

Value, Satisfaction, Customer Trust and Experience-Based Marketing of Blibli Customers in Bandung

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Abstract

This study aims to examine how customer value and experiential marketing can influence customer trust directly and through customer satisfaction. This study focuses on Blibli customers in Bandung City, the sample size in this study is 210 respondents. The data analysis techniques was carried out using the Structured Equation Model (SEM-PLS) using the SmartPLS 3.0 program with measurements of outer model: convergent validity, discriminant validity, composite reliability, and measurements of the inner model; Coefficient Determinant of (R²), Significance (t-value). The results of the study show that customer value has a direct effect on customer satisfaction, experiential marketing has a direct effect on customer satisfaction, customer value has a direct effect on customer trust, experiential marketing has a direct effect on customer trust, customer satisfaction has a direct effect on customer trust, customer value has an effect on customer trust through customer satisfaction and experiential marketing have an effect on customer trust through customer satisfaction, the conclusion is that customer value and experiential marketing have an effect on customer satisfaction so that Blibli's customer trust in the city of Bandung can increase.

Keywords

customer value; experiential marketing; customer satisfaction; customer trust



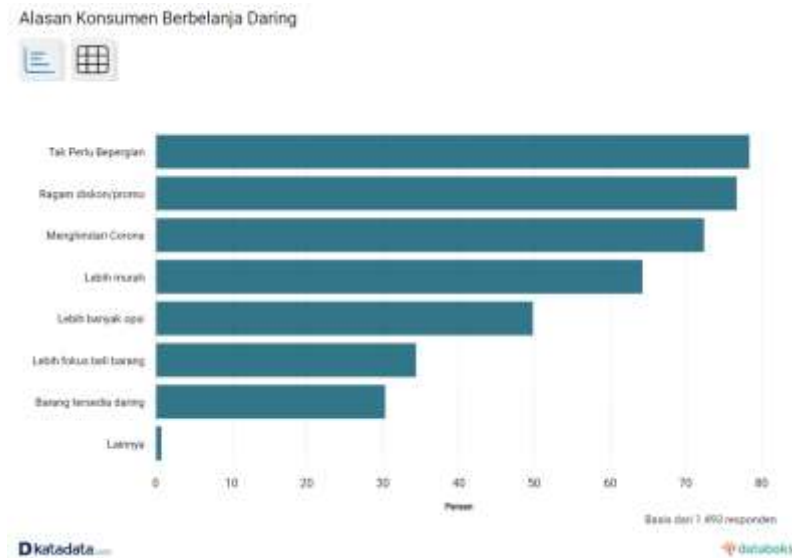
I. Introduction

The rapid development of digital technology greatly facilitates human activities. Based on data from APJII (Indonesian Internet Service Users Association) in 2022 the number of internet users in Indonesia will reach around 210 million. In other words, this shows that 77% of Indonesia's population already uses the internet (APJII.or.id). And from the rapid growth of this technology also has a major impact on the way companies deliver value to their customers (Kotler and Armstrong, 2008: 28). Internet-based companies have been able to facilitate activities such as social interaction, work, education, entertainment, transportation, shopping, and so on digitally through online applications.

The variety of features and conveniences that online applications have can be an attraction for consumers to carry out their activities online, including shopping for their needs. The advantages of this online application are that it is able to answer problems for people who have limited time to shop at markets or for people in whose area there are no sellers selling the goods they need, as well as other problems.

This online shopping application is called e-commerce. According to Kotler & Armstrong (2012) e-commerce is an online channel that can be reached by a person via a computer, which is used by business people in carrying out their business activities and used by consumers to obtain information using computer assistance which in the process begins by providing information services to consumers in determining choice. Adapted

from Liputan6.com, the government noted that the value of economic transactions in e-commerce in Indonesia in the first quarter of 2022 had reached IDR 108.54 trillion. This achievement experienced a growth of 23 percent compared to the same period last year. E-commerce companies must be able to maintain this upward trend by continuing to maintain customer satisfaction and trust.



Source: databoks.katadata.co.id

Figure 1. Reasons for Consumers to Shop Online (2021)

Based on table 1.1, 78.3% of respondents stated that the factor of not having to travel (efficient) was the consumer's favorite factor in their decision to shop at e-commerce and 76.6% of respondents also answered that they chose to shop online for reasons of the large variety of discounts and promos offered. they can get. (databoks.katadata.co.id).

There are 22 e-commerce companies in Indonesia (store.sirclo.com). Then based on data from goodstats.id which involved 1420 respondents throughout Indonesia, Shopee is the top e-commerce chosen by consumers with an achievement of 77%. Tokopedia is in the second position of the e-commerce platform of choice for consumers with 39% achievement.



Source: goodstats.id

Figure 2. E-commerce Indonesian People's Choice 2022

Based on table 1.2, there are 2 e-commerce which are non-main business units of their parent company, namely Alfagift from Alfamart and KlikIndomaret from Indomaret, both of which have their main business in the offline market sector, namely Minimarkets. While the other 6 companies are pure e-commerce.

The latest eCommerceIQ report (2022) entitled "Uncovering the Value of Indonesia's Top Online Platforms" tries to describe the current condition of the e-commerce landscape in Indonesia. Starting the report, eCommerceIQ lists the top 6 platforms, based on the frequency of visits and app ratings on Playstore. The survey conducted on 6 pure e-commerce involved 1240 consumer respondents who had shopped at e-commerce about several rating factor. These factors are reputation, price comparison, logistics services, and others. With details as in the following image:

Table 1. E-commerce Rating Factors (2018)

	bibli	BUKALAPAK	JD.ID	LAZADA	Shopee	tokopedia
Good reputation	14.8%	13.0%	12.9%	13.7%	10.9%	14.3%
Cheaper product price	6.5%	16.1%	11.0%	13.5%	18.0%	13.3%
More product selection	6.5%	14.6%	5.2%	11.3%	13.0%	16.8%
Authentic products	13.9%	3.9%	19.5%	7.2%	4.2%	4.3%
Good customer service	12.0%	8.3%	5.2%	6.5%	7.7%	8.8%
Fast delivery	7.4%	6.0%	8.6%	10.0%	7.6%	5.8%
Free delivery	13.0%	6.8%	14.8%	10.6%	18.4%	3.2%
Easy return policy	6.5%	5.7%	2.9%	5.4%	4.5%	5.3%
Easy navigation on site	4.6%	7.0%	3.1%	3.0%	3.5%	9.3%
More payment options	9.3%	8.3%	11.0%	13.4%	5.3%	0.4%
Better mobile app	4.6%	9.6%	5.7%	4.4%	6.8%	9.8%
Loyalty program	0.0%	0.3%	0.0%	0.0%	0.1%	0.0%
More promo	0.9%	0.0%	0.0%	0.0%	0.2%	0.9%
More secure	0.0%	0.3%	0.0%	0.1%	0.0%	0.2%

Source: dailysocial.id

Based on Figure 1 there are two companies that are dominant in several factors, namely Lazada and Blibli which both have 4 dominant factors. Interestingly, Blibli is an e-commerce that has two factors that are higher than the other 5 e-commerce, namely good reputation and good customer service. In this study, the research focus will be on Blibli companies on the grounds that from these data it can be illustrated that Blibli is an e-commerce with a reputation and service *customer* the best, but still unable to become the most trusted e-commerce by customers according to data from goodstats.id (2022), so that the problem of customer trust becomes interesting for discussion and research.

Based on the results of previous research that customer trust is an important thing to research, where based on the results of previous research customer trust is influenced by customer value and experience-based marketing (Rahmawati et al, 2019), then customer trust is also influenced by customer satisfaction (Mosavi and Ghaedi, 2012). Customer trust which is the dependent variable in this study is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits (Mowen & Minor, 2013).

In online trading, the trust of customers is vital and has the most important role. Especially nowadays in the world of online business fraud, scams, and various other forms of dishonesty are rife. Quoted from dailysocial.id, in any type of business, building trust is the key to success. It doesn't matter whether the business is large or small, trust is needed to continue to grow and develop the business. In terms of online shopping, one of the factors needed is trust because if there is no trust from consumers, online shopping transactions will never occur (Petrovic et al., 2003). Building trust is one of the efforts to achieve other business goals. Many consumers still don't trust e-commerce sites. Apart from the security of online shopping, they don't trust the sellers or sellers. Before buying a product, customers usually have expectations of the product they will choose from both the form, the accuracy of delivery and the packaging of the product. The problem that occurs with customers is that they feel the product they ordered does not match the information in the product description that they read and see before making a transaction.

The main key to the success of a business is the trust that arises from customers in the products or services being sold. Customers must have confidence that the product or service they choose is able to provide the best satisfaction for them. Providing customer satisfaction means meeting customer expectations regarding the value or benefits they get commensurate with the costs, time and effort they spend. If the product is in accordance with or better than expected by consumers, then pleasure and satisfaction will be felt by consumers (Kotler and Keller, 2003). This means that if e-commerce such as Blibli succeeds in realizing customer value and providing a good shopping experience, it will make customers feel satisfied with the quality of the product or service they get.

In the e-commerce industry, consumers are very easy to move in shopping between one platform to another due to the ease of access, namely only through gadgets (cermati.com). If a consumer expectation is not found in an e-commerce then they will continue shopping in other e-commerce. Of course, Blibli must anticipate this by determining the right strategy in order to continue to maintain the trust of its customers in the midst of fierce competition between e-commerce. In addition to products marketed on e-commerce platforms, e-commerce companies are also competing to provide the best service for consumers,

then in Abadi et al (2020) it was stated that customer value and experience-based marketing had a significant effect on customer satisfaction, in Vedadi et al's (2013) study it was stated that customer value had a significant effect on customer satisfaction, in Kusumawati's research (2011) it was also stated that marketing experience-based positive

and significant impact on customer satisfaction. However, no research has yet been found that tests customer value and experience-based marketing against customer trust with customer satisfaction as the mediating variable. This research gap is the reason for researching customer value and experience-based marketing through customer satisfaction, besides that research showing the shopping phenomenon in Blibli e-commerce specifically for consumers who live in the city of Bandung has not been found. Based on these references, the title of this research was Customer Value and Experience-Based Marketing in Increasing Customer Satisfaction, the Implications for Blibli Customer Trust in Bandung City.

II. Review of Literature

2.1 Customer Value

The definition of customer value is a consumer's overall assessment of the utility of a product based on his perception of what is received and what is given (Pramudita and Japarianto, 2013). According to Zeithaml (1988) customer value is an evaluation of the benefits of a product or service perceived by a customer compared to what the customer has spent to obtain the product or service.

2.2 Customer Satisfaction

Customer satisfaction depends on the product's perceived performance relative to buyer expectations. According to Kotler and Keller (2007) customer satisfaction or consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (outcome) of a product that is considered against the expected performance (result). If the product performance does not meet expectations, the customer is disappointed, conversely if the product performance matches expectations, the customer is satisfied, whereas if the performance exceeds expectations, the customer is very satisfied.

2.3 Customer Trust

Customer trust or consumer trust according to Mowen and Minor (2013: 201) is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. According to Ba and Pavlou (2002: 122) defines trust as an assessment of one's relationship with other people who will carry out certain transactions in accordance with expectations in an environment full of uncertainty.

III. Research Method

This research is a research with survey method, with research samples drawn directly representing the population. Based on the problems to be studied, this research is quantitative in nature where there is hypothesis testing. Quantitative research is research that produces a discovery by using statistical procedures or quantification (measurement).

IV. Result and Discussion

4.1 Value, Satisfaction, Customer Trust and Experience Based Marketing

a. Customer Value

Based on the results of the recapitulation of customer answers, answers regarding customer value are obtained as measured by 12 questions, which will be described as follows:

Table 2. Respondents' Responses to Customer Value

No	Indicator	Actual Score	Ideal Score	%	Information
1	Practical use of features	713	1050	67.90	Enough
2	Happy with the service you get	716	1050	68.19	Good
3	Complete products so as to make shopping efficient	708	1050	67.43	Enough
4	Proud to use Blibli	720	1050	68.57	Good
5	Premium items are now available	710	1050	67.62	Enough
6	Happy with the selected Brand Ambassador	701	1050	66.76	Enough
7	The application is very stable when used	721	1050	68.67	Good
8	The products received are always in accordance with the information stated in the application	745	1050	70.95	Good
9	Product returns are very easy to do	707	1050	67.33	Enough
10	Prices of products and services are competitive	704	1050	67.05	Enough
11	There is a free product delivery fee benefit	712	1050	67.81	Enough
12	There are many attractive vouchers to use	698	1050	66.48	Enough
Total		8555	12600	67.8968	Enough

Source: Researcher Data Processing, 2023

Overall, customer value is included in the Enough category. Which means that this indicates that customer value at Blibli has not been optimally obtained by customers. However, there are several indicators of customer value that are considered good by customers, namely the suitability of the product ordered, which indicates that Blibli has implemented the right standards for sellers when uploading products with good photos and product descriptions, so that the goods received by consumers are always in accordance with photo and description. Blibli has also maintained application stability with good IT management, so that customer shopping activities are not disrupted if there is an

application hang or down. In addition, the services provided by Sellers and Customer Care have been enjoyable for customers, because of the good communication and hospitality they provide. Customers also have pride in using Blibli, because Blibli is a large e-commerce whose owner is from Indonesia (Mr. Martin Hartono), not owned by a foreign party.

While some aspects are not optimally felt by customers. This feature is considered impractical, especially for customers who are just trying to shop via e-commerce. Many product categories and the placement of several sub menus are still not easy to find. The products sold as a whole are also considered incomplete, so that customers still do not feel that all their needs are fulfilled through Blibli alone or it can be called One Stop Shopping, including providing premium goods or tertiary needs that customers are looking for. The current Blibli Brand Ambassador, namely the NCT K-Pop Group, is still not popular with customers. The Blibli return feature is also considered impractical and has the potential to make consumers worry about buying goods at Blibli. Blibli is also not optimal in providing the best deals, such as product prices, free shipping, and various vouchers. There are more indicators that have sufficient value than good, so that the customer value received by Blibli customers is still not optimal.

b. Experience Based Marketing

Based on the results of the recapitulation of the answers of respondents who have filled out the questionnaire, the answers regarding experience-based marketing are obtained as measured by 15 questions, which will be described as follows:

Table 3. Respondents' Responses to Experience-Based Marketing

No	Indicator	Actual Score	Ideal Score	%	Information
1	The logo design and colors are very attractive	714	1050	68.00	Good
2	Notification sound comfortable to hear	708	1050	67.43	Enough
3	The user interface display is very attractive	724	1050	68.95	Good
4	<i>Motto</i> which is very interesting	722	1050	68.76	Good
5	<i>Jingles</i> very interesting to use	717	1050	68.29	Good
6	<i>Games</i> available are very attractive	703	1050	66.95	Enough
7	<i>Customer Care</i> very responsive	728	1050	69.33	Good
8	Easy to do product reviews	707	1050	67.33	Enough
9	The payment methods offered are very diverse	719	1050	68.48	Good
10	Convenience when interacting with sellers	717	1050	68.29	Good

No	Indicator	Actual Score	Ideal Score	%	Information
11	The benefits of the message contained in the ad	716	1050	68.19	Good
12	Want to make a repurchase	716	1050	68.19	Good
13	Using Blibli represents social identity	724	1050	68.95	Good
14	Using Blibli represents the brand community	712	1050	67.81	Enough
15	Blibli represents cultural values in Indonesia	709	1050	67.52	Enough
Total		10736	15750	68.1651	Good

Source: Researcher Data Processing, 2023

Overall, experience-based marketing is included in the Good category, which shows that customers have experienced pleasure after shopping through Blibli. Customer Care at Blibli is very responsive, so any consumer confusion can be answered quickly because of the responsiveness of Customer Care. Apart from that, the user interface looks very attractive so that it is pleasing to the eye and still makes you comfortable even if you stare at the screen for a long time, as well as the design and color of the logo from Blibli which makes it pleasing to the eye. According to customers, the sound of Blibli's jingles is pleasing to the ear, however, the sound from the notifications is still uncomfortable to hear, especially since this notification sound can sound at any time so it can cause unexpected discomfort. Various payment methods are also an additional value that satisfies customers, friendly and communicative sellers make consumers comfortable and solve their problems. The message from the advertisement also feels good and has good meaning for customers. Customers also feel the desire to shop again, because the experience is so pleasant that they want to feel it again. In terms of representing social identity, Blibli also feels good.

Some indicators such as the representation of Indonesian brands and culture are not optimal so that consumers do not have pride in using Blibli. The variety of games to add to the excitement of consumer shopping is also considered not optimal, the games available are less varied and the prize offers are also less attractive. Doing product reviews is also not easy, with the rather complicated nature of giving product reviews, many consumers don't give any reviews, this can be seen from the description of the products sold that are not proportional to the number of reviews from consumers. However, overall, there are more indicators that are good than sufficient, causing experience-based marketing that Blibli's customers feel is good.

c. Customer Satisfaction

Based on the results of the recapitulation of the answers of respondents who have filled out the questionnaire, the answers regarding customer satisfaction are obtained as measured by 9 questions, which will be described as follows:

Table 4. Respondents' Responses to Customer Satisfaction

No	Indicator	Actual Score	Ideal Score	%	Information
1	Happy with the product obtained	705	1050	67.1429	Enough
2	Happy with the service obtained	718	1050	68,381	Good
3	Pleased with the supporting features obtained	706	1050	67.2381	Enough
4	Feel the selected product is right	730	1050	69.5238	Good
5	Feel the service chosen is right	708	1050	67.4286	Enough
6	Feel the selected supporting features are appropriate	709	1050	67.5238	Enough
7	Conformity of products obtained with expectations	720	1050	68.5714	Good
8	Conformity of services obtained with expectations	719	1050	68.4762	Good
9	Conformity of supporting features obtained with expectations	694	1050	66.0952	Enough
Total		6409	9450	67.8201	Enough

Source: Researcher Data Processing, 2023

Overall customer satisfaction is in the Fair category which shows that the satisfaction felt by Blibli customers is not optimal. Customers are already happy with the services they have received but are not too happy with the products and supporting features they have received. Products that are not as complete as those sold by competitors have not satisfied customers, because they still make customers have to shop again at other e-commerce to buy products that cannot be found at Blibli. Supporting features are also still complicated, including when looking for the menu you want, such as finding the resolution center feature, product reviews and returns, you have to do a few clicks first and of course this makes it difficult, especially for those who are unfamiliar with how to shop in e-commerce. But when choosing a product, customers already feel right buying these products through Blibli, because the information is clear and precise in product descriptions, supported by sufficient benefits provided by Blibli such as free shipping and vouchers, so customers experience the best deal transactions. Services and supporting features are considered not optimal by customers. However, Blibli's products and services have exceeded customer expectations. This can happen because in several other e-commerce there are still many products that are not well received by consumers and sellers who are not friendly and even argue with customers in the chat column or in the product review column. . But in terms of features, with high customer expectations on digital platforms which are ideally all sophisticated, supporting features in Blibli have not been able to meet customer

expectations. Overall, there are more indicators that have fair value than good, so that the satisfaction felt by Blibli customers is not optimal.

d. Customer Trust

Based on the results of the recapitulation of the answers of respondents who have filled out the questionnaire, the answers regarding customer trust are obtained as measured by 6 questions, which will be described as follows:

Table 5. Respondents' Responses to Customer Trust

No	Indicator	Actual Score	Ideal Score	%	Information
1	Believe in Blibli's ability to meet customer expectations	713	1050	67.90	Enough
2	Believe in the honesty of sellers and customer care at Blibli	718	1050	68.38	Good
3	Believe in the attitude you will get from Sellers and Customer Care at Blibli	714	1050	68	Good
4	Trust Blibli in protecting consumer data	697	1050	66.38	Enough
5	Believe in the authenticity of products at Blibli, especially those that are expensive	739	1050	70.38	Good
6	Trust that Blibli will always be responsible by accepting returns if the product received is defective/incompatible	707	1050	67.33	Enough
Total		4288	6300	68.0635	Good

Source: Researcher Data Processing, 2023

Overall customer trust is in the Good category which shows that Blibli has received good trust from customers. Customers already feel believe in the authenticity of products at Blibli, especially the expensive ones, which means that the guarantee of product authenticity, especially the expensive ones, can convince customers, which is also a plus for Blibli so that Blibli can prove the tagline “Big Choices, Big Deals” which makes customers believe that even large transactions will be safe if you buy through Blibli. In addition, customers also really believe in the honesty of Sellers and Customer Care at Blibli, this is also emphasized by Blibli by strictly prohibiting all Sellers from selling counterfeit goods or other acts of fraud and Blibli does not hesitate to give strict sanctions to Sellers such as revoking sales permits or freezing Seller account if a violation is found,

While the ease of features and the speed of handling returns are considered not optimal so that it raises customer doubts about product return guarantees, as well as other customer expectations that are not optimal in gaining good trust from customers. And in the midst of the digital era where there is still the potential for data leakage, customers also cannot provide optimal trust. Customers are still unsure about protecting customer data. But overall customers already trust Blibli as a shopping place.

V. Conclusion

Based on the results of the discussion, analysis and studies that have been carried out in this study regarding the effect of Customer Value and Experience-Based Marketing on Customer Satisfaction and the implications for Customer Trust according to Blibli users in the city of Bandung, the following conclusions can be obtained:

1. Customer Value influences Blibli Customer Satisfaction in Bandung City. The greater the evaluation value or benefits felt by customers compared to what customers have spent to get Blibli products or services, it will have an impact on the feelings of satisfaction of Blibli users in the city of Bandung in accordance with what they expect.
2. Experience-Based Marketing influences Blibli Customer Satisfaction in the City of Bandung. The more positive the customer experience after shopping, the more satisfied the feelings of Blibli users in the city of Bandung will be as they expected.
3. Customer Value influences the Trust of Blibli Customers in the City of Bandung. The greater the evaluation value or benefits felt by customers compared to what customers have spent to get Blibli products or services, it will have an impact on the trust of Blibli users in the city of Bandung.

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