap Layanan E-commerce Tokopedia. *Jurnal Manajemen dan Pemasaran*, 20(1), 78-90.
- Laudon, K. C., & Laudon, J. P. (2016). *Management Information Systems: Managing the Digital Firm*. Pearson.
- Li, F. (2015). "Pendiri Tokopedia dan Sejarah Berdirinya Tokopedia." Sea Group. [Diakses dari artikel internal Sea Group].
- McKinney, V., Yoon, K., & Zahedi, F. M. (2002). The Measurement of Web-Customer Satisfaction: An Expectation and Disconfirmation Approach. *Information Systems Research*.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). McGraw-Hill.
- O'Brien, J. A., & Marakas, G. M. (2010). *Management Information Systems*. McGraw-Hill.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.
- Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, 17(4), 460-469.

- Oliver, R. L. (1997). *Satisfaction: A behavioral perspective on the consumer*. McGraw-Hill.
- Osborne, J. W. (2010). *Best Practices in Data Cleaning: A Complete Guide to Everything You Need to Do Before and After Collecting Your Data*. SAGE Publications.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of *Service Quality*. *Journal of Retailing*.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Permana, H. D., Hapsari, A. A., Nugraha, D., & Jaenul, A. (2021). Evaluasi Kinerja Sistem Aplikasi E-commerce Tokopedia menggunakan Metode PIECES *Framework*. *Jurnal ICT: Information Communication & Technology*, 20(2), 202-209.
- Pratama, I. (2022). Dampak Merger Gojek-Tokopedia Terhadap Ekosistem Digital di Indonesia. *Jurnal Bisnis dan Teknologi*, 18(3), 102-110.
- Pratama, R. (2021). The Role of Digital Payment Solutions in Enhancing User Experience on Tokopedia. *Fintech Journal*.
- Purwanto, E., et al. (2023). Factors Influencing User Satisfaction on E-commerce Platforms: The Case of Tokopedia. *Journal of Digital Business Research*.
- Razali, N. M., & Wah, Y. B. (2011). "Power Comparisons of Shapiro-Wilk, Kolmogorov-Smirnov, Lilliefors, and Anderson-Darling Tests." *Journal of Statistical Modeling and Analytics*, 2(1), 21-33.
- Riyadi, P. (2022). Digital *Marketing Strategies* in E-commerce: A Case Study of Tokopedia Indonesia. *Journal of Marketing Insights*.
- Sakir, N., Jaya, J. N. U., & Wahyuni, N. (2022). Penerapan Metode Pieces *Framework* Sebagai Evaluasi Tingkat Kepuasan Pengguna Aplikasi Seabank di Balikpapan. *JURIKOM (Jurnal Riset Komputer)*, 9(2), 344-351.
- Salesforce. (2023). State of the Connected Customer. Retrieved from [Salesforce](<https://www.salesforce.com/research/>).
- Salim, H. (2021). "Tokopedia dan Gojek Bergabung: Mengubah Lanskap E-Commerce Indonesia." *Jurnal Bisnis & Ekonomi Indonesia*, 12(3), 45-67.
- Sari, N., & Gunawan, M. (2023). The Role of Live Streaming in E-commerce: Evidence from Tokopedia Live. *Journal of Online Business*.
- Setiawan, A. (2023). Tren Pertumbuhan E-commerce di Indonesia dan Peran Tokopedia. *Indonesian Journal of Economics*.
- Setiawan, T. (2020). Inovasi Teknologi pada Platform E-commerce: Studi Kasus Tokopedia. *Jurnal Teknologi dan Manajemen Informasi*, 16(1), 34-50.

- Smith, A. (2022). "Tokopedia vs Tokopedia: The Battle of E-Commerce Giants in Indonesia." *E-Commerce Trends Journal*, 14(2), 78-89.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Tan, W. (2022). Tokopedia Mall and Brand Trust in Online Shopping. *Journal of Consumer Trust*.
- Tanuwijaya, W., & Edison, L. A. (2009). "Sejarah Tokopedia: Dari Startup Hingga Unicorn." Tokopedia. [Diakses dari wawancara dan publikasi internal Tokopedia].
- Tjahjono, H. (2022). Marketplace Models in Southeast Asia: Tokopedia's Expansion Strategy. *Asia Business Review*.
- Trochim, W. M. K. (2006). *The Research Methods Knowledge Base* (2nd ed.). Atomic Dog Publishing.
- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186-204.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User acceptance of information technology: Toward a unified view. *MIS Quarterly*, 27(3), 425-478.
- We Are Social, Hootsuite. (2024). *Digital 2024: Indonesia Report*.
- Wetherbe, J. C. (1991). *Systems Analysis and Design: Best Practices*.
- Whitten, J. L., & Bentley, L. D. (2007). *Systems Analysis and Design Methods*. McGraw-Hill.
- Wigand, R. T., Picot, A., & Reichwald, R. (1997). *Information, Organization and Management: Expanding Markets and Corporate Boundaries*. John Wiley & Sons.
- Yusuf, S., & Firmansyah, H. (2022). Persepsi Pengguna terhadap Sistem Pembayaran Digital di Tokopedia. *Jurnal Keuangan Digital*, 15(4), 123-136.
- Statista. (2023). E-commerce Market in Indonesia. Retrieved from www.statista.com
- Wetherbe, J. C. (1991). *Information Systems Management in Practice*. Prentice-Hall.
- Putri, A., Nugroho, R., & Setiawan, H. (2022). Evaluasi Kinerja E-Commerce Menggunakan PIECES Framework. *Jurnal Teknologi Informasi*, 10(2), 45-57.
- Rahman, B., & Sari, D. (2023). Pengaruh Efisiensi dan Kontrol Sistem E-Commerce terhadap Loyalitas Pengguna. *Jurnal Manajemen dan Bisnis Digital*, 5(1), 78-92.
- Sugiyono. (2019). *Statistika untuk Penelitian*. Bandung: Alfabeta.
- Walpole, R. E. (2011). *Pengantar Statistika*. Jakarta: PT Gramedia Pustaka Utama.

- Ghozali, Imam. 2018. Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Edisi 9. Semarang: Badan Penerbit Universitas Diponegoro.
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Bandung: Alfabeta.
- Patton, M. Q. (2002). *Qualitative Research and Evaluation Methods* (3rd ed.). Thousand Oaks, CA: Sage Publications.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th ed.). New York: McGraw-Hill.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis* (8th ed.). Cengage Learning.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (5th ed.). New York: McGraw-Hill.
- Santoso, S. (2015). *Statistik Parametrik*. Jakarta: PT Elex Media Komputindo.
- Widarjono, A. (2018). *Ekonometrika: Teori dan Aplikasi untuk Ekonomi dan Bisnis* (4th ed.). Yogyakarta: UPP STIM YKPN.
- Shopee Indonesia. (2023). Tentang Kami. Diakses dari <https://shopee.co.id/m/about>
- iPrice Group. (2023). Indonesia Map of E-commerce Q4 2023. Diakses dari <https://iprice.co.id/insights/mapofecommerce/>
- Katadata. (2023). Shopee Masih Pimpin Pasar E-Commerce Indonesia, Tokopedia Ketiga. Diakses dari <https://databoks.katadata.co.id>
- Sea Group. (2023). Annual Report 2022–2023. Diakses dari <https://www.seagroup.com/home/investor>
- Afifah Maharani, S., Santoso, A., & Kurniawan, D. (2022). Analisis perbandingan kinerja website Shopee dan Tokopedia menggunakan *PIECES Framework*. *Jurnal Teknologi dan Sistem Informasi*, 5(2), 134–145.
- Andriyanto, A., Hidayat, R., & Putra, R. (2021). Pengaruh Sistem Informasi terhadap Kepuasan Pengguna E-Commerce melalui *PIECES Framework*. *Jurnal Sistem Informasi dan Komputer*, 11(1), 25–33.

- Bhattacharjee, A. (2001). Understanding *Information Systems Continuance: An Expectation-Confirmation Model*. *MIS Quarterly*, 25(3), 351–370.
- Chaffey, D. (2015). *Digital Business and E-Commerce Management: Strategy, Implementation and Practice* (6th ed.). Pearson Education Limited.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of *Information Technology*. *MIS Quarterly*, 13(3), 319–340.
- Dewi, A., & Cahyono, H. (2020). Pengaruh Kinerja Sistem Informasi terhadap Kepuasan Pelanggan pada Aplikasi E-Commerce. *Jurnal Teknologi dan Bisnis*, 4(1), 10–18.
- Fitriani, R., Wibowo, A., & Nugraha, A. (2022). Pengaruh Kualitas Pelayanan terhadap Loyalitas Konsumen E-Commerce Shopee. *Jurnal Manajemen dan Kewirausahaan*, 14(2), 112–121.
- Fornell, C. (1992). A National Customer Satisfaction Barometer: The Swedish Experience. *Journal of Marketing*, 56(1), 6–21.
- Laudon, K. C., & Laudon, J. P. (2020). *Management Information Systems: Managing the Digital Firm* (16th ed.). Pearson.
- Melinda, S., Pratama, D., & Lestari, A. (2021). Evaluasi Kinerja Sistem Aplikasi Shopee Menggunakan *PIECES Framework*. *Jurnal Informatika dan Sistem Informasi*, 7(3), 145–157.
- Nugroho, R. (2022). Evaluasi Kepuasan Pelanggan Terhadap Aplikasi Tokopedia Menggunakan *PIECES Framework*. *Jurnal Sistem Informasi dan Teknologi*, 10(2), 88–96.
- O'Brien, J. A., & Marakas, G. M. (2011). *Management Information Systems* (10th ed.). McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A Multiple-Item Scale for Measuring Consumer Perceptions of *Service Quality*. *Journal of Retailing*, 64(1), 12–40.
- Prasetyo, A., & Hidayat, S. (2021). Analisis Pengaruh Promosi dan Harga Terhadap Keputusan Pembelian Konsumen pada Marketplace Tokopedia. *Jurnal Ekonomi dan Bisnis*, 9(1), 33–42.
- Sari, N., & Wulandari, T. (2021). Pengaruh Efisiensi dan Keamanan Sistem E-Commerce terhadap Kepuasan Konsumen. *Jurnal Manajemen Teknologi*, 10(4), 211–221.
- Stair, R., & Reynolds, G. (2021). *Principles of Information Systems* (13th ed.). Cengage Learning.
- Wetherbe, J. C. (1991). *System Analysis and Design: Best Practices*. West Publishing Company.

Wibowo, R., & Lestari, N. (2020). Pengaruh Kualitas Informasi terhadap Kepuasan Pelanggan E-Commerce di Era Digital. *Jurnal Riset Manajemen dan Bisnis*, 15(2), 67–75.

