

DAFTAR PUSTAKA

- Apasrawirote, D., & Yawised, K. (2022). Factors influencing the behavioral and purchase intention on live-streaming shopping. *Asian Journal of Business Research*, 12(1), 39.
- Doney, P.M., dan Cannon, J.P., 1997, An Examination of the Nature of Trust in Buyer-Seller Relationship, *Journal of Marketing*, Vol. 61, April: 35-51
- Euromonitor International. 2021. Internet Retailing Indonesia. Diambil dari: <https://www.euromonitor.com/the-future-of-commerce/report>. Diakses pada 24 Oktober 2023.
- Ghozali. 2015. Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program Smart PLS 3.0 untuk Penelitian Empiris. Semarang: Universitas Diponegoro.
- Hadi, Sutrisno. 2004. Methodology Research. Jilid 3. Yogyakarta : Andi Offset.
- Indiani, N. L. P., & Febriandari, S. N. S. (2021). Key antecedents of consumer purchasing behaviour in emerging online retail market. *Cogent Business & Management*, 8(1), 1–18. <https://doi.org/10.1080/23311975.2021.1978370>
- JM, H. (2008). *Pedoman Survey Kuesioner: Mengembangkan Kuesioner, Mengatasi Bias dan Meningkatkan Respon*. Andi Offset.
- Kotler, Philip. & Kevin Lane Keller. 2016. Marketing Management. England: Pearson Education Limited
- Lu, Hsi-Peng, and Yi-Hsiu Cheng. "Sustainability in online video hosting services: the effects of serendipity and flow experience on prolonged usage time." *Sustainability* 12.3 (2020): 1271.
- Lucas, D.B dan Britt, S.H. 2012. Advertising Psychology and Research. New York: Mc Graw-Hill.
- Mahmoudzadeh, S. M., Bakhshandeh, G., & Ilkhechi, M. S. 2013. Exploring the effect of brand identity on purchase intention in cell phone market in Iran. *International Journal of Management and Humanity Sciences*. 2 (S), 11651173.

- Mantala, I.P.F., & Suasana, G. A. K. G. (2019). Peran Sikap dalam Memediasi Pengaruh Gaya Hidup Terhadap Minat Beli Smartphone Iphone di Kota Denpasar. E-Jurnal Manajemen Unud, 8(3), 1487–1514.
<https://doi.org/https://doi.org/10.24843/EJMUNUD.2019.v8.i3.p12>
- Martana, I.M.Y., & Ardani, I. G. A. K. S. (2018). Peran Sikap Dalam Memediasi Pengaruh Kesadaran Lingkungan Terhadap Niat Beli Ulang Produk Minuman Kemasan Hijau. E-Jurnal Manajemen Unud, 7(10), 5478– 5507.
<https://doi.org/https://doi.org/10.24843/EJMUNUD.2018.v7.i10.p10>
- Mayer, R C., davis J H.,Schoroman. 2014. Perceived usefulness. Andi.Yogyakarta
- Muharom.,Sholikha. 2017. Pengaruh persepsi harga terhadap konsumen. Dalam Kotler Philip. Manajemen pemasaran. Erlangga. Jakarta
- McCay-Peet, Lori, and Elaine Toms. "Measuring the dimensions of serendipity in digital environments." *Information Research: An International Electronic Journal* 16.3 (2011): n3.
- Murwatiningsih, & Apriliani, E. P. (2013). Apakah kepercayaan konsumen lebih efektif daripada risiko dan harga? *Jurnal Dinamika Manajemen*, 4(2), 184–191
- Ozer, Muammer. "Factors which influence decision making in new product evaluation." *European journal of operational research* 163.3 (2005): 784-801.
- Plank, E.R., Reid, D.A dan Pullins, E.B., 1999, Perceived Trust in Business -to-Business Sales: A New Measure, *Journal of Personal Selling & Sales Management*, Volume XIX, Number 3, Summer: 61 -71.
- Pavlou, Paul A. "Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model." *International journal of electronic commerce* 7.3 (2003): 101-134.
- Prihartono, WP., Satria, A., Hartoyo, H. 2018. "The Determinant Factors of Behavior in M-commerce Application Usage for Online Purchasing". *Indonesian Journal of Business and Entrepreneurship*. 4(2)
- Setiadi, Nugroho J. 2010. Perilaku Konsumen Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran. Edisi Revisi, Jakarta : Prenada Media

- Sholihin, M., & Ratmono, D. (2013a). *Analisis SEM_PLS den gan WarpPLS 3.0 Untuk Hubungan Nonlinier dalm Penelitian Sosial dan Bisnis*. ANDI.
- Sholihin, M., & Ratmono, D. (2013b). *Analisis SEM-PLS dengan WarpPLS 3.0*. Andi.
- Sholihin, M., & Ratmono, D. (2013). Analysis of SEM-PLS with WarpPLS 3.0 for nonlinear relations in social and business research. Yogyakarta: Andi Publisher.
- Sugiyono. (2009). *Metode Penelitian Pendidikan*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif R&D*. Bandung: Alfabeta.
- Suh, K. S., & Chang, S. (2006), "User interfaces and consumer perceptions of online stores: The role of telepresence," *Behaviour & Information Technology*, 25, 2, pp. 99-113.
- Suh, K. S., & Chang, H. (2006). Consumer's switching intention: A cognitive model of online shopping. *Information & Management*, 43(2), 156-167.
- Suryani, Tatik. 2011. *Perilaku Konsumen, Implikasi Pada Strategi Pemasaran*, Edisi Pertama, Cetakan Pertama. Jakarta : Graha Ilmu
- Sulistyo Budi Utomo, Ety Nurhayaty, Pramudi Harsono, Edi Susilo. (2023). Analisis Pengaruh Country of Origin dan Pengetahuan Produk Terhadap Niat Pembelian dengan Mediasi Evaluasi Produk (Studi Kasus: Toko Elektronik Distributor Maspion). *Jurnal Ekonomi dan Manajemen Teknologi* Vol. 7, No. 4, 1317-1328.
- TESA, H., Mukhzarudfa, M., & WIRALESTARI, W. (n.d.). EFFECT OF FIRM CHARACTERISTICS ON FIRM VALUE WITH SUSTAINABILITY REPORT DISCLOSURE BASED ON GLOBAL REPORTING INITIATIVE (GRI) G4 AS AN INTERVENINGVARIABEL (EMPIRICAL STUDY OF NON-FINANCIAL SECTOR COMPANIES LISTED ON THE INDONESIA STOCK EXCHANGE IN THE PER. *Jurnal Akuntansi & Keuangan UNJA*.
- Ulum, I., Ghozali, I., & Purwanto, A. (2014). Konstruksi model pengukuran kinerja dan kerangka kerja pengungkapan modal intelektual. *Jurnal Akuntansi Multiparadigma (JAMAL)*, 5(3), 380–392.
- Wang, X., & Wu, D. (2019). Understanding user engagement mechanisms on a live streaming platform. *HCI in Business, Government and Organizations. Information Systems and Analytics: 6th International Conference, HCIBGO 2019, Held as Part of the 21st HCI International Conference, HCII 2019, Orlando, FL, USA, July 26-31, 2019, Proceedings, Part II* 21, 266–275.

- Yohana, Ni Kadek Yora, and I. Gusti Agung Ketut Gede Suasana. *Peran sikap dalam memediasi pengaruh kesadaran lingkungan terhadap niat beli tumbler Starbucks di Kabupaten Badung*. Diss. Udayana University, 2020.
- Zhao, Xiaofei, Shengliang Deng, and Yi Zhou. "The impact of reference effects on online purchase intention of agricultural products: The moderating role of consumers' food safety consciousness." *Internet Research* 27.2 (2017): 233-255.

