

DAFTAR PUSTAKA

- Ajzen, I., & Fishbein, M. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading, MA: Addison-Wesley.
- Field, A. (2013). *Discovering Statistics Using IBM SPSS Statistics* (4th ed.). London: SAGE Publications.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Gliem, J. A., & Gliem, R. R. (2003). Calculating, interpreting, and reporting Cronbach's alpha reliability coefficient for Likert-type scales. *Midwest Research-to-Practice Conference in Adult, Continuing, and Community Education*. <https://scholarworks.iupui.edu/handle/1805/344>
- Griffin, J. (1995). *Customer Loyalty: How to Earn It, How to Keep It*. New York: Lexington Books.
- Gujarati, D. N. (2015). *Econometrics by Example* (2nd ed.). New York: Palgrave Macmillan.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). New Jersey: Pearson Education.
- Iprice Insights & We Are Social. (2021-2023). *E-commerce Southeast Asia Reports*.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63(Special Issue), 33–44. <https://doi.org/10.2307/1252099>
- Prastowo, W. B., Hartini, S., & Andrianto, N. M. (2024). *Pengaruh Customer Experience dalam Penerapan Artificial Intelligence terhadap Loyalitas Pelanggan Marketplace Shopee*. Endless Journal.
- Rahmawati, A., Sugandini, D., & Istanto, Y. (2021). *Pengaruh Customer Experience terhadap Attitude Loyalty dan Behavioral Loyalty yang Dimediasi oleh Emotional Experience*. JIMBI UNSRAT.
- Meilani, S., & Saputro, A. H. (2025). *Pengaruh Kualitas Produk, Pengalaman Pelanggan dan Kepuasan Pelanggan Terhadap Loyalitas Pelanggan*. JEMSI, Vol.11 No.1.
- Nazir, M. (2014). *Metode Penelitian*. Jakarta: Ghalia Indonesia.
- Nunnally, J. C., & Bernstein, I. H. (1994). *Psychometric Theory* (3rd ed.). New York: McGraw-Hill.
- Schmitt, B. (1999). Experiential Marketing. *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business* (7th ed.). Chichester: John Wiley & Sons.
- Siringo Ringo, R. Y., Septyanto, D., & Ramli, A. H. (2023). Analysis of factors affecting customer satisfaction and customer loyalty in the Shopee marketplace. *Majalah Ilmiah Bijak*, 20(2), 293–310.
- Sofiani, M., Sulhaini, & Sagir, J. (2022). *Pengaruh Online Shopping Experience terhadap Loyalitas Konsumen Menggunakan Shopee dengan Customer Trust sebagai Variabel Intervening*. JMM UNRAM.

- Subadar, A. A., & Nusron, A. (2025). Pengaruh brand awareness dan customer experience terhadap customer loyalty melalui repurchase intention (Studi kasus pengguna Shopee di Kota Pasuruan). *JBMA: Jurnal Bisnis Manajemen dan Akuntansi*, 12(1), 66–75.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.