

DAFTAR PUSTAKA

- [1] M. Purbosari, D. Linggi, dan O. O. Sharif, “Analisis Kepuasan Pengunjung Website Iflix Dengan Metode Customer Satisfaction Index Dan Importance Performance Analysis,” *eProceedings of Management*, vol. 7, no. 1, Apr 2020, Diakses: 17 Januari 2023.
- [2] H. Jonathan, “Analisis Pengaruh E-Service Quality terhadap Customer Satisfaction yang Berdampak pada Customer Loyalty PT Bayu Buana Travel Tbk,” *The Winners*, vol. 14, no. 2, hlm. 104–112, Sep 2013, doi: 10.21512/TW.V14I2.650.
- [3] Finaka Andrian W, “Pengguna Internet di Indonesia Makin Tinggi | Indonesia Baik,” 15 Maret 2023. <https://indonesiabaik.id/infografis/pengguna-internet-di-indonesia-makin-tinggi>.
- [4] A. D. MURYADI, “MODEL EVALUASI PROGRAM DALAM PENELITIAN EVALUASI,” *JURNAL ILMIAH PENJAS (Penelitian, Pendidikan dan Pengajaran)*, vol. 3, no. 1, Jan 2017.
- [5] D. Stufflebeam dan C. L. S. Coryn, *Evaluation Theory, Models, and Applications*. USA, 2014.
- [6] R. L. Miller, “Book Review: Utilization-focused Evaluation Michael Quinn Patton & Charmagne E. Campbell-Patton,” <https://doi.org/10.1177/10982140221122772>, hlm. 109821402211227, Sep 2022, doi: 10.1177/10982140221122772.
- [7] H. Chen, *Practical Program Evaluation: Assessing and Improving Planning, Implementation and Effectiveness*. London, United Kingdom: Sage Publications, 2015.

- [8] S. Strecker, A. Kuckertz, dan J. M. Pawlowski, "Service, Quality dan Satisfaction Edisi 4," *ICB Research Reports*, no. 9, 2016, Diakses: 16 Maret 2023.
- [9] H. M.-I. J. E. dan B. Islam dan undefined 2020, "Pengaruh Kualitas Pelayanan Karyawan Terhadap Kepuasan Konsumen," *ejournal.inzah.ac.id*, vol. 06, no. 02, Jun 2020.
- [10] P. Kotler, *Marketing 4.0: Moving From Traditional To Digital*, vol. 4.0. New Jersey : Wiley, 2017.
- [11] O. : Budi, H. Dosen, J. Sistem, I. Sekolah, T. Manajemen, dan I. Dan Komputer, "Analisis tingkat kepuasan pelanggan dengan pendekatan fuzzy servqual dalam upaya peningkatan kualitas pelayanan (studi kasus di bengkel resmi bajaj padang)," *teknof.itp.ac.id*, vol. 3, no. 1, 2015.
- [12] F. Rangkuti, "Measuring customer satisfaction: teknik mengukur dan strategi meningkatkan kepuasan pelanggan plus analisis kasus {PLN}-{JP}," *Gramedia Pustaka Utama*, hlm. 344, 2006.
- [13] "Fintech Indonesia." <https://fintech.id/id/member/detail/641>.
- [14] R. Raidah, S. W.-J.-J. R. M. Sains, dan undefined 2019, "Analisis pengaruh e-service quality dan perceived service value terhadap kepuasan pelanggan tokopedia," *journal.unj.ac.id*, vol. 10, no. 1, hlm. 2301–8313, 2019, doi: 10.21009/JRMSI.
- [15] M. Berliana, D. Z.-R. R. dan E.-J. Manajemen, dan undefined 2020, "Pengaruh E-Service Quality terhadap Customer Satisfaction dan Loyalty pada Pengguna Gopay di Indonesia," *polgan.ac.id*, vol. 04, no. 02, 2020, doi: 10.33395/remik.v4i2.10532.
- [16] Devega Army Trilidia, "Pengembangan Aplikasi Media Pembelajaran Interaktif Berbasis Android," 12 November 2022.
- [17] SUGIYONO, "Metode Penelitian Pendidikan : pendekatan kuantitatif,kualitatif dan R & D," 2007.

- [18] Moh. , 1976- Yudi Mahadianto, *Analisis parametrik dependensi dengan program SPSS untuk pengolahan data tugas akhir, skripsi dan tesis : pembahasan mengenai: uji validitas dan reliabilitas analisis deskriptif, uji beda, asumsi klasik, regresi linier, serta analisis jalur*. Raja Grafindo Persada, 2013.
- [19] P. Studi Pendidikan Fisika Fakultas Keguruan Dan, “PENGUNAAN APLIKASI SPSS UNTUK ANALISIS STATISTIKA,” 2020.
- [20] J. Sarwono, “Metode penelitian kuantitatif & kualitatif / Jonathan Sarwono,” *1 Metodologi Penelitian Metode Penelitian Kuantitatif Kualitatif Jonathan Sarwono*, Jan 2006.
- [21] E. D.-J. M. dan S.-U. Bisnis dan undefined 2016, “Pengaruh Kualitas Produk, harga dan Promosi terhadap Intensi membeli ulang produk My IDEAS,” *journal.uc.ac.id*, vol. 1, no. 4, 2016.
- [22] U. Narimawati, J. Sarwono, S. Sos, dan H. Affandi, *Ragam Analisis dalam Metode Penelitian: untuk Penulisan Skripsi, Tesis, & Disertasi*. 2020.
- [23] Kurnawan Robert, “Analisis Regresi - Robert Kurniawan,” 2016.
- [24] A. Parasuraman, V. A. Zeithaml, dan A. Malhotra, “E-S-QUAL a multiple-item scale for assessing electronic service quality,” *J Serv Res*, vol. 7, no. 3, hlm. 213–233, Feb 2005, doi: 10.1177/1094670504271156.
- [25] Sugiyono, *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA, 2019.
- [26] PT Fliptech Lentera Inspirasi Pertiwi, “Flip: Transfer Without Admin - Apps on Google Play.”
- [27] PT. Flip Lentera Inspirasi Pertiwi, “Kenalan dengan Flip.” <https://flip.id/tentang-flip>.
- [28] A. Hadi Pratama, “Flip, Layanan yang Terus Bertahan Meski Sempat Ditutup Bank Indonesia,” 2017. <https://id.techinasia.com/flip-layanan-yang-terus-bertahan-meski-sempt-ditutup-bank-indonesia>.

- [29] L. D. Jatmiko, "Flip Klaim Raih 6 Juta Pengguna hingga September 2021," 2021. <https://teknologi.bisnis.com/read/20210928/266/1448009/flip-klaim-raih-6-juta-pengguna-hingga-september-2021>.
- [30] A. Supriadi, "Daftar Orang Indonesia yang Masuk 30 Under 30 Forbes 2021," 2021. <https://www.cnnindonesia.com/ekonomi/20210420194516-92-632474/daftar-orang-indonesia-yang-masuk-30-under-30-forbes-2021>.
- [31] H. Gaffney, M. M. Ttofi, dan D. P. Farrington, "Evaluating the effectiveness of school-bullying prevention programs: An updated meta-analytical review," *Aggress Violent Behav*, vol. 45, hlm. 111–133, Mar 2019, doi: 10.1016/J.AVB.2018.07.001.
- [32] M. Kostrzewska dan D. Wrukowska, "MEASURING CUSTOMER SATISFACTION IN THE E-SERVICE MARKET," 2019.
- [33] A. Parasuraman, V. A. Zeithaml, dan A. Malhotra, "E-S-QUAL a multiple-item scale for assessing electronic service quality," *J Serv Res*, vol. 7, no. 3, hlm. 213–233, Feb 2005, doi: 10.1177/1094670504271156.
- [34] V. A. Zeithaml, A. Parasuraman, dan A. Malhotra, "Service quality delivery through web sites: A critical review of extant knowledge," *Journal of the Academy of Marketing Science*, vol. 30, no. 4, hlm. 362–375, September 2002. doi: 10.1177/009207002236911.
- [35] F. B. Zavareh, M. S. M. Ariff, A. Jusoh, N. Zakuan, A. Z. Bahari, dan M. Ashourian, "E-Service Quality Dimensions and Their Effects on E-Customer Satisfaction in Internet Banking Services," *Procedia Soc Behav Sci*, vol. 40, hlm. 441–445, 2012, doi: 10.1016/j.sbspro.2012.03.213.
- [36] J. M. M. Joudeh dan A. O. Dandis, "Service Quality, Customer Satisfaction and Loyalty in an Internet Service Providers," *International Journal of Business and Management*, vol. 13, no. 8, hlm. 108, Jun 2018, doi: 10.5539/ijbm.v13n8p108.

- [37] C. F. Chen dan F. S. Chen, "Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists," *Tour Manag*, vol. 31, no. 1, hlm. 29–35, 2010, doi: 10.1016/j.tourman.2009.02.008.
- [38] A. Irwansyah dan R. Mappadeceng, "PENGARUH E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION PADA TOKO ON LINE BUKA LAPAK."
- [39] Dela Oktarini, "Analisis Terhadap Niat Transaksi Aplikasi Flip di Kota Jambi Menggunakan Metode Technology Acceptance Model (TAM)," 2022.