

## REFERENCES

Ananth, A., Ramesh, R. and Prahakaran, B. (2011) 'SERVICE QUALITY GAP ANALYSIS IN PRIVATE SECTOR BANKS - A CUSTOMERS PERSPECTIVE', *Indian Journal of Commerce & Management Studies*, 2(1), pp. 245–252.

Barjtya, S., Sharma, A. and Rani, U. (2017) 'A detailed study of Software Development Life Cycle ( SDLC ) Models', *International Journal Of Engineering And Computer Science*, 6(7), pp. 22097–22100. doi: 10.18535/ijecs/v6i7.32.

Brown, S. W. and Swartz, T. A. (1989) 'A Gap Analysis of Professional Service Quality', *Journal of Marketing*, 53(2), p. 92. doi: 10.2307/1251416.

Ding, F., Huo, J. and Campos, J. K. (2017) 'The Development of Cross Border E-commerce', in *Advances in Economics, Business and Management Research (AEBMR)*. Atlantis Press, pp. 370–383. doi: 10.2991/ictim-17.2017.37.

Gelard, P. and Negahdari, A. (2011) 'A new framework for customer satisfaction in electronic commerce', *Australian Journal of Basic and Applied Sciences*, 5(11), pp. 1952–1961.

Ghandour, A., Benwell, G. and Deans, K. (2010) 'Measuring the performance of ecommerce websites', *PACIS 2010 - 14th Pacific Asia Conference on Information Systems*, pp. 284–295.

Guangshu, C. and Mingmeng, S. (2019) 'Analysis on the Cross-Border B2B E-Commerce of Henan Province in China', *International Journal of Managerial Studies and Research*, 8(2), pp. 22–31. doi: 10.20431/2349-0349.0802003.

Israel, G. D. (2003) *Determining Sample Size, Program Evaluation and Organizational Development, IFAS, University of Florida, PEOD-6*.

Loke, S.-P. *et al.* (2011) 'Service Quality and Customer Satisfaction in a

Telecommunication Service Provider’, in *2011 International Conference on Financial Management and Economics*, pp. 24–29.

Malmarugan, D. and Sankaran, H. (2007) ‘Referral Marketing - An Innovative Approach in Management Education’, *Innovative Marketing*, 3(2), pp. 101–113. doi: 2008.

McCain, S. L. C., Jang, S. C. and Hu, C. (2005) ‘Service quality gap analysis toward customer loyalty: Practical guidelines for casino hotels’, *International Journal of Hospitality Management*, 24(3), pp. 465–472. doi: 10.1016/j.ijhm.2004.09.005.

Meroño-Cerdan, A. L., Soto-Acosta, P. and López-Nicolás, C. (2008) ‘Analyzing collaborative technologies’ effect on performance through intranet use orientations’, *Journal of Enterprise Information Management*, 21(1), pp. 39–51. doi: 10.1108/17410390810842246.

Momentum Works (2021) *Blooming Ecommerce in Indonesia*. Available at: [https://thelowdown.momentum.asia/country\\_sector/blooming-ecommerce-in-indonesia-part-1/?option=2021-indonesia&code=12045](https://thelowdown.momentum.asia/country_sector/blooming-ecommerce-in-indonesia-part-1/?option=2021-indonesia&code=12045) (Accessed: 22 July 2021).

Oribhabor, C. B. and Anyanwu, C. A. (2019) ‘Research Sampling and Sample Size Determination: A practical Application’, *Federal University Dutsin-Ma Journal of Educational Research*, 2(1), pp. 47–56.

Pimenta da Gama, A. (2010) ‘A Framework for Measuring and Managing Marketing Performance’, *Research and Applications in Marketing (RAM)*, p. 27. Available at: [https://www.afm-marketing.org/en/system/files/publications/20120309112221\\_S10\\_P1\\_PIMENTADA\\_GAMA.pdf](https://www.afm-marketing.org/en/system/files/publications/20120309112221_S10_P1_PIMENTADA_GAMA.pdf).

Qadri, U. A. (2015) ‘Measuring Service Quality Expectation and Perception Using SERVQUAL: A Gap Analysis’, *Business and Economics Journal*, 06(03). doi: 10.4172/2151-6219.1000162.

Sanders, N. R. (2007) ‘An empirical study of the impact of e-business technologies on organizational collaboration and performance’, *Journal of Operations Management*,

25(6), pp. 1332–1347. doi: 10.1016/j.jom.2007.01.008.

Schmitt, P., Skiera, B. and Van Den Bulte, C. (2011) ‘Referral programs and customer value’, *Journal of Marketing*, 75(1), pp. 46–59. doi: 10.1509/jmkg.75.1.46.

Sharma, S., Sarkar, D. and Gupta, D. (2012) ‘Agile Processes and Methodologies: A Conceptual Study.’, *International Journal on Computer Science & Engineering*, 4(5), pp. 892–898. Available at: <http://search.ebscohost.com/login.aspx?direct=true&db=aph&AN=82397457&site=ehost-live>.

UNCTAD (2021) *Global E-Commerce Jumps to \$26.7 Trillion, Covid-19 Boosts Online Retail Sales*. Available at: <https://unctad.org/press-material/global-e-commerce-jumps-267-trillion-covid-19-boosts-online-retail-sales> (Accessed: 22 July 2021).

Winch, G., Usmani, A. and Edkins, A. (1998) ‘Towards total project quality: A gap analysis approach’, *Construction Management and Economics*, 16(2), pp. 193–207. doi: 10.1080/014461998372484.

Yuan, B. and Peluso, A. M. (2021) ‘The influence of word-of-mouth referral on consumers’ purchase intention: Experimental evidence from wechat’, *Sustainability (Switzerland)*, 13(2), pp. 1–18. doi: 10.3390/su13020645.

SWISS GERMAN UNIVERSITY

