

## DAFTAR PUSTAKA

- Abdillah, W. dan H. M. Jogiyanto., 2009. Konsep Dan Aplikasi PLS (*Partial Least Square*) Untuk Penelitian Empiris. Badan Penerbit Fakultas Ekonomi Dan Bisnis. Universitas Gadjah Mada. Yogyakarta .
- Adityo, B. 2011. Analisis Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi Terhadap Keputusan Pembelian Secara Online di Situs Kaskus. Universitas Diponegoro. Semarang.
- Abukanim. 2020. Dampak perdagangan global melambat dan mewabahnya covid19. Dapat diakses di: <https://www.kemendag.go.id/id/newsroom/press-release/dampakperdagangan-global-melambatdan-mewabahnya-covid-19-mendag-ajak-kadin-dan-akademisiperkuat-ekspor-dan-perdagangandalam-negeri-1> (Diakses tanggal 1 Juni 2020).
- Alyusi, S, D. 2016. Media Sosial : Interaksi, Identitas, dan Modal Sosial. Prenadamedia. Jakarta.
- Anggraeni, M., M. S. Perdhana. 2012. Kepuasan kerja, komitmen organisasi dan turnover intention di PT. Hillvobajaya Sakti. Diponegoro Journal of Management. 5 (4) : 1-10
- Anonim. 2020. SONJO : Sambatan Jogja. Dapat diakses di : <https://sonjo.id/mengenal-sonjo/> (Diakses tanggal 15 Desember 2020)
- Anshori, M.I., S. Ubud., Armanu. 2013. Application of Technology Acceptance Model to Wi-Fi User at Economics and Business Faculty of Brawijaya University (Study on Stratum-1 Students). Eur. J. Bus. Manag. 5(17): 57-65.
- Arimbawa, P, A, P., Surachman., Ananda S, H. 2017. Pengaruh persepsi dan sikap pemain terhadap niat menggunakan mobile game menggunakan Technology Accaptance Model. Jurnal Ilmiah Manajemen. 7 (3): 348-362.
- Bailey. 1982. Methods of Social Research. Second Edition. The Free Press. New York.
- Bella, A. 2018. Sektor Food and Beverages Indonesia Jadi Pecontohan Industri 4.0. Dapat diakses di: <https://marketeers.com/sektor-food-and-beverages-indonesia-jadi-pecontohan-industri-4-0/> ( Diakses tanggal 08 Maret 2020).
- Bhagat, P. S., A. Klein. & V. Sharma. 2009. The Impact of New Media on Internet Based Group Consumer Behaviour. J. Acad. Bus. Eco. Vol: 9. Pp : 83-94
- Boone Jr., N. Harry,, and A. Deborah. 2012. Analyzing Likert Data. J. Ext. 50 (2).
- Bryan, I. 2004. Community Oriented Marketing: The Definitive Guide to Enlightened Business Development. Inggris: iUniverse, Inc.
- Cameron, A.F. and J. Webster. 2005. Unintended consequences of emerging communication technologies: instant messaging in the workplace. Computers in Human Behavior. 21 (1) : 85-103

- Carrafio J, and J Rocco. 2007. Ten common misunderstandings, misconceptions, persistent myths and urban legends about Likert scales and Likert response formats and their antidotes. *J. Soc. Sci.* 3 (3) : 106-116
- Culnan, M.J. and P. K. Armstron. 1999. Information privacy, procedural fairness and impersonal trust: an empirical investigation. *Organization Science.* 10 (1):104-115.
- Davis,F,D. 1989. Perceived Usefulness, Perceived Ease of Use and User Acceptance of Information Technology. *MIS Quarterly.*
- Febriana, D. 2013. Penelitian Survei. Dapat diakses pada : [https://www.slideshare.net/dina\\_febriaanaa/penelitian-survey-16054185](https://www.slideshare.net/dina_febriaanaa/penelitian-survey-16054185). (Diakses tanggal 2 Oktober 2020).
- Ferdinand, A. 2006. Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Universitas Diponegoro. Semarang.
- Gay, L.R. & P.L. Diehl, 1992. *Research Methods for Business and Management.* NY Press. New York.
- Gefen, D., M. Warkentin., P. Pavlou., and G. Rose. 2002. Egovernment adoption. *Proceedings of AMCIS.*
- Ghozali, I. 2003. *Statistik Bukan-Parametrik*, Badan Penerbit Universitas Diponegoro. Semarang
- Hakim, L. 2015. UKM Yogyakarta masih favoritkan industri kuliner. Dapat diakses pada <https://jogja.antaranews.com/berita/328848/ukm-yogyakarta-masih-favoritkanindustri-kuliner> (Di akses tanggal 1 Juni 2020).
- Hermawan, C.W. 2009. *Cara Mudah Membuat Komunitas Online Pengantar Komunikasi Massa.* Rajawali Pers. Jakarta.
- Humphrey, J., R. Mansell, R., D. Paré., and H. Schmitz. 2003.,. The reality of e-commerce with developing countries”, technical report, Department for International Development. Dapat diakses di: [http:// eprints.lse.ac.uk/3710/](http://eprints.lse.ac.uk/3710/). (Diakses pada: 2 Juni 2020).
- Indiastuti., R. 2020. Webinar Strategi Survival DI Masa Pandemi Covid-19. Universitas Padjajaran. Dapat diakses pada: <http://www.unpad.ac.id/wp-content/uploads/2020/05/STRATEGI-SURVIVAL-COVID-19-Rev-9-1.pdf>. (Diakses tanggal 1 November 2020).
- Jahangir, N dan N, Begum. 2008. The role of perceived usefulness, perceived ease of use, security and privacy, and customer attitude to engender customer adaptation in the context of electronic banking. *Afr. J. Bus. Manag.*1(2): 32-40.
- Jogiyanto, H. 2008. *Metodologi Penelitian Bisnis.* BPFE. Yogyakarta
- Kaplan, A. M, & M., Haenlein. 2010. Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons.* 53(1): 59-68

- Kertajaya, Hermawan. 2010. *Connect! Surfing New Wave Marketing*. Gramedia Pustaka Utama : Jakarta.
- Kim, D.-J., S.D. Braynov., H.R. Rao,. and Y. Song. 2001. "A B-to-C trust model for online exchanges", *Proceedings of the Seventh Americas Conference in Information System*. Boston.
- Kumar., M., S dan Laksmi, T., S. 2012. *Social media marketing*. J. Sci. 9 (4).
- Kurniawan, D. 2008. *Regresi Linier*. [http://www.academia.edu/6771017/linier\\_regression](http://www.academia.edu/6771017/linier_regression) (Diakses tanggal 14 Juni 2020).
- Kusuma, R. S. 2016. *Penggunaan Internet Oleh Dosen Berdasar Gender dan Generasi*. *Jurnal Komunikasi dan Teknologi Informasi*. Vol.8 (1).
- Maulana, Y. 2017. *UMKM Harus Memanfaatkan Perkembangan Digital*. Tersedia pada: <http://swa.co.id/swa/csr-corner/> (Diakses tanggal 8 Oktober 2020).
- Legris, P., J. Ingham,. dan P. Colletette. 2003. *Why do people use information technology? Critical review of technology acceptance models*. *Information and Management*. 40(3) : 191-204.
- Likert RA. 1932. *Technique for the measurement of attitudes*. *Archives of Psychology*. 140 : 1-55
- Lou, H.,W. Luo., and D. Strong,. 2000. *Perceived critical mass effect on groupware acceptance*. *Euro. J. Info. System*. 9 (2) : 91-103.
- Manfreda, K.L., M. Bosnjak., J. Berzelak., I. Hass,. and V. Vehovar. 2008. *Web surveys versus other survey modes: a meta-analysis comparing response rates*. *International Journal of Market Research*. 50 (1) : 79-104.
- Mangold, W. G. & D. J. Faulds. 2009. *Social Media: The New Hybrid Element of The Promotion Mix*. *Business Horizons*. 52 : 357-365.
- Mason, C., Castleman, T., & Parker, C. 2008. *Communities of enterprise: developing regional SMEs in the knowledge economy*. *Journal of Enterprise Information Management*.
- McKechnie, S., H. Winklhofer,. C. Ennew,. 2006. *Applying The Technology Acceptance Model to The Online Retailing of Financial Services*. *Inter. J. RTL. Dist. Manag*. 34(4) : 388-410.
- Mclaran, P., & M. Catterall. 2002. *Researching The Social Web: Marketing Information from Virtual Communities*. *Marketing Intelligence and Planning*. 20(6): 319-326
- Meiningsih, S. 2011. *Kajian Indikator TIK Indonesia: Pola Akses dan Penggunaan TIK Oleh Rumah Tangga dan Individu*. *Jurnal Penelitian Pos Dan Informatika*. [http://publikasi.kominfo.go.id/bitstream/handle/54323613/837/Jurnal% 20 PPI Volume1- 2011.pdf ? sequence =1](http://publikasi.kominfo.go.id/bitstream/handle/54323613/837/Jurnal%20PPI%20Volume1-2011.pdf?sequence=1) (Diakses tanggal 9 November 2020)
- Miller, N.J., T. L. Besser., S.S.Weber. 2010. *Networking as Marketing Strategy: A Case Study of Small Community Businesses*. *J. Quali. Mark. Res. Inter*. 13(3): 253-270

- Moon J.W, Y.G.Kim. 2001. Extending the TAM for a World-Wide-We. *J. Info. Manag.* 38: 217-230
- Nurhidayat., L., T., P. 2020. Pengaruh covid-19 terhadap pertumbuhan UMKM di Indonesia. Dapat diakses di: <https://sukabumiupdate.com/detail/balewarga/opini/67200-Pengaruh-Covid-19-Terhadap-Pertumbuhan-UMKM-di-Indonesia> (Diakses tanggal 1 Juni 2020)
- Pan, Y. and G. M . Zinkhan. 2006. Exploring the impact of online privacy disclosures on consumer trust. *J. Ret.* 82 (4) : 331-338
- Poetry, A, R. 2010. Adopsi E-Commerce dengan Pendekatan Teknologi Acceptane Model (TAM) bagi UKM. Fakultas Ekonomi Universitas Sebelas Maret. Surakarata
- Puntoadi, D. 2011. Menciptakan Penjualan Melalui Social Media. PT Elex Komputindo. Jakarta.
- Robbins, S. 2003. Perilaku Organisasi. Index. Jakarta
- Ruaniar. R., G. Rawski., J. Yang., dan B. Johnson. 2013. Technology acceptance model and social media usage: an empirical study on facebook. 27 (1): 7-29.
- Rym, B., B. Olfa., dan B. M. B. Mélika,. 2013. Determinants of e-learning acceptance: An empirical study in the Tunisian context. *Am. J. Ind. Bus. Manag.* 3(3): 307.
- Sabri,M.,A. 2010. Psikologi Pendidikan berdasarkan Kurikulum Nasional. Pedoman Ilmu Raya. Jakarta.
- Sekaran, U. 2006. Research Methods For Business Metodologi Penelitian untuk Bisnis Edisi 4. Karya Salemba Empat. Jakarta.
- Seyal, A. H. and N. A. Rahman. 2007, The Influence of External Variables on The Executives' Use of The Internet. *Bus. Proc. Manag. J.* 13 (2): 263-278
- Setiadi, N, J. 2003. Perilaku Konsumen: Konsep dan Implikasi untuk Strategi Penelitian Pemasaran. Predana Media Group. Jakarta.
- Sheikhshoaei, F. and T. Oloumi,. 2010. Applying The Technology Acceptance Model to Iranian Engineering Faculty Libraries. *The Electronic Library.* 39 (3): 367-374
- Singh, S and S. Pallavi. 2019. Social Media for Outbond Leisure Travel: a A Framework Based on Technology Acceptance Model (TAM). Emerald Publishing Limited. 5 (1): 43-61.
- Sriwidadi, T. 2011. Penggunaan Uji Mann Whitney pada Analisis Pengaruh Pelatihan Wiraniaga dalam Penjualan Produk Baru. *Binus Business Review.* 2 (2) : 751-762.
- Suamiki, N. N., Wijyaningtyas, M., Lukiyanto, K., Kusuma, Y. B., & Afandi, M. F. 2019. Community as A Driver of smes growth in Indonesia. *Int. J. Scient. Tech. Res.* 8 (10).

- Sugiyono. 2013. Metode Penelitian Kuantitatif Kualitatif dan R&D. Alfabeta. Bandung.
- Sugiyono. 2014. Metode Penelitian Bisnis Edisi Kedelapan belas. Alfabeta. Bandung.
- Surachman, A. 2008. Analisis Penerimaan Sistem Informasi Perpustakaan (Sipus) Terpadu Versi 3 Di Lingkungan UGM. Universitas Gadjah Mada. Yogyakarta
- Syarifah, A, H., dan Fauziyah. 2017. Pengaruh adopsi teknologi pada peningkatan daya saing usaha kecil dan menengah. 8 (2) : 181-199.
- Syahlani, S. P., F.T. Haryadi. , W. Abdillah and A. S. Widyaswara . 2019. The role of education in social media adoption of small and medium livestock-based food enterprises. IOP Conf. Series: Earth and Environmental Science 387.
- Tang, T. W. and W. H. Chi. 2005. The Role of Trust in Customer Internet Shopping Behavior: Perspective of Technology Acceptance Model. National Dong-Hwa University.
- Taufik dan E.A. Ayuningtyas. 2020. Dampak Pandemi Covid-19 terhadap Bisnis dan Eksistensi Platform Online. Jurnal Pengembangan Wiraswasta. 22 (1) : 21-32.
- Tenenhaus, A., A., Giron, G., Saporta dan B., Fertil. 2005, Kernel logistic PLS: A New Tool for Complex Classification, 11th International Symposium on Applied Stochastic Models and Data Analysis. Brest. France.
- Tirtana, I., dan S.,P. Sari. 2014. Analisis pengaruh persepsi kebermanfaatan, persepsi kemudahan, persepsi kepercayaan terhadap penggunaan *mobile banking*. Jurnal Akuntansi. 2 (6) : 97-105.
- Venkatesh, V. 2000. Determinants of Perceived Ease of Use: Integrating Control, Intrinsic Motivation, and Emotion into the Technology Acceptance Model. Information Systems Research. 11 (4) : 342–365.
- Vankatesh, V., dan F,D. Davis. 2000. A Theoretical Extension of The Thecnologi Acceptance Model = Four Longitudinal fields Studies. J. Manag. Sci. 46(2): 186-204.
- Venkatesh, V., dan Moris. 2000. Why don't men ever stop to ask for dirrections? gender, social influence, and their role in technology acceptance and usage behavior. Mis Quarterly. 24 (1):115-139.
- Wardani., A., S. 2019. Jumlah pengguna Facebook dan Instagram Indonesia terbesar ke-4 di dunia. Dapat diakses di: <https://www.liputan6.com/tekno/read/3998624/jumlah-pengguna-instagram-dan-facebook-indonesia-terbesar-ke-4-di-dunia> (Diakses tanggal 3 Juni 2020, pukul: 07.12 WIB).
- Wibowo., A. 2006, Kajian tentang Perilaku Pengguna Sistem Informasi dengan Pendekatan Technology Acceptance Model (TAM). Universitas Budi Luhur. Jakarta.
- Wardhana, A. 2016. Pengaruh strategi pemasaran komunitas terhadap loyalitas merek Toyota di Indonesia. DeReMa Junal Manajemen. 11 (2) : 235 – 253.

Zikmund, W.G. 1997. Business Research Methods. Fifth Edition. The Dryden Press Harcourt Barce College Publishers. New York.