

DAFTAR PUSTAKA

- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping: The effects of trust, perceived benefits, and perceived web quality. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Aragoncillo, L., & Orús, C. (2018). Impulse buying behaviour: An online-offline comparative and the impact of social media. *Spanish Journal of Marketing - ESIC*, 22(1), 42–62. <https://doi.org/10.1108/SJME-03-2018-007>
- Belch, George E.; Belch, M. A. (2018). *Advertising and promotion : an integrated marketing communications perspective*. McGraw-Hill.
- Benoit, S., Laroche, M., & Pons, F. (2017). The impact of perceived convenience on consumer satisfaction and loyalty: A meta-analysis. *Journal of Retailing*, 93(1), 101–116.
- Bharata, W., & Widyaningrum, P. W. (2020). Analisis Penerimaan Teknologi Mobile Banking Terhadap Use Behavior Melalui Pendekatan Model Utaut 2 (Studi Pada Nasabah KCU BCA Malang). Capital: Jurnal Ekonomi Dan Manajemen, 3(2), 139. <https://doi.org/10.25273/capital.v3i2.6080>
- Brown, M., Pope, N., & Voges, K. (2003). Buying or browsing?: An exploration of shopping orientations and online purchase intention. *European Journal of Marketing*, 37(11–12), 1666–1684. <https://doi.org/10.1108/03090560310495401>
- Cahyani, N. P. D., & Dewi, L. G. K. (2022). Analisis Adopsi Uang Elektronik dengan Model UTAUT2. *E-Jurnal Akuntansi*, 32(1), 3496. <https://doi.org/10.24843/eja.2022.v32.i01.p13>
- Davis, F., Francis Gnanasekar, M. B., & Parayitam, S. (2021). *Trust and product as moderators in online shopping behavior: evidence from India*. *South Asian Journal of Marketing*, 2(1), 28–50. <https://doi.org/10.1108/sajm-02-2021-0017>
- Faisal, A. (2019). Antecedent of Online Buying Behavior. *Indonesian Management and Accounting Research*, 18(2), 79–104. <https://doi.org/10.25105/imar.v18i2.3873>
- Ghozali, I. (2018). *Applikasi Analisis Multivariate Dengan Program IBM*. Semarang: Badan Penerbit Universitas Diponegoro.
- Haryono, S., Brahmana, R. K. M. R., Pemasaran, P. M., Petra, U. K., & Siwalankerto, J. (2015). *PENGARUH SHOPPING ORIENTATION, SOCIAL INFLUENCE , DAN SYSTEM TERHADAP COSTUMER ATTITUDE*

- MELALUI PERCEIVED EASE of USE (Studi pada Apple Store).* 3(1), 1–10.
- Jiang, L., Jiang, N., & Liu, S. (2011). Consumer perceptions of e-service convenience: An exploratory study. *Procedia Environmental Sciences*, 11(PART A), 406–410. <https://doi.org/10.1016/j.proenv.2011.12.065>
- Laura, N., & Safitri, N. N. (2022). Pengaruh kenyamanan dan periklanan terhadap perilaku konsumen yang di moderasi oleh kepercayaan. *Fair Value: Jurnal Ilmiah Akuntansi Dan Keuangan*, 5(1), 340–346. <https://doi.org/10.32670/fairvalue.v5i1.2275>
- Lim, Y. J., Osman, A., Salahuddin, S. N., Romle, A. R., & Abdullah, S. (2016). Factors Influencing Online Shopping Behavior: The Mediating Role of Purchase Intention. *Procedia Economics and Finance*, 35(October 2015), 401–410.
- Rai, N. (2013). Impact of Advertising on Consumer Behaviour. *International Journal of Management Research and Business Strategy*, 2, 2–8. <https://doi.org/10.55041/ijjsrem27952>
- Saladin, D. (2002). *Manajemen Pemasaran*. Linda Karya.
- Solomon, M. R. (2018). *Consumer behavior : buying having and being*. Pearson.
- Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of Retailing and Consumer Services*, 21(6), 1028–1037.
- Suyanto, M. (2004). *Manajemen Pemasaran Modern*. Andi Yogyakarta.
- Vahdat, A., Alizadeh, A., Quach, S., & Hamelin, N. (2021). Would you like to shop via mobile app technology? The technology acceptance model, social factors and purchase intention. *Australasian Marketing Journal*, 29(2), 187–197. <https://doi.org/10.1016/j.ausmj.2020.01.002>
- Venkatesh, V., G. Morris, M., B. Davis, G., & D. Davis, F. (2003). Venkatesh et al (2003) User acceptance of information technology. *MIS Quarterly*.
- Venkatesh, V., Thong, J. Y. L., Chan, F. K. Y., Hu, P. J., & Brown, S. A. (2011). *UTAUT predictors and the role of context*. 527–555. <https://doi.org/10.1111/j.1365-2575.2011.00373.x>
- Wang, E. S., & Chou, N. P. (2014). *CONSUMER CHARACTERISTICS , SOCIAL INFLUENCE , AND SYSTEM FACTORS ON ONLINE GROUP-BUYING REPURCHASING INTENTION* Graduate institute of bio-industry management. 15(2), 119–132.
- Xiang, L., Zheng, X., Lee, M. K. O., & Zhao, D. (2016). Exploring consumers'

impulse buying behavior on social commerce platform: The role of parasocial interaction. *International Journal of Information Management*, 36(3), 333–347. <https://doi.org/10.1016/j.ijinfomgt.2015.11.002>

Zeithaml, Valarie A.; Bitner, Mary Jo; Gremler, D. D. (2018). *Services marketing : integrating customer focus across the firm*. McGraw-Hill.

