

## **DAFTAR PUSTAKA**

- Archand, (2017). Mobile banking service quality and customer relationships. International Journal of Bank Marketing. 35(7), 1068-1089. <https://doi.org/10.1108/IJBM-10-2015-0150>
- Shankar, (2019). The influence of e-banking service quality on customer loyalty. International Journal of Bank Marketing. <https://doi.org/10.1108/IJBM-03-2018-0063>
- Cheung, (2020). The influence of perceived social media marketing elements on consumer-brand engagement and brand knowledge. 32(3), 1355-5855. <https://doi.org/10.1108/APJML-04-2019-0262>
- Carrranza, (2018). The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis. <https://doi.org/10.1108/JHTT-09-2017-0104>
- Yang, (2004). Online service quality dimensions and their relationships with satisfaction. 15(3), 302-326. <http://dx.doi.org/10.1108/09564230410540953>
- Jun, (2004). Customers' perceptions of online retailing service quality and their satisfaction. 21(8), 817-840, <https://doi.org/10.1108/02656710410551728>
- Lee, (2005). Customer perceptions of e-service quality in online shopping. 33(2), 161-176. <https://doi.org/10.1108/09590550510581485>
- Dehghanpour, (2020). The impact of trust, privacy and quality of service on the success of E-CRM: the mediating role of customer satisfaction. <https://doi.org/10.1108/JBIM-07-2019-0325>
- Bacile, (2020). Digital customer service and customer-to-customer interactions: investigating the effect of online incivility on customer perceived service climate. <https://doi.org/10.1108/JOSM-11-2018-0363>
- Cheng, (2017). Service online search ads: from a consumer journey view. <https://doi.org/10.1108/JSM-06-2016-0224>
- Chan, (2016). Consumer control, dependency and satisfaction with online service. <http://dx.doi.org/10.1108/APJML-09-2015-0134>
- Khan, (2019). Brand engagement and experience in online services. <https://doi.org/10.1108/JSM-03-2019-0106>
- Andiani, R, Setiawan A.H (2020). ANALISIS PREFERENSI KONSUMEN TERHADAP PENGGUNAAN PRODUK SKINCARE KOREA SELATAN DAN LOKAL DIPONEGORO JOURNAL OF ECONOMICS.9(4)

Digimind.2020. <https://digimind.id/data-produk-kecantikan-terlaris-di-e-commerce/> . Diakses pada 10 Desember 2020.