

DAFTAR PUSTAKA

- Ajzen. (1991). Reporting Behaviour of People with Disabilities in relation to the Lack of Accessibility on Government Websites: Analysis in the light of the Theory of Planned Behaviour. *Disability, CBR and Inclusive Development*, 33(1), 52–68. <https://doi.org/10.47985/dcidj.475>
- Ajzen, I., & Fishbein, M. (2000). Attitudes and the Attitude-Behavior Relation: Reasoned and Automatic Processes. *European Review of Social Psychology*, 11(1), 1–33. <https://doi.org/10.1080/14792779943000116>
- Botha, E. I., & Africa, S. (2025). *From social interactions to transactions : investigating South African Facebook users ' intention to shop on Facebook*. 5(2).
- Caplan, R., & Gillespie, T. (2020). Tiered Governance and Demonetization: The Shifting Terms of Labor and Compensation in the Platform Economy. *Social Media and Society*, 6(2). <https://doi.org/10.1177/2056305120936636>
- Cialdini, R. B., & Goldstein, N. J. (2004). Social influence: Compliance and conformity. *Annual Review of Psychology*, 55(1974), 591–621. <https://doi.org/10.1146/annurev.psych.55.090902.142015>
- Davis, F., Bagozzi, R., & Warshaw, P. (1989). Penerimaan pengguna teknologi komputer: perbandingan dua model teoritis. *Ilmu Manajemen*, 35(8)(November 1987), 982–1003.
- Davis, F. D. (1989). *Information Technology Introduction*. 13(3), 319–340.
- Faizah, O. A., Suparti, S., & Hoyyi, A. (2022). Analisis Technology Acceptance Model Pada Aplikasi Platform Shopee Dengan Pendekatan Partial Least Square (Studi Kasus Pada Mahasiswa Universitas Diponegoro). *Jurnal Gaussian*, 10(4), 532–543. <https://doi.org/10.14710/j.gauss.v10i4.33100>
- Fatihanisya, A. N. S., & Purnamasari, S. D. (2021). Penerapan Model Unified Theory Of Acceptance And Use Of Technology (UTAUT 2) Terhadap Perilaku Pelanggan *E-commerce* Shopee Indonesia Di Kota Palembang. *Journal of Information Systems and Informatics*, 3(2), 392–417. <https://doi.org/10.33557/journalisi.v3i2.143>
- Gunawan, C. M., Rahmania, L., & Kenang, I. H. (2023). the Influence of Social Influence and Peer Influence on Intention To Purchase in *E-commerce*. *Review of Management and Entrepreneurship*, 7(1), 61–84. <https://doi.org/10.37715/rme.v7i1.3683>
- Hair, Jr., J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Sage Publishing* (Vol. 3, Issue 1).
- Hair, J. F. H., Hopkins, L., Georgia, M., & College, S. (2014). *Partial least squares structural equation modeling (PLS-SEM) An emerging tool in business*

research. <https://doi.org/10.1108/EBR-10-2013-0128>

- Harsanto, W. A., Matondang, N., & Wibowo, R. P. (2023a). The Use of Technology Acceptance Model (TAM) to Analyze Consumer Acceptance Towards *E-commerce* Websites. A Case of the Plantage.id Digital Transformation Solution. *Journal of Environmental and Development Studies*, 4(2), 206–213. <https://doi.org/10.32734/jeds.v4i2.13144>
- Harsanto, W. A., Matondang, N., & Wibowo, R. P. (2023b). The Use of Technology Acceptance Model (TAM) to Analyze Consumer Acceptance Towards *E-commerce* Websites. A Case of the Plantage.id Digital Transformation Solution. *Journal of Environmental and Development Studies*, 4(2), 206–213. <https://doi.org/10.32734/jeds.v4i2.13144>
- Hervilia, H., Singasatia, D., & M. Agus Sunandar. (2022). Analisis Faktor Yang Mempengaruhi Penerimaan Teknologi Pada Pengguna Aplikasi Shopee Menggunakan Technology Acceptance Model (TAM). *INSOLOGI: Jurnal Sains Dan Teknologi*, 1(4), 401–410. <https://doi.org/10.55123/insologi.v1i4.750>
- Istiqomah, P., & Alfansi, L. (2023a). Navigating Style: Exploring the Influence of Perceived Benefit and Perceived Ease of Use on Attitude Towards Use in AI-Enhanced Fashion *E-commerce*. *Journal of Entrepreneurship and Business*, 5(1), 1–14. <https://doi.org/10.24123/jeb.v5i1.6070>
- Istiqomah, P., & Alfansi, L. (2023b). Navigating Style: Exploring the Influence of Perceived Benefit and Perceived Ease of Use on Attitude Towards Use in AI-Enhanced Fashion *E-commerce*. *Journal of Entrepreneurship and Business*, 5(1), 1–14. <https://doi.org/10.24123/jeb.v5i1.6070>
- Lukitaningsih, A., Ningrum, N. K., & Migueli, I. (2024). Pengaruh perceived usefulness dan perceived ease of use terhadap intention to use dengan attitude sebagai variabel intervening pada *e-commerce* Tokopedia di Yogyakarta. *Journal of Management and Digital Business*, 4(3), 665–680.
- Polii, G., Kindangen, S. D. ., & Runtulalo, N. (2019). The Internasional Journal of Business and Management Analysis of SWOT Matrix , Internal and External Factor Evaluation Matrix , CPM , SPACE , and QSPM of Abstract : *Journal of Business & Management*, 7(4), 267–275.
- Purwianti, L., Nurjanah, L., Katherine, K., & Chen, R. (2024a). The Impact of TAM, Social Influence, and Information Quality on Purchase Intention in *E-commerce*. *Jurnal Organisasi Dan Manajemen*, 20(2), 187–206. <https://doi.org/10.33830/jom.v20i2.9123.2024>
- Purwianti, L., Nurjanah, L., Katherine, K., & Chen, R. (2024b). The Impact of TAM, Social Influence, and Information Quality on Purchase Intention in *E-commerce*. *Jurnal Organisasi Dan Manajemen*, 20(2), 187–206. <https://doi.org/10.33830/jom.v20i2.9123.2024>

- Rahman, F. (2022). Praktik Affiliate Marketing pada Platform *E-commerce* dalam Tinjauan Hukum Ekonomi Syariah. *Istidlal: Jurnal Ekonomi Dan Hukum Islam*, 6(1), 24–37. <https://doi.org/10.35316/istidlal.v6i1.407>
- Rifka Alkhilyatul Ma'rifat, I Made Suraharta, I. I. J. (2024). *No Title 濟無No Title No Title No Title*. 2(12), 306–312.
- Rohman, A. N., Mukhsin, M., & Ganika, G. (2023). Penggunaan Technology Acceptance Model Dalam Analisis *Actual Use* Penggunaan E – Commerce Tokopedia Indonesia. *Jurnal Ekonomi Manajemen Akuntansi Keuangan Bisnis Digital*, 2(1), 25–36. <https://doi.org/10.58222/jemakbd.v2i1.150>
- Saksono, A. S., & Untoro, W. (2023a). Consumer Perceived Ease of Use and Consumer Perceived Usefulness in Using the Shopee Application in Surakarta with Discount as a Moderation Variable. *European Journal of Business and Management Research*, 8(4), 13–19. <https://doi.org/10.24018/ejbmr.2023.8.4.2022>
- Saksono, A. S., & Untoro, W. (2023b). Consumer Perceived Ease of Use and Consumer Perceived Usefulness in Using the Shopee Application in Surakarta with Discount as a Moderation Variable. *European Journal of Business and Management Research*, 8(4), 13–19. <https://doi.org/10.24018/ejbmr.2023.8.4.2022>
- Saputra, Y., & Muhammad Sadat, A. (2024a). Analysis of the Use of the Shopee Affiliate Program Using the Technology Acceptance Model (Tam), Perceived Trust and Perceived Risk Approach (Case Study of Shopee Affiliate Seller). *Journal of Social and Economics Research*, 6(1), 1311–1334. <https://idm.or.id/JSER/index>.
- Saputra, Y., & Muhammad Sadat, A. (2024b). ANALYSIS OF THE USE OF THE SHOPEE AFFILIATE PROGRAM USING THE TECHNOLOGY ACCEPTANCE MODEL (TAM), PERCEIVED TRUST AND PERCEIVED RISK APPROACH (CASE STUDY OF SHOPEE AFFILIATE SELLER). *Journal of Social and Economics Research*, 6(1). <https://idm.or.id/JSER/index>.
- Setiawan, D., Shafira, E., Ukar, K., Ginting, D. B., Sekolah, R. A., & Manajemen, T. (2022). ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI PERILAKU PENGGUNA APLIKASI TOKOPEDIA. In *Media Informatika* (Vol. 21, Issue 1).
- Sheeran, P. (2002). Intention—Behavior Relations: A Conceptual and Empirical Review. *European Review of Social Psychology*, 12(1), 1–36. <https://doi.org/10.1080/14792772143000003>
- Sugiyono. (2023). Metode Penelitian Kuantitatif, Kualitatif dan R&D. In *Proceedings of the National Academy of Sciences* (Vol. 3, Issue 1).
- Syafika, Y. Z., & Antonio, G. R. (2024). Impacts of the Technology Acceptance

- Model (Tam) on the Use of the Tiktok *E-commerce* Application Among Indonesian Students. *Journal of Entrepreneurship*, 47–64. <https://doi.org/10.56943/joe.v3i2.591>
- Venkatesh, V., & Davis, F. D. (2000). 1 *Electronic copy available at: <http://ssrn.com/abstract=2667630>*. 1–33.
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). *Quarterly*. 27(3), 425–478.
- Walean, R. H., Rasuh, D., & Ratulangi, C. R. (2024). Structural Equation Modeling in *E-commerce* Application Users: Case Study of Shopee. *CogITO Smart Journal*, 10(1), 464–477. <https://doi.org/10.31154/cogito.v10i1.622.464-477>

