

DAFTAR PUSTAKA

- Aimsyah, Z. (2013). *Manajemen Sistem Informasi*. Jakarta: PT. Gramedia Pustaka
- APJII. (2018). *Laporan Survei: Penetrasi & Profil Perilaku Pengguna Internet Indonesia*. Jakarta: Asosiasi Penyelenggara Jasa Internet Indonesia
- Babin, B.J., Darden, W.R. and Griffen, M. (1994), Work and/or fun? Measuring hedonic and utilitarian shopping value, *Journal of Consumer Research*, Vol. 20 No. 4, pp. 644-656.
- Baran, S. J., & Davis, D. K. (2009). *Mass communication theory: Foundations, ferment, and future*(5th ed.). Boston, MA: Wadsworth Cengage Learning
- BPS (2018) *Statistik Telekomunikasi Indonesia 2018*. Jakarta: BPS.
- BPS (2019) *Statistik E-Commerce 2019*. Jakarta: BPS.
- Chamey, T., & Greenberg, B. (2002). *Uses and Gratifications of the Internet*. New York: Hampton Press.
- Chew, B.E., & Adis, A.A.A., (2018) A Study on Malaysian Consumers' Attitude and Behavioral Intention Towards Print Advertising. *International Journal of Marketing Studies*, Vol. 10, No. 2
- Cooper, D.R. dan Schindler, P.S. (2014). *Business Research Methods*. New York: McGraw-Hill.
- Ducoffe, R.H., (1996) Advertising Value and Advertising on The Web, *Journal of Advertising Research*.
- Elliott, M.T., and Speck, P.G., (2005) Factors That Affect Attitude toward a Retail Web Site. *Journal of Marketing Theory and Practice*, Vol. 13, No. 1.
- Elmashhara, M.G., and Soares, A.M., (2019) The impact of entertainment and social interaction with salespeople on mall shopper satisfaction The mediating role of emotional states. *International Journal of Retail & Distribution Management* Vol. 47 No. 2, 2
- Engel, K. S., Moosbrugger, H., Müller, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. *Methods of Psychological Research Online*. Vol.8, No.2, pp. 23-74

- Eroglu, S.A., Machleit, K.A. and Davis, L.M. (2001), Atmosphere qualities of online retailing: a conceptual model and implications, *Journal of Business Research*, Vol. 54 No. 2, pp. 177-184.
- Eroglu, S.A., Machleit, K.A. and Davis, L.M. (2003), Empirical testing of a model of online store atmospherics and shopper responses, *Psychology & Marketing*, Vol. 20 No. 2, pp. 139-150.
- Gan, C. and Wang, W. (2015), Uses and gratifications of social media: a comparison of Microblog and WeChat”, *Journal of Systems and Information Technology*, Vol. 17 No. 4, pp. 351-363.
- Gefen, D., Karahanna, E. & Straub, D.W. 2003. Trust and TAM in Online Shopping: An Integrated Model. *Management Information System Quarterly*, 27(1): 51-90.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program (IBM. SPSS)*. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro
- Greenberg, E., & Kates, A., (2014). *Strategic Digital Marketing*. New York: McGraw-Hill
- Ha, Y. and Lennon, S.J. (2010), Online visual merchandising (VMD) cues and consumer pleasure and arousal: purchasing versus browsing situation, *Psychology & Marketing*, Vol. 27 No. 2, pp. 141-165.
- Hair, J. B. (2014). *Multivariate Data Analysis. Seventh Edition*. Harlow: Pearson.
- Ho and To (2018) The impact of the uses and gratifications of tourist attraction fan page. *Internet Research*, Vol. 28 No. 3.
- Hoyer, W.D, dan MacInnis, D.J. (2010). *Consumer Behavior*. USA: South-Western
- Indonesia Investments. (2017). *Kolom Bisnis: Indonesia is the World's Fastest Growing Mobile Commerce*. Retrieved from Indonesia-Investments: <https://www.indonesia-investments.com/id/business/business-columns/indonesia-is-the-world-s-fastest-growing-mobile-commerce-market/item7802?#>, accessed on May 17, 2020, 10:49.
- Indonesia.go.id. (2017). *Peta Indonesia*. Retrieved from Indonesia.go.id Porta Informasi Indonesia: <https://indonesia.go.id/archipelago>
- Jusoh, Z.M. & Ling, G.H. (2012). Factors Influencing Consumers' Attitude Towards E-Commerce Purchases Through Online Shopping. *International Journal of Humanities and Social Science*, 2 (4), 223-230.

- Kim, H.S. (2006). Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*, 13 (1), p. 57-79.
- Kominfo (2014) *Pengguna Internet Indonesia Nomor Enam Dunia*. Retrieved from kominfo.com: https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media, accessed on May 16, 2020, , 08:12.
- Kominfo (2019) *Laporan Tahunan 2018*. Jakarta: Kementrian Kominfo RI.
- Kotler, P., dan Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice-Hall, Inc.
- Kotler, P., dan Keller, K.L. (2012). *Marketing Management*. New Jersey: Pearson Education, Inc.
- Kuncoro, M.P. (2011). *Metode Kuantitatif: Teori dan Aplikasi untuk Bisnis dan Ekonomi*. Yogyakarta: Unit Penerbit dan Percetakan Sekolah Tinggi Ilmu Manajemen YKPN.
- Lazada. (n.d.). Retrieved from Lazada: <https://www.lazada.co.id/> accessed on May 10, 2020, 10:14.
- Liu, Y., Li, Q., Edu, T., Jozsa, L., and Negricea, I.C., (2019) Mobile shopping platform characteristics as consumer behavior determinants. *Asia Pacific Journal of Marketing and Logistic*. DOI 10.1108/APJML-05-2019-0308.
- Luo, X. (2002), Uses and gratifications theory and e-consumer behaviors: a structural equation modeling study, *Journal of Interactive Advertising*, Vol. 2 No. 2, pp. 34-41.
- Moon, M.A., Khalid, M.J., Awan, H.M., Attig, S, Rasool, H. and Kiran, H (2017). Consumers perceptions of website's utilitarian and hedonic attributes and online purchase intentions: A cognitive-affective attitude approach. *Spanish Journal of Marketing - EISC* 21, 73-88.
- McQuail, Denis. (2005). *Mc Quail's mass communication theory (5thed)*. London: Sage Publications Ltd.
- Nugroho, S. S. (2019), "Dinamika Perdagangan Daring di Indonesia," Management FEB UGM Online. Available at: <https://management.feb.ugm.ac.id/dinamika-perdagangan-daring-di-indonesia/>, accessed on March 20, 2019, 09:13.

- Porat, T and Tractinsky, N (2012) It's a Pleasure Buying Here: The Effects of Web-Store Design on Consumers' Emotions and Attitudes. *Human-Computer Interaction*, 2012, Volume 27, pp. 235–276.
- Prashar, S., Vijay, T.S., and Parsad, C. (2017) Effects of Online Shopping Values and Website Cues on Purchase Behaviour: A Study Using S–O–R Framework *The Journal for Decision Makers* 42(1).
- Puspitasari, S.M., (2018) Konsumen Indonesia Habiskan 4 Menit Saat Belanja Online. <https://www.pikiran-rakyat.com/gaya-hidup/pr-01295834/konsumen-indonesia-habiskan-4-menit-saat-belanja-online-422664>, accessed on May 17, 2020, 13:29.
- PwC (2016). *Setengah dunia diprediksi gunakan internet bergerak pada 2020*. Retrieved from PwC in News. <https://www.pwc.com/id/en/media-centre/pwc-in-news/2016/indonesian/setengah-dunia-diprediksi-gunakan-internet-bergerak-pada-2020.html>, accessed on May 17, 2020, 13:47.
- Raacke, J. and Bonds-Raacke, J. (2008), MySpace and Facebook: applying the uses and gratifications theory to exploring friend-networking sites, *CyberPsychology & Behavior*, Vol. 11 No. 2, pp. 169-174.
- Shopee. (n.d.). Retrieved from Shopee: <https://shopee.co.id/>, accessed on May 10, 2020, 09:58.
- Shopee. (n.d.). Retrieved from Shopee: <https://www.lazada.co.id/>, accessed on May 10, 2020, 09:38.
- Sorce, P., Perotti, V. and Widrick, S. (2005), Attitude and age differences in online buying, *International Journal of Retail & Distribution Management*, Vol. 33 No. 2, pp. 122-132.
- Shukla, A., Sharma, N.K., and Swarmi, S. (2011) Web site classification on information and entertainment profiles. *Journal of Advances in Management Research*, Vol. 8 No. 1, pp. 148-15
- Tokopedia. (n.d.). Retrieved from Tokopedia : <https://www.tokopedia.com/> accessed on May 10, 2020, 09:22.
- Tseng & Chang (2015). A Study of Consumers' Organic Products Buying Behavior in Taiwan - Ecologically Conscious Consumer Behavior as A Segmentation Variable. *International Proceedings of Management and Economy IPEDR*, vol. 84.

- Uzun and Poturak (2014) Factors Affecting Online Shopping Behavior of Consumers, *European Journal of Social and Human Sciences*, Vol.(3), No. 3.
- Waldt, V.D., Rebello, T.M, and Brown, W.J. (2009). Attitudes of young consumers towards SMS advertising. *African Journal of Business Management*, Vol.3 (9)
- Wearesocial.com. (2019), E-Commerce Activities," *Hootsuite and Wearesocial Online*. Available at: <https://datareportal.com/reports/digital-2019-indonesia>, accessed on May 16, 2020, 11:35.
- Wearesocial.com. (2020). Digital 2020: 3.8 Billion People Use Social Media. Retrieved from Wearesocial.com: <https://wearesocial.com/blog/2020/01/digital-2020-3-8-billion-people-use-social-media>, accessed on May 16, 2020, 13:40.
- Weng, M.Lim, & Ding, H.T.. (2012). E-shopping: An analysis of the uses and gratification theory. *Modern Applied Science*, Vol. 6, No.5, 48-58.
- Wu,R., Wang, G., and Li, Y. (2019). The effects of online store informativeness and entertainment on consumers approach behaviors. Empirical evidence from China. *Asia Pacific Journal of Marketing and Logistics*, Vol. 01, No.82.
- Xu, X. , Li, Q. , Peng, L. , Hsia, T.L. , Huang, C.J., and Wu, J.H,. (2017) The impact of informational incentives and social influence on consumer behavior during Alibaba's online shopping carnival. *Computers in Human Behavior*, 76 :245-254.
- Zha, X., Li, L. and Yan, Y. (2015) Advertising value and credibility transfer: attitude towards web advertising and online information acquisition. *Behaviour & Information Technology*, Vol. 34, No. 5.
- Zhang, K.Z.K, Xu, H., Zhao, S. and Yu, Y. Online reviews and impulse buying behavior: the role of browsing and impulsiveness. *Internet Research*, Vol. 28 No. 3.