

## DAFTAR PUSTAKA

- Aaker, D. A. 2010. *Manajemen Ekuitas Merek*. Jakarta: Spektrum Mitra Utama.
- Adji, J., & Samuel, H. 2014. *Pengaruh Satisfaction dan Trust terhadap Purchase Intention di Starbucks The Square Surabaya*. *Jurnal Manajemen Pemasaran Petra*, 2(I), 1-10.
- Ahmadi & Hermawan. 2013. *E-Business & E-Commerce*. Yogyakarta: Andi.
- Aladwani, A. 2006. *An Empirical Test of The Link Between Web Site Quality and Forward Enterprise Integration with Web Customers*. *Business Process Management Journal*, 12(2), 178–190.
- Al-Qeisi, K., Dennis, C., Alamanos, E., & Jayawardhena, C. 2014. *Website Design Quality and Usage Behavior: Unified Theory of Acceptance and Use of Technology*. *Journal of Business Research*. Doi: <https://doi.org/10.1016/j.jbusres.2014.06.016>
- Andrologi, F. 2014. *Analisis Pengaruh Brand Image dan Brand Awareness Terhadap Brand Loyalty dan Dampaknya Terhadap Brand Equity*. Skripsi. Fakultas Ekonomi dan Bisnis: Universitas Diponegoro Semarang.
- Augusty, F. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Batbayar, M., Batsaikhan, B., Enebish, G., Munkhzaya, U., & Sodnompil, N. 2018. *Influences of Website Quality on Online Purchase Intention of Air Ticketing Service: In case of Mongolia*. *Invention Journal of Research Technology in Engineering & Management (IJRTEM)*.
- Bohang, K.B. 2018. *Resmi, Bukalapak Jadi Startup Unicorn Ke-4 Indonesia*. <https://tekno.kompas.com/read/2019/02/04/11420097/riset-penetrasi-internet-indonesia-naik-jadi-56-persen>. (diakses pada 29 Juni 2019).
- Dedeke, A. N. 2016. *Travel Web-Site Design: Information Task-Fit, Service Quality and Purchase Intention*. *Tourism Management*. Doi: <https://doi.org/10.1016/j.tourman.2016.01.001>.
- Dennis, C., Merrilees, B., Jayawardhena, C., & Wright, L. 2009. *E-consumer behavior*. *European Journal of Marketing*, 43(9/10), 1121–1139.
- Dharma, K. N. A., & Iskandar, D. 2017. *Pengaruh Celebrity Endorser Jkt48 Terhadap Minat Beli Konsumen Im3 Play (Studi Kasus Pada Pengunjung*

- Teater Jkt48 Periode 21 Februari 2016*). Skripsi. Fakultas Ilmu Sosial dan Humaniora: Telkom University.
- Dianne, C. 2008. Modeling Web Site Design Across Cultures: Relationships to Trust, Satisfaction, and E-Loyalty. *Journal of Management Information Systems*. <https://doi.org/10.2753/MIS0742-1222240402>.
- Durianto, D. 2013. *Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek Cetak ke-10*. Jakarta: PT Gramedia Pustaka Utama.
- Eliasari, P. R. A., & Gede, I. P. 2017. *Pengaruh Brand Awareness Terhadap Purchase Intention Dimediasi Oleh Perceived Quality dan Brand Loyalty*. *E-Jurnal Manajemen Unud*, Vol. 6, No. 12, 2017: 6620-6650 ISSN: 2302-8912.
- Fauzia, M. 2018. *Penggunanya Kurang Nyaman, Bukalapak Akan Kembangkan Tampilan Situsnya*. <https://ekonomi.kompas.com/read/2018/07/03/190609526/penggunanya-kurang-nyaman-bukalapak-akan-kembangkan-tampilan-situsnya>
- Ghozali, I. 2014. *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS) Edisi 4*. Semarang: Universitas Diponegoro.
- Gunawan, F. A., & Dharmayanti, D. 2014. *Analisis Pengaruh Iklan Televisi dan Endorser Terhadap Purchases Intention Pond's Men dengan Brand Awareness sebagai Variabel Intervening*. *E-Jurnal Ekonomi dan Bisnis Universitas Udayana* 8.3 (2019): 221-234 ISSN: 2337-3067.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R.P. 2010. *Multivariate Data Analysis*. New Jersey: Pearson.
- Hsu, C., & Lin, J. 2015. *What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value*. *Electronic Commerce Research and Applications*, 14(1), 46–57. <http://dx.doi.org/10.1016/j.elerap.2014.11.003>.
- Husein, U. 2011. *Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11*. Jakarta: PT Raja Grafindo Persada.
- Iprice. 2019. *Insights Map of E-commerce*. <https://iprice.co.id/insights/mapofecommerce/> (Diakses pada 29 Juni 2019)
- Jayawardhena, C., & Wright, L. T. 2009. *An empirical investigation into e-shopping excitement: Antecedents and effects*. *European Journal of Marketing*, 43(9/10), 1171–1187.

- Jhonsen. 2004. *Web Designer Untuk Pemula*. Jakarta: Elex Media Komputindo.
- Kakkos, N., Trivellas, P., & Sdrolias, L. 2015. *Identifying Drivers of Purchase Intention for Private Label Brands. Preliminary Evidence from Greek Consumers*. *Procedia - Social and Behavioral Sciences*, 175, 522–528. Doi: 10.1016/j.sbspro.2015.01.1232.
- Khan, A.G. 2016. *Electronic Commerce: A Study on Benefits and Challenges in an Emerging Economy*. *Global Journal of Management and Business Research: B Economics and Commerce*. Volume 16 Issue Version 1.0 2016. ISSN: 2249-4588
- Kim, H., & Niehm, L. S. 2009. *The Impact of Website Quality on Information Quality, Value, and Loyalty Intentions in Apparel Retailing*. *Journal of Interactive Marketing*. Doi: //doi.org/10.1016/j.intmar.2009.04.009.
- Kim, Y., & Han, J. 2014. *Why smartphone advertising attracts customers: A model of web advertising, flow, and personalization*. *Computers in Human Behavior*, 33, 256–269. <http://dx.doi.org/10.1016/j.chb.2014.01.015>.
- Kuster, et al. 2016. *How Does the Online Service Level Influence Consumers? Purchase Intentions before a Transaction? A Formative Approach*. *European Journal of Management and Business Economics*, Vol. 25(3), 111–20.
- Kotler, P., & Keller, K. L. 2016. *Marketing Management 15th Edition*, Pearson Education, Inc.
- Malik, et al. 2013. *Importance of Brand Awareness and Brand Loyalty in assessing Purchase Intentions of Consumer*. *International Journal of Business and Social Science*, Vol. 4 No. 5; May 2013.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. 2019. *How Smartphone Advertising Influences Consumers' Purchase Intention*. *Journal of Business Research*. Doi: <https://doi.org/10.1016/j.jbusres.2017.12.047>.
- Nazirah, U., & Utami, S. 2018. *Pengaruh Kualitas Desain Website Terhadap Niat Pembelian Dimediasi Oleh Persepsi Kualitas Produk Pada Lazada*. *Co. Id. Jurnal Ilmiah Mahasiswa Ekonomi Manajemen*.
- Nistanto, R. K. 2019. *Riset: Penetrasi Internet Indonesia Naik Jadi 56 Persen*. <https://tekno.kompas.com/read/2019/02/04/11420097/riset-penetrasi-internet-indonesia-naik-jadi-56-persen>. (Diakses pada 26 Maret 2019)
- Shantika, Eka. 2018. *Pengguna keluhkan tidak nyaman belanja di situs Bukalapak*. <https://www.cnnindonesia.com/teknologi/20180703170608->

185-311156/pengguna-keluhkan-tidak-nyaman-belanja-di-situs-bukalapak (Diakses pada 4 Juni 2019).

Santoso, S. 2015. *Menguasai Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.

Sanusi, A. 2012. *Metode Penelitian Bisnis*. Jakarta: PT. Salemba Empat.

Schiffman, L., & Kanuk, L. L. 2004. *Perilaku Konsumen Edisi Ketujuh*. Jakarta: PT. Indeks

Shaouf, A., Lu, K., & Li, X., 2019. *The effect of web advertising visual design on online purchase intention: An examination across gender*. *Computers in Human Behavior* 60 (2016) 622-634.

Sklar, J. 2012. *Web Design Principles*. Imprint South-Western College Publishing. United States: Florence.

Startup, Ranking. 2019. *Bukalapak Startup Terbaik Indonesia Menurut Startup Ranking*.

<https://databoks.katadata.co.id/datapublish/2019/01/10/bukalapakstartup-terbaik-indonesia-menurut-startupranking> (Diakses pada 26 Maret 2019)

Sugiyono. 2017. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: CV Alfabeta.

Sugiyono. 2017. *Statistika untuk Penelitian*. Bandung: CV Alfabeta.

Wu, S., & Ho, L. 2014. *The influence of perceived innovation and brand awareness on purchase intention of innovation product - an example of iPhone*. *International Journal of Innovation and Technology Management*, 11(4), <http://dx.doi.org/10.1142/S0219877014500266>.

Yanti, M. O. Z., & Sukotjo, Hendri. 2016. *Pengaruh Kesadaran Merek, Asosiasi Merek dan Brand Image Terhadap Keputusan Pembelian Aqua*. *Jurnal Ilmu dan Riset Manajemen* Vol.5 No.5 Mei 2016, ISSN: 2461- 0593.

Yuhefizar. 2013. *Membangun Toko Online Itu Mudah*. Jakarta: PT Elex Media Komputindo.