

## DAFTAR PUSTAKA

- [1] D. Whiteley, *E-Commerce: Strategy, Technologies, and Applications*. London: McGraw-Hill, 2000.
- [2] G. Warsito, "Belanja Online vs Belanja Offline, Pilih Mana?," 2014. [Online]. Available: [http://www.kompasiana.com/gunklaten/belanja-online-vs-belanja-offline-pilih-mana\\_54f76b38a333115a348b4866](http://www.kompasiana.com/gunklaten/belanja-online-vs-belanja-offline-pilih-mana_54f76b38a333115a348b4866). [Accessed: 27-Feb-2017].
- [3] S. Bellman, G. L. Lohse, and E. J. Johnson, "Predictors of Online Buying Behavior," *Health Care Manage. Rev.*, vol. 37, no. 2, pp. 175–186, 1999.
- [4] M. Limayem, M. Khalifa, and A. Frini, "What makes consumers buy from Internet? A longitudinal study of online shopping," *IEEE Trans. Syst. Man, Cybern. Part A Systems Humans.*, vol. 30, no. 4, pp. 421–432, 2000.
- [5] G. Jun and N. I. Jaafar, "A Study on Consumers' Attitude towards Online Shopping in China," *Int. J. Bus. Soc. Sci.*, vol. 2, no. 22, pp. 122–132, 2011.
- [6] K.-P. Chiang and R. R. Dholakia, "Factors Driving Consumer Intention to Shop Online: An Empirical Investigation," *J. Consum. Psychol.*, vol. 13, no. 1–2, pp. 177–183, 2003.
- [7] W. Chu, B. Choi, and M. R. Song, "The Role of On-line Retailer Brand and Infomediary Reputation in Increasing Consumer Purchase Intention," *Int. J. Electron. Commer.*, vol. 9, no. 3, pp. 115–127, 2005.
- [8] J. G. Lynch *et al.*, "Interactive Home Shopping : Consumer , Retailer , and Manufacturer Incentives to Participate in Electronic Marketplaces," *J. Mark.*, no. July, 2007.
- [9] E. M. Overby, "From the physical to the virtual: Process virtualization theory and an examination of market practice in the wholesale automotive industry," 2007.
- [10] A. D. Afriyadi, "Lindungi Pengusaha, RI Diminta Adopsi Aturan E-Commerce Ini," 2016. [Online]. Available: <http://bisnis.liputan6.com/read/2467613/lindungi-pengusaha-ri-diminta-adopsi-aturan-e-commerce-ini>. [Accessed: 25-Mar-2016].
- [11] Adhi, "Transaksi eCommerce di Indonesia Tembus Rp 68 Triliun," 2016. [Online]. Available: <http://www.money.id/digital/2016-transaksi-ecommerce-di-indonesia-tembus-rp-68-triliun-160104k.html>.
- [12] F. Jayadi, "Nilai Transaksi Online 2016 Mencapai 4 Miliar Dolar," 2017. [Online]. Available: <http://berita.suaramerdeka.com/nilai-transaksi-online-2016-mencapai-4-miliar-dolar/>. [Accessed: 22-Feb-2017].

- [13] N. Delafrooz, L. H. Paim, S. A. Haron, S. M. Sidin, and A. Khatibi, "Factors affecting students' attitude toward online shopping," *African J. Bus. Manag.*, vol. 3, no. May, pp. 200–209, 2009.
- [14] Startup, "Hal Hal Menarik dari Riset Perilaku E-Commerce Indonesia oleh IDEA @EcommerceID." [Online]. Available: <https://startupbisnis.com/hal-hal-menarik-dari-riset-perilaku-e-commerce-indonesia-oleh-idea-ecommerceid/>.
- [15] C.-W. D. Chen and C.-Y. J. Cheng, "Understanding consumer intention in online shopping: a respecification and validation of the DeLone and McLean model," *Behav. Inf. Technol.*, vol. 28, no. 4, pp. 335–345, 2009.
- [16] J. W. Lian and T. M. Lin, "Effects of consumer characteristics on their acceptance of online shopping: Comparisons among different product types," *Comput. Human Behav.*, vol. 24, no. 1, pp. 48–65, 2008.
- [17] B. S. Dharmmesta, *Manajemen Pemasaran: Analisis Perilaku Konsumen*, Edisi Pert. Yogyakarta, 2008.
- [18] D. I. Hawkins, D. L. Mothersbaugh, and R. J. Best, *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill/Irwin, 2007.
- [19] K. Watabe and K. Iwasaki, "Factors affecting consumer decisions about purchases at online shops and stores," *Proc. - 9th IEEE Int. Conf. E-Commerce Technol. 4th IEEE Int. Conf. Enterp. Comput. E-Commerce E-Services, CEC/EEE 2007*, pp. 80–87, 2007.
- [20] N. H. Chen and Y. W. Hung, "Online shopping orientation and purchase behavior for high-touch products," *Int. J. Electron. Commer. Stud.*, vol. 6, no. 2, pp. 187–202, 2015.
- [21] R. J. M. Sihaloho, "Sikap Konsumen terhadap Belanja Online pada Website Kaskus.co.id," Universitas Gadjah Mada, 2012.
- [22] M. D. Smith and E. Brynjolfsson, "Consumer Decision-Making at an Internet Shopbot: Brand Still Matters," *J. Ind. Econ.*, vol. 49, no. 4, pp. 541–558, 2001.
- [23] T. S. Erdil, "Effects of Customer Brand Perceptions on Store Image and Purchase Intention: An Application in Apparel Clothing," *Procedia - Soc. Behav. Sci.*, vol. 207, pp. 196–205, 2015.
- [24] W. Huang, H. Schrank, and A. J. Dubinsky, "Effect of brand name on consumers' risk perceptions of online shopping," *J. Consum. Behav.*, vol. 4, no. 1, pp. 40–50, 2004.
- [25] L. A. Cahyono, "Virtualisasi Medis: Analisis Kecenderungan Masyarakat Mencari Informasi Kesehatan di Internet," Universitas Gadjah Mada, 2015.
- [26] E. Overby and B. Konsynski, "Process Virtualization: A Theme and Theory for the Information Systems Discipline," *SSRN Electron. J.*, 2008.
- [27] M. J. Zuroni and H. L. Goh, "Factors Influencing Consumers' Attitude

- Towards E-Commerce Purchases Through Online Shopping,” *Int. J. Humanit. Soc. Sci.*, vol. 2, no. 4, pp. 223–230, 2012.
- [28] E. Yuniati, “Ekspektasi dan Persepsi Privasi, Resiko, Manfaat, dan Masalah dalam Online Shopping pada Adopters dan Non-adopters,” Universitas Gadjah Mada, 2012.
  - [29] V. Saprikis, A. Chouliara, and M. Vlachopoulou, “Perceptions towards Online Shopping: Analyzing the Greek University Students’ Attitude,” *Commun. IBIMA*, vol. 2010, no. March 2017, pp. 1–13, 2010.
  - [30] O. W. Purbo and A. A. Wahyudi, *Mengenal E-Commerce*. Jakarta: Elex Media Komputindo, 2001.
  - [31] A. N. Hidayanto, H. Saifulhaq, and P. W. Handayani, “Do consumers really care on risks in online shopping? An analysis from Indonesian online consumers,” *2012 IEEE 6th Int. Conf. Manag. Innov. Technol. ICMIT 2012*, pp. 331–336, 2012.
  - [32] Winardi, *Marketing dan Perilaku Konsumen*. Bandung: Mandar Maju, 1991.
  - [33] P. Kotler, J. Saunders, G. Armstrong, and V. Wong, *Principles of Marketing*, Second Eur. New Jersey: Prentice Hall Europe, 1999.
  - [34] P. Kotler and K. L. Keller, *Marketing Management*, 14th ed., vol. 22, no. 4. New Jersey: Prentice Hall, 2009.
  - [35] A. Zahara, “Pengambilan Keputusan Membeli dalam Keluarga Ditinjau dari Emosi dan Status Kerja Istri,” Universitas Gadjah Mada, 2010.
  - [36] E. Overby, *Migrating Processes from Physical to Virtual Environments: Process Virtualization Theory*, vol. 28. 2012.
  - [37] E. Overby, “Process Virtualization Theory and the Impact of Information Technology,” *Organ. Sci.*, vol. 19, no. 2, pp. 277–291, 2008.
  - [38] Sudaryono, *Metodologi Riset di Bidang TI*. Yogyakarta: ANDI OFFSET, 2014.
  - [39] J. H.M., *Metodologi Penelitian Sistem Informasi*. Yogyakarta: ANDI, 2008.
  - [40] D. W. Astuti, “Analisis Keterlibatan Fashion Konsumen, Persepsi Sikap, dan Status Merek pada Keinginan Membayar Premium,” Universitas Gadjah Mada, 2011.
  - [41] Z. E. D. Xu-ming, and Z. Chong-rui, “The Influence of Different Type of Keyword on Online Consumer Decision,” pp. 145–151, 2013.
  - [42] U. Sekaran, *Research Methods for Business: A Skill Building Approach*, 4th ed. New York, 2003.
  - [43] C. C. Preston and A. M. Colman, “Optimal number of response categories in rating scales: reliability, validity, discriminating power, and respondent

- preferences,” *Acta Psychol. (Amst)*., vol. 104, no. 1, pp. 1–15, 2000.
- [44] S. Yamin and H. Kurniawan, *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modelling*. Jakarta: Salemba Infotek, 2011.
  - [45] H. Jogiyanto, *Konsep dan Aplikasi Structural Equation Modelling Berbasis Varian dalam Penelitian Bisnis*. Yogyakarta: UPP STIM YKPN Yogyakarta, 2011.
  - [46] H. Jogiyanto, *Partial Least Square (PLS): Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Yogyakarta: ANDI OFFSET, 2015.
  - [47] J. Irwin, J. Hoffmann, and S. Geiger, “The Effect of Technological Adoption on Organizational Performance: Organizational Size and Environmental Munificence as Moderators,” *Int. J. Organ. Anal.*, vol. 6, no. 1, pp. 50–64, 1998.
  - [48] S. Sharma, R. M. Durand, and O. Gur-arie, “Identification and Analysis of Moderator Variables,” vol. 18, no. 3, pp. 291–300, 2017.
  - [49] V. E. Vinzi, W. W. Chin, J. Henseler, and H. Wang, *Handbook of Partial Least Squares: Concepts, Methods and Applications*. Berlin: Springer Berlin Heidelberg, 2010.
  - [50] S. Santoso, *Menggunakan SPSS untuk Statistik Parametrik*. Jakarta: Elex Media Komputindo, 2006.
  - [51] B. Hasan, “Exploring gender differences in online shopping attitude,” *Comput. Human Behav.*, vol. 26, no. 4, pp. 597–601, 2010.