

## DAFTAR PUSTAKA

- [1] M. A. Edward, "Implementation of ui ux on the toko kue bunda al site using thinking design method," *Jurnal Informatika dan Teknik Elektro Terapan*, vol. 12, 1 2024.
- [2] D. Silitonga, S. A. A. Rohmayanti, Z. Aripin, D. Kuswandi, A. B. Sulistyo, and Ju-hari, "Edge computing in e-commerce business: Economic impacts and advantages of scalable information systems," *EAI Endorsed Transactions on Scalable Informa-tion Systems*, vol. 11, 2024.
- [3] F. F. Noorikhshan, H. Ramdhani, B. C. Sirait, and N. Khoerunisa, "Dinamika internet, media sosial, dan politik di era kontemporer: Tinjauan relasi negara-masyarakat," *Journal of Political Issues*, vol. 5, pp. 95–109, 7 2023.
- [4] A. Rachman, "Wow! bi bilang transaksi ecommer-ce ri di 2023 capai rp 453,75 t," 1 2024. [Online]. Available: <https://www.cnbcindonesia.com/tech/20240117161550-37-506662/wow-bi-bilang-transaksi-ecommerce-ri-di-2023-capai-rp-45375-t>
- [5] Y. Sawada, Y. Elhan-Kayalar, M. Shum, and D. Y. Xu, "E-commerce and its role during the covid-19 pandemic in indonesia," 11 2023. [Online]. Available: <https://www.adb.org/publications/e-commerce-role-during-covid-19-pandemic-indonesia>
- [6] S. Soleimani and E. L. C. Law, "The influence of motivation on emotional experi-ence in e-commerce," vol. 9296. Springer Verlag, 2015, pp. 281–288.
- [7] B. D. Clarke and M. J. Hattingh, "Impact that website design elements on the users of e-commerce websites." Institute of Electrical and Electronics Engineers Inc., 11 2020.
- [8] Y. Cao, Y. Ding, R. W. Proctor, V. G. Duffy, Y. Liu, and X. Zhang, "Detecting users' usage intentions for websites employing deep learning on eye-tracking data," *Information Technology and Management*, vol. 22, pp. 281–292, 12 2021.
- [9] N. Chaudhuri, G. Gupta, V. Vamsi, and I. Bose, "On the platform but will they buy? predicting customers' purchase behavior using deep learning," *Decision Support Systems*, vol. 149, 10 2021.
- [10] B. Szabó, "The story of eye tracking and its possible applications in e-commerce," *Informacios Tarsadalom*, vol. 20, pp. 127–151, 2020.
- [11] P. Mikalef, K. Sharma, S. Chatterjee, R. Chaudhuri, V. Parida, and S. Gupta, "All eyes on me: Predicting consumer intentions on social commerce platforms using eye-tracking data and ensemble learning," *Decision Support Systems*, vol. 175, 12 2023.
- [12] L. Rofi'ah, "Prediksi user usage intention dengan decision tree pada redesain web-site e-commerce shopee menggunakan data eye tracking," Master's thesis, Univer-sitas Gadjah Mada, Yogyakarta, Indonesia, July 2024, skripsi, Departemen Teknik Elektro dan Teknologi Informasi, Fakultas Teknik.

- [15] C. Elmadjian, C. Gonzales, and C. H. Morimoto, "Eye movement classification with temporal convolutional networks," in *Pattern Recognition. ICPR International Workshops and Challenges: Virtual Event, January 10–15, 2021, Proceedings, Part III*. Springer, 2021, pp. 390–404.
- [14] M. Startsev, I. Agtzidis, and M. Dorr, "1d cnn with blstm for automated classification of fixations, saccades, and smooth pursuits," *Behavior Research Methods*, vol. 51, pp. 556–572, 4 2019.
- [15] S. Puiu, S. Demyen, A. C. Tănase, A. A. Vărzaru, and C. G. Bocean, "Assessing the adoption of mobile technology for commerce by generation z," *Electronics (Switzerland)*, vol. 11, 3 2022.
- [16] H. Mahardika, D. Thomas, M. T. Ewing, and A. Japutra, "Predicting consumers' trial/adoption of new technology: revisiting the behavioral expectations–behavioral intentions debate," *International Review of Retail, Distribution and Consumer Research*, vol. 29, pp. 99–117, 1 2019.
- [17] Y. Ma, A. Ruangkanjanases, and S. C. Chen, "Investigating the impact of critical factors on continuance intention towards cross-border shopping websites," *Sustainability (Switzerland)*, vol. 11, 11 2019.
- [18] M. I. Systems, I. of Electrical, and E. Engineers, *ICNSC15 : 2015 IEEE 12th International Conference on Networking, Sensing and Control : April 9-11, 2015, Taipei, Taiwan*.
- [19] M. Cortinas, R. Cabeza, R. Chocarro, and A. Villanueva, "Attention to online channels across the path to purchase: An eye-tracking study," *Electronic Commerce Research and Applications*, vol. 36, 7 2019.
- [20] M. Ji, Y. Liu, and X. Chen, "An eye-tracking study on the role of attractiveness on consumers' purchase intentions in e-commerce live streaming," *Electronic Commerce Research*, 2023.
- [21] S. Ahsain and M. A. Kbir, "Predicting the client's purchasing intention using machine learning models," vol. 351. EDP Sciences, 5 2022.
- [22] T. Kymäläinen, J. Plomp, P. Heikkilä, and H. Ailisto, "Intention awareness: A vision declaration and illustrating scenarios." Institute of Electrical and Electronics Engineers Inc., 9 2014, pp. 214–217.
- [23] A. Rashid, M. S. Farooq, A. Abid, T. Umer, A. K. Bashir, and Y. B. Zikria, "Social media intention mining for sustainable information systems: categories, taxonomy, datasets and challenges," *Complex and Intelligent Systems*, vol. 9, pp. 2773–2799, 6 2023.
- [24] R. E. Rhodes and A. L. Rebar, "Conceptualizing and defining the intention construct for future physical activity research," *Exercise and Sport Sciences Reviews*, vol. 45, pp. 209–216, 10 2017.
- [25] O. Nankar, S. Patil, S. Gonge, A. Jain, R. Joshi, and K. Kotecha, "An innovative way of building website using hci principles." Institute of Electrical and Electronics Engineers Inc., 2023.

- [26] F. Al-Hawari, M. Al-Zu'bi, H. Barham, and W. Sararhah, "The gju website development process and best practices," *Journal of Cases on Information Technology*, vol. 23, pp. 21–48, 1 2021.
- [27] V. V. Kukartsev, E. S. Volneikina, S. E. Zinner, A. I. Strokan, E. R. Briukhanova, and N. O. Pikov, "Evaluating possible classifications of websites by design type in electronic commerce," vol. 2032. IOP Publishing Ltd, 10 2021.
- [28] V. Han, W. Song, S. Xu, L. Chen, R. Y. R. Y. Lee, I. C. Society, I. A. for Computer & Information Science, I. of Electrical, and E. Engineers, *2014 IEEE/ACIS 13th International Conference on Computer and Information Science (ICIS) : June 4-6, 2014, Taiyuan, China*.
- [29] B. V. Priya and J. K. Sastry, "Computing quality of navigation designed into a web-site," *International Journal of Emerging Trends in Engineering Research*, vol. 7, pp. 466–472, 11 2019.
- [30] H. Hochheiser and J. Lazar, "Revisiting breadth vs. depth in menu structures for blind users of screen readers," *Interacting with Computers*, vol. 22, no. 5, pp. 389–398, 2010.
- [31] J. I. Kiger, "The depth/breadth trade-off in the design of menu-driven user interfaces," *International Journal of Man-Machine Studies*, vol. 20, no. 2, pp. 201–213, 1984.
- [32] T. K. Landauer and D. W. Nachbar, "Selection from alphabetic and numeric menu trees using a touch screen: Breadth, depth, and width," in *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, ser. CHI '85. San Francisco, California, USA: Association for Computing Machinery (ACM), 1985, pp. 73–78.
- [33] D. Slavko, "Electronic commerce," *ECONOMICS - Innovative and Economics Research Journal*, vol. 4, pp. 133–141, 12 2016.
- [34] A. Altrad, P. R. Pathmanathan, Y. A. Moaiad, Y. M. Endara, K. Aseh, Y. A. El-Ebiary, M. M. Farea, N. A. A. Latiff, and S. I. A. Saany, "Amazon in business to customers and overcoming obstacles." Institute of Electrical and Electronics Engineers Inc., 6 2021, pp. 175–179.
- [35] M. Dijesh, D. Suvanam, and S. Babu, "Electronic commerce process as a method to improve the product and process."
- [36] M. Hänninen, S. K. Kwan, and L. Mitronen, "From the store to omnichannel retail: looking back over three decades of research," *International Review of Retail, Distribution and Consumer Research*, vol. 31, pp. 1–35, 2021.
- [37] S. V. C. of Engineering. Department of Electronics, C. Engineering, I. of Electrical, E. E. B. Section, I. of Electrical, E. E. B. S. C. Chapter, S. V. C. of Engineering, I. of Electrical, and E. Engineers, *2016 IEEE International Conference on Recent Trends in Electronics, Information & Communication Technology (RTEICT) : proceedings : 20-21 May 2016, Bengaluru, India*.

[58] Z. Li, P. Guo, and C. Song, "A review of main eye movement tracking methods," vol. 1802. IOP Publishing Ltd, 3 2021.

[39] B. T. Carter and S. G. Luke, "Best practices in eye tracking research," *International Journal of Psychophysiology*, vol. 155, pp. 49–62, 9 2020.

[40] J. Brand, S. G. Diamond, N. Thomas, and D. Gilbert-Diamond, "Evaluating the data quality of the gazeport gp3 low-cost eye tracker when used independently by study participants." [Online]. Available: <https://doi.org/10.3758/s13428-020-01504-2>

[41] D. Giordano, C. Pino, I. Kavasidis, C. Spampinato, M. D. Pietro, R. Rizzo, A. Scuderì, and R. Barone, "An eye tracker based computer system to support oculomotor and attention deficit investigations," vol. 2017-June. Institute of Electrical and Electronics Engineers Inc., 11 2017, pp. 538–543.

[42] S. Cullipher and J. R. Vandenplas, "Using fixations to measure attention," *ACS Symposium Series*, vol. 1292, p. 53 – 72, 2018, cited by: 6. [Online]. Available: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85054031580&doi=10.1021%2fbk-2018-1292.ch004&partnerID=40&md5=3cce593e05c60f0cf6f1a8efe2ee7368>

[43] L. Al-Shalabi, "New feature selection algorithm based on feature stability and correlation," *IEEE Access*, vol. 10, p. 4699 – 4713, 2022, cited by: 5; All Open Access, Gold Open Access. [Online]. Available: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85122581128&doi=10.1109%2fACCESS.2022.3140209&partnerID=40&md5=351aa57b2be34f990eb7ee596659f517>

[44] Y. Bouchlaghem, Y. Akhiat, and S. Amjad, "Feature selection: A review and comparative study," vol. 351, 2022, Conference paper, cited by: 27; All Open Access, Gold Open Access, Green Open Access. [Online]. Available: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85145337700&doi=10.1051%2ffe3sconf%2f202235101046&partnerID=40&md5=9a09730d59cd031d3f4a8bc42739654a>

[45] M. Buyukkececi and M. C. Okur, "A comprehensive review of feature selection and feature selection stability in machine learning," *Gazi University Journal of Science*, vol. 36, no. 4, p. 1506 – 1520, 2023, cited by: 4; All Open Access, Gold Open Access. [Online]. Available: <https://www.scopus.com/inward/record.uri?eid=2-s2.0-85179713077&doi=10.35378%2fgujs.993763&partnerID=40&md5=f17b72520b52b574048f4365389518fd>

[46] Y. LeCun, Y. Bengio, and G. Hinton, "Deep learning," *Nature*, vol. 521, no. 7553, pp. 436–444, May 2015.

[47] I. Goodfellow, Y. Bengio, and A. Courville, *Deep Learning*. MIT Press, 2016.

[48] A. Graves, "Generating sequences with recurrent neural networks," 2013. [Online]. Available: <http://arxiv.org/abs/1308.0850>

[49] S. Hochreiter and J. Schmidhuber, "Long short-term memory," *Neural Computation*, vol. 9, no. 8, pp. 1735–1780, 1997.

- [50] R. C. Staudemeyer and E. R. Morris, "Understanding LSTM – a tutorial into long short-term memory recurrent neural networks," 2019. [Online]. Available: <http://arxiv.org/abs/1909.09586>
- [51] K. Smagulova and A. P. James, "A survey on LSTM memristive neural network architectures and applications," *European Physical Journal: Special Topics*, vol. 228, no. 10, pp. 2313–2324, 2019.
- [52] M. Schuster and K. K. Paliwal, "Bidirectional recurrent neural networks," *IEEE Transactions on Signal Processing*, vol. 45, no. 11, pp. 2673–2681, 1997.
- [53] M. Saadi, N. Bouteraa, A. Redjati, and B. Mohamed, "A novel method for bearing fault diagnosis based on BiLSTM neural networks," *The International Journal of Advanced Manufacturing Technology*, vol. 125, pp. 1–16, 2023.
- [54] M. Rizky, "Analisis perbandingan metode LSTM dan BiLSTM untuk klasifikasi sinyal jantung phonocardiogram," Universitas Dinamika, Tugas Akhir (Program Studi S1 Teknik Komputer), 2021, accessed: 2025-07-15. [Online]. Available: <https://repository.dinamika.ac.id/id/eprint/5962/1/17410200021-2021-UNIVERSITAS%20DINAMIKA.pdf>
- [55] S. Bai, J. Z. Kolter, and V. Koltun, "An empirical evaluation of generic convolutional and recurrent networks for sequence modeling," *arXiv preprint arXiv:1803.01271*, 2018.
- [56] M. Qi, Z. Fu, and F. Chen, "Research on a feature selection method based on median impact value for modeling in thermal power plants," *Applied Thermal Engineering*, vol. 94, pp. 472–477, 2 2016.
- [57] H. Kang, "Sample size determination and power analysis using the g\*power software," 2021.
- [58] R. Donovan, "Store atmosphere: An environmental psychology approach." [Online]. Available: <https://www.researchgate.net/publication/248766608>
- [59] M. Sharaf, A. El-Sayed, and A. El-Gindy, "A comprehensive review on Deep Learning for Computer Vision: Trends and Applications," *Journal of King Saud University - Computer and Information Sciences*, vol. 35, no. 1, pp. 421–445, 2023.
- [60] H. I. Fawaz, G. Forestier, J. Weber, L. Idoumghar, and P.-A. Muller, "Deep learning for time series classification: a review," *Data Mining and Knowledge Discovery*, vol. 33, no. 4, pp. 917–963, 2019.
- [61] L. Deng and D. Yu, "Deep Learning: Methods and Applications," *Foundations and Trends® in Signal Processing*, vol. 7, no. 3–4, pp. 197–387, 2014.
- [62] B. Rosariana, "Generasi "milenial" dan generasi "kolonial"," 9 2021. [Online]. Available: <https://www.djkn.kemenkeu.go.id/kpknl-pontianak/baca-artikel/14262/Generasi-Milenial-Dan-Generasi-Kolonial.html>
- [63] S. Wibirama, P. I. Santosa, P. Widyarani, N. Blirianto, and W. Hafidh, "Physical discomfort and eye movements during arbitrary and optical flow-like motions in stereo 3d contents," *Virtual Reality*, vol. 24, pp. 39–51, 6 2019. [Online]. Available: <https://link.springer.com/article/10.1007/s10055-019-00386-w>

- [64] J. Bergstra and Y. Bengio, "Random search for hyper-parameter optimization," *Journal of Machine Learning Research*, vol. 13, no. 1, pp. 281–305, 2012.
- [65] L. Breiman, "Random forests," *Machine learning*, vol. 45, no. 1, pp. 5–32, 2001.
- [66] Y. Al-Halah, B. Ray, M. J. Jones, B. Reimer, and L. Fridman, "Looking into the future: Predicting driver's future focus of attention using deep learning," in *2017 IEEE Conference on Computer Vision and Pattern Recognition Workshops (CVPRW)*. IEEE, 2017, pp. 1109–1117.
- [67] W. E. Hick, "On the rate of gain of information," *Quarterly Journal of Experimental Psychology*, vol. 4, no. 1, pp. 11–26, 1952.
- [68] J. Nielsen, "F-shaped pattern for reading web content," Nielsen Norman Group, apr 2006, available at: <https://www.nngroup.com/articles/f-shaped-pattern-for-reading-web-content/>.