

## DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 50, p 179-211.
- Asosiasi Penyelenggara Jasa Internet Indonesia/APJII. (2019). Buletin APJII Edisi 40: Survei APJII yang Ditunggu-tunggu, Penetrasi Internet Indonesia 2018 (online). Tersedia di <https://apjii.or.id/downfile/file/BULETINAPJIIEDISI40Mei2019.pdf>, diakses pada bulan Oktober 2019.
- Athapaththu, Jayani & Kulathunga, Dushyantha. (2018). Factors Affecting Online Purchase Intention: A Study Of Sri Lankan Online Customers. *International Journal of Scientific & Technology Research*, p 111-128.
- Bahri, S. (2018). *Metodologi Penelitian Bisnis Lengkap dengan Teknik Pengolahan Data SPSS*. Yogyakarta: Andi.
- Balau, Madalina. (2018). Exploring the Link between Intention and Behavior in Consumer Research. *European Integration - Realities and Perspectives*, p 134-141.
- Brown, M. W., & Cudeck, R. (1993). *Alternative Ways of Assessing Model Fit*. In K. A. Bollen, & J. S. Long (Eds.), *Testing Structural Equation Models*. Newbury Park, CA: Sage.
- Byungura, J. C., Hansson, H., Muparasi, M., & Ruhinda, B. (2018). Familiarity with Technology among First-Year Students in Rwandan Tertiary Education. *Electronic Journal of e-Learning*, 16(1), pn30-45.
- Chang, H.H. & Chen, S.W. (2008). The Impact of Online Store Environment Cues on Purchase Intention: Trust and Perceived Risk as a Mediator. *Online Information Review*, 32, p 818-841.
- Chen Z., Dubinsky A.J. A (2003): Conceptual Model of Perceived Customer Value in E-Commerce: A Preliminary Investigation. *Psychology & Marketing*, 20 (4), p 323-347.
- Chen, Hui. (2012). The Influence of Perceived Value and Trust on Online Buying Intention. *Journal of Computers*, 7, p 1655-1662.
- Chiang, C, F.,& Jang, S. C. (2006). The effects of perceived price and brand image on value and purchase intentions: leisure travellers' attitudes toward online hotel booking. *Journal of Hospitality and Leisure Marketing*, 15(3), p 49-69.

- Chu, C., & Lu, H. (2007). Factors influencing online music purchase intention in Taiwan. *Internet Research*, 17(2), p 139–155.
- Djarwanto & Pangestu, Subagyo. (2000). *Statistik Induktif, Edisi Keempat, Cetakan Kelima*. Yogyakarta: BPFE.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). The effects of price, brand and store information on buyers' product evaluations. *Journal of Marketing Research*, 28(3), p 307-319.
- Everard, A., & Galletta, D. F. (2006). How presentation flaws affect perceived site quality, trust, and intention to purchase from an online store. *Journal of Management Information Systems*, 22(3), p 56-95.
- Faryabi, M., Sadeghzadeh, K., & Saed, M. (2012). The effects of price discount and store image on consumer's purchase intention in the online shopping context case study: Nokia and HTC. *Journal of Business Studies Quarterly*, 4(1), p 197-205.
- Ferdinand, A. (2006). *Structural Equation Modeling dalam Penelitian Manajemen; Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor, Edisi 4*. Semarang: Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep dan Aplikasi dengan Program AMOS 24 Update Bayesian SEM Edisi 7*. Semarang: Universitas Diponegoro.
- Google dan TEMASEK.(2018). e-Conomy SEA 2018 Southeast Asia's internet economy hits an inflection point (*online*). Tersedia di [https://www.thinkwithgoogle.com/\\_qs/documents/6730/Report\\_eConomy\\_SEA\\_2018\\_by\\_Google\\_Temasek\\_v.pdf](https://www.thinkwithgoogle.com/_qs/documents/6730/Report_eConomy_SEA_2018_by_Google_Temasek_v.pdf), diakses pada bulan Oktober 2019.
- Hair, J. F., Black. W.C., Babin.B. J., &Anderson. R. E. (2010). *Multivariate Data Analysis, 7th ed*. Pearson Prentice Hall: New Jersey
- Iprice. (2019). Peta E-Commerce Indonesia (*online*). Tersedia di <https://iprice.co.id/insights/mapofecommerce>, diakses pada bulan Oktober 2019.
- Jacoby, J., & Olson, J. C. (1997). Consumer response to price: An attitudinal, information processing perspective. In Y. Wind and M. Greenberg (eds.),

*Moving Ahead with Attitude Research*, American Marketing Association, Chicago, IL,.

- Johnson, D. S. (2007). Achieving customer value from electronic channels through identity commitment, calculative commitment, and trust in technology. *Journal of Interactive Marketing*, 21(4), p 2-22.
- Kim, D. J., Ferrin, D. L., & Rao, H. 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),p 544-564.
- Kim, D., Ferrin, D.L., & Rao, H. R. (2009). Trust and satisfaction, two stepping stones for successful e-commerce relationships: a logitudinal exploration. *Information System Research*, 20(2), p 237-257.
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust?. *Electronic Commerce Research and Applications*, 11, p 241-252.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran, Edisi 12, Jilid 1*. Jakarta: Erlangga.
- Laura, Netty. (2016). The Effect of Trust and Service Quality Toward Patient Satisfaction with Customer Value as Intervening Variable. *Binus Business Review*. P 157-162.
- Lee, E. J., & Overby, J. W. (2004). Creating Value for Online Shoppers: Implications for Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, 17, p 54-67.
- Lien, C.H., Wen M. J., Ching. L., & Wu K. L. (2015) .Online hotel booking: The Effect of Brand Image, Price, Trust and Value on Purchase Intentions. *Journal of Asia Pasific Management Review*, p 1-9.
- Ling, K. C., bin Daud, D., Piew, T. H., Keoy, K. H., & Hassan, P. (2011). Perceived risk, perceived technology, online trust for the online purchase intention in Malaysia. *International Journal of Business and Management*, 6(6), p 167-182.
- Lu, Y., Zhao, L., & Wang, B. (2010). From virtual community members to C2C e-commerce buyers: Trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications*, 9(4), p 346–360.
- Mansour, K. B., Kooli, K., & Utama, R. (2014). Online trust antecedents and their consequences on purchase intention: an integrative approach. *Journal of Customer Behaviour*, 13(1), p 25-42.

- Pradana, M. (2015). Klasifikasi Bisnis E-commerce Di Indonesia . *MODUS*, 27 (2), p 163-174.
- Ramayah, T., Lee, J. W. C., & Mohamad, O. (2010). Green product purchase intention: Some insights from a developing country. *Resources, Conservation and Recycling*, 54(12), p 1419–1427.
- Salisbury, W.D., Pearson, R.A., Pearson, A.W. & Miller, D.W. (2001). Perceived security and World Wide Web purchase intentions. *Industrial Management and Data Systems*, 101 (4), p 165 – 177.
- Schiffman, L.G., & Kanuk, L.L. (2010). *Consumer Behaviour (10th ed)*. New Jersey, Pearson Prentice Hall.
- Turban, E., King, D., Lee, J., Warkentin, M. & Chung, H.M. (2002). *Electronic Commerce 2002 – A Managerial Perspective (Second edition)*. New York: Prentice Hall.
- Ustadiyanto, R. ( 2002). *Framework E-commerce*. Yogyakarta: Andi Publisher
- Wahyuningsih, W. (2005). The relationships among customer value, satisfaction and behavioral intentions: A general structural equation model. *Gadjah Mada International Journal of Business*, 7(3), p 301-323.
- Widi E., Ristya. (2011). *Uji Validitas dan Reliabilitas dalam Penelitian Epidemiologi Kedokteran Gigi*. Stomatognatic (J. K. G. Unej) Vol. 8 No. 1
- Yoon, S., Oh, S., Song, S., Kim, K. K., & Kim, Y. (2014). Higher quality or lower price? How value-increasing promotions affect retailer reputation via perceived value. *Journal of Business Research*, 67(10), p 2088-2096.
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), p 2-22.
- Zwass, V. (1996). Electronic commerce: structures and issues. *International Journal of Electronic Commerce*, 1(1), p 3-23.
- Zwass, V. (1998). *Structure and macro-level impacts of electronic commerce: From technological infrastructure to electronic marketplaces*. Thousand Oaks CA: McGraw-Hill. Diperoleh dari <http://www.mhhe.com/business/mis/zwass/ecpaper.html>