

Daftar Pustaka

- Abdillah, L. A. (2019). Analisis Aplikasi Mobile Transportasi Online Menggunakan User Experience Questionnaire pada Era Milenial dan Z. JSINBIS (Jurnal Sistem Informasi Bisnis). 9(2), 204-211. <https://doi.org/10.21456/VOL9ISS2PP204-211>.
- Alvara Strategic Research. (2019). *Perilaku dan Prefensi Pelanggan Millenia Indonesia Terhadap Aplikasi E-Commerce 2019*. www.alvara-strategic.com
- Aorinka Anendya (2024). Pengertian, Fungsi, dan Cara kerja User Experience. Dewaweb blog. <https://blog.dewaweb.com/user-experience/>.
- Candra Gudianto, Eko Sedyono, Irwan Sembiring (2022). Analisis Sistem E-Commerce pada Shopee Untuk Meningkatkan Daya Saing Menggunakan Metode S.W.O.T. JIFOTECH (Jurnal Of Information Technology). Vol. 2, No. 1.
- Darma, N., & Herlina, E. (2018). MEMILIH METODE PENELITIAN YANG TEPAT : BAGI PENELITIAN BIDANG ILMU MANAJEMEN: *Jurnal Ekonologi Ilmu Manajemen*, 5(1), 287-292. <https://doi.org/10.2827/JEIM.V511.1359>
- Diaz-Oreiro, I., Gustavo, L., Quesada, L., & Guerrero, L. A. (2019a). Standarized Questionnaires For User Experience Evaluation: A Systematic Literature Review. *Procedding 2019, Vol. 31, Page 14, 31(1), 14*. <https://doi.org/10.3390/proceeding2019031014>
- Diaz-Oriero, I., Gustavo, L., Quesada, L., & Guerrero, L. A. (2019b). Standarized Questionnaires For User Experience Evaluation: A Systematic Literature Review. *Proceeding, 14*. <https://doi.org/10.3390/proceeding2019031014>
- Faradillah, A. (2025). Pengertian E-Commerce, model bisnis, serta contoh lengkap. <https://hostinger.com./id/tutorial/apa-itu-e-commerce>

Hardani, H., Andriani, H., Fardani, R. A., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). Metode penelitian kualitatif & kuantitatif. In *Yogyakarta: Pustaka Ilmu*

Hermawan, I. (2019). Metodologi Penelitian Pendidikan (Kualitatif, Kuantitatif dan Mixed Method). Hidayatul Quran. https://books.google.co.id/books?id=Vja4DwAAQBAJ&dq=sugiyono+kuantitatif&lr=&hl=id&source=gbs_navlinks_s%0Ahttps://books.google.co.id/books?hl=en&lr=&id=Vja4DwAAQBAJ&oi=fnd&pg=PP10&dq=pengertian+metode+kuantitatif&ots=XvEkk_Z1js&sig=1Q_Tt4M6PpYKhRGn82rdlf

Hinderks, A., Schrepp, M., Dominguez Mayo, F. J., Escalona, M. J., & Thomaschewski, J. (2019). Developing a UX KPI based on the user experience questionnaire. *Computer Standards and Interfaces*, 65, 38-44. <https://doi.org/10.1016/j.csi.2019.01.007>

Imron, I. (2019). Analisa Pengaruh Kualitas Produk Terhadap Kepuasan Konsumen Menggunakan Metode Kuantitatif Pada CV. Muebele Berkah Tangerang. *Indonesian Journal on Software Engineering (IJSE)*, 5(1), 19-28. <https://doi.org/10.31294/IJSE.V5I1.5861>

Mah, Tekno. (2025). Panduan Lengkap Aplikasi Shopee & Gambaran Umum Aplikasi Shopee. <https://mahtekno.com/aplikasi-Shopee>

Metodeku. (2022). Fitur – Fitur pada Aplikasi Shopee Serta Penjelasannya. <https://metodeku.com/fitur-figur-pada-shopee>

Minge, M., & Thüring, M. (2018). Hedonic and Pragmatic halo effects at early stage of user Experience . *international Journal Of Human-Computer Studies*, 109, 13-25. <https://doi.org/10.1016/J.IJHCS.2017.07.007>

Mochammad Aldi Kushendriawan, Harry Budi Santoso, Panca O. Hadi Putra, & Martin Schrepp. (2021). Evaluating User Experience of a Mobile Health Application “Halodoc” using User Experience Questionnaire and Usability Testing. *Jurnal Sistem Informasi*, 17(1), 58-71. <https://doi.org/10.21609/jsi.v17i1.1063>

Navrilla. (2020). Penjelasan Tentang Logo Shopee yang Terdiri dari 3 Unsur Visual. <https://eprints.undip.ac.id/eprint/14539/3/BAB%20II.pdf>.

- Roflin, E., Liberty, I. A., & Pariyana. (2021). *POPULASI, SAMPEL, VARIABEL DALAM PENELITIAN KEDOKTERAN*. PT. Nasya Expanding Management. https://books.google.co.id/books?id=ISYrEAAAQBAJ&printsec=frontcover&dq=variabel+pada+penelitian+adalah&hl=id&newbks=1&newbks_redir=0&sa=X&redir_esc=y#v=onepage&q=variabel+pada+penelitian+adalah&f=false
- Schrepp, M. (2019), *User Experience Questionnaire Handbook Version 8* . https://www.researchgate.net/publication/281973617_User_Experience_Questionnaire_Handbook.
- Schrepp, M., Hinderks, A., & Thomaschewski, J. (2017). Construction of a Benchmark for the User Experience Questionnaire (UEQ). *International Journal of Interactive Multimedia and Artificial Intelligence*, 40-44.
- Shopee ID. (2025). Shopee ID <https://www.shopee.co.id>
- Sugiyono. (2013). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2018). *Metode penelitian Kuantitatif*. Bandung: Alfabeta
- Suma. & Siregar. (2023). *Penjelasan Aplikasi Shopee*. <https://repository.unhas.ac.id/id/eprint/40457/2/H071171008>
- Uraschi, G., Horodnic, I. A., & Zait, A. (2015). How reliable are measurement scales? External factors with indirect influence on reliability estimators. *Procedia Economics and Finance* 20, 679-686.