

## Daftar Pustaka

- Arafah, W. (2004). Analisis Pengaruh Consumer Innovativeness dan Market Moven Terhadap Opinion Leadership. *Jurnal Manajemen Bisnis*, 6(2), 181–199.
- Bhatti, A., & Ur Rehman, S. (2020). Perceived Benefits and Perceived Risks Effect on Online Shopping Behavior With the Mediating Role of Consumer Purchase Intention in Pakistan. *International Journal of Management Studies*, 26(1), 33–54. <https://doi.org/10.32890/ijms.26.1.2019.10512>
- Chin, W. W., & Todd, P. A. (1995). *Research : A Note of Caution of Use of Structural On the Use , Usefulness , and Ease MIS Research : A Note of Caution Equation Modeling in*. 19(2), 237–246.
- CNN Indonesia. (2020). *Tren dan Peluang Industri E-Commerce di Indonesia 2020*. CNNIndonesia.Com. <https://www.cnnindonesia.com/teknologi/20200205204206-206-472064/tren-dan-peluang-industri-e-commerce-di-indonesia-2020>
- Davis, F. D. (1989a). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Management Information Systems Research Center*, 13(3), 319–340. <http://www.jstor.org/stable/249008> .
- Davis, F. D. (1989b). *Perceived Usefulness , Perceived Ease of Use , and User Acceptance of*. 13(3), 319–340.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Perilaku Konsumen* (B. Trans (ed.); 2nd ed.). Binarupa Aksara.
- Eriyanto. (2015). *Pengantar Metodologi untuk Penelitian Ilmu Komunikasi dan Ilmu-ilmu Sosial Lainnya*. Prenada Media.
- Ezer, E., & Ghozali. (2017). Pengaruh Tingkat Pendapatan, Tarif Pajak, Denda Pajak,

Dan Probabilitas Pemeriksaan Pajak Terhadap Kepatuhan Pajak. *Diponegoro Journal of Accounting*, 6(3), 1–13.

Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.

Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention and behavior: An introducing to Theory and Research Addison-Wesley. *Journal of Business Venturing*, 5(3), 177–189. [https://doi.org/10.1016/0883-9026\(90\)90031-N](https://doi.org/10.1016/0883-9026(90)90031-N)

Gefen, D., Karahanna, E., & Straub, D. W. (2003). TRUST AND TAM IN ONLINE SHOPPING: AN INTEGRATED MODEL1 By: *MIS Quarterly: Management Information Systems*, 27(1), 51–90.

Hair, J. F., Black, B., Babin, B. J., & Anderson, R. E. (2010). Multivariate Data Analysis. In *Upper Saddle River* (7th editio). Pearson Education. <https://doi.org/10.1016/j.foodchem.2017.03.133>

Hawkins, D. I., & Mothersbaugh, D. L. (2010). *Consumer Behavior Building Marketing Strategy*. McGraw-Hill Irwin.

Hem, L. E., Chernatony, L. De, & Iversen, N. M. (2003). Factors influensing successful brand extentione. *Journal of Marketing Management*, 19, 781–806. <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.498.7346&rep=rep1&type=pdf>

Ho, C., & Wu, W. (2011). Role of Innovativeness of Consumer in Relationship Between Perceived Attributes of. *International Journal of Electronic Business Management*, 9(3), 258–266.

Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer - Mediated Environments: Conceptual Fooundations. *Journal of Marketing*, 60(3), 50–68.

- Hurley, R. F., & Hult, G. T. M. (1998). Innovation, market orientation, and organizational learning: An integration and empirical examination. *Journal of Marketing*, 62(3), 42–54. <https://doi.org/10.2307/1251742>
- Igbaria, M., Zinatelli, N., Cragg, P., & Cavaye, A. L. M. (1997). Personal computing acceptance factors in small firms: A structural equation model. *MIS Quarterly: Management Information Systems*, 21(3), 279–301. <https://doi.org/10.2307/249498>
- Iprice.co.id. (2020). *The Map of E-commerce in Indonesia*. Iprice.Co.Id. <https://iprice.co.id/insights/mapofecommerce/en/>
- Japarianto, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Jogiyanto. (2007). *Sistem Informasi Keperilakuan*. Andi Publisher.
- Kadir, & Djaali. (2015). *Statistika Terapan: KOnsep, Contoh dan Analisis Data dengan Program SPSS/Lisrel dalam Penelitian*. PT Raja Grafindo Persada.
- Kim, D. J., Donald, L. F., & H, R. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kominfo. (2015). *Indonesia Akan Jadi Pemain Ekonomi Digital Terbesar di Asia Tenggara*. Kominfo. [https://www.kominfo.go.id/content/detail/6441/indonesia-akan-jadi-pemain-ekonomi-digital-terbesar-di-asia-tenggara/0/berita\\_satker](https://www.kominfo.go.id/content/detail/6441/indonesia-akan-jadi-pemain-ekonomi-digital-terbesar-di-asia-tenggara/0/berita_satker)
- Kompas.com. (2018). *80 Persen Konsumen Belanja Online Orang Muda dan Wanita*. KOMPAS.Com. <https://lifestyle.kompas.com/read/2018/03/22/155001820/80->

persen-konsumen-belanja-online-orang-muda-dan-wanita

Kotler, P. (2008). *Prinsip-prinsip Pemasaran* (edisi 2 ji). Erlangga.

Kotler, P., & Gary, A. (2008). *Prinsip-prinsip Pemasaran* (12 Jilid 2). Erlangga.

Koufaris, M. (2002). Applying the technology acceptance model and flow theory to online consumer behavior. *Information System Research*, 13(2), 205–223.  
[https://doi.org/10.4777/02/1302/0205\\$05.00](https://doi.org/10.4777/02/1302/0205$05.00)

Kuncoro, M. (2009). *Metode Riset untuk Bisnis & Ekonomi*. Erlangga.

Lee, C. H., Eze, U. C., Ndubisi, N. O., & Lee, C. H. (2011). Asia Pacific Journal of Marketing and Logistics Analyzing key determinants of online repurchase intentions. *Asia Pasific Journal of Marketing and Logistics*, 23.  
<https://doi.org/10.1108/13555851111120498>

Manning, K. C., Bearden, W. O., & Madden, T. J. (1995). Consumer Innovativeness and the Adoption Process. *Journal of Consumer Psychology*, 4(4), 329–345.  
[https://doi.org/10.1207/s15327663jcp0404\\_02](https://doi.org/10.1207/s15327663jcp0404_02)

Mansori, S., Liat, C. B., & Shan, L. H. (2012). A study of e-shopping intention in Malaysia: The influence of generation X & Y. *Australian Journal of Basic and Applied Sciences*, 6(8), 28–35.

Martínez, E., & Pina, J. M. (2010). Consumer responses to brand extensions: A comprehensive model. *European Journal of Marketing*, 44(7), 1182–1205.  
<https://doi.org/10.1108/03090561011047580>

Midgley, D. F., & Dowling, G. R. (1978). Innovativeness : The Concept and Its Measurement. *Journal of Consumer Research*, 4(4), 229–242.

Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217–230.  
[https://doi.org/10.1016/S0378-7206\(00\)00061-6](https://doi.org/10.1016/S0378-7206(00)00061-6)

- Mutaz, M. A.-D., Mamoun, N. A., & Mohamed, I. A. (2015). Consumer attitudes towards online shopping The effects of trust , perceived benefits , and. *Internet Research*. <https://doi.org/10.1108/IntR-05-2014-0146>
- Nirmala, R. P., & Dewi, I. J. (2011). The effects of shopping orientations, consumer innovativeness, purchase experience, and gender on intention to shop for fashion products online. *Gajah Mada International Journal of Business*, 13(1), 65–83. <https://doi.org/10.22146/gamaijb.5495>
- Okezone.com. (2016). *Kepercayaan Konsumen Terhadap Belanja Online Meningkat*. Okezone.Com. <https://economy.okezone.com/read/2016/12/13/320/1565640/kepercayaan-konsumen-terhadap-belanja-online-meningkat>
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Poddar, A., Donthu, N., & Wei, Y. (2009). Web site customer orientations, Web site quality, and purchase intentions: The role of Web site personality. *Journal of Business Research*, 62(4), 441–450. <https://doi.org/10.1016/j.jbusres.2008.01.036>
- Potecea, V., & Cebuc, G. (2010). The Importance of Innovation in International Business. *Fascicle of The Faculty of Economic and Public Administration*, 10, 157–161.
- Riduwan, M. B. ., & Sunarto, M. S. (2015). *Pengantar Statistika untuk Penelitian: Pendidikan, Sosial, Komunikasi, Ekonomi, dan Bisnis*. Alfabeta.
- Roehrich, G. (2004). Consumer innovativeness - Concepts and measurements. *Journal of Business Research*, 57(6), 671–677. [https://doi.org/10.1016/S0148-2963\(02\)00311-9](https://doi.org/10.1016/S0148-2963(02)00311-9)



- Rogers, E. M. (2003). *Diffusion of Innovations* (5th ed). The Free Press.
- Saidani, B., & Arifin, S. (2012). Pengaruh Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen dan Minat Beli Pada Ranch Market. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*, 3(1).
- Sandra, F., Liu, C., Shannon, D., & Gardner, L. I. U. C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of Interactive Marketing*, 20(2), 55–75. <https://doi.org/10.1002/dir>
- Santoso. (2012). *Statistika Hospitalis*. Deepublish.
- Sentosa, I., & Mat, N. K. N. (2012). Examining a Theory of Planned Behavior ( Tpb ) and Technology Acceptance Model ( Tam ) in Internetpurchasing Using Structural Equation Modeling. *Journal of Arts, Science & Commerce*, 2(2), 62–77.
- Siagian, D., & Sugiarto. (2006). *Metode Statistika untuk Bisnis dan Ekonomi*. Gramedia Pustaka Umum.
- SivaKumar, A. K., & Gunasekaran, A. (2017). An Empirical Study on the Factors Affecting Online Shopping Behavior of Millennial Consumers. *Journal of Internet Commerce*, 16(3), 219–230. <https://doi.org/10.1080/15332861.2017.1317150>
- Spears, N., & Singh, S. (2004). Measuring Attitude toward the Brand and Purchase Intentions. *Journal of Current Issues & Research in Advertising*, 26, 53–66. <http://content.ebscohost.com/ContentServer.asp?T=P&P=AN&K=15987007&S=R&D=bsu&EbscoContent=dGJyMNxb4kSeqLI4v%2BbwOLCmr1Gep7RSsa64S7WWxWXS&ContentCustomer=dGJyMPGsr0mzqK5NuePfgex44Dt6fIA>
- Sugiyono. (2012). *Metode Penelitian Adminitrasi dan R&D*. Alfabeta.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif, dan Kombinasi (Mixed*

*Methods*). Alfabeta.

Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta.

Suryani. (2017). *Metode Riset Kuantitatif*. Prenada Media.

Tellis, G. J., Yin, E., & Bell, S. (2009). Global consumer innovativeness: Cross-country differences and demographic commonalities. *Journal of International Marketing*, 17(2), 1–22. <https://doi.org/10.1509/jimk.17.2.1>

Thakur, R., & Mala, S. (2015). A study on the impact of consumer risk perception and innovativeness on online shopping in India. *International Journal of Retail & Distribution Management*.

Tirto.id. (2017). *Tempat Belanja Online Favorit Kelas Menengah*. Tirto.Id. <https://amp.tirto.id/tempat-belanja-online-favorit-kelas-menengah-cjZv>

Trisna, T., Behrang, S., & Behrooz Gharleghi. (2015). The Impact of Perceived Risks and Perceived Benefits to Improve an Online Intention among Generation-Y in Malaysia. *Asian Social Science*, 11(26). <https://doi.org/10.5539/ass.v11n26p226>

Trisnawati, E., Suroso, A., & Kumorohadi, U. (2012). ANALISIS FAKTOR-FAKTOR KUNCI DARI NIAT PEMBELIAN KEMBALI SECARA ONLINE. *Jurnal Bisnis Dan Ekonomi (JBE)*, 19(2), 126–141.

Turban, E., King, B., Lee, J., & Viehland, D. (2002). Electronic commerce: A managerial perspective 2002. *Electronic Business*.

Venkatesh, V., & Davis, F. D. (1996). A Model of the Antecedents of Perceived Ease of Use: Development and Test. *Decision Sciences*, 27(3), 451–481. <https://doi.org/10.1111/j.1540-5915.1996.tb01822.x>

WartaEkonomi.co.id. (2019). *Persaingan Ketat, Pelaku E-Commerce Dituntut Inovatif*. WartaEkonomi.Co.Id. <https://www.wartaekonomi.co.id/read221123/persaingan-ketat-pelaku-e->

commerce-dituntut-inovatif

Wen, C., Prybutok, V. R., & Xu, C. (2011). An integrated model for customer online repurchase intention AN INTEGRATED MODEL FOR. *Journal of Computer Information Systems, January*.

Wibowo, A. (2008). Kajian Tentang Perilaku Pengguna Sistem Informasi Dengan Pendekatan Technology Acceptance Model (TAM). *Konferebsi Nasional Sistem Informasi, Universitas Budi Luhur, Jakarta, 1–9*.  
[https://www.researchgate.net/publication/228997997\\_Kajian\\_Tentang\\_Perilaku\\_Pengguna\\_Sistem\\_Informasi\\_Dengan\\_Pendekatan\\_Technology\\_Acceptance\\_Model\\_TAM](https://www.researchgate.net/publication/228997997_Kajian_Tentang_Perilaku_Pengguna_Sistem_Informasi_Dengan_Pendekatan_Technology_Acceptance_Model_TAM)

Younus, S., Rasheed, F., & Zia, A. (2005). Identifying the Factors Affecting Customer Purchase Intention. *Global Journal of Management and Business Research, 15(2)*, 1–7. <https://doi.org/10.1111/j.1365-2621.1940.tb17194.x>

