

DAFTAR PUSTAKA

- Achrol, R. and Kotler, P. 2006. “*The service-dominant logic for marketing: a critique*”, *The Service-dominant Logic of Marketing: Dialog, Debate, and Directions*, M.E. Sharpe, New York, NY, 20-333
- Alton, Larry. 2017. “The 4 Top Security Concerns on the Minds of Millennials”. *Forbes*. 26 Desember. Diakses pada 20 Juni 2018. <https://www.forbes.com/sites/larryalton/2017/12/26/the-4-top-security-concerns-on-the-minds-of-millennials/#7ae5b98d7dc7>
- Arnold, M. J., dan Reynolds, K. E. 2003. “Hedonic shopping motivations”. *Journal of retailing*, Vol 79, No.2, 77-95.
- Astafyeva, Sue Vaux dan Halliday Alexandra. 2014. “Millennial cultural consumers: co-creating value through brand communities”, *Arts Marketing: An International Journal*, Vol 4, No-1/2, 119 – 135
- Barrutia, J. M., dan Gilsanz, A. 2013. “Electronic service quality and value: do consumer knowledge-related resources matter?”. *Journal of Service Research*, Vol 16, No.2, 231-246.
- Basoglu, N., Daim, T. and Polat, E. 2014. “Exploring adaptivity in service development: the case of mobile platforms”. *Journal of Product Innovation Management*, Vol 31, No.3, 501-515
- Bijmolt, T. H., Leeflang, P. S., Block, F., Eisenbeiss, M., Hardie, B. G., Lemmens, A., dan Saffert, P. 2010. “Analytics for customer engagement”. *Journal of Service Research*, Vol 13, No.3, 341-356.
- Bugshan, H. (2013). Open innovation using Web 2.0 technologies. *Journal of Enterprise Information Management*, 27.
- Buletin APJII. 2014. APJII. Diakses pada 30 November 2017. <https://apjii.or.id/content/read/39/27/profil-pengguna-indonesia-2014>
- Bolton, R., & Saxena-Iyer, S. (2009). Interactive services: a framework, synthesis and research directions. *Journal of Interactive Marketing*, 23(1), 91-104.
- Carlson, J. dan O’Cass, A. 2010. “Exploring the relationships between e-service quality, satisfaction, attitudes and behaviors in content-driven e-service websites”. *Journal of Services Marketing*, Vol 24, No.2, 112-127
- Chau, P. Y. K., dan Hu, P. J. H. 2001. “Information Technology Acceptance by Individual Professional: A Model Comparison Approach”. *Decision Science*, 32(4), Vol 32, 699-719
- Chen, Y., Fay, S., dan Wang, Q. 2011. “The role of marketing in social media: how daring consumer reviews evolve”. *Journal of Interactive Marketing*, Vol 25, No.2, 85-94

- Chou, S.Y., 2012. Millennials in the workplace: A conceptual analysis of millennials' leadership and followership styles. *International Journal of Human Resource Studies*, Vol 2, No.2, 71-83.
- Cogin, J., 2012. Are generational differences in work values fact or fiction? Multi-country evidence and implications. *The International Journal of Human Resource Management*, Vol 23, No.11, 2268-2294.
- Collier, J. E., dan Bienstock, C. C. 2006. "Measuring service quality in e-retailing". *Journal of service research*, Vol 8, No.3, 260-275.
- Cooper, D.R. dan P.S. Schindler. 2011. *Business Research Methods*, 9th edition, New York; Mc Graw Hill, Inc.
- Drake-Bridges, E. dan Burgess, B. 2010. "Personal preferences of tween shoppers", *Journal of Fashion Marketing and Management*, Vol 14, No.4, 624-633
- EDJ. 2009. "Product Is Co-creation" Kompas, 07 Oktober. Diakses pada 30 November 2017. <https://edukasi.kompas.com/read/2009/10/07/1743691/product.is.so.kreasi.bersama>
- Elliott, M. T., dan Speck, P. S. 2005. "Factors that affect attitude toward a retail website". *Journal of Marketing Theory and Practice*, Vol 13, No.1, 40-51.
- Elsharnouby, T. H., & Mahrous, A. A. 2015. Customer participation in online co-creation experience: the role of e-service quality. *Journal of Research in Interactive Marketing*, Vol 9, No.4, 313-336.
- Elsharnouby, T., dan Parsons, E. 2010. "A broader concept of relationships: Identifying new forms of consumer-provider interactions in Egyptian financial services". *Journal of Marketing Management*, Vol 26, No 13, 1367-1388.
- Elsharnouby, T., dan Parsons, E. 2013. "When Relationship Marketing Goes Wrong: Opportunism and Consumer Well-Being in Consumer-Bank Relationships". *Journal of Relationship Marketing*, Vol 12, No.2, 141-163.
- Etgar, M. 2008. "A descriptive model of the consumer co-production process". *Journal of the Academy of Marketing Science*, Vol 3, No.1, 97-108.
- Featherman, M. S., Miyazaki, A. D., dan Sprott, D. E. 2010. Reducing online privacy risk to facilitate e-service adoption: the influence of perceived ease of use and corporate credibility. *Journal of Services Marketing*. Vol.24, No.3, 219-229.
- Fernandes, T., dan Remelhe, P. 2016. "How to engage customers in Co-creation: customers' motivations for collaborative innovation". *Journal of Strategic Marketing*, Vol 24, No.3-4, 311-326.

- Filieri, Raffaele and Alguezaui, Salma. 2012. "The how and why of consumers' Co-creation: evidence from the Fiat 500 case study". *Academy of Marketing Conference 2012: Marketing: catching the technology wave*, 2-5 July 2012
- Flores, Jason dan Parraga, Arturo Z Vasquez. 2014. "The impact of choice on co-produced customer value creation and satisfaction". *Journal of Consumer Marketing*, Vol 32, No.1, 15-25
- Frey, K., Lüthje, C., dan Haag, S. 2011. "Whom should firms attract to open innovation platforms? The role of knowledge diversity and motivation". *Long Range Planning*, Vol 44, No.5-6, 397-420.
- Füller, J. 2006. "Why consumers engage in virtual new product developments initiated by producers". *Advances in Consumer Research*, Vol 33, 639-646.
- Füller, J. 2010. "Refining virtual kreasi bersama from a consumer perspective". *California Management Review*, Vol 52, 98-122
- Franke, N. dan Piller, F. 2004, "Value creation by toolkits for user innovation and design: The case of the watch market", *Journal of Product Innovation Management*, Vol 21, No.6, 401-415.
- Francis, J. E., dan Burgess, L. 2015. "Hip to be cool : A Gen Y view of counterfeit luxury products". *The journal of brand management*, Vol 22, No.7, 588-602
- Gera, R. 2011. "Modelling e-service quality and its consequences in India: an SEM approach", *Journal of Research in Interactive Marketing*, Vol 5, Nos 2/3, 203-225.
- Grace, D. dan O'Cass, A. 2004, "Exploring consumer experiences with a service brand", *Journal of Product & Brand Management*, Vol. 13, No. 4, 257-68
- Gronroos, C. 2008. "Service logic revisited: who creates value? and who co-creates?", *European Business Review*, Vol 20, No.4, 298-314.
- Gummerus, J., Liljander, V., Weman, E., dan Pihlström, M. 2012. "Customer engagement in a Facebook brand community". *Management Research Review*, Vol 35, No.9, 857-877.
- Hair, Jr., R.E. Anderson, R.L. Tatham, dan W.C. Black. 2010. *Multivariate Data Analysis A Global Perspective, 7th edition*, Upper Saddle River, New jersey: Pearson Education.Inc.
- Holbrook, M.B. 2006. "Consumption experience, customer value, and subjective personal introspection: an illustrative photographic essay", *Journal of Business Research*, Vol 59, No.6, 714-725
- Hollebeek, L. 2011. Exploring customer brand engagement: definition and themes. *Journal of strategic Marketing*, Vol 19, No.7, 555-573.

- Holloway, Betsy B. dan Sharon E. Beatty 2008. "Satisfiers and Dissatisfiers in the Online Environment: A Critical Incident Assessment," *Journal of Service Research*, Vol 10, No 4, 347-64
- Hoyer, W. D., Chandy, R., Dorotic, M., Krafft, M., and Singh, S. S. 2010. "Consumer cocreation in new product development". *Journal of Service Research*, Vol 13, No.3, 283-296.
- Howe, N. dan Strauss, W. 2000. *Millennials Rising: The Next Great Generation*. New York: Vintage Books
- Jin, B., dan Kim, J. O. 2003. "A typology of Korean discount shoppers: shopping motives, store attributes, and outcomes". *International Journal of Service Industry Management*, Vol 14, No.4, 396-419
- Kim, J. H., dan Kim, C. 2010. "E-service quality perceptions: a cross-cultural comparison of American and Korean consumers". *Journal of Research in Interactive Marketing*, Vol 4, No.3, 257-275.
- Kim, M., Kim, J. dan Lennon, J. 2006. "Online service attributes available on apparel websites: an E-S-QUAL approach", *Managing Service Quality*, Vol 16, No.1, 51-7
- Kittichai, Watchravesringkan Nancy Nelson Hodges Yun-Hee Kim. 2010. "Exploring consumers' adoption of highly technological fashion products", *Journal of Fashion Marketing and Management: An International Journal*, Vol 14, No.2, 263 - 281
- Korgaonkar, P.A. dan Karson, E.J. 2007. "The influence of perceived product risk on consumers' e-tailer shopping preference", *Journal of Business & Psychology*, Vol 22, No.1, 55-64
- Kozinets, R.V. 2002. "The field behind the screen: using netnography for marketing research in online communities", *Journal of Marketing Research*, Vol 39, No.1, 61-72
- Krishnamurthy, S. 2006. "On the intrinsic and extrinsic motivation of free/libre/open source (floss) developers", *Knowledge, Technology & Policy*, Vol 18, No.4, 17-39
- Kuncoro, M. 2009. *Metode Riset Bisnis dan Ekonomi Edisi ke-3*. Jakarta: Penerbit Erlangga.
- Lee, G. dan Lin, H. 2005. "Customer perceptions of e-service quality in online shopping", *International Journal of Retail & Distribution Management*, Vol 33, No.2, 161-7
- Lee, N., dan Kotler, P. 2016. *Social Marketing: Changing Behaviors for Good*. S. Publications, Ed., 5th ed.. United States of America.

- Lim, Elison A.C. dan Swee H. Ang. 2008. "Hedonic vs. Utilitarian Consumption: A Cross-Cultural Perspective Based on Cultural Conditioning," *Journal of Business Research*, Vol 61, No.3, 225–32
- Loiacono, E. T., Watson, R. T., dan Goodhue, D. L. 2002. "WebQual: A measure of website quality". *Marketing theory and applications*, Vol 13, No.3, 432-438.
- Long, M. dan McMellon, C. 2004. "Exploring the determinants of retail service quality on the internet", *Journal of Services Marketing*, Vol 18, No.1, 78-90
- Loureiro, S.M.C. 2014, "The role of website quality on PAD, attitude and intentions to visit and recommend island destination", *International Journal of Tourism Research*, August. doi:10.1002/jtr.2022
- Martin, E. J. 2015. "How to use authenticity, brands, and visuals to engage millennials". RD, WILTON, CT 06897-4007 USA, Diakses pada 15 Desember 2017 <http://www.econtentmag.com/Articles/News/News-Feature/How-to-Use-Authenticity-Brands-and-Visuals-to-Engage-Millennials-106455>
- Mathieson, K. 1991. *Predicting User Intentions: Comparing the Technology Acceptance Model with the Theory of Planned Behaviour*. Department of Decision and Information Sciences, Oakland University, Rochester, Michigan
- Maklan, S. dan Klaus, P. 2011, "Customer experience", *International Journal of Market Research*, Vol 53 No.6., 771-792
- Meuter, M.L., Bitner, M.J., Ostrom, A.L. dan Brown, S.W. 2005, "Choosing among alternative service delivery modes: an investigation of customer trial of self-service technologies", *Journal of Marketing*, Vol 69 No.2, 61-83
- Moeller, S. 2008. "Customer integration—a key to an implementation perspective of service provision". *Journal of Service Research*, Vol 11, No.2, 197-210.
- Mollen, A., dan Wilson, H. 2010. "Engagement, telepresence and interactivity in daring consumer experience: Reconciling scholastic and managerial perspectives". *Journal of business research*, Vol 63, No.9, 919-925.
- Montazemi, A. R., dan Qahri-Saremi, H. 2015. Factors affecting adoption of online banking: A meta-analytic structural equation modeling study. *Information & Management*, Vol.52, No.2, 210-226.
- Moore, M. 2012. "Interactive media usage among millennial consumers". *Journal of Consumer Marketing*, Vol 29, No.6, 436-444.
- Moriarty, R. 2004. "Marketers target savvy y spenders: hip imagery, sophisticated sales pitches, web sites are designed to appeal to youth", *The Post Standart*

- Mustak, M., Jaakkola, E., dan Halinen, A. 2013. "Customer participation and value creation: a systematic review and research implications". *Managing Service Quality: An International Journal*, Vol 23, No.4, 341-359.
- Namibisan, S. 2002, "Designing virtual customer environments for new product development: towards a theory", *Academy of Management Review*, Vol 27, No.3, 392-413
- Nambisan, S., dan Baron, R. A. 2009. "Virtual customer environments: testing a model of voluntary participation in value co-creation activities". *Journal of product innovation management*, Vol 26, No.4, 388-406.
- Neuman, W. L., dan Robson, K. 2014. *Basics of social research*. Pearson Canada.
- Noble, S.M., Haytko, D.L. dan Phillips, J. 2009. "What drives college-age generation y consumers?", *Journal of Business Research*, Vol 62, No.6, 617-628
- Ordun, G. 2015. "Millennial (Gen Y) consumer behavior their shopping preferences and perceptual maps associated with brand loyalty". *Canadian Social Science*, Vol 11, No.4, 40-55.
- Pappas, O. I., G. Pateli, A., N. Giannakos, M., and Chrissikopoulos, V. 2014. "Moderating effects of daring shopping experience on customer satisfaction and repurchase intentions". *International Journal of Retail and Distribution Management*, Vol 42, No. 3, 187-204.
- Parasuraman, A., Zeithaml, V. A., dan Malhotra, A. 2005. "ES-QUAL: A multiple-item scale for assessing electronic service quality". *Journal of service research*, Vol 7, No.3, 213-233.
- Payne, A.F., Storbacka, K. and Frow, P. 2008. Managing the Co-creation of Value. *Journal of the Academy of Marketing Science*, Vol 36, No.1, 83-96.
- Prahalad, C. K., dan Ramaswamy, V. 2004. "Co-creating unique value with customers. *Strategy dan leadership*", Vol 32, No.3, 4-9
- Reeves, T. C., dan Oh, E. 2008. Generational differences. *Handbook of research on educational communications and technology 3*, University of Georgia, Athens, Georgia, 295-303
- Reynolds, J. 2004. *The complete e-commerce book*. San Francisco: Focal Press.
- Risch-Rodie, A. and Kleine, S.S. 2000, "Customer participation in services production and delivery", in Swartz, T.A. and Iacobucci, D. (Eds), *The Handbook of Services Marketing and Management*, Sage, Thousand Oaks, CA, 111-126
- Roberts, D, Hughes, M dan Kia Kertbo. 2014. "Exploring consumers' motivation to engage in innovation through Co-creation activities". *European Journal of Marketing*, Vol 40, No.1/2, 147-169

- Rust, R. T. dan Kannan, P. K. 2007. *E-Service*. Armonk: M.E. Sharpe.
- Santos, J. 2003. "E-service quality: a model of virtual service quality dimensions", *Managing Service Quality*, Vol 13, No.3, 233-46
- Sawhney, M., Verona, G., dan Prandelli, E. 2005. "Collaborating to create: The Internet as a platform for customer engagement in product innovation". *Journal of interactive marketing*, Vol 19, No.4, 4-17.
- Schooley, C. 2005. *Get Ready: The Millennials Are Coming! Changing Workforce*. Cambridge, MA: Forrester Research
- Sekaran, Uma dan Roger Bougie. 2010. Edisi 5, *Research Method For Business: A Skill Building Approach*. John Wiley @ Sons, New York.
- Sheng, T. and Liu, C. 2010. "An empirical study on the effect of e-service quality on daring customer satisfaction and loyalty", *Nankai Business Review International*, Vol 1, No.3, 273-283
- Smart, M. 2013. *Applying the theory of planned behaviour and structural equation modelling to tax compliance behaviour: a New Zealand study*, University of Canterbury, New Zealand
- Smith, K.T. (2012). "Longitudinal study of digital marketing strategies targeting millennials", *The Journal of Consumer Marketing*, Vol 29, No.2, 86-92
- Taylor, Kate. 2013. "Why Millenials are ending 9 to 5" *Forbes*, 23 Agustus. Diakses pada 20 Juni 2018. <https://www.forbes.com/sites/katetaylor/2013/08/23/why-millenials-are-ending-the-9-to-5/#48c6acd8715d>
- Van Noort, G., Kerkhof, P., dan Fennis, B. M. 2008. "The persuasiveness of online safety cues: The impact of prevention focus compatibility of Web content on consumers' risk perceptions, attitudes, and intentions". *Journal of Interactive Marketing*, Vol 22, No.4, 58-72.
- Vargo, S. L., dan Lusch, R. F. 2004. "Evolving to a new dominant logic for marketing". *Journal of marketing*, Vol 68, No.1, 1-17.
- Vargo, S. dan Lusch, R. 2008." Service-dominant logic: continuing the evolution". *Journal Of The Academic Marketing Science*, Vol 36, No.1, 1-10.
- Velmurugan, Manivannan Senthil. 2009. "Security and trust in e business L problems and prospects". *International Journal of Electronic Business Management*, Vol 7, No.3, 151-158
- Venkatesh, V. dan Davis, F. 2000. "A theoretical extension of the technology acceptance model: four longitudinal field studies", *Management Science*, Vol 46, No.2, 186-204.

- Verleye, K. 2015. The Co-creation experience from the customer perspective: its measurement and determinants. *Journal of Service Management*, Vol 26, No.2, 321-342
- Veit, D., Clemons, E., Benlian, A., Buxmann, P., Hess, T., Kundisch, D., dan Spann, M. 2014. "Business models". *Business dan Information Systems Engineering*, Vol 6, No.1, 45-53.
- Vijayarathy, L. 2004. "Predicting consumer intentions to use online shopping: the case for an augmented technology acceptance model", *Information and Management*, Vol 41, No.6, 747-62.
- Vivek, S. D., Beatty, S. E., dan Morgan, R. M. 2012. "Customer engagement: Exploring customer relationships beyond purchase". *Journal of Marketing Theory and Practice*, Vol 20, No.2, 122-146.
- Wirtz, J., Den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., Van De Klundert, J., dan Kandampully, J. 2013. "Managing brands and customer engagement in daring brand communities". *Journal of Service Management*, Vol 24, No.3, 223-244.
- Wikstrom, S. 1996. "Value creation by company-consumer interaction", *Journal of Marketing Management*, Vol 12, No.5, 359-374
- Wixom, B. H., dan Todd, P. A. 2005. "A theoretical integration of user satisfaction and technology acceptance". *Information systems research*, Vol 16, No.1, 85-102.
- Wolburg, J.M. dan Pokrywczunski, J. 2001. "A psychographic analysis of generation y college students", *Journal of Advertising Research*, Vol 41, 33-52
- Wolfenbarger, M., dan Gilly, M. C. 2003. "eTailQ: dimensionalizing, measuring and predicting etail quality". *Journal of retailing*, Vol 79, No.3, 183-198.
- Yang, Z. dan Fang, X. 2004. "Online service quality dimensions and their relationships with satisfaction: a content analysis of customer review of securities brokerage services", *International Journal of Service Industry Management*, Vol 15, No.3, 302-26.
- Yang, Z. dan Jun, M. 2002. "Customer perception of e-service quality: from internet purchaser and non-purchaser perspectives", *Journal of Business Strategies*, Vol 19, No.1, 19-41
- Yang, Z. dan Jun, M. 2002. "Customer perception of e-service quality: from internet purchaser and non-purchaser perspectives", *Journal of Business Strategies*, Vol 19, No.1, 19-41

- Yen, C. H., & Lu, H. P. (2008). Effects of e-service quality on loyalty intention: an empirical study in online auction. *Managing Service Quality: An International Journal*, 18(2), 127-146.
- Yoo, B. and Donthu, N. 2001, "Developing a scale to measure perceived quality of an internet shopping site (SITEQUAL)", *Quarterly Journal of Electronic Commerce*, Vol 2, No.1, 31-46.
- Zeithaml, V.A., Parasuraman, A. dan Malhotra, A. 2002. "Service quality delivery through web sites: a critical review of extant knowledge", *Journal of the Academy of Marketing Science*, Vol 30, No. 4, 362-75
- Zhang, X., dan Chen, R. 2008. "Examining the mechanism of the value Co-creation with customers". *International Journal of Production Economics*, Vol 116, No.2, 242-250.
- Zwass, V. 2010. "Co-creation: Toward a taxonomy and an integrated research perspective". *International journal of electronic commerce*, Vol 15, No.1, 11-48.