

The Influence of E-Service Quality and Enjoyment on Purchase Intention, with Perceived Value as a Mediator - A Study of C2C E-Commerce in Aceh Province

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Technological developments have encouraged the emergence of trading systems using the Internet. In e-commerce, the Internet plays a very important role. The purpose of this research is to analyse the influence of e-service quality and enjoyment to purchase intention mediated by the perceived value. The population of this research is consumer-to-consumer e-commerce (C2C), which is: Tokopedia, Bukalapak and Shopee in Aceh province, with a total of 150 respondents. Data analysis uses Structural Equation Modeling (SEM) with the help of AMOS version 20.0. The results showed that e-service quality and enjoyment have a positive and significant effect on the perceived value and purchase intention of e-commerce C2C in Aceh Province. The perceived value positively and significantly affects the purchase intention of e-commerce C2C in Aceh Province. The perceived value is a partial mediation of the influence of e-service quality and the enjoyment of the C2C purchase intention of e-commerce in the province of Aceh.

Key words: *E-Service Quality, Enjoyment, Perceived Value, Purchase Intention.*

Introduction

The Internet as its main tool is better known as e-commerce. E-commerce is an extension of commerce by using electronic media to do some activities with e-commerce, such as online shopping, online banking, online investment and electronic payments. So sending information, ordering products and services, or payment are all made through the Internet network. Transactions using e-commerce are very attractive to producers and consumers because with e-commerce communication is facilitated between producers and consumers, and they facilitate the marketing and promotion of goods or services, expanding the reach of the candidates Consumers with a broad market simplify the process of sales and purchase and simplify payments because it can be done online. Nowadays, Indonesia's e-commerce industry continues to experience its rapid growth. In 2020 the projected e-commerce sales would grow 133.5% to US \$16.5 billion or about Rp 219 trillion. The high growth of e-commerce is backed by the advancement of technology, the growing Internet users and the birth of generation Z or millennials who contributed to this development.

Based on the Indonesia Millennial Report 2019, millennials are very fond of looking for price comparisons, features, promo programs and product quality across multiple e-commerce sites before deciding to buy an item. The millennial also don't hesitate to recommend their favourite e-commerce or online stores to their friends. The Indonesian government has also launched various programs to support the digital economy, such as the development of Palapa Ring Network and a number of other supporting factors including the relative openness of Indonesia to foreign investment, There was a launch of the presidential Regulation on the e-commerce roadmap of 2017, as well as the presence of incubators made by state agencies such as IDX Incubator of the Indonesia stock Exchange

E-commerce is a process of buying and selling goods or services online; these transactions take place through online platform sdesigned to facilitate transactions such as Bukalapak, Tokopedia and others, and there is marketing goods through social media such as Facebook or Instagram with payments and shipments through other platforms. In Indonesia there are some e-commerce whose name is already familiar in the customer's ears either because of the promotion that is active or because of its reputation based on the customer's shopping experience. These shops are frequented by customers. As for the list of the Big 10 ecommerce companies frequented by customers, these can be seen in the following table 1:

Table 1: List of the top 10 E-Commerce companies with the highest average monthly visitors

No.	Online Store	Amount Visitor/month
1.	Tokopedia	153,639,700
2.	Bukalapak	95,932,100
3.	Shopee	38,88,000
4.	Lazada	36,402,200
5.	Blibli	31,303,500
6.	JD.ID	11,401,500
7.	Sale Stock	4,333,000
8.	Elevenia	4,001,800
9.	Bhineka	3,725,600
10	Zalora	3,505,300

Resources: www.pikiranrakyat.com, 2019

From table 1 above it was seen that Tokopedia ranked the first most visited, followed by Bukalapak in second place and Shopee in third order. The third online shop is the type of e-commerce that belongs to the category consumer to consumer (C2C), where each of these e-commerce continues to conduct various strategies in attracting customers.

The development of e-commerce is so rapidly making competition in the business increasingly sharp. To attract the attention of consumers, the first step that sellers need to do is to create attractive websites, conduct promotions on social media such as Facebook, Instagram or Line, with regular posting of products so that customers do not forget the products sold. Then they need to provide a good service to customers, so it will provide a valuable and unforgettable shopping experience for customers, so it can attract consumers to shop online.

At e-commerce, this purchase interest is an important predictor of actual purchase behaviour referring to consumer assessment results regarding information retrieval, product quality and product evaluation and subsequently resulting in increased interest in purchasing and making it possible to push consumers to the decision to purchase. In the business world the purchase interest is a very important factor, because the consumer's decision to buy a product is first based on interest in consumers to buy the product/service in the future (Jalilvand, 2013). The value of the customer is the overall assessment of the utility based on the customer's perception of what is given and received (Zeithaml et al., 2002). According to Chang and Chen (2012) value perception is not only a long-term determinant in maintaining long-term customer relationships, but also plays a key role in influencing the intent of the purchase.

E-commerce growth is so fast, making the importance of monitoring and measuring e-service quality to provide value to the virtual world. Zeithaml et al. (2002) mention the quality of e-service as a level in which the effectiveness and efficiency in browsing a shopping website, regarding the purchase and delivery of goods and services.

In addition, the ease of obtaining the right information, which is accurate, and reliable will also increase the convenience in online transactions and assist the consumer in obtaining a pleasant experience (enjoyment) when shopping online (K Amis * Frank, 2012). Already a hobby for every customer when searching for the desired product, there must be separate product options available before making a purchase. Based on research by Chen et al. (2018), they found that flow, enjoyment, perceived usefulness, and perceived sacrifice had a significant effect on perceived value and purchase intention. Perceived value has a significant effect on the purchase intention. It was also found that enjoyment had a very strong indirect influence on purchase intention through perceived value. Later Chen and Dubinsky (2003) found that there was a very significant positive relationship between perceived customer value and online purchase intent (with significance value of 0.0001). But the calculated R Square value of 0.24 is still low. Liat and Wuan (2014) stated that enjoyment perceived insignificant in predicting variances in the intent of online purchases. In Liu et al (2014), the findings show that perceived convenience, perceived enjoyment, and perceived money savings that are perceived positively affect the perceived value. Nasir and Harti's research (2017) found that e -service quality and discounts have a positive effect on buying interest.

Based on previous phenomenon and research that has been elaborated, further research can be developed under the title "Analysis of E-Service Quality and Enjoyment of Purchase Intention mediated by Perceived Value of consumers of E-commerce C2C in Aceh province".

Literature Reviewer

E-Service Quality

Marc Plus Inc. (2015) stated that service creates value for customers. Therefore, service is an attitude to survive and win the competition in the future. Service is more than just customer service, after sales service or call center. Service is a company paradigm to create a lasting value for customers through products. Good service will obtain the value desired by the customer, as well as presenting a good e-service, then a site will obtain the value desired by the customer (Kotler, 2000 in Tjiptono, 2014:282). Furthermore Chase, Jacobs, * Aquilano (2006) stated that e-service quality is a form of service quality developed with a wider outreach with internet media that connects between sellers and buyers to fulfill activities and shop effectively and efficiently

H1: E-service quality has a positive and significant impact on perceived value for the e-commerce consumer C2C in Aceh Province

H3: E-service quality has a positive and significant impact on purchase intention of the e-commerce consumer C2C in Aceh Province

Enjoyment

Enjoyment perceived by the customer is a strong predictor for the acceptance of new technology that encourages the intention to buy online (Karasavoglou et al., 2013). Perceived enjoyment can be defined as the level of satisfaction that consumers feel during online purchases on certain websites, in terms of the ability to bring happiness to them, while not including the performance they will naturally. The more enjoyable the online shopping process is on a particular website, the more likely the consumer will buy on that website (Carr et al., 2001; Dellaert, Monuwe, & Ruyter, 2004).

H2: Enjoyment has a positive and significant impact on perceived value of the C2C e-commerce consumer in Aceh province.

H4: Enjoyment has a positive and significant influence on the purchase intention of the e-commerce consumer C2C in Aceh province.

Perceived Value

According to Chang and Chen (2012) value perception is not only a long-term determinant in maintaining long-term customer relationships, but also plays a key role in influencing the intent of purchase. According to Peter and Olson (2012), consumers are unlikely to buy products with low product value, so it concluded that the perceived value affects the purchase intention.

H5: Perceived value positively and significantly affects the purchase intention of C2C e-commerce consumer in Aceh province.

Purchase Intention

According to Kotler, Bowen and Makens (2014), a purchase interest arose after an alternative evaluation process. In the evaluation process, a person will create an option set about the product to be purchased on the basis of the brand or interest.

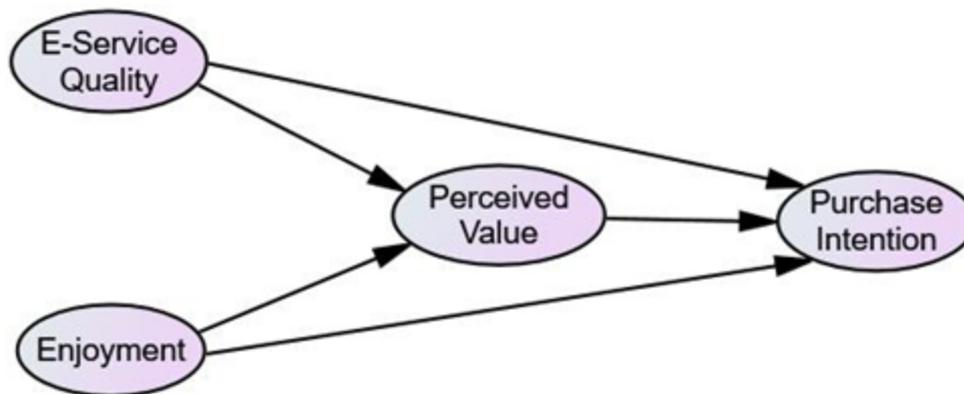
H6: Perceived Value: The influence of e-service quality to purchase intention e-commerce consumer C2C in Aceh province.

H7: Perceived Value: Dissemination of enjoyment influence on the purchase intention consumer e-commerce C2C in Aceh Province.

Conceptual Framework

Based on the review of the literature, the conceptual framework It can be described as follows:

Figure 1. Conceptual Framework



Research Methods

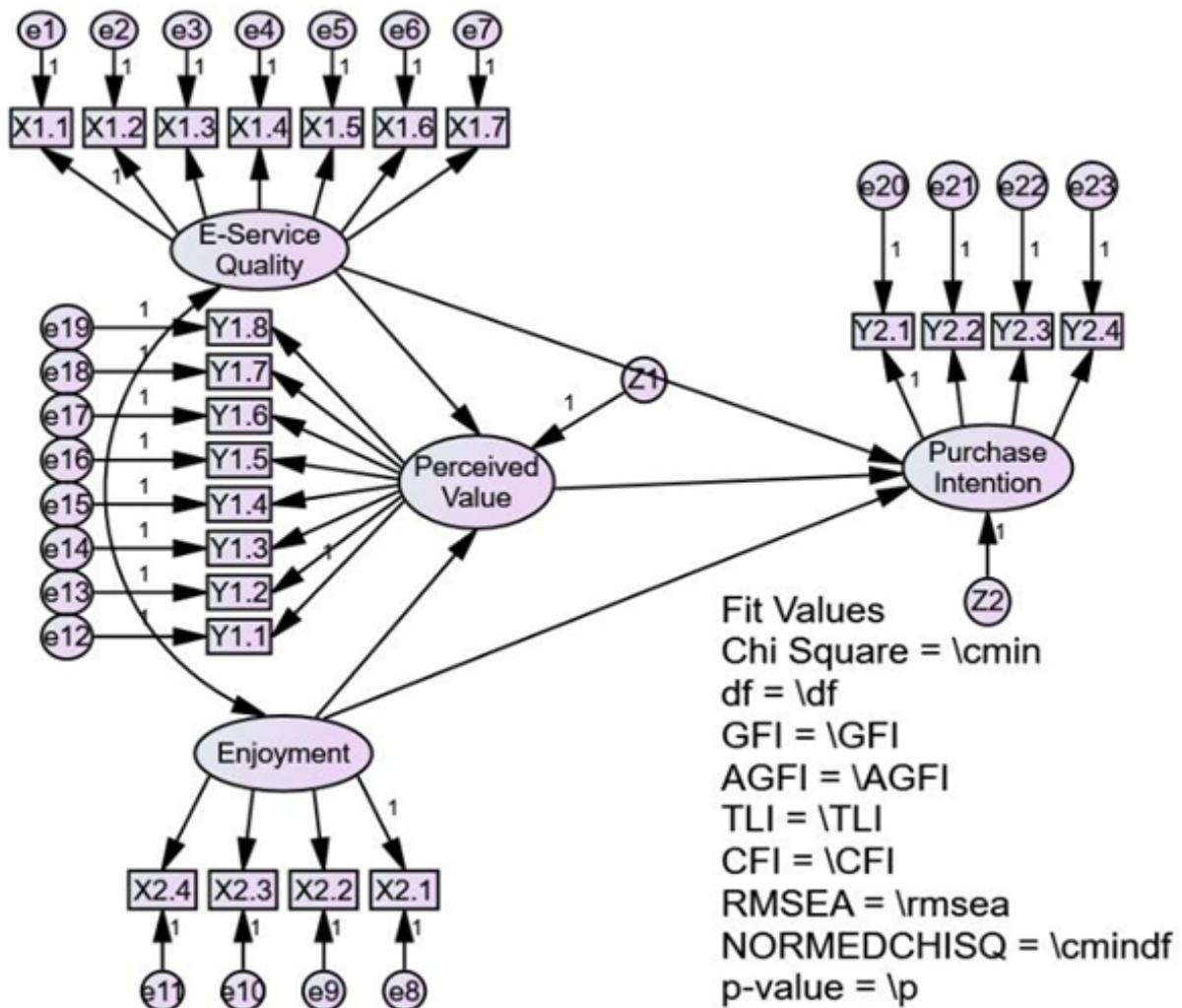
This research is a quantitative research with an associative approach using the Likert scale Questionnaire 5-1. The research population is all C2C e-commerce consumers in Aceh Province, and determination of the number of samples is 5-10 times the number of indicators (Hair, 2010).

This research has 4 variables of the construct with 23 indicators. The number of indicators is $23 \times 6 = 138$ respondents, added again with 12 respondents in case of outliers. So that the total respondents amounted to 150 people, with each online shop having 50 respondents. The quantitative research is done with an associative approach using the Likert scale Questionnaire 5-1, and the research population is all C2C e-commerce consumers in Aceh Province; the determination of the number of samples is 5-10 times the number of indicators (Hair, 2010). In this study there were 4 variables of the indicator with 23 indicators. The number of indicators is $23 \times 6 = 138$ respondents, added again with 12 respondents in case of outliers. So that the total respondents amounted to 150 consumers where each online shop will have 50 respondents.

The sampling techniques used are nonprobability sampling techniques using purposive sampling, which is the only consumer criterion that has the application of one of the three online shops (Tokopedia, Bukalapak and Shopee) or searching from these three online shops.

The method of data analysis used is SEM with the help of Amos version 20.0 device. The Full Model is described as follows:

Figure 2. Full Model Research



Based on Figure 2 above, the equation in this study can be formulated as follows:

$$Y1 = b1X1+ b2X2+ Z1 \dots\dots\dots (1)$$

$$Y2 = b1X1+ b2X2+b3Y3 +Z2 \dots\dots\dots (2)$$



Where:

X1	=	E-Service Quality
X2	=	Enjoyment
Y1	=	Perceived Value
Y2	=	Purchase Intention
b1-b3	=	Koefisien Estimasi
Z1-Z2	=	error term (nilai residual)

Hypotheses are accepted if the C. R value is greater than 2.58 and the P value is smaller than 0.05 (Ferdinand, 2014). The mediation test was conducted with Sobel Test (Baron * Kenny, 1986; in Preacher * Hayes, 2010).

Results of Analysis and Discussion

Result Analysis

a. Confirmatory Factor Analysis (CFA)

The variable indicator is said to be valid when the value of loading factor for each item or it's indicator is greater than 0.60 (Ghozali, 2013). The CFA test results from each variable can be seen in the following table 2:

Table 2: CFA Vaccine test

	Indicator	Estimate	Cut Of Value	Conclusion
X1.1	<--- E-Service Quality	.754	0.60	Valid
X1.2	<--- E-Service Quality	.767	0.60	Valid
X1.3	<--- E-Service Quality	.797	0.60	Valid
X1.4	<--- E-Service Quality	.796	0.60	Valid
X1.5	<--- E-Service Quality	.785	0.60	Valid
X1.6	<--- E-Service Quality	.760	0.60	Valid
X1.7	<--- E-Service Quality	.805	0.60	Valid
X2.1	<--- Enjoyment	.778	0.60	Valid
X2.2	<--- Enjoyment	.749	0.60	Valid
X2.3	<--- Enjoyment	.730	0.60	Valid
X2.4	<--- Enjoyment	.741	0.60	Valid
Y1.1	<--- Perceived Value	.762	0.60	Valid
Y1.2	<--- Perceived Value	.743	0.60	Valid
Y1.3	<--- Perceived Value	.703	0.60	Valid
Y1.4	<--- Perceived Value	.766	0.60	Valid
Y1.5	<--- Perceived Value	.774	0.60	Valid
Y1.6	<--- Perceived Value	.771	0.60	Valid
Y1.7	<--- Perceived Value	.764	0.60	Valid
Y1.8	<--- Perceived Value	.730	0.60	Valid
Y2.1	<--- Purchase Intention	.771	0.60	Valid
Y2.2	<--- Purchase Intention	.721	0.60	Valid
Y2.3	<--- Purchase Intention	.784	0.60	Valid
Y2.4	<--- Purchase Intention	.772	0.60	Valid

According to table 2 it can be explained that all indicators of data variables are valid. It is known from the loading factor value of the whole indicator none of which is below 0.60. If all of the variable-forming indicators are already significant it can be used in representing data analysis.

B. Test Normality

Data is said to have a normal distribution if the critical ratio skewness or critical ratio kurtosis has an absolute value between $- 2.58$ to $+ 2.58$. Test results of normality are seen in the following table 3:

Table 3: Test normality

Variable	min	max	skew	c.r.	kurtosis	c.r.
Y2.4	2,000	5,000	.095	.459	-.478	-1.155
Y2.3	2,000	5,000	.230	1.111	-.537	-1.298
Y2.2	2,000	5,000	.085	.409	-.297	-.717
Y2.1	2,000	5,000	.176	.850	-.505	-1.219
Y1.8	2,000	5,000	-.035	-.170	-.298	-.720
Y1.7	2,000	5,000	.150	.724	-.325	-.785
Y1.6	2,000	5,000	-.082	-.394	-.376	-.908
Y1.5	2,000	5,000	-.034	-.164	-.481	-1.162
Y1.4	2,000	5,000	.223	1.076	-.442	-1.068
Y1.3	2,000	5,000	-.068	-.327	-.262	-.633
Y1.2	2,000	5,000	.303	1.465	-.336	-.812
Y1.1	2,000	5,000	.328	1.584	-.408	-.986
X2.4	2,000	5,000	-.149	-.719	-.352	-.851
X2.3	2,000	5,000	.245	1.183	-.388	-.937
X2.2	2,000	5,000	.506	2.445	-.148	-.359
X2.1	2,000	5,000	-.016	-.079	-.604	-1.460
X1.7	2,000	5,000	.091	.441	-.526	-1.270
X1.6	2,000	5,000	.128	.618	-.475	-1.147
X1.5	2,000	5,000	-.008	-.039	-.563	-1.360
X1.4	2,000	5,000	.269	1.297	-.476	-1.149
X1.3	2,000	5,000	.037	.179	-.564	-1.361
X1.2	2,000	5,000	.132	.637	-.429	-1.036
X1.1	2,000	5,000	.025	.119	-.360	-.870
Multivariate					4,999	.872

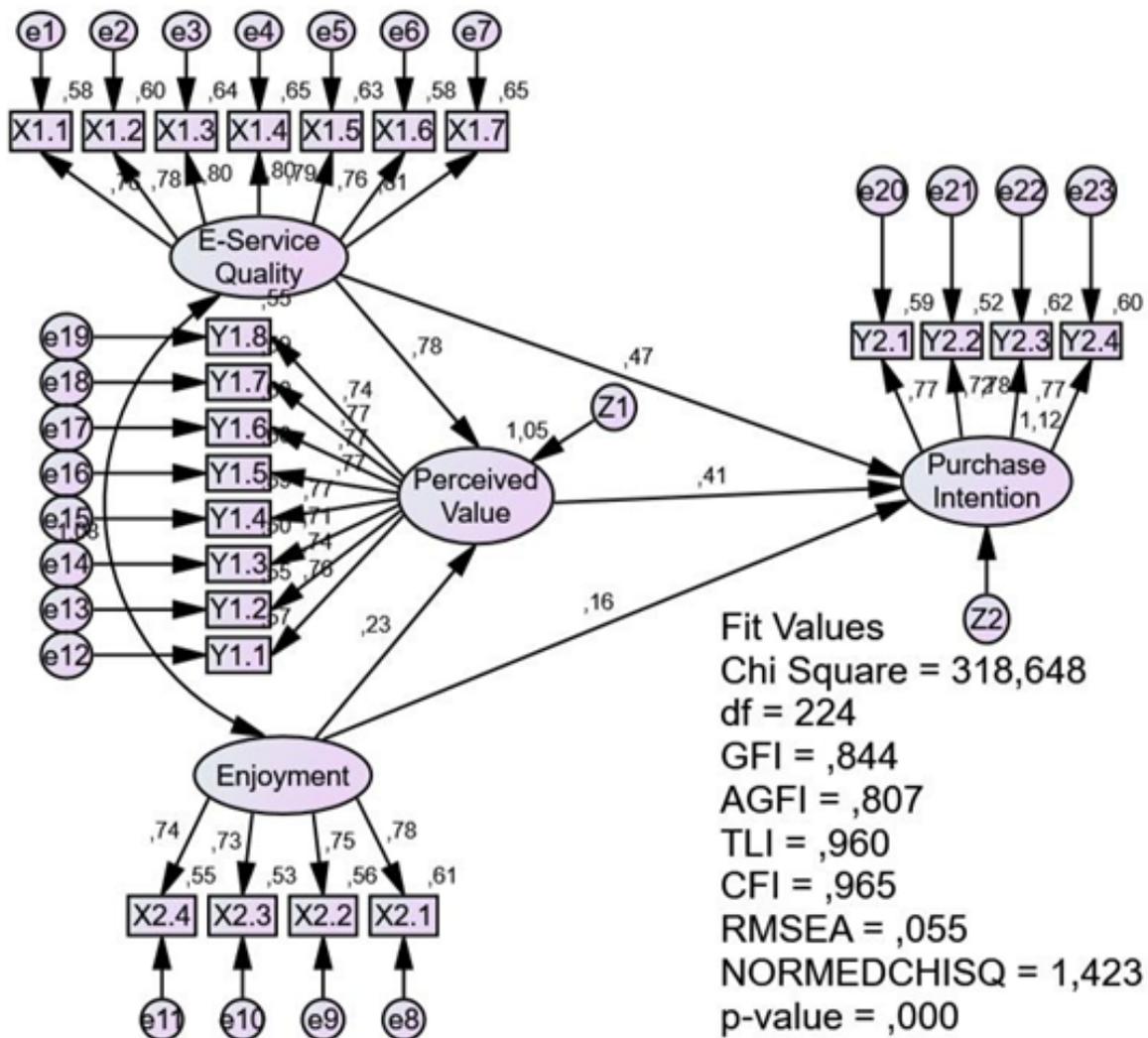
From table 3 known as critical ratio value skewers, there is no univariate value that is outside the value range of ± 2.58 . Similarly, multivariate the critical value of the kurtosis ratio is also within the range of ± 2.58 i.e. 0.872 then it can be summed up that both univariate and multivariate data in this study is with a normal distribution (Kamis and Frank, 2012).

B. Model Conformance Test

A full model test is done in two stages, full model SEM before modification and full model SEM after modification.

- 1) Test Full Model before modified. Full SEM models before modifications are shown in Figure 3 below:

Figure 3. Full Model before modified

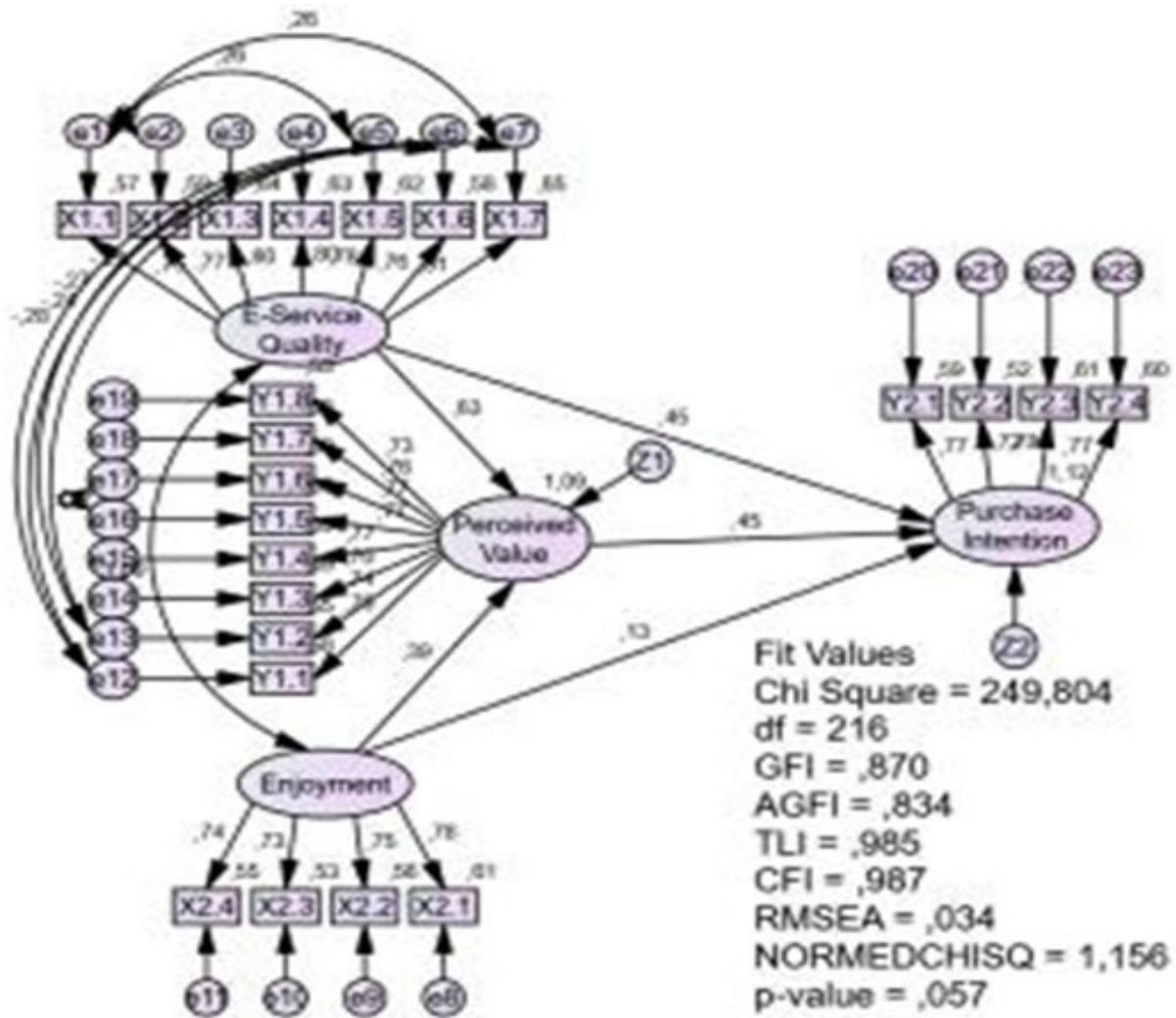


From Figure 3 It is known that the value of Goodness Of Fit (GOF) has not fully fulfilled the required criteria, such as the value of GFI which is still marginal ($0.844 < 0.90$). The value of AGFI which is still marginal ($0.807 < 0.90$), and the value of P-Value is not yet significant. Thus the research model is not appropriate and has not been able to explain the research model properly and well, so that thus the model needs to be modified.

2) Test Full Model after modified

The full SEM Model after modification is displayed in Figure 4 below:

Figure 4. Full Model before modified



From Figure 4 is detailed to table 4 of the following GOF criteria:

Table 4: Criteria Goodness of Fit Full Model

Goodness Of Fit Index	Expected value	Result value	Conclusion
χ^2 C-square Statistics	Expected small	249,804	Good
GFI	≥ 0.90	0.870	Marginal
AGFI	≥ 0.90	0.834	Marginal
TLI	≥ 0.95	0.985	Good
CFI	≥ 0.95	0.987	Good
RMSEA	≤ 0.08	0.034	Good
CMIN/DF	≤ 2.00	1.156	Good
P-Value	≥ 0.05	0.057	Good

From table 4 look the construct used to form the research model has fulfilled the criteria of GOF, except the values of GFI and AGFI are still marginal but are approaching well. The significance of the model seen from a significant P-value value of 0.057 is greater than 0.05.

Discussion

To see how much a free variable influences a bound variable is shown in the following table 5:

Table 5: Influence of dependent variables against independent variables

Variabel Laten		Unstandardised Estimate	Standardised Estimate	Standar Error	Critical Ratio	Probability
PerceivedValue	<--- E-Service Quality	.630	.647	.089	7.248	***
PerceivedValue	<--- Enjoyment	.393	.359	.066	5.438	***
PurchaseIntention	<--- PerceivedValue	.453	.476	.106	4.485	***
PurchaseIntention	<--- E-Service Quality	.451	.486	.096	5.062	***
PurchaseIntention	<--- Enjoyment	.135	.129	.050	2.597	.036

Based on the data analysis results as shown in table 4, the structural equation is as follows:

$$\text{Structural equations I : } Y_1 = b_1X_1 + b_2X_2 + Z_1$$

$$Y_1 = 0,630X_1 + 0,393X_2$$

$$\text{Structural equations II : } Y_2 = b_1X_1 + b_2X_2 + b_3Y_3 + Z_2$$

$$Y_2 = 0,451X_1 +$$

$$Y_2 = 0,135X_2 + 0,453Y_3$$

According to table 5, researchers can describe the conclusion to answer the hypotheses that exist in this study, as follows:

a. Effect of E-Service Quality on Perceived Value

The effect of e-service quality on perceived value is positive and significant with the value of the Koefesien estimate standardised regression weight of 0.630 (63%), probability or significance value of 0.0001 (significant) and C. R Value amounting to 7.248 (Accept H1). In other words, the e-service quality effect is positive and significant to the perceived value of the e-commerce consumer C2C in Aceh province.

b. Enjoyment influence on Perceived Value

The enjoyment effect on perceived value is positive and significant with the value of the Koefesien estimate standardised regression weight of 0.393 (39.3%), probability or significance value of 0.0001 (significant) and C. R Value of 5.438 (Accept H2). In other words, enjoyment positively and significantly effects the perceived value of e-commerce consumers C2C in Aceh province.

c. Purchase Intention Enjoyment influence on Perceived Value

The effect of e-service quality on the purchase intention is positive and significant with the value of Koefesien estimate standardised regression weight of 0.451 (45.1%), probability or significance value of 0.0001 (significant) and C. R value of 5,062 (Received H3). In other words, the e-service quality effect is positive and significant to purchase intention of the e-commerce consumer C2C in Aceh Province

d. Enjoyment influence on Purchase Intention

The enjoyment influence on the purchase intention is positive and significant with the value of Koefesien estimate standardised regression weight of 0.135 (13.5%), probability or significance value of 0.036 (significant) and C. R Value of 2.597 (Accept H4). In other words, enjoyment influences positively and significantly the purchase intention a consumer of e-commerce C2C in the province of Aceh.

e. Effect of Perceived Value on Purchase Intention

The effect of perceived value on the purchase intention is positive and significant with the value of the Koefesien estimate standardised regression weight of 0.453 (45.3%), the probability or significance value of 0.0001 (significant) and the C. R value of 4.485 (Accept

H5). In other words, the perceived value has a positive and significant effect on the purchase intention of the consumer e-commerce C2C in Aceh Province.

Mediation Effect Analysis (Intervening)

According to Baron * Kenny (1986), it requires that a variable be said to be a mediator if the result is: (1) Line – c: significant, (2) line – A: significant, (3) line – B: Significant, (4) Line C ': not significant. To be expressed as a mediator, the X-to-Y relationship of the 3rd equation should be insignificant (zero), or called complete mediation. But if the 1-3 equation is fulfilled, but the equation 4 is not, then it is called a partial mediation.

The analysis of the mediation effect was used to answer the 6 hypothesis and the 7th hypothesis in this study. The results of Sobel Test for hypothesis 6 can be seen in the following figure 5:

Figure 5. Test results Sobel Test 1

Input:		Test statistic:	Std. Error:	p-value:
a	0.630	Sobel test: 3.65853681	0.0780066	0.00025366
b	0.453	Aroian test: 3.63207168	0.07857499	0.00028116
s _a	0.089	Goodman test: 3.68558903	0.07743403	0.00022817
s _b	0.106	Reset all	Calculate	

Based on the calculation result as in Figure 5 found probability path – a (0.0001), line – b (0.0001),-C (0.0001) is significant, and path – c ' (0.0003) is significant. It can be concluded that the perceived value is a partial mediation of the influence of e-service quality to purchase intention of the e-commerce consumer C2C in the province of Aceh (accept H6).

Sobel Test for hypothesis 7 can be seen in the following figure 6:

Figure 6. Test results Sobel Test 2

Input:		Test statistic:	Std. Error:	p-value:
a	0.393	Sobel test: 3.47194139	0.0512765	0.00051671
b	0.453	Aroian test: 3.44007058	0.05175155	0.00058156
s _a	0.066	Goodman test: 3.50471475	0.050797	0.0004571
s _b	0.106	Reset all	Calculate	

Based on the calculation result as in Figure 6, it was found that the probability path – a (0.0001), line – b (0.0001), line C (0.036) and line-C ' (0.0005) was significant. It can be concluded that the perceived value is a partial mediation of the influence of the enjoyment on the purchase intention of the C2C e-commerce consumer in the province of Aceh (accept H7).

Conclusion

Based on the results of the analysis several conclusions can be drawn, as follows: 1) E-Service quality has a positive and significant effect on the perceived value of the E-commerce consumer C2C in Aceh province; 2) Enjoyment positively and significantly affect the perceived value of e-commerce consumers C2C in Aceh province; 3) E-Service quality has a positive and significant effect on the purchase intention of an e-commerce consumer C2C in Aceh province; 4) Enjoyment positively and significantly affects the purchase intention of the consumer e-commerce C2C in the province of Aceh; 5) Perceived value has a positive and significant effect on the purchase intention of the consumer of e-commerce C2C in Aceh Province; 6) There is a perceived value of partial mediation of the influence of e-service quality to purchase intention of an e-commerce consumer C2C in Aceh province; 7) There is a perceived value of partial dissemination mediation of the influence of enjoyment on the purchase intention of the C2C e-commerce consumer in the province.



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