

DAFTAR PUSTAKA

- Ajzen, I. and Fishbein, M. (1980), *Understanding Attitudes and Predicting Social Behavior*, Prentice-Hall, NJ.
- Alijani, G., Mancuso, L., Kwun, O. and Topcuoglu, G. (2014), "The role of integrated web-based business characteristics in consumers selections", *Academy of Marketing Studies Journal*, Vol. 18 No. 2, pp. 91-102.
- APJII (2014). *Profil Pengguna Internet Indonesia 2014*. APJII
- APJII (2016). *Profil Pengguna Internet Indonesia 2016*. APJII
- Davis, F., Bagozzi, R. and Warshaw, P. (1989), "User acceptance of computer technology: a comparison of two theoretical models", *Management Science*, Vol. 35 No. 8, pp. 982-1003.
- Belanche, D., Casalo, L. and Guinaliu, M. (2012), "Website usability, consumer satisfaction and the intention to use a website: the moderating effect of perceived risk", *Journal of Retailing and Consumer Services*, Vol. 19 No. 1, pp. 124-132.
- Bigne-Alcaniz, E., Ruiz-Mafe, C., Aldas-Manzano, J. and Sanz-Blas, S. (2008), "Influence of online shopping information dependency and innovativeness on internet shopping adoption", *Online Information Review*, Vol. 32 No. 5, pp. 648-667.
- Dawson, S. and Kim, M. (2010), "Cues on apparel web sites that trigger impulse purchases", *Journal of Fashion Marketing and Management*, Vol. 14 No. 2, pp. 230-246.
- Grimes, G., Hough, M. and Signorella, M. (2007), "Email end users and spam: relations of gender and age group to attitudes and actions", *Computers in Human Behavior*, Vol. 23 No. 1, pp. 318-332.
- Hair, J., Black, W., Babin, B., Anderson, R. and Tatham, R. (2010), *Multivariate Data Analysis*, 7th ed., Prentice Hall, NJ.
- Hakan Celik, (2016),"Customer online shopping anxiety within the Unified Theory of Acceptance and Use Technology (UTAUT) framework", *Asia Pacific Journal of Marketing and Logistics*, Vol. 28 Iss 2 pp. 278 – 307
- Hsin Hsin Chang Hamid Rizal Hanudin Amin, (2013),"The determinants of consumer behavior towards email advertisement", *Internet Research*, Vol. 23 Iss 3 pp. 316 - 337
- Jogiyanto, H., & Abdilah, W. (2014). *Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris*, Yogyakarta: BPFY-Yogyakarta.

- Kent, R. and Brandal, H. (2003), "Improving email response in a permission marketing context", *The Market Research Society*, Vol. 45 No. 4, pp. 489-503.
- Kim, J. and Lennon, S. (2010), "Information available on a web site: effects on consumers' shopping outcomes", *Journal of Fashion Marketing and Management*, Vol. 14 No. 2, pp. 247-262.
- Kominfo.go.id (2016, Agustus 5) Berita Kementrian. Dipetik Januari 16, 2017 dari [kominfo.go.id: kominfo.go.idhttps://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media](http://kominfo.go.id/kominfo.go.idhttps://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media)
- Kompas.com. (2016, Oktober 24). Teknologi. Dipetik Januari 16, 2017, dari [kompas.com: http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta](http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta).
- Kompas.com. (2014, Oktober 13). ekonomi / makro. Dipetik Januari 17, 2016, dari [kompas.com: http://bisniskeuangan.kompas.com/read/2014/10/13/084300126/Ketika.Orang.Indonesia.Lebih.Senang.Belanja.Online](http://bisniskeuangan.kompas.com/read/2014/10/13/084300126/Ketika.Orang.Indonesia.Lebih.Senang.Belanja.Online)
- Kumar, S. and Sharma, R. (2014), "An empirical analysis of unsolicited commercial e-mail", *Paradigm*, Vol. 18 No. 1, pp. 1-19.
- Kumar, V., Zhang, X. and Luo, A. (2014), "Modeling customer opt-in and opt-out in a permission based marketing context", *Journal of Marketing Research*, Vol. 51 No. 4, pp. 403-419.
- Li, Y.-H. and Huang, J.-W. (2009), "Applying theory of perceived risk and technology acceptance model in the online shopping channel", *World Academy of Science, Engineering and Technology*, Vol. 53, pp. 919-925.
- Lim, N. (2003), "Consumers' perceived risk: sources versus consequences", *Electronic Commerce Research and Applications*, Vol. 2 No. 3, pp. 216-228.
- Mandelli, A. (2005), "Banners, e-mail, advertisement and sponsored search: proposing a value perspective for online advertising", *International Journal of Internet Marketing and Advertising*, Vol. 2 Nos 1-2, pp. 92-108.
- Marinova, A., Murphy, J. and Massey, B. (2002), "Permission email marketing as a means of targeted promotion: hospitality operators should be able to use email marketing (by permission) to build relationships with their existing customers. The question is how to make it work", *Cornell Hotel*

& *Restaurant Administration Quarterly*, Vol. 43 No. 1, pp. 61-67

Monsuwe, t., Benedict, M., & Ruyter, D.K. (2004). What Drives Consumers to Shop Online? *International Journal of Service Industry Management*, Vol 15 Iss 1, 102-121

Morimoto, M. and Chang, S. (2006), "Consumers attitudes toward unsolicited commercial e-mail and postal direct mail marketing methods: intrusiveness, perceived loss of control, and irritation", *Journal of Interactive Advertising*, Vol. 7 No. 1, pp. 1-11.

Mutaz M. Al-Debei Mamoun N. Akroush Mohamed Ibrahiem Ashouri, (2015),"Consumer attitudes towards online shopping", *Internet Research*, Vol. 25 Iss 5 pp. 707 - 733

Quee, W. (1999), *Marketing Research*, 3rd ed., Marketing Institute of Singapore, Melbourne.

Sekaran, Uma & Roger Bougie. (2010), *Research Methods for Business: a Skill Building Approach*, 5th ed., Chichester, West Sussex, UK: John Wiley and Sons, Ltd.

Shih, Y. and Fang, K. (2006), "Effects of network quality attributes on customer adoption intentions of internet banking", *Total Quality Management*, Vol. 17 No. 1, pp. 61-77.

Tong, X. (2010), "A cross-national investigation of an extended technology acceptance model in the online shopping context", *International Journal of Retail & Distribution Management*, Vol. 38 No. 10, pp. 742-759.

Van Der Heijden, H. (2000), "A revision of the technology acceptance model to explain website revisits", *Research Memorandum 2000-29*, VRIJE University, Amsterdam, available at: <http://degree.uvu.vu.nl/repec/vua/wpaper/pdf/20000029.pdf> (accessed 30 August 2013).

Van Der Heijden, H., Verhagen, T., & Creemers, M. (2003). Understanding online purchase intentions: contributions from technology and trust perspectives", *European Journal of Information Systems*, Vol 12 No.1, 41-48

Vaughan Reimers Chih-Wei Chao Sarah Gorman, (2016),"Permission email marketing and its influence on online shopping", *Asia Pacific Journal of Marketing and Logistics*, Vol. 28 Iss 2 pp. 308 - 322

Wang, M., Chen, C., Chang, S. and Yang, Y. (2007), "Effects of online shopping attitudes, subjective norms and control beliefs on online

shopping intentions: a test of the theory of planned behaviour”,
International Journal of Management, Vol. 24 No. 2, pp. 296-302.

Waring, T. and Martinez, A. (2002), “Ethical customer relationships: a comparative analysis of US and French organisations using permission-based e-mail marketing”, Journal of Database Marketing, Vol. 10 No. 1, pp. 53-69.

Zhou, L., Dai, L. and Zhang, D. (2007), “Online shopping acceptance model – a critical survey of consumer factors in online shopping”, Journal of Electronic Commerce Research, Vol. 8 No. 1, pp. 41-62.