

REFERENCES

- Alba, J., J. Lynch, B. Weitz, C. Janiszewski, R. Lutz, A. Sawyer, and S. Wood. 1997. "Interactive home shopping: incentives for consumers, retailers, and manufacturers to participate in electronic marketplaces." *Journal of Marketing* 61 (3): 38-53.
- Arora, S., and B. Barak. 2007. *Computational Complexity: a modern approach*. Cambridge: Cambridge University Press.
- Bakos, J.Y. 1997. "Reducing buyer search costs: implications for electronic mar." *Proceedings of the 43rd Conference of the American Marketing Association*. Chicago: American Marketing Association. 1676-1692.
- Bakos, J.Y. 1997. "Reducing buyer search costs: implications for electronic marketplaces." *Management Science* 43 (12): 1676-1692.
- Bean, James P. 2020. *Indonesia's 'new normal' a disaster in the making*. 6 11. <https://asiatimes.com/2020/06/indonesias-new-normal-a-disaster-in-the-making/>.
- Bearden, W. O., R. G. Netemeyer, and M. F. Mobley. 1993. *Handbook of marketing scales: Multi item measures for marketing and consumer behavior research*. Newbury Park: Sage Publications.
- Bhatangar, A., S. Misra, and H.R. Rao. 2000. "On risk, convenience, and internet shopping behavior." *Communications of the ACM* 43 (11): 98-105.
- Birkett, Alex. 2019. *Survey Response Scales: How to Choose the Right One*. Accessed 12 8, 2020. <https://cxl.com/blog/survey-response-scales/>
- Catriana, Elsa. 2020. *Dampak Pandemi Covid-19 ke Penggunaan Teknologi*. 6 18. <https://money.kompas.com/read/2020/06/18/210000826/dampak-pandemi-covid-19-ke-penggunaan-teknologi>.
- Cochran, William G. 1977. *Sampling Techniques*. New York: John Wiley & Sons.

- Cortina, J. M. 1993. "What Is Coefficient Alpha? An Examination of Theory and Applications." *Journal of Applied Psychology* 78 (1): 98-104.
- Cox, D.F., and S.U. Rich. 1964. "Perceived risk and consumer decision-making: the case of telephone shopping." *Journal of Marketing Research* 1 (4): 32-39.
- Cronbach, L. J. 1978. "Citation classics." *Current Contents* (13): 263.
- Dillman, D. A. 2000. *Mail and Internet Surveys: The Tailored Design Method*. New York: John Wiley.
- Dimock, Michael. 2019. *Defining generations: Where Millennials end and Generation Z begins*. 1 17. <https://www.pewresearch.org/fact-tank/2019/01/17/where-millennials-end-and-generation-z-begins/#:~:text=Anyone%20born%20between%201981%20and,part%20of%20a%20new%20generation.>
- Douglas, Mary. 1985. *Risk Acceptability According to the Social Sciences*. New York: Russell Sage Foundation.
- Dowling, G.R., and R. Staelin. 1994. "A model of perceived risk and intended risk-handling activity." *Journal of Consumer Research* 21 (1): 119-134.
- Dr. D. Suthamathi and Mr. S. Jeeva, 2020. Online Shopping Vs Offline Shopping Customer Preference In Salem District.
- European Social Survey. 2015. *Statistical testing of significance*. Accessed 9 21, 2020.
[http://essedunet.nsd.uib.no/cms/topics/regression/4/2.html#:~:text=The%20coefficients%20table%20reports%20a,called%20the%20p%2Dvalue.\)&text=\(A%20probability%20of%205%25%20will,be%20reported%20as%200.05%20etc.\)](http://essedunet.nsd.uib.no/cms/topics/regression/4/2.html#:~:text=The%20coefficients%20table%20reports%20a,called%20the%20p%2Dvalue.)&text=(A%20probability%20of%205%25%20will,be%20reported%20as%200.05%20etc.))
- Featherman, Mauricio, and Paul Pavlou. 2003. "Predicting E-Services Adoption: A Perceived Risk Facets Perspective." *International Journal of Human-Computer Studies* 59 (4): 451-474.
- Ferber, R., and R. Piskie. 1965. "Subjective probabilities and buying intentions." *Review of Economics and Statistics* 4 (7): 322-325.

- Figueiredo, J.M. 2000. "Finding sustainable profitability in electronic commerce."
Sloan Management Review 41 (4): 41-52.
- Fishbein, M., and I. Ajzen. 1975. *Brief, Attitude, Intention, and Behavior*. Boston:
Addison-Wesley.
- Gault, R. H. 1907. "A history of the questionnaire method of research in psychology."
Research in Psychology 14 (3): 366-383.
- Given, Lisa M. 2008. *The SAGE Encyclopedia of Qualitative Research Methods*. Los
Angeles: SAGE Publications.
- Gormeley, R. 1974. "A note on seven brand rating scales and subsequent purchase."
Journal of Marketing Research Society 16: 242-244.
- Graha Ekobis. 2020. *5 Besar Marketplace Indonesia – Ecommerce vs Shopping*. 2 20.
<https://www.grahanusantara.co.id/1278/2020/02/20/5-besar-marketplace-indonesia-ecommerce-vs-shopping/>.
- Gupta, Alok, Bo-Chiuan Su, and Zhiping Walter. 2004. "An Empirical Study of
Consumer Switching from Traditional to Electronic Channel: A Purchase
Decision Process Perspective." *International Journal of Electronic
Commerce*.
- Hair, J. F., Black, W.C, Babin, B.J, Anderson, R.E. (2010), *Multivariate Data
Analysis*, 7th edition, Upper Saddle River, NJ: Pearson Prentice Hall.
- Haq, M. 2014. "A comparative analysis of qualitative and quantitative research
methods and a justification for use of mixed methods in social research."
Annual PhD Conference. Bradford: University of Bradford Business School
of Management.
- Hardwick, Joshua. 2019. *Searcher Intent: The Overlooked 'Ranking Factor' You
Should Be Optimizing For*. 5 30. Accessed 10 11, 2020.
<https://ahrefs.com/blog/search-intent/>.
- Haryanto, Agus Tri. 2020. *Riset: Ada 175,2 Juta Pengguna Internet di Indonesia*. 2
20. <https://inet.detik.com/cyberlife/d-4907674/riset-ada-1752-juta-pengguna-internet-di-indonesia>.

- Jacoby, J., and L.B. Kaplan. 1972. "The components of perceived risk." *Proceedings of the Third Annual Conference of the Association for Consumer Research*. Maryland: College Park. 382-393.
- Jarvenpaa, S.L., and P.A. Todd. 1997. "Consumer reactions to electronic shopping on the world wide web." *International Journal of Electronic Commerce* 1 (2): 59-88.
- Jarvenpaa, S.L., N. Tractinsky, and M. Vitale. 2000. "Consumer trust in an internet store." *Information Technology and Management* 1 (1): 45-71.
- Jasper, C.R., and R.P. Lan. 1992. "Apparel catalog patronage: demographic, lifestyle and motivational factors." *Psychology and Marketing* 9 (4): 275-296.
- Jedd, M. 2000. "Returns happen." *Inbound Logistics* 22-30.
- Khuong, Mai Ngoc, and Hoang Thi My Duyen. 2016. "Personal Factors Affecting Consumer Purchase Decision towards Men Skin Care Products — A Study in Ho Chi Minh City, Vietnam." *International Journal of Trade, Economics and Finance* 7 (2): 44-50.
- Kitchin, Rob. 2014. *The Data Revolution*. New York: Sage Publications.
- Kline, R. B. 2010. *Principles and practice of structural equation modeling*. New York: Guildford Press.
- Kotler, P., and L. K. Keller. 2016. *Marketing Management*. London: Pearson Education.
- Kotler, Phillip, and K. L. Keller. 2012. *Marketing Management*. Boston: Prentice Hall.
- Li, H., C. Kuo, and M.G. Russell. 1999. "The impact of perceived channel utilities, shopping orientations, and demographics on the consumer's online buying behavior." *Journal of Computer-Mediated Communication* 5 (2).
- Martin, Sonia san, Carmen Camarero, and Rebeca San Jose. 2010. "Product and channel-related risk and involvement in online contexts." *Electronic Commerce Research and Applications* 9 (3): 263-273.

- Nurhanisah, Yuli. 2019. Survei APJII. *Pengguna Internet Tinggi, Berkah bagi Indonesia*. <http://indonesiabaik.id/infografis/pengguna-internet-tinggi-berkah-bagi-indonesia>
- Oglethorpe, J.E., and K.B. Monroe. 1987. "Risk perception and risk acceptability in consumer behavior: conceptual issues and an agenda for future research." *Proceedings of AMA Winter Marketing Educators' Conference*. Chicago: AMA Winter Marketing Educators' Conference. 255-260.
- Osgood, C.E., Suci, G., & Tannenbaum, P. (1957). *The measurement of meaning*. Urbana, IL: University of Illinois Press.
- Pereira, Pedro. 2005. "Do lower search costs reduce prices and price dispersion?" *Information Economics and Policy* (17): 61-72.
- Qazzafi, Sheikh. 2019. "Consumer Buying Decision Process toward Products." *International Journal of Scientific Research and Engineering Development* 2 (5): 130-133.
- Ratcliffe, Rebecca. 2020. *First coronavirus cases confirmed in Indonesia amid fears nation is ill-prepared for outbreak*. 3 2. <https://www.theguardian.com/world/2020/mar/02/first-coronavirus-cases-confirmed-in-indonesia-amid-fears-nation-is-ill-prepared-for-outbreak>.
- Sekaran, Uma, and Roger Bougie. 2016. *Research Methods for Business*. Sussex: John Wiley and Sons.
- Siddiqui, Kamran. 2013. "Heuristics for Sample Size Determination in Multivariate Statistical Techniques." *World Applied Sciences Journal* 27 (2): 285-287.
- Sijtsma, K. 2009. "On the use, the misuse, and the very limited usefulness of Cronbach's alpha." *Psychometrika* 74 (1): 107-120.
- Snedecor, George W., and William G. Cochran. 1989. *Statistical Methods*. 8. Iowa: Iowa State University Press.
- Sunol, H. 2018. "Warehouse Operations: Optimizing the Put-Away Process." *Cyberg Warehouse Technology*.



Wolfenbarger, M., and M.C. Gilly. 2001. "Shopping online for freedom, control, and fun." *California Management Review* 43 (2): 34-55.

World Population Review. 2020. *Indonesia Population*. Accessed 9 21, 2020.
<https://worldpopulationreview.com/countries/indonesia-population>.