

DAFTAR PUSTAKA

- Abdillah, H. W., Prabantini, J., & Dwi. (2015). *Partial Leadt Square (PLS): alternatif Structural Equation Modeling (SEM) dalam penelitian bisnis*. Andi Publisher.
- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. AswajaPressindo.
- Aco, A., & Endang, A. H. (2017). *Analisis Bisnis E-Commerce pada Mahasiswa Universitas Islam Negeri Alauddin Makassar*.
- Aisya, S., Yohansyah, D., Riyadi, A., Febi,), & Palu, I. (2020). *Pengaruh Promosi Dan Kualitas Pelayanan Terhadap Minat Menabung Masyarakat Kelurahan Siranindi Di Bank Muamalat Indonesia Palu Sulawesi Tengah*. <https://doi.org/10.24256>
- Aji, M., Nurlenawati, N., Triadinda, D., Studi Manajemen, P., Ekonomi dan Bisnis, F., & Buana Perjuangan Karawang, U. (2023). *The Influence Of Online Customer Review And Customer Rating On Interest In Buying Fashion Products On The Shopee Platform (Study On Management Students At University Buana Perjuangan Karawang) Pengaruh Online Customer Review Dan Customer Rating Terhadap Minat Beli Produk Fashion Di Platform Shopee (Studi Pada Mahasiswa Manajemen Universitas Buana Perjuangan Karawang)*. In *Management Studies and Entrepreneurship Journal* (Vol. 4, Issue 6). <http://journal.yrpiiku.com/index.php/msej>
- Ajzen, I. (1991). *The theory of planned behavior*. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ajzen, I. (2002). *Residual Effects of Past on Later Behavior: Habituation and Reasoned Action Perspectives*. *Personality and Social Psychology Review*, 107–122.
- Ajzen, I. (2005). *Attitudes, Personality and Behavior*. Two Penn Plaza.
- Ajzen, I. (2011). *The Theory of Planned Behavior*. *Organizational Behavior and Human Decision Processes*, 50, 179–211.
- Akbar, M. A., & Alam, S. N. (2020). *E-Commerce : Dasar Teori dalam Bisnis Digital (1st ed.)*. Yayasan Kita Menulis.
- Alalwan, A. A., Dwivedi, Y. K., & Rana, N. (2017). *Factors influencing adoption of mobile banking by Jordanian bank customers: extending UTAUT2 with*

- trust. *International Journal of Information Management*, Vol. 37 No. 3, 99–110.
- Alfani, N. M., Zaroni, A. N., Hasbi, M., Negeri, I., Muhammad, A., & Samarinda, I. (2022). Analisis Pengaruh Kepercayaan, Kemudahan, Kualitas Informasi, Produk Halal Terhadap Minat Pembelian Di Shopee Barokah (Studi Kasus Pada Generasi Z Muslim Di Samarinda). *Juni 2022|171 Borneo Islamic Finance and Economics Journal*, 2(2), 2022.
- Algiffary, M. A., Wahab, Z., Shihab, S., & Widiyanti, M. (2020). Pengaruh Celebrity Endorser, Online Advertising dan Word of Mouth terhadap Minat Beli Konsumen pada E-Commerce Tokopedia. *Andalas Management Review (AMAR)*, 4(2), 16.
- Andy, S. (2009). *Word of Mouth Marketing: How Smart Companies Get People Talking (Revised Edition)*. Kaplan Publishing.
- Aribowo, D. P. J., & Nugroho, M. A. (2013). Pengaruh Trust Dan Perceived Of Risk Terhadap Niat Untuk Bertransaksi Menggunakan E-Commerce. *JURNAL NOMINAL*, II.
- Arif, H., Dikawati, D., Azikin, N., Ekonomi, F., Bisnis, D., & Hasanuddin, U. (2023). Minat Investasi Syariah Generasi Z: TPB, Perilaku Keuangan, dan Religiusitas. *Jurnal Ilmiah Ekonomi Islam*, 9(01), 1529. <https://doi.org/10.29040/jiei.v9i1.6996>
- Ariffin, S. K., Abd Rahman, M. F. R., Muhammad, A. M., & Zhang, Q. (2021). Understanding the consumer's intention to use the e-wallet services. *Spanish Journal of Marketing - ESIC*, 25(3), 446–461. <https://doi.org/10.1108/SJME-07-2021-0138>
- Arikunto, S. (2014). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Ayudya, A. C., & Wibowo, A. (2018). The intention to use e-money using theory of planned behavior and locus of control. *Jurnal Keuangan Dan Perbankan*, 22(2), 335–349.
- Azwar, S. (2011). *Sikap Manusia Dan Teori Pengukurannya*. Pustaka Pelajar.
- Berger, J., & Iyengar, R. (2013). Communication channels and word of mouth: How the medium shapes the message. *Journal of Consumer Research*, 40(3), 567–579.
- Creswell, J. W. (2012). *Educational research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research (4th ed.)*.

- El Ashfahany, A., Azzahra, F., Yayuli, & Unal, I. M. (2023). Intention to use sharia e-commerce: Applying a combination of the technology acceptance model and theory of planned behavior. *Innovative Marketing*, 19(2), 184–197. [https://doi.org/10.21511/im.19\(2\).2023.15](https://doi.org/10.21511/im.19(2).2023.15)
- Fiandari, Y. R., Shanty, B. M., & Nanda, M. D. (2024). The roles of word of mouth, religiosity and behavioral control toward halal cosmetics' purchase intention: attitude as mediation. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-05-2023-0139>
- Fishben, M., & Ajzen, I. (1977). *Belief, Attitude, Intention and Behavior: An Introduction to Theory and Research*. 6(2), 244.
- Fitriana, R., Safitri, S. T., & Wiguna, C. (2022). Faktor penentu penerimaan teknologi sistem pembayaran tagihan bulanan melalui e-marketplace menggunakan metode combined- theory of planned behaviour- technology acceptance model (C-TPB-TAM). *Jurnal Ilmiah NERO*, 7(1).
- Fradesa, F., Abadi, S. P., Maani, B., Hardi, E. A., & Sucipto, S. (2022). Fitur Shopee Barokah dan Tokopedia Salam: Inovasi Marketplace Halal Sebagai Upaya Pengembangan Ekonomi Digital Berbasis Syariah. *Jurnal Ilmiah Ekonomi Islam*, 8(3), 2893. <https://doi.org/10.29040/jiei.v8i3.6559>
- Francis, J. J. . (2004). *Constructing questionnaires based on the theory of planned behaviour : a manual for health services researchers*. Centre for Health Services Research, University of Newcastle.
- Ghozali. (2018). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 25 Edisi 9*. Badan Penerbit Universitas Diponegoro.
- Gujarati, D. N., & Porter, D. C. (2009). *Basic Econometric* ((N. Fox,Ed). McGraw-Hill/Irwi.
- Hamid, S., Azhar, M., & Sujood. (2023). Behavioral intention to order food and beverage items using e-commerce during COVID-19: an integration of theory of planned behavior (TPB) with trust. *British Food Journal*, 125(1), 112–131. <https://doi.org/10.1108/BFJ-03-2021-0338>
- Hariono, L. (2018). Apakah E-WOM (Electronic Word Of Mouth) Bisa Mengalahkan WOM (Word Of Mouth) Dalam Mempengaruhi Penjualan Kuliner. www.bps.go.id
- Hossain, M. M., Kabir, S., & Rezvi, R. I. (2017). Influence of Word of Mouth on Consumer Buying Decision: Evidence from Bangladesh Market. In *European*

Journal of Business and Management www.iiste.org ISSN (Vol. 9, Issue 12).
Online. www.iiste.org

- Ibeabuchi, C., Ehido, A., Fawehinmi, O., & Aigbogun, O. (2024). Determinants of purchase intention towards halalcertified cosmetic products among nonMuslims. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2022-0255>
- Juliana, J., Wafa Rizaldi, M., Azizah Al-Adawiyah, R., Marlina, R., & Akuntansi STIE KHez Muttaqien, P. (2022). Halal Awareness : Pengaruhnya Terhadap Keputusan Pembelian Konsumen Shopee dengan Religiositas Sebagai Variabel Moderasi.
- Jundrio, H., & Keni, K. (2020). Pengaruh Website Quality, Website Reputation Dan Perceived Risk Terhadap Purchase Intention Pada Perusahaan E-Commerce. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*.
- Kardoyo, Nurkhin, A., Muhsin, Mukhibad, H., & Aprilia, F. D. (2020). The effect of knowledge, promotion, and religiosity on intention to use Islamic banking sendees. *International Journal of Financial Research*, 11(2). <https://doi.org/10.5430/ijfr.v11n2p128>
- Kasanah, I., & Faujiah, A. (2022). The 2 nd Ico Edusha 2021 Pengaruh Perceived Ease Of Use dan Perceived Usefulness Terhadap Minat Penggunaan E-Commerce Shopee Barokah. <https://databoks.katadata.co.id/datapublish/2020/09/21/peta-persaingan-e-commerce-indonesia-pada-kuartal->
- Kotler, P. (2007). *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi, dan Kontrol*. PT Indeks.
- Kotler, P., & Amstrong, G. (2016). *Prinsip-prinsip Pemasaran (13 Jilid I)*. Erlangga.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing. (15th ed.)*. Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran (13th ed.)*. Erlangga.
- Kuncoro, M. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. UPP STIM YKPN.
- Kurniawati, D. A., & Savitri, H. (2020). Awareness level analysis of Indonesian consumers toward halal products. *Journal of Islamic Marketing*, 11(2), 531–546. <https://doi.org/10.1108/JIMA-10-2017-0104>

- Larasati, D. R., & Fadillah, A. (2022). Pengaruh Kepercayaan Merek Dan Promosi Penjualan Terhadap Minat Beli Online Di E-Commerce Shopee. *Jurnal Informatika Kesatuan*, 2(1), 35–48. <https://doi.org/10.37641/jikes.v2i1.1381>
- Latief, F., Idris, M., & Nobel Indonesia, S. (2021). DETERMINAN MINAT PENGGUNAAN E-WALLET SHOPEEPAY. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 5(3). <https://databoks.katadata.co.id/datapublish/2020/09/09>
- Lin, C. S., Tzeng, G. H., Chin, Y. C., & Chang, C. C. (2010). Recommendation sources on the intention to use e-books in academic digital libraries. *Electronic Library*, 28(6), 844–857. <https://doi.org/10.1108/02640471011093534>
- Mahadin, B. K., & Akroush, M. N. (2019). A study of factor affecting word of mouth (WOM) towards Islamic Banking in Jordan. *International Journal of Emerging Markets*, 14(4), 639–667.
- Mahyarni. (2013). *Theory Of Reasoned Action Dan Theory Of Planned Behavior (Sebuah Kajian Historis tentang Perilaku)*.
- Meyers, L. S., Gamst, G. C., & Guarino, A. J. (2013a). *Performing Data Analysis Using IBM SPSS*. . John Wiley and Son Inc.
- Meyers, L. S., Gamst, G. C., & Guarino, A. J. (2013b). *Performing Data Analysis Using IBM SPSS*. . John Wiley and Son Inc.
- Mirzajonova, M. D. (2023). The Essence Of The Concept Of Marketing Communication In Marketing. *International Scientific Journal Theoretical & Applied Science*, 05(121)(<https://dx.doi.org/10.15863/TAS.2023.05.121.6>), 36–39. <https://doi.org/10.15863/TAS>
- Mishbakhudin, M., & Aisyah, M. (2021). The E-Marketing Mix Strategy of Tokopedia Salam during the Covid-19 Pandemic. *International Research Journal of Business Studies* |, 03. <https://doi.org/10.21632/irjbs.14.3.215-227>
- Mowen, J. C., & Minor, M. (2012). *Consumer Behavior*. Upper Saddle River.
- Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024a). The influence of electronic word of mouth on green cosmetics purchase intention: evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, 41(4), 406–423. <https://doi.org/10.1108/JCM-11-2022-5709>

- Nguyen, T. T. T., Limbu, Y. B., Pham, L., & Zúñiga, M. Á. (2024b). The influence of electronic word of mouth on green cosmetics purchase intention: evidence from young Vietnamese female consumers. *Journal of Consumer Marketing*, 41(4), 406–423. <https://doi.org/10.1108/JCM-11-2022-5709>
- Nielsen. (2015). Rekomendasi Dari Mulut Ke Mulut Masih Menjadi Iklan Yang Paling Dipercaya Oleh Konsumen Asia Tenggara. <https://www.nielsen.com/id/news-center/2015/rekomendasi-word-of-mouth-masih-menjadi-iklan-paling-dipercaya-oleh-konsumen-asia-tenggara/>.
- Nugroho, A., Najib, M., & Simanjuntak, M. (2018). Factors Affecting Consumer Interest In Electronic Money Usage With Theory Of Planned Behavior (TPB). *Journal of Consumer Sciences E*, 03(01), 15–27.
- Nur Hikmatul Auliya, Ms., Helmina Andriani, G., Roushandy Asri Fardani, Ms., Jumari Ustiawaty, Mp., Evi Fatmi Utami, Ms., Dhika Juliana Sukmana, A., Rahmatul Istiqomah, R., Oleh, D., Pustaka Ilmu Editor, C., & Abadi, H. (2020). *Metode Penelitian Kualitatif & Kuantitatif*.
- Popescu, I. C. (2002). *Comunicarea în marketing*. Editura Uranus.
- Pratami, A., Hadi, M., & Iyonu, M. A. (2022). Peran Komunikasi Bisnis Islam Dalam Peningkatan Penjualan E-Commerce Syariah Di Kota Medan. *JSAP: Journal Syariah and Accounting Public*, 5(2). <https://doi.org/10.31314/jsap.2x.x.xx-xx.1959>
- Pratami, A., Rahman, A., & Hadi, M. (2023). Prospek E-Commerce Syariah Masa Pandemi COVID-19. www.freepik.com
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An extensive effect of religiosity on the purchasing decisions of halal products. *PSU Research Review*. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahayuningsih, E., & Ghozali, M. L. (2021). Sertifikasi Produk Halal dalam Perspektif Mashlahah Mursalah. *Jurnal Ilmiah Ekonomi Islam*, 7(1), 135. <https://doi.org/10.29040/jiei.v7i1.1929>
- Rahmatika, U., & Fajar, M. A. (2019). Faktor-Faktor Yang Mempengaruhi Minat Penggunaan Electronic Money: Integrasi Model TAM-TPB Dengan Perceived Risk.
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behavioural intention. *Journal of Research in*

- Interactive Marketing, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Rangkuti, F. (2009). Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication. PT. Gramedia Pustaka Utama.
- Rezaei, S., Shahijan, M. K., Amin, M., & Ismail, W. K. W. (2016). Determinants of App Stores Continuance Behavior: A PLS Path Modelling Approach. *Journal of Internet Commerce*, 15(4), 408–440. <https://doi.org/10.1080/15332861.2016.1256749>
- Sari, F. N., & Anwar, M. K. (2018). Pengaruh Tingkat Religiusitas Santri Pondok Pesantren Darussalam Kediri Terhadap Minat Menabung di Perbankan Syariah. *Jurnal Ekonomi Islam*, 1, 25–35.
- Scalco, A., Noventa, S., Sartori, R., & Ceschi, A. (2017). Predicting organic food consumption: A meta-analytic structural equation model based on the theory of planned behavior. In *Appetite* (Vol. 112, pp. 235–248). Academic Press. <https://doi.org/10.1016/j.appet.2017.02.007>
- Sezin Baysal Berkup. (2014). Working With Generations X And Y In Generation Z Period: Management Of Different Generations In Business Life. *Mediterranean Journal of Social Sciences*.
- Shafie, S., Md, P., & Othman, N. (2006). Halal Certification: an international marketing issues and challenges.
- Sugiarto, E. (2017). Menyusun Proposal Penelitian Kualitatif : Skripsi dan Tesis. SuakaMedia.
- Sugiyono. (2014). Metode Penelitian Kuantitatif, Kualitatif dan R&D. ALFABETA.
- Sugiyono. (2018). Metode Penelitian Kuantitatif, Kualitatif dan R&D. . Alfabeta.
- Sugiyono. (2021). Metode Penelitian Kuantitatif Kualitatif dan R&D. Alfabeta.
- Sumardy. (2011). The Power Of Word Of Mouth Marketing . Gramedia Pustaka Utama.
- Tarasova, E. E., & Voronin, Y. M. (2008). The role of Internet advertising in the system of marketing communications. *Bulletin of the Belgorod University of Consumer Cooperatives*, 3(27), 5–14.
- Teng, P. K., Ling, T. J., & Seng, K. W. K. (2018). Understanding Customer Intention to Use Mobile Payment Services in Nanjing. In China.

International Journal of Community Development & Management Studies (Vol. 2).

- Tjiptono, F. (2015). Strategi Pemasaran (Edisi 4). Andi Offset.
- Tjiptono, F., Chandra, G., & Adriana, D. (2008). Pemasaran Strategik. Andi.
- Wang, X., Pacho, F., Liu, J., & Kajungiro, R. (2019). Factors influencing organic food purchase intention in Tanzania and Kenya and the moderating role of knowledge. *Sustainability* (Switzerland), 11(1). <https://doi.org/10.3390/su11010209>
- Wayan, N., Karmila, A., Sunia, W., Ekonomi, F., & Bisnis, D. (2020). Pengaruh E-Service Quality, Word Of Mouth, Price, dan Promotion Terhadap Minat Konsumen Menggunakan Layanan Jasa Go-Jek (Studi Kasus Pada Masyarakat Pengguna Go-Jek Di Kota Denpasar). In *TIERS Information Technology Journal*: Vols. X, No.X. <http://journal.undiknas.ac.id/index.php/tiers/index>
- Wikamorys, D. A., & Rochmach, T. N. (2017). Aplikasi Theory Of Planned Behavior Dalam Membangkitkan Niat Pasien Untuk Melakukan Operasi Katarak. *Jurnal Administrasi Kesehatan Indonesia*, 5(1), 32. <https://doi.org/10.20473/jaki.v5i1.2017.32-40>
- William, G., & Tjokrosaputro, M. (2021). Persepsi Kegunaan dan Promosi Untuk Memprediksi Niat Penggunaan E-Wallet: Sikap Sebagai Variabel Moderator. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 5(1), 74. <https://doi.org/10.24912/jmieb.v5i1.9997>
- Yanto, R., Samsul Bakhri, A., & Elanda, A. (2022). Dirgamaya Jurnal Manajemen dan Sistem Informasi Analisa Perancangan Internet Service Provider RT/RW Net Pada Desa Sampalan Dengklok Karawang.
- Yuliana, Y., Arwin, A., Weny, W., Lo, C., & Kuan, J. (2022). Analisis Niat Konsumen dalam menggunakan QRIS Dengan Pendekatan Theory of Planned Behavior (TPB). *Jurnal E-Bis*, 6(2), 680–690. <https://doi.org/10.37339/e-bis.v6i2.1032>
- Yunita, Y. L., & Oktaria, V. (2013). Pengaruh Produk, Kualitas Layanan, dan Word Of Mouth Terhadap Keputusan Pembelian di De Bolivia Signature Sutos. *Jurnal Hospitality Dan Manajemen Jasa*, Vol 2 No 1.
- Yuriev, A., Dahmen, M., Paillé, P., Boiral, O., & Guillaumie, L. (2020). Pro-environmental behaviors through the lens of the theory of planned behavior:

A scoping review. In *Resources, Conservation and Recycling* (Vol. 155). Elsevier B.V. <https://doi.org/10.1016/j.resconrec.2019.104660>

Zaidan, H., Shishan, F., Al-Hasan, M., Al-Mawali, H., Mowafi, O., & Dahiyat, S. E. (2024). Cash or cash-less? Exploring the determinants of continuous intention to use e-wallets: the moderating role of environmental knowledge. *Competitiveness Review*. <https://doi.org/10.1108/CR-11-2023-0279>

