

DAFTAR PUSTAKA

- Alfa, alodya ann gita. (2017). ANALISIS PENGARUH FAKTOR KEPUTUSAN KONSUMEN DENGAN STRUCTURAL EQUATION MODELING PARTIAL LEAST SQUARE. *Angewandte Chemie International Edition*, 6(11), 951–952., 21–37.
- Alhur, A. A. (2023). (Applying the Think-Aloud Method for Usability Analysis in the Peking Metagamelan Virtual Reality Learning Application) An Investigation of Nurses' Perceptions of the Usefulness and Easiness of Using Electronic Medical Records in Saudi Arabia: A Technolog. *Cininta Indonesian Journal of Information Systems (IJIS)*, 5(2), 31.
- Amin, E. M. N. Al. (2023). *PENGARUH PERSEPSI KEMUDAHAN DAN MANFAAT DENGAN TECHNOLOGY ACCEPTANCE MODEL (TAM) TERHADAP MINAT PENGGUNAAN E-WALLET PENGARUH PERSEPSI KEMUDAHAN DAN MANFAAT DENGAN TECHNOLOGY ACCEPTANCE MODEL (TAM) TERHADAP MINAT PENGGUNAAN E-WALLET MAHASISWA INSTITUT .*
- An, S., Eck, T., & Yim, H. (2023). Understanding Consumers' Acceptance Intention to Use Mobile Food Delivery Applications through an Extended Technology Acceptance Model. *Sustainability (Switzerland)*, 15(1). <https://doi.org/10.3390/su15010832>
- Andriyansah, A. (2022). Bab III - Metode Penelitian Metode Penelitian. *Metode Penelitian*, 32–41.
- Angga, T. (2018). *Analisa Dan Implementasi Penjualan Berbasis Online (E-Commerce) Menggunakan Metode Technology Acceptance Model (Tam) Pada*
- Annora, M. putri cornelia. (2021). *Analisis Faktor-Faktor Yangmempengaruhi Penggunaan Sistem Informasi Akuntansi Berbasis E-Commerce Pada Belanja Online Tokopedia Di Era Pandemi Covid-19 Dengan Menggunakan Technology Acceptance Model.*
- Aprilia, A. R., & Santoso, T. (2020). Pengaruh Perceived Ease Of Use, Perceived Usefulness Dan Attitude Towards Using Terhadap Behavioural Intention To Use Pada Aplikasi Ovo. *Agora*, 8(1), 1–6.
- Artameviah, R. (2022). Perceived Trust dan Risk. *Bab Ii Kajian Pustaka 2.1*, 12(2004), 6–25.
- Ashari, R., & Widayanto. (2017). Pengaruh Kepercayaan dan Resiko Terhadap Keputusan Pembelian Melalui Sikap Pengguna Pada Situs Belanja Online Lazada. Com (Studi pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro Semarang). *Jurnal Ilmu Adminitrasi Bisnis 11*, 7(1), 209–219.

- Bahanan, L., & Alsharif, M. (2023). Factors affecting the acceptance of teledentistry determined using the technology acceptance model: A cross-sectional study. *Digital Health*, 9. <https://doi.org/10.1177/20552076231158034>
- Bandinelli, R., Scozzafava, G., Bindi, B., & Fani, V. (2023). Blockchain and consumer behaviour: Results of a Technology Acceptance Model in the ancient wheat sector. *Cleaner Logistics and Supply Chain*, 8(August), 100117. <https://doi.org/10.1016/j.clscn.2023.100117>
- Bernabei, M., Colabianchi, S., Falegnami, A., & Costantino, F. (2023). Students' use of large language models in engineering education: A case study on technology acceptance, perceptions, efficacy, and detection chances. *Computers and Education: Artificial Intelligence*, 5(July), 100172. <https://doi.org/10.1016/j.caeai.2023.100172>
- Budiastuti, A. D. P., & Muid, D. (2020). Analisis faktor-faktor pengaruh minat penggunaan sistem informasi akuntansi berbasis e-commerce pada aplikasi shopee dengan menggunakan Technology *Diponegoro Journal of Accounting*, 9, 1–10.
- Chen, Y., Khalid Khan, S., Shiwakoti, N., Stasinopoulos, P., & Aghabayk, K. (2023). Analysis of Australian public acceptance of fully automated vehicles by extending technology acceptance model. *Case Studies on Transport Policy*, 14(August), 101072. <https://doi.org/10.1016/j.cstp.2023.101072>
- Cintia Aryanti, N., Sihite, M., & Supriyadi, E. (2021). Analisis Attitude Toward Using DALAM Meningkatkan Customer Satisfaction Mobile Payment GoPAY. *Mabiska Jurnal*, 6(1), 1–12.
- Desvronita. (2021). Faktor-Faktor Yang Mempengaruhi Minat Menggunakan Sistem Pembayaran E-Wallet Menggunakan Technology Acceptance Model. *Jurnal AKMENIKA*, 18(2).
- Dewi, Y. M. (2023). FAKTOR YANG MEMPENGARUHI PENGGUNAAN SPAYLATER MENGGUNAKAN TECHNOLOGY ACCEPTANCE MODEL (TAM). *Efektifitas Penyuluhan Gizi Pada Kelompok 1000 HPK Dalam Meningkatkan Pengetahuan Dan Sikap Kesadaran Gizi*, 3(3), 69–70.
- Esfahbodi, A., Pang, G., & Peng, L. (2022). Determinants of consumers' adoption intention for blockchain technology in E-commerce. *Journal of Digital Economy*, 1(2), 89–101. <https://doi.org/10.1016/j.jdec.2022.11.001>
- Ferdira, B. G., Asa Partama Nonitehe Gulo, Nugroho, Y. I. D., Fernandes, J., & Andry. (2019). Analisis Perilaku Pengguna Aplikasi Mobile Mataharimall.Com Menggunakan Technology Acceptance Model (Tam). *Jurnal SITECH : Sistem Informasi Dan Teknologi*, 1(2), 107–116. <https://doi.org/10.24176/sitech.v1i2.2790>
- Fiyah, N., Mayangky, N. A., Hadianti, S., & Riana, D. (2019). Analisis

Technology Acceptance Model Pada Aplikasi Platform Perdagangan Elektronik Di Kalangan Mahasiswa. *Jurnal Teknik Informatika*, 12(1), 59–68. <https://doi.org/10.15408/jti.v12i1.10507>

German Ruiz-Herrera, L., Valencia-Arias, A., Gallegos, A., Benjumea-Arias, M., & Flores-Siapo, E. (2023). Technology acceptance factors of e-commerce among young people: An integration of the technology acceptance model and theory of planned behavior. *Heliyon*, 9(6), e16418. <https://doi.org/10.1016/j.heliyon.2023.e16418>

Gusni, G., Hurriyati, R., & Dirgantari, P. D. (2020). Pengaruh Perceived Usefulness dan Perceived Ease of Use terhadap Attitude dan Actual Usage Go-Pay. *Jurnal Manajemen Dan Kewirausahaan*, 8(1), 22–33. <https://doi.org/10.26905/jmdk.v8i1.3892>

Handini, V., & Surwati, C. H. D. (2016). *PENGARUH PERCEIVED USEFULNESS, PERCEIVED EASE OF USE DAN ATTITUDE TOWARD USING PADA TEKNOLOGI KOMUNIKASI MEDIA BARU (NEW MEDIA) TERHADAP MINAT MENGGUNAKAN TRANSPORTASI BERBASIS ONLINE*. 1–23.

Hartono, B. A. D. (2019). Perencanaan Bisnis Car Wash di Semarang “BAPE Car Wash.” *Repository Unika*, 40–44.

Herlina, Destriana Widyaningrum, & Giovanni Theotista. (2023). Tipologi Financial Technology Paylater: Technology Acceptance Model (TAM). *Formosa Journal of Multidisciplinary Research*, 2(1), 207–216. <https://doi.org/10.55927/fjmr.v2i1.2417>

Ibrahim, N. F., Hasliza, N., Hasan, M., Nurul, P., & Rusli, A. (2023). Technology Acceptance Model in E-Wallet Adoption Among Generation Z Students: The Covid-19 Endemic Phase in Malaysia. *International Journal of Advanced Research in Technology and Innovation*, 4(4), 30–39. <https://doi.org/10.55057/ijarti.2022.4.4.3>

Japariato, 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>

Japariato, E., & Anggono, Y. D. (2020). Analisa Pengaruh Perceived Ease of Use Terhadap Intention to Buy Dengan Perceived Usefulness Sebagai Variabel Intervening Pada Aplikasi E-Commerce Tokopedia. *Jurnal Strategi Pemasaran*, 7(1), 1–9.

Kamalia, N. F., Suhud, U., & Monoarfa, T. A. (2023). *ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI INTENTION TO USE E- WALLETT PADA KONSUMEN MUDA DI JAKARTA*. 2(5), 31–41.

Kao, W. K., & André L’Huillier, E. (2022). The moderating role of social

- distancing in mobile commerce adoption. *Electronic Commerce Research and Applications*, 52(December 2021).
<https://doi.org/10.1016/j.elerap.2021.101116>
- Kenesei, Z., Ásványi, K., Kökény, L., Jászberényi, M., Miskolczi, M., Gyulavári, T., & Syahrivar, J. (2022). Trust and perceived risk: How different manifestations affect the adoption of autonomous vehicles. *Transportation Research Part A: Policy and Practice*, 164(August), 379–393.
<https://doi.org/10.1016/j.tra.2022.08.022>
- Koi-Akrofi, G. Y., Aboagye-Darko, D., Nyame, J., Gaisie, E., & Danquah, I. O. (2023). Students' Acceptance of Learning Management Systems at the Peak of Covid-19 Pandemic by Employing a Modified Technology Acceptance Model. *Indian Journal Of Science And Technology*, 16(14), 1069–1081.
<https://doi.org/10.17485/ijst/v16i14.2451>
- Komalasari, Y., & Marjito. (2019). Pengaruh Perceived Ease of Use Dan Perceived Usefulness Terhadap Attitude Toward Using Pada Ojek Online Uber. *Jurnal Computech & Bisnis*, 13(1), 11–17.
- Kristanto, H., & Firdausy, C. M. (2021). Pengaruh Perceived Ease of Use, Perceived Usefulness, Attitude toward Using dan Sales Promotion terhadap Repurchase Intention Tiket Bioskop Pengguna Aplikasi TIX-ID. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(3), 226.
<https://doi.org/10.24912/jmbk.v5i3.11854>
- Lai, C. Y., Cheung, K. Y., & Chan, C. S. (2023). Exploring the role of intrinsic motivation in ChatGPT adoption to support active learning: An extension of the technology acceptance model. *Computers and Education: Artificial Intelligence*, 5(July), 100178. <https://doi.org/10.1016/j.caeai.2023.100178>
- Loanata, T., & Tileng, K. G. (2016). Pengaruh Trust dan Perceived Risk pada Intention To Use Menggunakan Technology Acceptance Model (Studi Kasus Pada Situs E-Commerce Traveloka). *JUI SI (Jurnal Informatika Dan Sistem Informasi)*, 02(01), 64–73.
- Ma'ruf, S. (2018). Pengaruh Kemudahan Penggunaan, Kegunaan, Persepsi Risiko, dan Kenyamanan terhadap Sikap Konsumen dalam Belanja Online. *Jurnal Fakultas Ekonomi*, 3, 535–549.
- Maharani, S. A., & Sundari, E. (2024). *PENGARUH PERCEIVED USEFULNESS , PERCEIVED EASE OF USE , TRUST DAN SECURITY TERHADAP BEHAVIORAL INTENTION TO USE BRI MOBILE (STUDI KASUS : PADA PENGGUNA BRImo DI KOTA PEKANBARU)* Salsabila Aprilia Maharani Prodi Manajemen , Fakultas Ekonomi dan Bisnis , U. 18(1), 161–176.
- Marantiani, D. N., & Budhi, M. K. S. (2019). Jurusan Ekonomi Pembangunan Fakultas Ekonomi dan Bisnis Universitas Udayana (Unud), Bali , Indonesia . PENDAHULUAN Usaha Kecil , dan Menengah (UKM) mempunyai peran penting dan strategis bagi pertumbuhan ekonomi negara , baik negara

- berkembang maupun n. *E-Jurnal Ekonomi Pembangunan Universitas Udayana*, 6(10), 2013–2042.
- Marza, S., Idris, I., & Abror, A. (2019). *The Influence of Convenience, Enjoyment, Perceived Risk, And Trust On The Attitude Toward Online Shopping*. 64(2001), 588–597. <https://doi.org/10.2991/piceeba2-18.2019.40>
- Maulana, R., Iskandar, & Mailany, M. (2019). Pengaruh Penggunaan Mobile Banking Terhadap Minat Nasabah Dalam Bertransaksi Menggunakan Technology Acceptance Model. *Cyberspace: Jurnal Pendidikan Teknologi Informasi*, 2(2), 146. <https://doi.org/10.22373/cj.v2i2.4161>
- Meida, L., & Trifiyanto, K. (2022). Pengaruh Perceived Trust dan Perceived Risk Terhadap Behavioral Intention dengan Perceived Ease of Use sebagai Variabel Intervening. *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 4(2), 217–232. <https://doi.org/10.32639/jimmba.v4i2.92>
- Minan, K. (2021). Analisis Pendekatan Metode TAM Pada Penggunaan Aplikasi E-Commerce. *Ekonomi, Keuangan, Investasi Dan Syariah (EKUITAS)*, 3(2), 181–187. <https://doi.org/10.47065/ekuitas.v3i2.1118>
- Mubarok. (2021). Pengaruh Kualitas Informasi, Persepsi Risiko dan Keamanan Terhadap Keputusan Pembelian Online Di Shopee Pada Mahasiswa Universitas Muhammadiyah Sumatera Utara. *Fakultas Ekonomi Dan Bisnis Universitas Muhammadiyah Sumatera Utara*.
- Mudzakir, S. (2022). PENGARUH CONTENT MARKETING DAN KEPERCAYAAN KONSUMEN TERHADAP MINAT BELI PADA TIKTOK SHOP. *γ787*, 8.5.2017, 2003–2005. <https://www.who.int/news-room/fact-sheets/detail/autism-spectrum-disorders>
- Mulyanto, A., Sumarsono, S., Niyartama, T. F., & Syaka, A. K. (2020). Penerapan Technology Acceptance Model (TAM) dalam Pengujian Model Penerimaan Aplikasi MasjidLink. *Semesta Teknika*, 23(1), 27–38. <https://doi.org/10.18196/st.231253>
- Nadhila, G. (2019). Pengaruh Trust Dan Perceived Risk Terhadap Niat Untuk Bertransaksi Menggunakan E-Commerce (Studi Kasus Pada Konsumen Traveloka). *Jurnal RAK (Riset Akuntansi Keuangan)*, 4(1), 30–43. <https://doi.org/10.31002/rak.v4i1.1379>
- Namira, N. V., & Susanto, P. (2021). The Effect of Perceived Usefulness, Perceived Ease of Use, and Perceived Risk on Behavioral Intention to Use E-money. *Operation Management and Information System Studies*, 1(3), 133–144. <https://doi.org/10.24036/omiss.v1i3.34>
- Natasia, S. R., Wiranti, Y. T., & Parastika, A. (2021). Acceptance analysis of NUADU as e-learning platform using the Technology Acceptance Model (TAM) approach. *Procedia Computer Science*, 197(2021), 512–520.

<https://doi.org/10.1016/j.procs.2021.12.168>

- Naufaldi, I., & Tjokrosaputro, M. (2020). Pengaruh Perceived Ease Of Use, Perceived Usefulness, dan Trust terhadap Intention To Use. *Jurnal Manajerial Dan Kewirausahaan*, 2(3), 715.
<https://doi.org/10.24912/jmk.v2i3.9584>
- Nugraha, S., & Nuraeni, D. (2021). Peran Teknologi Internet Dalam E-Commerce. *Journal Civics & Social Studies*, 5(2), 181–191.
<https://doi.org/10.31980/civicos.v5i2.1474>
- Priadana, P. S., & Denok Sunarsi, S. P. (2022). *Metode Penelitian Kuantitatif*.
- Putra, I. S., & Wardani, N. A. K. (2022). Faktor-Faktor Yang Mempengaruhi Behavioral Intention To Use Penggunaan Software Akuntansi Pada Umkm. *Jurnal Riset Akuntansi Politala*, 5(2), 60–74.
<https://doi.org/10.34128/jra.v5i2.130>
- Putri, G. A., Widagdo, A. K., & Setiawan, D. (2023). Analysis of financial technology acceptance of peer to peer lending (P2P lending) using extended technology acceptance model (TAM). *Journal of Open Innovation: Technology, Market, and Complexity*, 9(1), 100027.
<https://doi.org/10.1016/j.joitmc.2023.100027>
- Putri, N. E. (2020). dalam Nungki Erika Putri (2020). 12–35.
- Qasthalan, F. N. (2022). *APAKAH PROGRAM AFFILIATE DI MEDIA SOSIAL DAPAT MEMPENGARUHI KEPERCAYAAN DAN KEPUTUSAN PADA CUSTOMER SHOPEE DI ERA PANDEMI COVID-19 (Studi pada konsumen Shopee di daerah Bandung)*. 1–23.
- Ramadhan, D. (2019). Pengaruh Perceived Usefulness, Perceived Ease Of Use, dan Subjective Norm Terhadap Purchase Intention Melalui Attitude Sebagai Mediasi (Studi Kasus Pada Konsumen Gudang Digital Online Yogyakarta). *Jurnal EBBANK*, 10(2), 41–48.
- Ramdhani, N. (2019). Model Perilaku Penggunaan Tik “NR2007” Pengembangan Dari Technology Acceptance Model (TAM). *Buletin Psikologi*, 17(1), 17–27.
- Ranti, M. (2022). *PENGARUH PERCEIVED RISK, PERCEIVED EASE OF USE, DAN CUSTOMER’S ATTITUDE TERHADAP BEHAVIORAL INTENTION TO USE E-WEDDING GIFT DI KOTA PADANG*.
- Richter, N. F., Hauff, S., Kolev, A. E., & Schubring, S. (2023). Dataset on an extended technology acceptance model: A combined application of PLS-SEM and NCA. *Data in Brief*, 48, 109190.
<https://doi.org/10.1016/j.dib.2023.109190>
- Rusli. (2020). Bab III - Metode Penelitian Metode Penelitian. *Metode Penelitian*, 32–41.
- Safira. (2021). Pengaruh Viral Marketing, Online Customer Reviews Dan Harga

- Terhadap Keputusan Pembelian Melalui Marketplace Shopee. *Skripsi*, 1–10.
- Salma, R., Wibawa, B. M., & Sinansari, P. (2021). Investigasi Strategi Positioning Merek : Studi. *Jurnal Sains Dan Seni*, 10(1).
https://ejournal.its.ac.id/index.php/sains_seni/article/download/55016/6555
- Santoso, B., & Edwin Zusrony. (2020). Analisis Persepsi Pengguna Aplikasi Payment Berbasis Fintech Menggunakan Technology Acceptance Model (Tam). *Jurnal Teknologi Informasi Dan Komunikasi*, 11(1), 49–54.
<https://doi.org/10.51903/jtikp.v11i1.150>
- Santoso, D. A., Erdiansyah, R., & Pribadi, M. A. (2019). *Pengaruh Brand Awareness dan Brand Image terhadap Minat Beli Produk Kecantikan Innisfree*. 286–290.
- Setiawan, N., Nurhadi, M., Djuwito, & Diptyana, P. (2018). Analisis Perilaku Penggunaan Learning Management System. *Spirit Pro Patria*, IV(2), 138–153.
- Setyawati, R. E. (2020a). Jurnal Ekobis Dewantara Vol. 3 No. 1 Januari 2020. *Pengaruh Perceived Usefulness, Perceived Ease of Use Terhadap Behavioral Intention To Use Dengan Attitude Towards Using Sebagai Variabel Intervening*, 3(1), 39–51.
- Setyawati, R. E. (2020b). PENGARUH PERCEIVED USEFULNESS, PERCEIVED EASE OF USE TERHADAP BEHAVIORAL INTENTION TO USE DENGAN ATTITUDE TOWARDS USING SEBAGAI VARIABEL INTERVENING. *Global Health*, 167(1), 1–5.
- Sholiha, E. U. N., & Salamah, M. (2015). Structural Equation Modeling-Partial Least Square untuk Pemodelan Derajat Kesehatan Kabupaten/Kota di Jawa Timur (Studi Kasus Data Indeks Pembangunan Kesehatan Masyarakat Jawa Timur 2013). *Jurnal Sains Dan Seni ITS*, 4(2), 169–174.
- Sinaga, O. S., Marpaung, F. K., Dewi, R. S., & Sudirman, A. (2021). Kontribusi perceived usefulness, perceived ease of use dan perceived security terhadap behavioral intention to use aplikasi JAKET. *Insight Management Journal*, 1(3), 86–94. <https://doi.org/10.47065/imj.v1i3.71>
- Singasatia, D., & Melami, M. (2018). Pengaruh Perceived Usefulness (PU) Dan Perceived Ease Of Use (PEOU) Terhadap Attitude Toward Using (ATU) Serta Dampaknya Terhadap Behavioral Intention To Use (BITU) (Study Kasus : Pengguna Sistem Pendaftaran Online Lomba Tingkat (LT) IV Kwartir Daerah Ger. *STT Wastukencana*, 1–8.
- Siri, M., Fitriyani, & Herliana, A. (2017). Analisis Sikap Pengguna Paytren Menggunakan Technology Acceptance Model. *Jurnal Informatika*, 4(1), 66–75.
- Susilawati, T. (2023). *ANALISIS MODEL PENERIMAAN TEKNOLOGI MELALUI SHOPEE AFFILIATE MARKETING DALAM MENINGKATKAN*

MINAT BELI KONSUMEN. 54–56.

Tarwiyanti, E. A. (2018). *PENGARUH KEPERCAYAAN (TRUST) PADA TOKO ONLINE (ONLINESHOP) TERHADAP INTENSI MEMBELI PRODUK* SKRIPSI Oleh : Eka Apriliyah Tarwiyanti. 2.

Trihutama, R. P. (2020). *Pengaruh Perceived Ease of Use , Perceived Usefulness , dan Trust Terhadap Behavioral Intention to Use (Studi Pada Pengguna Go-Pay Layanan Go-Jek)*. 1–15.

Tyas, E. I., & Darma, E. S. (2017). Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, dan Actual Usage Terhadap Penerimaan Teknologi Informasi: Studi Empiris Pada Karyawan Bagian Akuntansi dan Keuangan Baitul Maal Wa Tamwil Wilayah Daerah Istimewa Yogyakarta. *Reviu Akuntansi Dan Bisnis Indonesia*, 1(1), 25–35.
<https://doi.org/10.18196/rab.010103>

Wafiyah, R. S., & Kusumadewi, N. M. W. (2021). The Effect of Perceived Usefulness, Perceived Ease Of Use, And Trust On Repurchase Intention On E-Commerce Shopee. *IJISSET-International Journal of Innovative Science, Engineering & Technology*, 8(7), 428–434.

Wardhani, M. R. T. (2020). *Pengaruh Perceived Ease of Use Dan Perceived Risk Terhadap Buying Intention Dengan Customer Attitude Sebagai Intervening*.

Wijaya, M. F., & Wisesa, A. (2023). Evaluating Young Students' E-learning Acceptance in Extracurricular Education using a Modified Technology Acceptance Model. *Jurnal Sositologi*, 22(1), 2–10.
<https://doi.org/10.5614/sostek.itbj.2023.22.1.1>

Wulandari, S., Keni, K., & Ping, T. A. (2023). PENGARUH RELATIVE ADVANTAGE DAN PERCEIVED EASE OF USE TERHADAP ATTITUDE DENGAN TRUST SEBAGAI VARIABEL Latar belakang. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 7(1), 68–79.

Ansori, L. (2023, June 2). *Mengerti.Id*. Retrieved From Mengerti.Id: <https://www.Mengerti.Id/Ekonomi-Bisnis/6648999092/Waduh-Shopee-Didenda-Rp96-Juta-Karena-Masalah-Perlindungan-Data-Pelanggan>

Awlia, T. (2020, January 07). *Metode Pengumpulan Data: Kuantitatif Dan Kualitatif* . Retrieved From Detiknews: <https://News.Detik.Com/Berita/D-4850130/Metode-Pengumpulan-Data-Kuantitatif-Dan-Kualitatif>

Azhar, S. (2022, December 24). *Businessinsight*. Retrieved From Kontan.Co.Id: <https://Insight.Kontan.Co.Id/News/Laju-Pertumbuhan-Transaksi-E-Commerce-Di-Indonesia-Melambat>

- Bloomenthal, A. (2023, May 23). *E-Commerce Defined: Types, History, And Examples*. Retrieved From Investopedia: <https://www.investopedia.com/terms/e/ecommerce.asp>
- Datanesia. (2022, July 28). *10 Wilayah E-Commerce Terbesar Di Indonesia*. Retrieved From Datanesia.Id: <https://datanesia.id/10-wilayah-e-commerce-terbesar-di-indonesia/>
- Digitrix. (2024, March 27). *The Future Of E-Commerce: Emerging Technologies And Trends*. Retrieved From Digitrix.Com: <https://digitrix.com/blogs/the-future-of-e-commerce-emerging-technologies-and-trends>
- Fastercapital. (2024, April 10). *Community Affiliate Marketing: How To Partner And Profit With Community Affiliate Marketing*. Retrieved From Fastercapital.Com: Community Affiliate Marketing: How To Partner And Profit With Community Affiliate Marketing
- Jamaludin. (2023, Mei 3). *Portal Bangkalan*. Retrieved From Bangkalan Pikiran Rakyat: <https://bangkalan.pikiran-rakyat.com/nasional/pr-2746621430/5-kota-indonesia-dengan-pembelanja-online-terbanyak-jakarta-di-puncak-lho#:~:Text=Dari%20data%20yang%20ditemukan%20oleh,Medan%2c%20bandung%2c%20dan%20makassar.>
- Joko, G. (2020, November 18). *Mediakonsumen*. Retrieved From Mediakonsumen.Com: <https://mediakonsumen.com/2020/11/18/surat-pembaca/sistem-shopee-merugikan-penjual>
- Jonasdu, J. (2023, Agustus 9). *Kebijakan Shopee Affiliate Membuat Bingung Dan Para Agent Live Chat Yang Memberikan Jawaban Tidak Akurat*. Retrieved From Mediakonsumen: <https://mediakonsumen.com/2023/08/09/surat-pembaca/kebijakan-shopee-affiliate-membuat-bingung-dan-para-agent-live-chat-yang-memberikan-jawaban-tidak-akurat>
- Mariana, M. (2012, February 17). *Apa Itu E-Commerce*. Retrieved From Unpas.Ac.Id: <https://www.unpas.ac.id/apa-itu-e-commerce/>
- Maris, S. (2023, May 15). *Showbiz*. Retrieved From Liputan6: <https://www.liputan6.com/showbiz/read/5285727/cerita-tasya-farasya-dapat-keuntungan-besar-gabung-di-shopee-affiliate-program>
- Maulani, G. (2023, January 24). *Qubisa*. Retrieved From <https://www.qubisa.com/article/pengertian-dan-manfaat-affiliate-marketing>
- Nanda, S. (2023, November 9). *Metode Penelitian Kuantitatif: Pengertian, Tujuan, Ciri, Jenis & Contohnya*. Retrieved From Brainacademy: <https://www.brainacademy.id/blog/penelitian-kuantitatif>

- Nandy. (N.D.). *Pengertian E-Commerce: Jenis, Contoh, Dan Manfaat*. Retrieved From Gramedia Blog: https://www.gramedia.com/literasi/e-commerce/#pengertian_e-commerce
- Naufal, M. (2022, September 27). *Viva.Co.Id*. Retrieved From Viva.Co.Id: <https://www.viva.co.id/digital/startup/1525921-data-shopee-diduga-bocor-dan-diobral-di-forum-hacker>
- Novika, S. (2021, April 10). *Detikfinance*. Retrieved From Finance.Detik.Com: <https://finance.detik.com/berita-ekonomi-bisnis/d-5527360/pelanggan-ramai-ramai-keluhkan-pengiriman-lama-ini-kata-shopee>
- Riadi, M. (2023, August 31). *Behavioral Intention - Pengertian, Aspek Dan Indikator*. Retrieved From Kajianpustaka: <https://www.kajianpustaka.com/2023/08/behavioral-intention.html>
- Sanjaya, A. (2023, Agustus 4). *Epropdeputi4.Id*. Retrieved From Epropdeputi4.Id: <https://epropdeputi4.id/cara-daftar-shopee-affiliate/>
- Satria, B. (2020, May). *Apa Yang Dimaksud Dengan Perceived Risk?* Retrieved From Dictio: https://www.dictio.id/t/apa-yang-dimaksud-dengan-perceived-risk/135119#google_vignette
- Septiani, L. (2023, January 25). *Modus Penipuan Like Produk Di Tokopedia Dan Shopee Dapat Komisi*. Retrieved From Katadata.Co.Id: <https://katadata.co.id/desyetyowati/digital/63d0dfa877d51/modus-penipuan-like-produk-di-tokopedia-dan-shopee-dapat-komisi>
- Shopee. (2023, February 3). *Return On Investment (Roi)*. Retrieved From Seller.Shopee.Co.Id: <https://seller.shopee.co.id/edu/article/17476>
- Shopee. (2023). *Shopee*. Retrieved From Shopee: <https://shopee.co.id/m/affiliates>
- Shopee. (2023, February 15). *Tips Mempertahankan Pembeli Setia Dengan Program Loyalitas*. Retrieved From Seller.Shopee.Co.Id: <https://seller.shopee.co.id/edu/article/17727>
- Shopee. (2024, February 15). *Bagaimana Cara Melihat Performa Dan Komisi Toko Pada Program Afiliasi Penjual?* Retrieved From Seller.Shopee.Co.Id: <https://seller.shopee.co.id/edu/article/15321>
- Utama, B. R. (2022, December 1). *Duniafintech*. Retrieved From Duniafintech: <https://duniafintech.com/kenapa-komisi-shopee-affiliate-bisa-hilang/#:~:Text=Penyebab%20kenapa%20komisi%20shopee%20affiliate%20bisa%20hilang%20jadi%20rp0&Text=Yang%20terjadi%20adalah%20laporan%20komisi,1%20awal%20bulan%2c%20laporannya%20berganti>
- Utami, S. E. (2023, June 18). *Setting Perilaku Konsumen Melalui Promosi Dan Iklan; Perspektif Manajemen Pemasaran*. Retrieved From Iainpare.Ac.Id: <https://www.iainpare.ac.id/en/blog/opinion-5/setting-perilaku->

Konsumen-Melalui-Promosi-Dan-Iklan-Perspektif-Manajemen-Pemasaran-2164

Wiarni, A. (2023, July 21). *Ayojakarta.Com*. Retrieved From *Ayojakarta.Com*: <https://www.ayojakarta.com/bisnis/769541689/waduh-shopee-kena-kecam-karena-dinilai-dukung-spam-affiliate-di-twitter>

Wijaya, J. (2022, July 02). *Mediakonsumen*. Retrieved From *Mediakonsumen.Com*: <https://mediakonsumen.com/2022/07/02/surat-pembaca/saldo-penjual-mendadak-hilang-pihak-shopee-tidak-mau-bertanggung-jawab>

