

**DAFTAR PUSTAKA**

- [1] D. Arradian, "Eskalasi Bisnis Daily Deals," 2011.  
<https://cakdan.com/2011/11/23/eskalasi-bisnis-daily-deals/>
- [2] N. Alamsyah and Saino, "Pengaruh Fitur Produk dan Promosi Cashback terhadap Keputusan Pembelian," *Akuntabel*, vol. 18, no. 4, pp. 624–634, 2021, [Online]. Available:  
<http://journal.feb.unmul.ac.id/index.php/AKUNTABEL>
- [3] N. Fajri, H. Maulidya, H. Tolle, and R. I. Rokhmawati, "Perancangan Pengalaman Pengguna Aplikasi Survei Online Berbayar Antar Mahasiswa berbasis Mobile menggunakan Metode Design Thinking," *J. Pengemb. Teknol. Inf. dan Ilmu Komput.*, vol. 5, no. 8, pp. 3356–3366, 2021.
- [4] Hilda Rachmi and Siti Nurwahyuni, "Pengujian Usability Lokamedia Website Menggunakan System Usability Scale," *Al-Khidmah*, vol. 1, no. 1, pp. 86–92, 2018, [Online]. Available: <http://dx.doi.org/10.29406/al-khidmah.v1i2.1155>
- [5] R. Rasmila, "Evaluasi Website Dengan Menggunakan System Usability Scale (SUS) Pada," *J. Sist. Inf.*, vol. 4, no. 1, pp. 89–98, 2018, [Online]. Available: [www.binadarma.ac.id](http://www.binadarma.ac.id).