

DAFTAR PUSTAKA

- Amir, A., Junaidi, & Yulmardi. (2009). *Metodologi Penelitian Ekonomi dan Penerapannya*. Bogor: IPB Press.
- AntaraneWS. (2021, Juli 19). *Gelombang I dan II COVID-19 di Indonesia*. Retrieved from <https://www.antaraneWS.com/>: <https://www.antaraneWS.com/infografik/2275510/gelombang-i-dan-ii-covid-19-di-indonesia#mobile-src>
- Apriadi, D., & Saputra, A. Y. (2017). E-Commerce berbasis marketplace dalam upaya mempersinhhkat distribusi penjualan hasil pertanian. *Rekayasa Sistem dan Teknologi Informasi*, 1(2), 131 - 136.
- Augustine, Y., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Jakarta: Dian Rakyat.
- Badan Pusat Statistik. (2020). *Statistik E-Commerce 2020*. Jakarta: Badan Pusat Statistik.
- Badan Pusat Statistik. (2021, Desember 31). *Jumlah Penduduk menurut Wilayah, Klasifikasi Generasi, dan Jenis Kelamin Indonesia 2020*. Retrieved from Sensus BPS: <https://sensus.bps.go.id/main/index/sp2020>
- Badan Pusat Statistik. (2021, Desember 17). *Statistik E-Commerce*. Jakarta: Badan Pusat Statistik.
- Bisma, M. A., & Pramudita, A. S. (2019, Desember). Analisa Minat Pembelian Online Konsumen pada Saluran Distribusi Digital Marketplace Online di Kota Bandung. *Competitive*, 14(2), 36-44.
- BPS. (2022). *Kota Surabaya dalam Angka 2022*. Surabaya: BPS Kota Surabaya.
- Budiarta, K., Ginting, S. O., & Simarmata, J. (2020). *Ekonomi dan Basis Digital*. Medan: Yayasan Kita Menulis.
- Cang, Y. M., & Wang, D. C. (2020). A comparative study on the online shopping willingness of fresh agricultural products between experienced consumers and potential consumers. *Sustainable Computing: Informatics and Systems*, 1 - 18.
- Cetina, I., Munthiu, M. C., & Radulescu, V. (2012). Psychological and social factors that influence online consumer behavior. *Procedia - Social and Behavioral Sciences*, 184 - 188.
- Chaffey, D., Bird, D. E., & Hamphill, T. (2019). *Digital Business and E-Commerce Management*. Britania Raya: Pearson.
- Damiati, Masdarini, L., Suriani, M., Adnyawati, N. M., Marsiti, C. R., Widiartini, K., & Angendari, M. D. (2017). *Perilaku Konsumen*. Depok: Rajawali Pers.
- David, H. W., Lemeshow, S., & Sturdivant, R. X. (2013). *Applied Logistic Regression* (Third Edition ed.). New Jersey: Wiley.

- de Magalhaes, D. A. (2021). Analysis of critical factors affecting the final decision-making for online grocery shopping. *Research in Transportation Economics*, 1 - 8.
- Direja, S. (2021). Pengaruh Karakteristik Individu Kepala Rumah Tangga terhadap Kemiskinan di Provinsi Banten tahun 2020. *Jurnal STEI Ekonomi (JEMI)*, 1 - 10.
- Dominici, A., Boncinelli, F., Gerini, F., & Marone, E. (2021). Determinants of online food purchasing: The impact of socio-demographic and situational factors. *Journal of Retailing and Consumer Services*, 1 - 16.
- Dominici, G. (2009). From Marketing Mix to E-Marketing Mix: a Literature Overview and Classification. *International Journal of Business and Management*, 17 - 24.
- Febriani, N. S., & Dewi, W. W. (2019). *Perilaku Konsumen di Era Digital (Beserta Studi Kasus)*. Malang: UB Press.
- Fink, A. (2009). *How to Conduct Surveys; a Step-by-Step Guide*. California: SAGE Publications.
- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Yogyakarta: Penerbit Deepublish.
- Gani, I., & Amalia, S. (2018). *Alat Analisis Data : Aplikasi Statistik untuk Penelitian Bidang Ekonomi & Sosial*. Yogyakarta: Penerbit ANDI.
- Ghozali, I. (2011). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goethals, F., Leclercq-Vandelannoitte, A., & Tutuncu, Y. (2012). French consumers' perceptions of the unattended delivery model for e-grocery retailing. *J. Retailing Consumer Service*, 19(1), 133 - 139.
- Google, Temasek and Bain, e-Conomy SEA. (2019). *e-Conomy SEA 2019 Swipe up and to the right: Southeast Asia's \$100 billion Internet Economy*. Singapore: Temasek Holdings.
- Google, Temasek and Bain, e-Conomy SEA. (2021). *e-Conomy SEA 2021 Roaring 20s: The SEA Digital Decade*. Boston: Bain & Company.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometrics* (Fifth Edition ed.). New York : Mc Graw Hill.
- Hariyani, N. (2020). Pengaruh Bauran Pemasaran terhadap Keputusan Pembelian Pestisida Organik Secara Online di Landbouw Mart Ketindan. *Jurnal AgroSainTa*, 105 - 116.
- Hilbe, J. M. (2009). *Logistic Regression Models*. New York: CRC Press.
- insurabaya.blogspot.com. (2013, Agustus 22). *Pembagian Wilayah Surabaya Kecamatan*. Retrieved from Info Surabaya: <https://insurabaya.blogspot.com/2013/08/pembagian-wilayah-surabaya-kecamatan.html>

- Iriani, S. S., Nuswantara, D. A., Kartika, A. D., & Purwohandoko. (2020). The Impact of Government Regulations on Consumers Behaviour during the COVID-19 Pandemic: a Case Studi in Indonesia . *Asian Finance, Economics, and Business*, 1 - 10.
- Johnson, R., & Wichern, D. (2014). *Applied Multivariate Statistical Analysis*. Edinburgh: Pearson Education Limited.
- Jusuf, D. I. (2018). *Perilaku Konsumen di Masa Bisnis Onlined*. (A. Pramesta, Ed.) Yogyakarta, Daerah Istimewa Yogyakarta, Indonesia: Penerbit ANDI.
- Kingsnorth, S. (2016). *Digital Marketing Strategy: an integrated approach to online marketing*. London: Kogan Page Limited.
- Kleinbaum , D. G., & Klein, M. (2010). *Logistic Regression : A Self-Learning Text* (Third Edition ed.). New York: Springer.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management* (14th ed.). New Jersey: Pearson Education.
- Kurniawan, A. W., & Puspitaningtyas, Z. (2016). *Metode Penelitian Kuantitatif*. Yogyakarta: Pandiva Buku.
- Lin, W., Ortega, D. L., & Caputo, V. (2018). Are Ex-Ante Hypothetical Bias Calibration Methods Contact Dependent? Evidence from Online Food Shoppers in China. *the Journal of Consumer Affairs*, 1 - 25.
- Listyowati, E. A., Suryantini, A., & Irham. (2020). Faktor-faktor yang mempengaruhi niat dan keputusan konsumen membeli sayuran dan buah secara online. *Kawistara*, 66 76.
- Malhotra, N. K. (2010). *Marketing Research : An Applied Orientation*. New Jersey: Pearson.
- McKinsey & Company. (2018, August 01). *The digital archipelago: How online commerce is driving Indonesia's economic development*. Retrieved from McKinsey:
https://www.mckinsey.com/~media/McKinsey/Featured%20Insights/Asia%20Pacific/The%20digital%20archipelago%20How%20online%20commerce%20is%20driving%20Indonesias%20economic%20development/FINAL_The-digital-archipelago-How-online-commerce-is-driving-Indonesias
- Meitasari, D., Mutisari, R., & Widayawati, W. (2020). Pengaruh sosio-demografis terhadap keputusan pembelian produk hortikultura pada online market. *Jurnal Ekonomi Pertanian dan Agribisnis*, 959 - 972.
- Meitasari, D., Mutisari, R., & Widayawati, W. (2020). Pengaruh Sosio-Demografis Terhadap Keputusan Pembelian Produk Hortikultura pada Online Market. *Jurnal Ekonomi Pertanian dan Agribisnis*, 4, 959 - 972.
- Menard, S. (2002). *Applied Logistic Regression Analysis* . California: Sage Publication.
- Monsuwe, T. P., Dellaert, B. G., & Ruyter, K. d. (2004). What drives consumer to shop online? A litterature review. *International Journal of Service Industry Management*, 102 - 121.

- Mothersbaugh, D. L., & Hawkins, D. I. (2016). *Consumer Behavior : Building Marketing Strategy* (Thirteen ed.). New York: McGraw-Hill Education.
- Nainggolan, N. T., Munandar, Sudarso, A., Nainggolan, L. E., Fuadi, Hastuti, P., . . . Gusman, D. (2020). *Perilaku Konsumen di Era Digital*. Medan: Yayasan Kita Menulis.
- Nuryadi, Astuti, T. D., Utami, E. S., & Budiantara, M. (2017). *Dasar-Dasar Statistik Penelitian*. Yogyakarta: Sibuku Media.
- Pampel, F. C. (2000). *Logistic Regression A Primer*. California: Sage Publication.
- Pantano, E., Pizzi, G., Scarpi, D., & Dennis, C. (2020). Competing during a Pandemic? Retailer's Ups and Downs during the COVID-19 Outbreak. *Journal of Business Research*, 116, 209 - 213. Retrieved from <https://doi.org/10.1016/j.jbusres.2020.05.036>
- Permani, R., Sahara, & Suprehatin. (2020). *Agrifood e-commerce profiles in Indonesia*. Jakarta: Australia Indonesia Institute.
- Permenaker. (1999, January 12). *Jaringan Dokumentasi dan Informasi Hukum*. Retrieved from [Kemnaker.go.id: https://jdih.kemnaker.go.id/asset/data_puu/145.pdf](https://jdih.kemnaker.go.id/asset/data_puu/145.pdf)
- Peter, J. P., & Olson, J. C. (2018). *Perilaku Konsumen dan Strategi Pemasaran Buku 2* (Edisi Kesembilan ed.). Jakarta , DKI Jakarta: Salemba Empat.
- Potia, A., & Dahiya, K. (2020). *Optimistic, digital, Generous: COVID-19's Impact on Indonesia Consumer Sentiment*. Diambil kembali dari <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-indonesian-consumer-sentiment-during-the-coronavirus-crisis>
- Pramesty, D. W., & Simanjuntak, M. (2020). Konsep Diri, Gaya Hidup, Strategi Pemasaran, dan Pembelian Impulsif Antargenerasi. *Jurnal Ilmu Keluarga & Konsumen*, 13(1), 87 - 98. doi:[ttp://dx.doi.org/10.24156/jikk.2020.13.1.87](http://dx.doi.org/10.24156/jikk.2020.13.1.87)
- Priceza Indonesia. (2018, June 25). *Top 5 Cities in Indonesia with the Largest Number of Online Shoppers in the Last 3 Years*. Retrieved from PR Newswire: <https://en.prnasia.com/releases/apac/top-5-cities-in-indonesia-with-the-largest-number-of-online-shoppers-in-the-last-3-years-215079.shtml>
- Rakasiwi, L. S., & Kautsar, A. (2021). Pengaruh faktor demografi dan sosial ekonomi terhadap kesehatan individu di Indonesia. *Kajian Ekonomi dan Keuangan* , 146 - 157.
- Rakasyifa, I., & Mukti, G. W. (2020). Faktor-Faktor yang Mempengaruhi Keputusan Pembelian Sayur dan Buah di Ritel Online (Suatu Kasus pada Konsumen Ritel Online di Jakarta). *Pemikiran Masyarakat Ilmiah Berwawasan Agribisnis*, 15.
- Rizki, F., Widodo, D. A., & Wulandari, S. P. (2015). Faktor Risiko Penyakit Anemia Gizi Besi pada Ibu Hamil di Jawa Timur Menggunakan Analisis Regresi Logistik. *Jurnal Sains dan Seni ITS*, 305 - 310.
- Rohman, F. (2012). *Peran Faktor Situasional dan Perilaku Pembelian Impulsif*. Malang: UB Press.

- Romindo, Muttaqin, Saputra, D. H., Iswahyudi, M., Banjarnahor, A. R., Kusuma, A. H., . . . Simarmata, J. (2019). *E-Commerce; Implementasi, Strategi dan Inovasinya*. Medan: Yayasan Kita Menulis.
- Sangadji, E. M., & Sopiah. (2013). *Perilaku konsumen: Pendekatan Konsumen*. Yogyakarta: Andi Offset.
- Satuan Tugas Penanganan COVID-19. (2022). Diambil kembali dari [covid19.go.id: https://covid19.go.id/](https://covid19.go.id/)
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). New York: Pearson Education.
- Schiffman, L. G., Kanuk, L. L., & Hansen, H. (2012). *Consumer Behaviour : A European Outlook* (Second Edition ed.). New Jersey: Pearson Education.
- Setiadi, N. J. (2019). *Perilaku Konsumen : Perspektif Kontemporee pada Motif, Tujuan dan Keinginan Konsumen* (Edisi Ketiga ed.). Jakarta, DKI Jakarta, Indonesia: PRENADAMEDIA GROUP.
- Simarmata, H. M., Revida, E., Kato, I., Sari, H., Simatupang, S., Sudarso, A., . . . Muliatie, Y. E. (2021). *Manajemen Perilaku Konsumen dan Loyalitas*. Medan: Yayasan Kita Menulis.
- Sriram, K. v., Phouzder, K., Mathew, A. O., & Hungund, S. S. (2019). Does e-Marketing Mix Influence Brand Loyalty and Popularity of e-Commerce Website? *ABAC Journal*, 39, 64 - 81.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sujarweni, W. (2015). *Metodologi Penelitian - Bisnis & Ekonomi*. Yogyakarta: PT. Pustaka Baru.
- Sumedi, Yofa, R. D., & Savitri, S. (2020). Transformasi Manajemen Pembangunan Pertanian Masa dan Pasca Pandemi COVID-19. In P. S. Pertanian, *Dampak Pandemi Covid-19: Perspektif Adaptasi dan Resiliensi Sosial Ekonomi Pertanian* (pp. 657 - 678). Jakarta: IAARD Press.
- Sunyoto, D. (2018). *Konsep Dasar Riset Pemasaran & Perilaku Konsumen*. Yogyakarta: Center for Academic Publishing Service.
- Syamsir, H. (2015). *Cara Termudah Mengaplikasikan Statistika*. Jakarta: Elex Media Komputindo.
- Vista, A. B., Roessali, W., & Mukson, M. (2021). Analisis faktor-faktor yang mempengaruhi keputusan pembelian sayuran organik di pasar modern Kota Semarang. *Ekonomi Pertanian dan Agribisnis*, 108 - 115.
- Vydiamanta, V., Suhud, U., & Febrilia, I. (2021). Keputusan konsumen membeli sayuran menggunakan aplikasi online : Apakah WoM dan kualitas produk mempengaruhi? *Jurnal Riset Manajemen Sains Indonesia*, 335 - 353.

- Wang, O., & Somogyi, S. (2019). Determinants for consumer food choice with the new retail e-commerce mode. *Australasian Agricultural & Resource Economics Society*, 1 - 15.
- WHO. (2021, December 17). *Episode #63 - Omicron variant* . Retrieved from World Health Organization : https://www.who.int/emergencies/diseases/novel-coronavirus-2019/media-resources/science-in-5/episode-63---omicron-variant?gclid=Cj0KCQjwntCVBhDdARIsAMewACmotHTIzIT3VGpj4WZHur9XqK9eSQbHgytmXh4MfE4r_W0ATCI7tAwaAq4fEALw_wcB
- Wibisono, D. (2008). *Riset Bisnis Panduan bagi Praktisi dan Akademisi*. Jakarta: Gramedia Pustaka Utama.
- Yuniarty, & Abbas, B. S. (2018). Faktor-faktor penentu keputusan pembelian melalui e-commerce pada PT. GRE. *Manajemen Indonesia*, 144 - 153.
- Yusuf, A. M. (2014). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Jakarta: Kencana.