

REFERENCES

- Ahmed, A., Hasan, O., Awwad, F., & Bastaki, N. (2020). Formalisation of cost and utility in microeconomics. *Energies*, 13(3), 712. <https://doi.org/10.3390/en13030712>
- Albrecht, C.M., Hattula, S., Bornemann, T. and Hoyer, W.D. (2016). "Customer response to interactional service experience: the role of interaction environment", *Journal of Service Management*, Vol. 27 No. 5, pp. 704-729.
- Ali, A. A. E. R. and Senin, M. A. (2020). Enhancing brand loyalty through brand architecture strategy. *International Journal of Academic Research in Business and Social Sciences*, 10(10). <https://doi.org/10.6007/ijarbss/v10-i10/8270>
- Andrews, I., Gentzkow, M., & Shapiro, J. M. (2018). On the informativeness of descriptive statistics for structural estimates.. <https://doi.org/10.3386/w25217>
- Ausat, A. M. A. (2023). The Role of Social Media in Shaping Public Opinion and Its Influence on Economic Decisions. *Technology and Society Perspectives (TACIT)*, 1(1), 35–44. <https://doi.org/10.61100/tacit.v1i1.37>
- Ayu, S., & Rosli, M. S. B. (2020). Uji Reliabilitas Instrumen Penggunaan SPADA (Sistem Pembelajaran dalam Jaringan). *Biomatika: Jurnal ilmiah fakultas keguruan dan ilmu pendidikan*, 6(1), 145-155.
- Barkhi, R. and Wallace, L. G. (2007). The impact of personality type on purchasing decisions in virtual stores. *Information Technology and Management*, 8(4), 313-330. <https://doi.org/10.1007/s10799-007-0021-y>
- Basuki, A. T. (2016). *Analisis Regresi Dalam Penelitian Ekonomi dan Bisnis*. PT RajaGrafindo Persada
- Boateng, H., Kosiba, J. P., Adam, D. R., Ofori, K. S., & Okoe, A. F. (2020). Examining brand loyalty from an attachment theory perspective. *Marketing Intelligence & Planning*, 38(4), 479-494. <https://doi.org/10.1108/mip-03-2019-0161>

- Browning, E. K., & Zupan, M. A. (2020). Microeconomics: Theory and applications. John Wiley & Sons.
- Chaokromthong, K., & Sintao, N. (2021). Sample size estimation using Yamane and Cochran and Krejcie and Morgan and green formulas and Cohen statistical power analysis by G* Power and comparisions. Apheit International Journal, 10(2), 76-86.
- David, D. (2018). The Effect of E-Service Quality on Customer Loyalty through Customer Satisfaction on Grab Online Transportation, Agora, 6(2), 95–100.
- Da Costa Quinino, R., Reis, E. A., & Bessegato, L. F. (2012). Using the coefficient of determination R2 to test the significance of multiple linear regression. Teaching Statistics, 35(2), 84–88.
<https://doi.org/10.1111/j.1467-9639.2012.00525.x>
- Dehghan, A. N., Alizadeh, H., & Mirzaei-Alamouti, S. (2015). Exploring the customer perceived values as an antecedent of purchase behaviour. Serbian Journal of Management, 10(2), 173-188.
<https://doi.org/10.5937/sjm10-7844>
- Devila, R., Ma'mun, S., & Ansar, A. (2017). Marketing mix: effects of service quality and consumer behavior on loyalty. the mediating role of customer satisfaction.. <https://doi.org/10.31227/osf.io/svckm>
- Elsayed, E. A. (2012). Overview of reliability testing. IEEE Transactions on Reliability, 61(2), 282-291. <https://doi.org/10.1109/tr.2012.2194190>
- Gujarati, D. N. (2003). Basic Econometrics (4th ed.). Mc Graw Hill.
- Ghasemi, Asghar & Zahediasl, Saleh. (2012). Normality Tests for Statistical Analysis: A Guide for Non-Statisticians. International journal of endocrinology and metabolism. 10. 486-489. 10.5812/ijem.3505.
- Gonu, E., Okeniyi, J., & Agyapong, G. K. (2023). Customer relationship management practices and organisational performance of commercial banks in Ghana: a mediation analysis. Journal of Financial Services Marketing. <https://doi.org/10.1057/s41264-023-00226-8>

- Ginting, Y., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. International Journal of Data and Network Science, 7(1), 329-340.
- Gofur, A. (2019). Pengaruh kualitas pelayanan dan harga terhadap kepuasan pelanggan. Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 4(1), 37-44.
- Gujarati, D. N. (2003). Basic Econometrics (4th ed.). Mc Graw Hill.
- Hee, O. C., Gan, J., Kowang, T. O., Rizal, A. M., & Fei, T. H. C. (2022). The Relationship between Brand Awareness, Brand Loyalty, Advertisement and Customer Purchase Decision among Property Purchasers in Malaysia: A Conceptual Analysis. International Journal of Academic Research in Business & Social Sciences, 12(4). <https://doi.org/10.6007/ijarbss/v12-i4/12368>
- Harpe, S. E. (2015). How to analyse Likert and other rating scale data. Currents in Pharmacy Teaching and Learning, 7(6), 836-850. <https://doi.org/10.1016/j.cptl.2015.08.001>
- Hartono, C., Silintowe, Y. B. R., & Huruta, A. D. (2021). The ease of transaction and e-service quality of e-commerce platform on online purchasing decision. BISMA (Bisnis Dan Manajemen), 13(2), 81–93. <https://doi.org/10.26740/bisma.v13n2.p81-93>
- Haryono, S., & Wardoyo, P. (2012). Structural equation modeling : untuk penelitian manajemen menggunakan AMOS 18.00. Structural Equation Modeling AMOS 18.00. https://digilib.umsu.ac.id/index.php?p=show_detail&id=24611
- Hasan, Z., & Lehar, H. (2011). Fundamentals of microeconomics. Oxford Fajar.
- Jaherman, R., Hoesin, W., & Kurniawan, I. (2022). the effect of service quality and price on consumer purchase decisions through purchase interest on online shopee shopping sites. Indonesian Journal of Multidisciplinary Science, 1(8), 841-848.

- Hesse-Biber, S. (2010). Qualitative approaches to mixed methods practice. *Qualitative Inquiry*, 16(6), 455–468. <https://doi.org/10.1177/1077800410364611>
- Ikramuddin, Adam, M., Sofyan, H. and Faisal, 2017. The Relationship of Perceived Value, Service Quality, Brand Trust, and Brand Loyalty. A
- Kahar, A., Wardi, Y., & Patrisia, D. (2019). The influence of perceived usefulness, perceived ease of use, and perceived security on re-purchase intention at tokopedia.com. Proceedings of the 2nd Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2018). <https://doi.org/10.2991/piceeba2-18.2019.20>
- Karni, E. and Schmeidler, D. (2016). An expected utility theory for state-dependent preferences. *Theory and Decision*, 81(4), 467-478. <https://doi.org/10.1007/s11238-016-9545-0>
- Ke, Yunhao. (2021). Applications of Managerial Economics in Business Pricing Strategies. E3S Web of Conferences. 235. 01061. [10.1051/e3sconf/202123501061](https://doi.org/10.1051/e3sconf/202123501061).
- Kepios (2023). "Digital 2023 Indonesia," retrieved from <https://datareportal.com/reports/digital-2023-indonesia> on 01 June 2023
- Kepios. (2023, October). Global Social Media Statistics — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights. Retrieved October 27, 2023, from <https://datareportal.com/social-media-users>"
- Kepios. (2023a, April). Twitter users, stats, data, trends, and more — DataReportal – Global Digital Insights. DataReportal – Global Digital Insights. Retrieved October 27, 2023, from <https://datareportal.com/essential-twitter-stats?rq=twitter>
- Kilian, L. and Zhou, X. (2018). Modeling fluctuations in the global demand for commodities. *Journal of International Money and Finance*, 88, 54-78. <https://doi.org/10.1016/j.jimonfin.2018.07.001>
- Kitagawa, T. (2015). A Test for Instrument Validity. *Econometrica*, 83(5), 2043-2063. <https://doi.org/10.3982/ECTA11974>

- Kothari, C. R. (2004). Research Methodology: Methods and Techniques (Second Revision ed.). New Age International Limited. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
- Kothari, C. R. (2004). Research Methodology: Methods and Techniques (Second Revision ed.). New Age International Limited. <https://ccsuniversity.ac.in/bridge-library/pdf/Research-Methodology-CR-Kothari.pdf>
- Kurniadi, W. (2022). Relation capability and product innovation in increasing competitive advantage the covid-19 pandemic (pt. hanan boga rasa). Proceeding of the International Conference on Economics and Business, 1(2), 598-608. <https://doi.org/10.55606/iceb.v1i2.223>
- Kustono, A. S., Nanggala, A. Y. A., & MAS'UD, I. (2020). Determinants of the use of e-wallet for transaction payment among college students.
- Kyriakopoulos, K. J. and Psarris, K. (2005). Efficient techniques for advanced data dependence analysis. 14th International Conference on Parallel Architectures and Compilation Techniques (PACT'05). <https://doi.org/10.1109/pact.2005.19>
- Literature Review. Expert Journal of Marketing, 5(2), pp. 72-77
- Martinek, W. L. (2017). A review of textbooks for teaching graduate Research Methods. PS: Political Science & Politics, 50(02), 554–558. <https://doi.org/10.1017/s1049096516003188>
- Masitoh, M. R., Wibowo, H. A., & Ikhsan, K. (2019). Pengaruh kualitas pelayanan, kepuasan pelanggan, dan kepercayaan merek terhadap loyalitas pelanggan pada pengguna aplikasi mobile shopee. Sains Manajemen, 5(1). <https://doi.org/10.30656/sm.v5i1.1515>
- Moore, D. S., McCabe, G. P., & Craig, B. A. (2018). Introduction to the Practice of Statistics. W. H. Freeman.
- Murthy, D. (2012). Towards a sociological understanding of social media: theorising twitter. Sociology, 46(6), 1059-1073. <https://doi.org/10.1177/0038038511422553>

- Nadhiroh, U. and Astuti, R. (2022). Pengaruh brand awareness dan brand loyalty terhadap customer purchase decision dengan perceived quality sebagai variabel mediasi. *Aksara: Jurnal Ilmu Pendidikan Nonformal*, 8(1), 401. <https://doi.org/10.37905/aksara.8.1.401-412.2022>
- Nangin, M. A., Barus, I. R. G., & Wahyoedi, S. (2020). The effects of perceived ease of use, security, and promotion on trust and its implications on fintech adoption. *Journal of Consumer Sciences*, 5(2), 124–138.
- Neumeyer, P. A. and Perri, F. (2005). Business cycles in emerging economies: the role of interest rates. *Journal of Monetary Economics*, 52(2), 345-380. <https://doi.org/10.1016/j.jmoneco.2004.04.011>
- Nguyễn, T. P. L. and Nguyen, V. A. T. (2020). Factors affecting online payment method decision behaviour of consumers in Vietnam. *The Journal of Asian Finance, Economics and Business*, 7(10), 231-240. <https://doi.org/10.13106/jafeb.2020.vol7.n10.231>
- Patel, M., & Patel, N. (2019). Exploring Research Methodology: Review Article. *International Journal of Research and Review*, 6(3), 48–55.
- Pervez, A., Maniruzzaman, M., Shah, A. A., Nabi, N., & Ado, A. M., (2021). The meagerness of simple Likert scale in assessing risk: How appropriate the fuzzy Likert is?. *NUST Journal of Social Sciences and Humanities*, 6(2), 138-150. <https://doi.org/10.51732/njssh.v6i2.55>
- Poll, J. V. D. (2021). An alternative to the likert scale when polling employees. *The International Journal of Business & Management*, 9(5). <https://doi.org/10.24940/theijbm/2021/v9/i5/bm2105-044>
- Pindyck, R. S., & Rubinfeld, D. L. (2001). The Basic Supply and Demand. In *Microeconomics* (8th ed., p. 57).
- <https://archive.org/details/8theditionthepearsonseriesineconomicsrobertpindycdkdanielrubinfeldmicroecon/mode/2up?q=elasticity>
- Putra, T. W., & Keni, K. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara*, 4(1), 184. <https://doi.org/10.24912/jmieb.v4i1.7759>

- Rew, D., Jung, J. Y., & Lovett, S. (2020). Examining the relationships between innovation, quality, productivity, and customer satisfaction in pure service companies. *The TQM Journal*, 33(1), 57-70. <https://doi.org/10.1108/tqm-10-2019-0235>
- Rivai, J., & Zulfitri (2021). The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies*.
- Sarstedt, Marko. (2019). Revisiting Hair Et al.'s Multivariate Data Analysis: 40 Years Later. 10.1007/978-3-030-06031-2_15.
- Setyarko, Y. (2016). Analisis persepsi harga, promosi, kualitas layanan, dan kemudahan penggunaan terhadap keputusan pembelian produk secara online. *Jurnal Ekonomika dan Manajemen*, 5(2), 128-147.
- Sheth, J. N., Jain, V., & Ambika, A. (2023). The growing importance of customer-centric support services for improving customer experience. *Journal of Business Research*, 164, 113943.
- Shukla, S. (2020). Concept of population and sample. *How to Write a Research Paper*, June, 1–6. https://www.researchgate.net/publication/346426707_CONCEPT_OF_POPULATION_AND_SAMPLE
- Stanley, T. D., Doucouliagos, H., & Steel, P. (2018). Does ict generate economic growth? a meta-regression analysis. *Journal of Economic Surveys*, 32(3), 705-726. <https://doi.org/10.1111/joes.12211>
- Tim Unsoed Dalam Angka. (2022). Jumlah Mahasiswa Terdaftar, December, 6. Jumlah Mahasiswa Terdaftar Berdasar Tahun Angkatan (unsoed.ac.id)"
- Tuten, T. L., Kotler, P., & Armstrong, G. (2010). *Study guide : Principles of marketing* 13th edition Philip Kotler, Gary Armstrong. <http://ci.nii.ac.jp/ncid/BA90984567>
- Wang, S., Li, M., & Lien, C. (2019). Optimal multiple attribute decision model for key parameters of online group buying product. *Mathematics*, 7(10), 906. <https://doi.org/10.3390/math7100906>

- Widhiarso, W., & UGM, F. P. (2012). Tanya jawab tentang uji normalitas. Fakultas Psikologi UGM, 1-5.
- Wu, Y. and Zhu, L. (2016). The effect of customer perceived service quality on the optimal group-buying strategy. Proceedings of the 2016 International Conference on Applied Mathematics, Simulation and Modelling. <https://doi.org/10.2991/amsm-16.2016.100>
- Yonatan, A. Z. (2023, July 7). Menilik Jumlah Pengguna Media Sosial 2013-2023. <https://data.goodstats.id>. Retrieved October 27, 2023, from <https://data.goodstats.id/statistic/agneszfanyayonatan/menilik-jumlah-pengguna-media-sosial-2013-2023-WR7bg>
- Yusup, F. (2018). Uji validitas dan reliabilitas instrumen penelitian kuantitatif. *Jurnal Tarbiyah : Jurnal Ilmiah Kependidikan*, 7(1). <https://doi.org/10.18592/tarbiyah.v7i1.2100>

