

DAFTAR PUSTAKA

- [1] D. Ku, "Parallax Scrolling; To Scroll or Not To Scroll," 2015.
- [2] M. Hassenzahl and N. Tracktinsky, "User Experience - A Research Agenda," *Behaviour Information Technology*, pp. 91-97, 2006.
- [3] J. Robert and A. Lesage, "From Usability to User Experience with Interactive Systems," *Handbook of Human-Computer Interaction*, pp. 303-332.
- [4] A. Grigg, "Static VS Responsive Design: What You Need to Know," 5 November 2013. [Online]. Available: <https://www.nethosting.com/static-vs-responsive-design-what-you-need-to-know/>. [Accessed 19 Juli 2016].
- [5] K. Knight, "Responsive Web Design: What It Is and How To Use It," 12 Januari 2011. [Online]. Available: <https://www.smashingmagazine.com/2011/01/guidelines-for-responsive-web-design/>. [Accessed 19 Juli 2016].
- [6] Neil, "What Is Flat Web Design?," 16 Februari 2016. [Online]. Available: <http://purpleboxmedia.co.uk/what-is-flat-web-design/>. [Accessed 19 Juli 2016].
- [7] E. Jaffe, "Snow Fail: Do Readers Really Prefer Parallax Web Design?," 19 Desember 2013. [Online]. Available: www.fastcodesign.com/3023690/evidence/snow-fail-do-readers-really-prefer-parallax-web-design.
- [8] D. M. Frederick, "The Effects Of Parallax Scrolling On User Experience And Preference In Web Design," 2013.
- [9] A. Pallen, "All you need to know about Parallax Scrolling in Web Design," 24 Februari 2013. [Online]. Available: <http://fearlessflyer.com/all-you-need-to-know-about-parallax-scrolling-in-web-design/>. [Accessed 20 April 2016].
- [10] M. Ohkura, S. Goto, A. Higo and T. Aoto, "Relation Between Kawaii Feeling and Biological Signals," in *Advances in Cognitive Ergonomics*,

vol. 20105234, CRC Press, pp. 136-145.

- [11] "Kamus Besar Bahasa Indonesia (KBBI)," [Online]. Available: <http://kbbi.web.id/cerita>. [Accessed 19 Juli 2016].
- [12] Warta Kota, "Tahun ini Pasar Belanja Online Diprediksi Naik Dua Kali Lipat," 22 Januari 2015. [Online]. Available: <http://wartakota.tribunnews.com/2015/01/22/tahun-ini-pasar-belanja-online-diprediksi-naik-dua-kali-lipat>. [Accessed 18 Juli 2016].
- [13] A. Tarigan, "Minat belanja online di Indonesia meningkat," 6 Oktober 2015. [Online]. Available: <http://www.antaraneews.com/berita/522039/minat-belanja-online-di-indonesia-meningkat>. [Accessed 19 Juli 2016].
- [14] A. S. Jati, "Tiga Hari Belanja Online, Indonesia Habiskan Rp 2,1 Triliun," 17 Desember 2015. [Online]. Available: http://inet.detik.com/read/2015/12/17/160721/3098598/319/tiga-hari-belanja-online-indonesia-habiskan-rp-21-triliun?utm_source=inet&utm_medium=Twitter_Detikcom&utm_campaign=CMS%20Socmed. [Accessed 19 Juli 2016].
- [15] Admin, "6 Alasan Mengapa Bisnis Online Anda Membutuhkan Website," [Online]. Available: <http://jarvis-store.com/artikel/6-alasan-mengapa-bisnis-online-anda-membutuhkan-website>.
- [16] J. Winter, "Parallax Scrolling: Engaging or Annoying?," 16 April 2015. [Online]. Available: <https://www.usertesting.com/blog/2015/04/16/parallax-scrolling-engaging-or-annoying/>. [Accessed 29 Desember 2015].
- [17] J. K. Thomas, "Parallax Scrolling: Attention Getter or Headache?," 17 November 2014. [Online]. Available: <http://www.uxmatters.com/mt/archives/2014/11/parallax-scrolling-attention-getter-or-headache.php>. [Accessed 18 April 2016].
- [18] H.-Y. Ko and C. Kim, "Application Possibility of Parallax Scrolling Technique for Website Users' Emotional Experience," *Journal of Korea Multimedia Society*, vol. 18, no. 2, pp. 277-286, 2015.
- [19] Q. Wang, S. Yang, M. Liu, Z. Cao and Q. Ma, "An eye-tracking study

- of website complexity from cognitive," *Decision Support Systems*, vol. 62, pp. 1-10, 2014.
- [20] J. N. Sari, R. Ferdiana, P. I. Santosa and L. E. Nugroho, "An Eye Tracking Study: Exploration Customer Behavior on Web Design," in *Proceedings of the International HCI and UX Conference in Indonesia*, New York, NY, USA, 2015.
- [21] S. Djamasbi, M. Siegel and T. Tullis, "Generation Y, Web Design, and Eye Tracking," *International Journal of Human-Computer Studies*, vol. 68, no. 5, pp. 307-323, 2010.
- [22] H. B. Santoso, M. Schrepp, R. Y. K. Isal, A. Y. Utomo and B. Priyogi, "Measuring User Experience of the Student-Centered e-Learning Environment," *Journal of Educators Online*, vol. 13, no. 1, pp. 58-79, Januari 2016.
- [23] M. Ebner, C. Stickel, N. Scerbakov and A. Holzinger, "A Study on the Compatibility of Ubiquitous Learning (u-Learning) Systems at University Level," in *Universal Access in Human-Computer Interaction. Applications and Services*, vol. 5616, Berlin, Heidelberg, Springer Berlin Heidelberg, 2009, pp. 34-43.
- [24] W. Ilmberger, M. Schrepp and T. Held, "Attractiveness of Social Platforms: An Investigation of StudiVZ," in *IADIS International Conference Interfaces and Human Computer Interaction 2011*, 2011.
- [25] B. Barron, "Enhance User Experience Using Parallax Web Design," 20 May 2015. [Online]. Available: <https://cyberchimps.com/parallax-web-design/>. [Accessed 21 Juli 2016].
- [26] K. Koukouletsos, K. Moustiris and A. Paliatsos, "The impact of long scrolling web pages on users," in *International Scientific Conference eRA – 9 The SynEnergy Forum*, 2014.
- [27] Z. Rutherford, "The Hypnotic Effect of Parallax Scrolling and How it Impacts User Experience," 13 Januari 2014. [Online]. Available: <https://uxmag.com/articles/the-hypnotic-effect-of-parallax-scrolling-and-how-it-impacts-user-experience>. [Accessed 21 Juli 2016].
- [28] S.-N. Wang and F.-M. Shyu, "Study on Parallax Scrolling Web Page

- Conversion Module," in *Intelligent Data analysis and its Applications, Volume I*, vol. 297, Springer International Publishing, 2014, pp. 235-243.
- [29] S. Rahman, "10 Tips Web Design Untuk Kebergunaan(Usability) Website," 9 Juni 2014. [Online]. Available: <http://www.syakirurohman.net/2014/06/10-tips-desain-web-kebergunaan-usability.html>. [Accessed 31 Desember 2015].
- [30] A. Supriyanto, "Arsitektur dan Teknik Desain Informasi pada Web," *Jurnal Teknologi Informasi DINAMIK*, vol. XII, pp. 1-9, Januari 2007.
- [31] S. Krug, *Don't Make Me Think: A Common Sense Approach to Web Usability*, 2nd Edition (Second Edition), Berkeley, California USA: New Riders Publishing, 2006.
- [32] J. J. Garret, *The Elements of User Experience: User-Centered Design for the Web and Beyond*, 2010.
- [33] "UEQ - User Experience Questionnaire," [Online]. Available: <http://www.ueq-online.org/>.
- [34] B. Laugwitz, T. Held and M. Schrepp, "Construction and Evaluation of a User Experience Questionnaire," in *Proceedings of the 4th Symposium of the Workgroup Human-Computer Interaction and Usability Engineering of the Austrian Computer Society on HCI and Usability for Education and Work*, Berlin, Heidelberg, 2008.
- [35] J. Hartmann, "User Experience Monitoring: Über die Notwendigkeit geschäftskritische Online-Prozesse permanent zu überwachen," *i-com Zeitschrift für interaktive und kooperative Medien*, vol. 10, no. 3, pp. 59-62, 2011.
- [36] J. R. Bergstrom and A. J. Schall, *Eye Tracking In User Experience Design*, Elsevier Inc., 2014.
- [37] S. T. Moore, T. Haslwanter, S. T. Smith and I. S. Curthoys, "A geometric basis for measurement of three-dimensional eye position using image processing," *Vision Research*, vol. 36, no. 3, pp. 445-459, 1996.

- [38] J. Doležal and V. Fabian, "41. Application of eye tracking in neuroscience," *Clinical Neurophysiology*, vol. 126, no. 3, p. e44, 2015.
- [39] P. Chandon, J. W. Hutchinson, E. T. Bradlow and S. H. Young, "Does In-Store Marketing Work? Effects of the Number and Position of Shelf Facings on Brand Attention and Evaluation at the Point of Purchase," *Journal of Marketing*, vol. 73, no. 6, pp. 1-17, 2009.
- [40] A. Bojko, *Eye Tracking the User Experience; A Practical Guide to Research*, Brooklyn, New York: Louis Rosenfeld, 2013.
- [41] T. Tullis and W. Albert, *Measuring the User Experience, Second Edition: Collecting, Analyzing, and Presenting Usability Metrics*, 2 edition ed., Amsterdam ; Boston: Morgan Kaufmann, 2013.
- [42] A. Poole and L. J. Ball, "Eye Tracking in Human-Computer Interaction and Usability Research: Current Status and Future," in *Prospects*, Chapter in C. Ghaoui (Ed.): *Encyclopedia of Human-Computer Interaction. Pennsylvania: Idea Group, Inc*, 2005.
- [43] D. Gujarati, *Basic Econometrics*, New York: McGraw-Hill, 2003.
- [44] H. Coolican, *Research Methods and Statistics in Psychology*, 5th Edition, New York: Routledge, 2013.
- [45] "Indonesian Batik," United Nations, Educational, Scientific, and Cultural Organization; Intangible Cultural Heritage, [Online]. Available: <http://www.unesco.org/culture/ich/en/RL/indonesian-batik-00170>.
- [46] J. Nielsen, "How Many Test Users in a Usability Study?," 4 Juni 2012. [Online]. Available: <https://www.nngroup.com/articles/how-many-test-users/>
<https://www.nngroup.com/articles/how-many-test-users/>. [Accessed 10 Juni 2016].
- [47] I. Ghozali, *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 19*, Semarang : BP Universitas Diponegoro, 2011.