ANALYSIS OF THE INFLUENCE OF QUALITY, PERCEIVED VALUE, INNOVATION, POPULARITY ON REPURCHASE INTENTION THROUGH CUSTOMER SATISFACTION ON BLIBLI CUSTOMERS IN MEDAN

[1]Vincent, [2]Dr. Ronald Suryaputra, [3]Dr. Amelia

[1]Master Scholar, [2]Professor, [3]Professor
[1]Faculty of Economics and Business
[1]Universitas Pelita Harapan, Surabaya, Indonesia

Abstract: Blibli is one of the e-commerce companies in Indonesia which was founded in 2011 and is growing rapidly. Even though Blibli is quite popular, there is still competition from competitors such as Shopee, Tokopedia and others.

This study aims to find factors that influence Repurchase Intention through Customer Satisfaction of Blibli customers, especially in Medan. This research is useful for the E-commerce industry, especially for making a consumer satisfied with a service provided so that the e-commerce business can survive in the market in the long term.

This research is causal with a quantitative method using Amos 22.0 software to help process primary data from 100 Blibli customers in Medan which were collected using the Snowball Sampling technique.

In this study it was found that the intention to repurchase a product can occur when the customer is satisfied which is most influenced in the greatest order by Quality, Popularity, Innovation and Perceived Value. Customers have a good perception of Quality and Popularity where these variables have a significant influence such as the quality of the Blibli website which is attractive and easy to understand and the famous Brand Ambassador who becomes the Blibli Icon makes Blibli's name increasingly known by the public. The Innovation and Perceived Value variables are insignificant but still positive, so Blibli needs to maintain what they have done in this variable.

Keywords – **Quality, Perceived Value, Innovation, Popularity, Customer Satisfaction, Repurchase Intention**

I. INTRODUCTION

Along with the times and advances in technology accompanied by business competition in the era of globalization, especially in 2022, this makes entrepreneurs have to continue to improve all important aspects of their company which aims to develop the company so that it can compete even more optimally and get maximum benefits for his company with the development of the digital era, indirectly creating a business-to-consumer type marketing system, or more commonly known as the B2C model in e-commerce, has entered the Indonesian market and has developed quite well.

This is supported by the development of internet use in Indonesia according to APJII data (2019) which states that there are 196.7 million internet users with a population of 266.9 million people with a composition of 92.2 million (62%) workers or entrepreneurs, 33 million (16.6%)) housewives, 18.3 million (7.8%) students, 13 million (6.3%) students, and 2.5 million (0.6%) others. And also the level of 37.7 million people (8.5%) has the main reason to access the internet to do business, trade, and search for goods online

The development of e-commerce in Indonesia is also an important concern. According to Andy Boediman, Managing Partner of Venture Capital Ideasource, only 0.7% of the retail market has switched from online to e-commerce. Strategic steps have also been taken by the Ministry of Communication and Informatics to continue the construction of the Palapa Ring, a fiber optic development program that reaches remote areas.

Today's society, to be precise in 2022, especially students who are intellectuals and of course inseparable from internet technology, including e-commerce in lecture activities and other things that support their activities. The presence of the internet is very helpful for all student activities to be completed more quickly. Thus students are required to be able to understand and comprehend knowledge in the internet field. By understanding students in the internet field, it is possible for students to also carry out online purchasing activities because the online buying and selling system also uses internet technology. Besides that, the fashionable life of students is also one of the reasons students make purchases online. Because by shopping online, students can easily find the products they want and easily find trending products. Believing in quality and satisfaction with service to consumers will

later make the level of interest in repurchasing by consumers will certainly increase. E-service quality is the key to customer satisfaction (Janda et al. 2002; Wolfinbarger and Gilly, 2003)

II.   LITERATURE REVIEW

Quality

According to Sunyoto (2012), quality is a measure to assess that an item or service has use value as expected or in other words an item or service is considered to have quality if it works or has use value as desired. Heizer J & Render B (2015), says that quality is the overall features and characteristics of a product or service that rely on its ability to satisfy promised and implied needs. According to Kotler P & K L Keller (2016), quality is defined as the overall characteristics and characteristics of service products that support the ability to satisfy needs. Its definition emphasizes customer focus.

Perceived Value

The use of the concept of perceived value has been considered as an important prerequisite for business continuity, especially in fierce market competition and has been considered as the key to success for all companies (Huber et al., 2001)
Stahl et al in Alshibly (2015) state that perceived value is the main key in the existence of the main impetus in development to maintain a base of loyal consumers because the initial basis is customer loyalty, because perceived value has an important role in perceived value in carrying out customer acquisition processes and retention. Eggert and Ulaga in Alshibly (2015) also have the opinion that companies can gain a competitive advantage because they have provided perceived value.

Innovation

According to Rosli and Sidek (2013, p.2), "innovation is also seen as the process of creating an idea, developing an invention and ultimately introducing a new product, process or service to the market". According to Ndesaulwa and Kikula (2016, p.2), "innovation is described as the introduction of new or improved processes, products or services based on new scientific or technological knowledge and/or organizational knowledge". According to Hasan, et al. (2013, p.245), "innovation is the acceptance of any ideas or actions related to products, services, systems, devices, policies, or programs that are new to the adopting organization". Innovation is a positive change in method or technology that is useful and departs from pre-existing ways of doing things. There are two types of innovation, namely process innovation and product innovation. The innovation process is a change that affects the way output is produced, while product innovation itself has the opposite definition, namely product innovation is a change in the actual output of both the goods and services themselves (Bateman & Snell, 2009, p. 610).

Popularity

Popularity means fame (Partanto, 2001:601). Popularity comes from the word popular, meaning that it is known and liked by many people (Poerwadar Minta, 2006: 907). In the General Indonesian Dictionary, popularity means the fame one has (Poerwadar Minta, 2006: 769). Popularity has the same meaning as familiarity. Familiarity means often seen or already famous.

In the Science of Communication regarding Popularity, there is a sentence that says "He doesn't communicate what he says, he communicates what he is" he (the communicator) cannot tell the listener to pay attention only to what he is saying but the listener will also pay attention to who is saying (Riswandi , 2009:129).
Regarding Popularity, Robert B. Zajonc (1968) has conducted research by showing facial photographs to his experimental subjects. He found that the more times the subject saw a certain face, the more he liked it. This research gave birth to the hypothesis "mere exposure" (exposure only). This hypothesis is used as a scientific basis for the importance of message repetition in influencing and arguing (Rahmat, 2017: 115).

Customer Satisfaction

Customer satisfaction is a feeling of pleasure or disappointment that a customer has based on a comparison between the reality obtained and the expectations that the customer has (Priansa, 2017, p.197). According to Hasan (2016, p.58) he explains that customer satisfaction is a basic function of the amount of product value (performance) that customers feel compared to customer expectations before use. According to Alma (2016, p.185) says that customer satisfaction is an expression of pleasure, relief or disappointment for customers who compare their impressions of the products and services they buy associated with the expected benefits.

The creation of satisfaction can provide several benefits including the relationship between the company and its customers to be harmonious, improve the company's reputation, provide a good basis for repurchase, and create customer loyalty (Tjiptono, 2015, p.76). Priansa (2017, p.196) explains that creating customer satisfaction is one of the core achievements of long-term profitability for the company. Satisfaction is a picture of the difference between expectations and performance. If expectations are high, while performance is mediocre, satisfaction will not be achieved or even generate vitality for customers. Conversely, if performance exceeds expectations, satisfaction will increase

Repurchase Intention

Repurchase intention online is a situation when a customer is willing and intends to engage in a future transaction. According to (Megantara 2016), repurchase intention is the intention of a customer to buy a product that has been purchased in the past.

Repurchase intention is an action from a consumer to want to buy or not a product (Kotler, 2015). According to (Kotler 2015) in the purchasing process, purchase intention or repurchase intention is closely related to the motives it has for using or buying certain products. The motive for this purchase is different for each customer. Customers will choose products that contain attributes they believe are relevant to what they need.

Objectives

Identifying the influence of Quality, Perceived Value, Innovation, Popularity on Repurchase Intention through Customer Satisfaction on Blibli Customers in Medan.

Hypotheses

H1: Quality has a significant effect on customer satisfaction.

H2: Perceived Value has a significant effect on customer satisfaction.

H3: Innovation has a significant effect on customer satisfaction.

H4: Popularity has a significant effect on customer satisfaction.

H5: Customer Satisfaction has a significant effect on Repurchase Intention.

The method used in this study will refer to references that can carry out simultaneous analysis processes related to the multi-variable research model, namely the Structural Equation Model (SEM) using AMOS 22.0 software. This research model is expected to be able to explain the relationship between variables in order to understand the factors that influence Repurchase Intention from Blibli customers in Medan as well as make an implication that the results will approach the requirements of a measurement that will be described through a research design.

Population and Sample

This study's population will consist of people in Medan areas who have shopped at Blibli at least 2 times in last 6 months since April 30, 2022. Because the population to be researched cannot be determined with certainty, non-probability sampling will be employed for this study. This study's overall sample size was 100 respondents who filled out the questionnaire.

Data and Sources of Data

Primary data collection was carried out by collecting the answers of respondents who answered all indicators of the variables in this study with the criteria and characteristics of the respondents that were suitable for research needs and filled in completely until the researcher passed the selection and the data could be used in subsequent discussions. The selected questionnaire is a complete questionnaire as a whole, in accordance with the filling instructions, and then the selected questionnaire will be further processed.

III.   RESEARCH METHODOLOGY

The analysis technique used in this study uses the Structural Equation Modeling (SEM) technique. According to Ghozali & Ratmono (2017), Structural Equation Modeling (SEM) is a multivariate technique that combines aspects of factor analysis and multiple regression which allows researchers at the same time to examine a series of interrelated dependency relationships between measured variables and latent constructs as well as between several latent constructs. other. The structural equation of this research is as follows:

$$CS = \alpha_1 Q + \alpha_2 PV + \alpha_3 I + \alpha_4 P + \delta_1$$
$$RI = \alpha_4 CS + \delta_2$$

Descriptions:
δ = Disturbance term
α = Regression Coefficient
Q = Quality
PV = Perceived Value
I = Innovation
P = Popularity
CS = Customer Satisfaction
RI = Repurchase Intention

a.   Investigation of assumptions

In this step the suitability of the model is evaluated, through a review of several criteria of goodness of fit. For this reason, the first action that must be taken is to evaluate whether the data used meets the required assumptions. The assumptions that must be met are as follows:

- Sample Size
  The minimum sample size that must be met in modeling is 100 and then using a comparison of 5 observations for each parameter to be estimated.
- Normality and Linearity
  This normality test needs to be carried out both for normality of single and multivariate data, where the variables are used simultaneously in the final analysis. Linearity test can be done by observing the scatterplots of the data.
- Outliers
  Outliers are observations that appear with extreme values both univariately and multivariately and look very much different from other observations.
- Multicollinearity and Singularity
  Multicollinearity can be detected from the determinant of the covariance matrix. A very small covariance matrix determinant value indicates a multicollinearity or singularity problem, whereas a large covariance matrix determinant value indicates that there is no multicollinearity or singularity problem in the data being analyzed.

b.   Goodness of Fit

To measure the "correctness" of the proposed model, it must be tested against several fit indices. The following are several suitability indices and their cut off values to be used in testing whether a model can be accepted or rejected.

  a.   X2 - Chi square statistics
       The lower the chi-square value, the better or more satisfactory the model will be, so it is accepted based on the probability cut off value of p>0.05 or p>0.10.

  b.   RMSEA (The Root Mean Square Error of Approximation)
       The RMSEA is defined as an index that is useful for compensating for the chi-square statistic in larger samples. The RMSEA value indicates the goodness-of-fit value that can be confronted if the model is estimated in the population. The lower the RMSEA value or close to 0.8, the better the close fit of the model based on degrees of freedom.

  c.   GFI (Goodness of Fit Index)
       The higher the index value, the better it will be assessed. Non-statistical measures have values ranging from 0 (poor fit) to 1.0 (perfect fit). A high score on this index indicates a "better fit".

  d.   AGFI (Adjusted Goodness Fit Index)
       The higher the AGFI value, the better the acceptance rate. The minimum AGFI score to be accepted is a value ≥ 0.90. The value of 0.90-0.95 indicates an adequate level or is called adequate fit, then a value of 0.95 indicates a good level or is called good overall model fit.

  e.   CMIN/DF
       CMIN/DF is the minimum sample discrepancy function. This indicator is usually reported as one of the indicators to measure the fit level of a model. CMIN/DF is a chi-square statistic, X2 is divided by DF so it is called X2-relative. The X2-relative value belonging to the fit category (model and data match) is <2.0 or 3.0.

  f.   TLI (Tucker Lewis Index)
       The TLI is an alternative to the incremental fit index which compares a model being tested against a baseline model. The model reference value accepted in the very good fit category is 0.095-1.

  g.   CFI (Comparative Fit Index)
       CFI has a value range of 0-1, where as it gets closer to 1, it indicates a better level of fit (very good fit).

IV. RESULTS AND DISCUSSION

4.1 Results

1. Validity test

The number of samples in this study were 100 respondents so that the Standard Factor Loading used was 0.40. The decision-making criteria for the validity test if Factor Loading ≥ 0.40, then the item statement is said to be valid. All item in this study are declared valid because all item have validity > 0.40.

2. Reliability Test

Based on the results of the reliability test, it shows that the results of the reliability test for all variables in this study are declared reliable because all item have composite reliability > 0.70.

3. Data Normality Evaluation

Based on the results of the normality test, the critical ratio (C.R) values for kurtosis and skewness of each variable are in the range of -2.58 and +2.58. This shows that most of the univariate normality tests are normally distributed. Because the value of 2.504 is within the range of 2.58, the multivariate data is consistent with normal assumptions.

4. The Outliers

The outliers test was carried out using the Mahalanobis distance criteria at the p<0.001 level. This Mahalanobis distance was evaluated using X2 in degrees of freedom equal to the number of variable indicators used in the study. In this study, the number of indicators used was 22 so that at a p level of 0.001 an X2 value of 52.6196 was obtained. So if the highest Mahalanobis Distance value is lower than 52.6196, it means that there are no outlier data.

5. Multicollinearity or singularity

Multicollinearity or singularity problems are indicated by the very small determinant value of the covariance matrix. If this problem occurs, Amos 22.0 will give a warning. According to the test results, the determinant matrix is greater than zero, which is equal to 0.06. This value indicates that multicollinearity and singularity are not indicated by this observation.

6. Goodness of Fit

Table 1 Goodness of Fit

Goodness of fit index	Criteria (cut-off value)	Results	Conclusion
X^2 – Chi Square	Expected to be low	206.807	Not goodness of fit
Significantly Probability	≥ 0,05	0.000	Not goodness of fit
RMSEA	≤ 0,08	0.078	Goodness of Fit
GFI	≥ 0,90	0.814	Goodness of Fit
AGFI	≥ 0,90	0.753	Marginal Fit
CMIN/DF	≥ 0.09	1.604	Marginal Fit
TLI	≥ 0,95	0.869	Goodness of Fit
CFI	≥ 0,95	0.889	Goodness of Fit

Based on the results of Table 1, the Goodness of Fit test in this study can be stated as Goodness of Fit. This can be seen from the results of RMSEA, NFI, TLI, CFI, and CMIN/DF which are Goodness of Fit, then supported by AGFI and GFI values which are Marginal Fit. So it can be concluded that the model in this study was declared feasible and accepted so that it could be continued for further testing.

1. **Hypothesis Testing**

Table 2 Hypothesis Testing

Hyphothesis	Estimates	C.R	p-value	Decision
H1: Quality has a significant effect on customer satisfaction.	0.648	4.415	***	Accepted
H2: Perceived Value has a significant effect on customer satisfaction.	0.118	1.785	0.074	Rejected
H3: Innovation has a significant effect on customer satisfaction.	0.11	0.913	0.361	Rejected
H4: Popularity has a significant effect on customer satisfaction.	0.414	2.518	0.012	Accepted
H5: Customer Satisfaction has a significant effect on Repurchase Intention.	1.089	4.901	***	Accepted
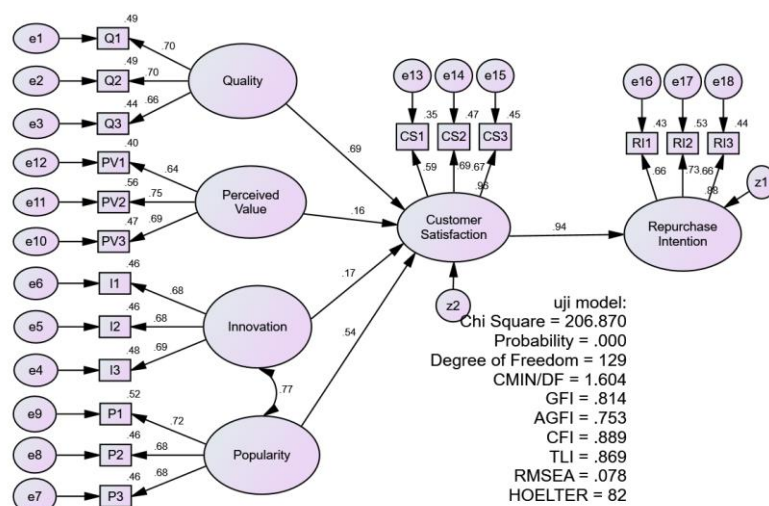
Based on the table 2, by comparing the CR value above 1.96 and the P value below 0.05 from the results of data processing, it can be determined whether the hypothesis is accepted or not. The proposed research hypothesis can be accepted if the processed data shows a value that meets these requirements. Testing the research hypothesis will be discussed step by step. The results of testing the six hypotheses are described below.

a. H1: Quality has a significant effect on customer satisfaction.
The parameter estimation between Quality and Customer Satisfaction shows significant results with a value of C.R. = 4.415 and a regression coefficient of 0.687 with a standard hypothesis that can be accepted if C.R. $\geq \pm 2.00$ with a significance level of <0.05 (5%), it can be said that Hypothesis 1 (H1) has a significant effect.

b. H2: Perceived Value has a significant effect on customer satisfaction. The estimation parameter between Perceived Value and Customer Satisfaction shows significant results with a value of C.R. = 1.785 and a regression coefficient of 0.159 with a standard hypothesis that can be accepted if C.R. $\geq \pm 2.00$ with a significance level of <0.05 (5%), it can be said that Hypothesis 2 (H1) has no significant effect.

c. H3: Innovation has a significant effect on customer satisfaction.
The estimation parameter between Innovation and Customer Satisfaction shows significant results with a value of C.R. = 0.913 and a regression coefficient of 0.174 with a standard hypothesis that can be accepted if C.R. $\geq \pm 2.00$ with a significance level of <0.05 (5%), it can be said that Hypothesis 3 (H3) has no significant effect.

d. H4: Popularity has a significant effect on customer satisfaction.
The parameter estimation between popularity and customer satisfaction shows significant results with a value of C.R. = 2.518 and a regression coefficient of 0.535 with a standard hypothesis that can be accepted if C.R. $\geq \pm 2.00$ with a significance level <0.05 (5%), it can be said that Hypothesis 4 (H4) has a significant effect

e. H5: Customer Satisfaction has a significant effect on Repurchase Intention.
The estimation parameter between Innovation and Customer Satisfaction shows significant results with a value of C.R. = 4.901 and a regression coefficient of 0.94 with a standard hypothesis that can be accepted if C.R. $\geq \pm 2.00$ with a significance level of <0.05 (5%), it can be said that Hypothesis 5 (H5) has a significant effect.

4.2 Discussion

1. Influence of Quality on Customer Satisfaction

The biggest factor affecting Customer Satisfaction is Quality with an influence of (0.687) which means that Blibli as an online shopping platform provider has succeeded in convincing consumers that Blibli's quality is not inferior to other online shopping platforms. Blibli succeeded in convincing customers that Blibli has a platform that has qualified qualities, such as ease of transaction which is an advantage for someone or parents who are not too good at using technology and many other attractive promos that are not inferior to other online shopping platforms. Furthermore, this argument is strengthened by the level of agreement of respondents in assessing the indicators of the Quality variable so that it can be concluded that consumers have been convinced by Blibli. Because Blibli succeeded in convincing their quality in the minds of consumers, Customer Satisfaction was created.

2. Influence of Popularity on Customer Satisfaction

The second biggest factor is popularity which has a significant influence of (0.535). From this research, it can be seen that the majority of respondents need external encouragement to convince them that Blibli is an e-commerce platform that is no less popular than other e-commerce platforms. Therefore, the external push created by Blibli, for example, makes one of the artists who is currently viral promote Blibli, or makes them become the brand ambassador of Blibli. That way, people will be more interested in Blibli because of the steps taken by Blibli in trying to win popularity among the public.

Real examples that can describe this research as follows; someone just wants to buy a product again if they feel or receive satisfaction from the product they bought at the beginning. Consumers who buy a product at the beginning but the product does not meet expectations, for example someone buys a leather bag, but the leather bag is scratched or torn, so it gives a bad impression at the beginning which causes the consumer to think back to buying the product again or not even wanting again because the impression was already bad the first time I bought the product. Conversely, consumers who buy products and give them a good impression, especially in terms of price and quality, will automatically increase their intention to be able to repurchase (repurchase intention) because of the satisfaction they got when they first bought a product..

3. Influence of Innovation on Customer Satisfaction

The third factor is Innovation which has an influence of (0.174) but has no significant effect. Because innovations such as free shipping and vouchers with a minimum purchase have been implemented in other e-commerce. However, what made a difference to Blibli was when Blibli took part in the BigBang event in Surabaya in 2019, at which time Blibli collaborated with other tenants who were present at Big Bang Surabaya 2019 through Blibli InStore, namely Blibi's point of sales (POS). com. Customers can order products belonging to certain tenants through Blibli InStore to take advantage of special promotions provided for online orders. Blibli InStore is part of an online to offline (O2O) initiative in which Blibli combines online and offline shopping experiences. Things like this need to be maintained by Blibli in order to maintain customer satisfaction.

Therefore, it means that the higher the effort of a company or e-commerce platform such as Blibli to innovate, the more it will attract the public's attention to wanting to make transactions on the platform, especially if the innovations carried out are different or have more unique values than the e-platform. Other commerce, An example is selling goods that are very difficult to obtain on other e-commerce platforms such as goods from abroad such as China. has been implemented by other e-commerce which causes Blibli's innovation to be increased again to highlight its differentiation from other e-commerce. This is in accordance with the marketing basis which explains that product innovation is the center of the success of a business, where as a company structure and strategy that focuses on the timing of technology development and competition (Cooper in Suseno, 2004:11).

4. Influence of Perceived Value on Customer Satisfaction

The last factor is Perceived Value which has the smallest effect of (0.159). Even though the effect is not significant, the influence is still positive, so Blibli needs to maintain what has been done, such as partnering with GO-PAY to enable customers to pay using payment services through the Blibli InStore and Click&Collect programs. By the end of 2019, Blibli aims to present O2O partnerships through these two programs in more than 20,000 retail store locations. Blibli InStore is a program where customers can shop through Blibli's point of sales (POS) facilities available in physical stores. As for Click&Collect, customers can make transactions through the Blibli.com website, then pick up purchased goods directly from the registered merchant store. Transaction

security at Blibli.com has also received recognition, where Blibli received the highest score in the Information Security Index (KAMI) from the National Cyber and Crypto Agency (BSSN).

5. Influence of Customer Satisfaction on Repurchase Intention

Customer Satisfaction is formed by the following indicators; I feel that the Blibli online shopping site application is more preferable than other online shopping sites, I feel the Blibli online shopping site application is more interesting than other online shopping sites, I feel that the Blibli online shopping site application is better known by the public than other online shopping sites. Furthermore, Repurchase Intention is formed by the following indicators; I will continue to use the Blibli online shopping site application in the future. I will recommend the Blibli online shopping site application to others. I will always be the shopping site application at Blibli as the first choice compared to other similar shopping site applications.

Customers who carry out Repurchase Intention are of course customers who are satisfied with the products or services they use. To get Customer Satisfaction, of course, it is supported by the variables discussed above, namely Quality, Perceived Value, Innovation and Popularity. After feeling satisfied, customers will not only make a Repurchase Intention, but they will definitely recommend the product to their friends or relatives where this will be profitable, including from Blibli itself. Even so, it is important for future research to include additional variables such as Promotion and Brand Image to be able to provide a broader understanding so as to encourage more satisfied consumers and increase trust in using Blibli.

V.   CONCLUSION

This model was developed to examine Repurchase Intention which is limited to Blibli customers in Medan. This research was formed from the influence of Quality, Perceived Value, Innovation, Popularity and Customer Satisfaction on Repurchase Intention. The formulation of the problem in this study is whether there is an effect of Quality on Customer Satisfaction, whether there is an effect of Perceived Value on Customer Satisfaction, whether there is an effect of Innovation on Customer Satisfaction, whether there is an effect of Popularity on Customer Satisfaction, and whether there is an effect of Customer Satisfaction on Repurchase Intention. Based on the results of the discussion of data processing and hypothesis testing that has been described in Chapter IV, it is concluded that H2 and H3 have an insignificant effect, while H1, H4, and H5 have a significant effect. The conclusions on these problems will be explained as follows.

VI.   RECOMMENDATION

The main recommendation that needs to be done is to improve the quality of the Blibli feature, where one example that can be done is by frequently providing notifications through the Blibli application regarding promos and vouchers that customers get depending on how often these customers shop. In addition, notifications displayed can also be in the form of product recommendations that are being sought by customers, for example a customer is looking for a laptop bag for work, after that Blibli can also send notifications regarding recommendations for similar products with different models and prices to customers so that customers have several options to decide which product they will choose. After that, Blibli's screen display can also be combined with photos from brand ambassadors or artists they choose as Blibli icons to enhance Blibli's own brand image so that it looks more popular in the eyes of customers and prospective customers.

References

Chiu & Cho. (2019, May 10). E-Commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-Commerce websites. Discover Journals, Books & Case Studies | Emerald Insight. https://www.emerald.com/insight/content/doi/10.1108/APJML-10-2018-0403/full/html

Cho. (2018). Differences in perceptions about food delivery apps between single-person and multi-person households. International Journal of Hospitality Management xxx (xxxx) xxx–xxx

10 ecommerce marketing strategies & tactics to improve sales. (2021, August 25). Semrush Blog. https://www.semrush.com/blog/ecommerce-marketing/?kw=&cmp=AA_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=622582344449&kwid=dsa-1754979163565&cmpid=18361936995&agpid=141795396375&BU=Core&extid=60114129401&adpos=&gclid=CjwKCAiAvK2bBhB8EiwAZUbP1IkxxjMGiKP10C87Zfd1hvJy7a0aUyhh629xkeUJK_l0UYuUcio2ORoCNH0QAvD_BwE

Adriani & Warmika. (2019). PENGARUH KUALITAS PELAYANAN DAN PERSEPSI NILAI TERHADAP KEPUASAN DAN NIAT MENGGUNAKAN KEMBALI.

Albari. (2017). Analisis Pengaruh Persepsi Kualitas danPersepsi Nilai Terhadap Kepuasan Konsumen dan Minat Beli Ulang. ResearchGate | Find and share research. https://www.researchgate.net/publication/341323536_Analisis_Pengaruh_Persepsi_Kualitas_danPersepsi_Nilai_Terhadap_Kepuasan_Konsumen_dan_Minat_Beli_Ulang

(n.d.). BINA NUSANTARA | Library & Knowledge Center. https://library.binus.ac.id/eColls/eThesisdoc/Bab2/RS1_2016_1_915_Bab2.pdf

Blibli.com Jadikan Big Bang Surabaya Ajang Edukasi Konsumen. (n.d.). BISNISJATIM.ID. https://bisnisjatim.id/blibli-com-jadikan-big-bang-surabaya-ajang-edukasi-konsumen/

Durana & Kliestikova. (2019). THE QUALITY OF BRAND PRODUCTS: EXPECTED ATTRIBUTES VS. PERCEIVED REALITY.

E-Commerce brand: The effect of perceived brand leadership on consumers' satisfaction and repurchase intention on e-Commerce websites. (2019, May 10). Discover Journals, Books & Case Studies | Emerald Insight. https://www.emerald.com/insight/content/doi/10.1108/APJML-10-2018-0403/full/html

Friends, B. (2022, July 5). NCT 127 Jadi brand ambassador Blibli! Blibli Friends. https://www.blibli.com/friends/blog/nct-127-jadi-brand-ambassador-blibli/

Ginting, A. (2022, November 24). APA ITU Omnichannel ? Pengertian, Manfaat, Beserta Strateginya. BusinessTech HashMicro. https://www.hashmicro.com/id/blog/apa-itu-omnichannel-pengertian-manfaat-strategi/

Harefa. (2018). PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUTUSAN PEMBELIAN PRODUK SECARA ONLINE PADA SITUS LAZADA PADA MAHASISWA/I S1 MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS SUMATERA UTARA.

Hasan. (2020). The Effects of Corporate Image, Service Quality, Consumer Satisfaction, and Perceived Value on Consumer Loyalty: A Field Experience. ResearchGate | Find and share research. https://www.researchgate.net/publication/342365013_The_Effects_of_Corporate_Image_Service_Quality_Consumer_Satisfaction_and_Perceived_Value_on_Consumer_Loyalty_A_Field_Experience?enrichId=rgreq-6b32fc22bb2c4bd79e93cc0e64670476-XXX&enrichSource=Y292ZXJQYWdlOzM0MjM2NTAxMztBUzo5MDUzMDg4NTk4MDE2MDNAMTU5Mjg1Mzg2MDU0OA%3D%3D&el=1_x_2&_esc=publicationCoverPdf

Hong. (2021). Factors affecting customer intention to use online food delivery services before and during the COVID-19 pandemic. www.elsevier.com/locate/jhtm. https://www.sciencedirect.com/journal/journal-of-hospitality-and-tourism-management

Inovasi Anyar Blibli.com Di Indocomtech | Republika online mobile. (2016, November 4). https://m.republika.co.id/amp/og3xko313

Joudeh. (2018). The Effects of Corporate Image, Service Quality, Consumer Satisfaction, and Perceived Value on Consumer Loyalty: A Field Experience. ResearchGate | Find and share research. https://www.researchgate.net/publication/330185292_Service_Quality_Customer_Satisfaction_and_Loyalty_in_an_Internet_Service_Providers

Lathiif. (2019). PENGARUH KEPERCAYAAN, KEMUDAHAN, DAN KUALITAS INFORMASI TERHADAP KEPUTUSAN PEMBELIAN (Studi pada Pelanggan Online Shop Blibli.com di Kota Yogyakarta).

Mediaindonesia.com developer. (2022, August 23). Komitmen pada Inovasi Dan Pelanggan Bikin Blibli Sabet Tiga Penghargaan Di Kuartal III-2022. Media Indonesia | Referensi Bangsa. https://mediaindonesia.com/teknologi/517021/komitmen-pada-inovasi-dan-pelanggan-bikin-blibli-sabet-tiga-penghargaan-di-kuartal-iii-2022

Novinda. (2017). ANALISIS PENGARUH KUALITAS PELAYANAN, DAN KUALITAS WEBSITE TERHADAP KEPUASAN, KEPERCAYAAN DAN NIAT PEMBELIAN KEMBALI (Studi pada toko online Blibli.com).

Pattipeilohy. (2018). INOVASI PRODUK DAN KEUNGGULAN BERSAING: PENGARUHNYA TERHADAP KINERJA PEMASARAN (STUDI PADA USAHA NASI KUNING DI KELURAHAN BATU MEJA KOTA AMBON).

Putra & Kusumadewi. (2019). PENGARUH INOVASI PRODUK TERHADAP NIAT PEMBELIAN ULANG DIMEDIASI OLEH KEPUASAN KONSUMEN.

Rahmi & Purwanti. (2016). PENGARUH INOVASI PRODUK DAN PROMOSI TERHADAP KEPUTUSAN PEMBELIAN PRODUK NU GREEN TEA PADA PT ABC PRESIDENT INDONESIA CABANG GARUT. http://jurnal-inaba.hol.es.

Suardi. (2017). MENCERMATI PILIHAN RAKYAT ANTARA POPULARITAS DALAM INTEGRITAS SEMU.

Tufahati. (2021). THE IMPACT OF CUSTOMER SATISFACTION ON REPURCHASE INTENTION (SURVEYS ON CUSTOMER OF BLOOMYTHINGS).

Wasli, A. (2021, December 17). Pengunjung marketplace Tertinggi Februari 2021 Pada Iprice. Teknologi.id. https://teknologi.id/publik/pengunjung-marketplace-tertinggi-februari-2021-pada-iprice

(n.d.). Welcome to Repository Universitas Atma Jaya Yogyakarta - E-Journal Universitas Atma Jaya Yogyakarta. https://e-journal.uajy.ac.id/16907/3/EA210902.pdf

Wibowo & Ruswanti. (2013). PENGARUH PERSEPSI KUALITAS PELAYANAN TERHADAP NIAT PEMBELIAN ULANG PADA TOKO BUKU GRAMEDIA YOGYAKARTA.

Widiandita & Ketut. (2020). THE EFFECT OF PERCEIVED BRAND LEADERSHIP TOWARDS CONSUMER SATISFACTION AND REPURCHASE INTENTION ON E-COMMERCE WEBSITE.