

## DAFTAR REFERENSI

- Adi. Sukma. A. 2012. "Faktor-faktor Yang Mempengaruhi Keputusan Pembelian Melalui Social Networking Websites." **Jurnal Ekonomi Manajemen**. Universitas Gunadarma
- Arthur Dias (2012), "**Analisis Kepercayaan Konsumen terhadap Situs Jual Beli TokoBagus.com: Antecedent & Outcome.Jakarta**": Tesis Universitas Indonesia.
- Asia Internet Usage and Population. (2011). "Internet World Stats". Retrieved from <http://www.internetworldstats.com/stats3.htm#asia> on 29 Januari, 2014
- Ba, S., & Pavlou, P. A. (2002). "Evidence of the Effect of Trust Building Technology in Electronic Markets: Price Premiums and Buyer Behavior". **MIS Quarterly: Research Article**, Vol.26 No.3 , 243-268.
- Corbitt. B.J. Theerasak Thanasankita, Han Yi. 2003. "Trust and e-commerce: a study of consumer perceptions." **Electronic Commerce Research and Applications 2** (2003) 203–215.
- Coulter. Keith.S. 2012. "Deal or no deal? How number of buyers, purchase limit, and time-to-expiration impact purchase decisions on group buying websites". **Journal of Research in Interactive Marketing**. Vol. 6 No. 2, 2012 pp. 78-95
- Dutta, Soumitra; Dutton, William H dan Law, Ginette. 2011. "The New Internet World: A Global Perspective on Freedom of Expression, Privacy, Trust, and Security Online". **Social Science Research Network**.
- Ferdinand, Augusty.2002. "**Structural Equation Modeling Dalam Penelitian Manajemen**". Edisi ke-2.Semarang: BP UNDIP
- Gefen, D. dan Straub, D.W., 2004. "Consumer Trust in B2C e-Commerce and the Importance of Social Presence: Experiments in e-Products and e-Services, *Omega*": **The International Journal of Management Science**, 1-18.
- Ghozali, I., 2004. **Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS Ver. 5.0**. BP Universitas Diponegoro, Semarang.
- Gurung, A. (2006). "Empirical Investigation of the Relationship of Privacy, Security, And Trust with Behavioral Intention to transact in E-Commerce." The University Of Texas at Arlington

- Hall, J. A. (2011). **Sistem Informasi Akuntansi**. Jakarta: Salemba Empat.
- Huang, Echo. (2012). "Online experiences and virtual goods purchase intention", **Emerald Group Publishing Limited** 1066-2243, Vol. 22 No. 3, 2012 pp. 252-274.
- Hoffman, D.L., Novak, T.P. and Peralta, M. 1999. "Building consumer Trust online". *Communications of the ACM*. Vol. 42 No. 4. h. 80-5.
- Kotler dan Armstrong, G. 2001. "**Prinsip-Prinsip Pemasaran**." Jakarta: Erlangga.
- Kotler, Philip. 2008. "**Manajemen Pemasaran**". Edisi Ketigabelas. Jilid 2. Jakarta: Erlangga.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). "A Trust-Based Consumer Decision-Making Model in Electronic Commerce: The Role of Trust, Perceived Risk, and Their Antecedents". **Decision Support Systems**, **44** , 544-564.
- Kim, J.-I., Lee, H. C., & Kim, H. J. (2004). "Factors Affecting Online Search Intention and Online Purchase Intention". **Seoul Journal of Business**, *Vol.10, No.2*.
- Laudon, K. C., & Laudon, J. P. (2012). "Management Information Systems: Managing the Digital Firm.England": Pearson Education
- Ling. Choon. K. 2011. "Perceived Risk, Perceived Technology, Online Trust for the Online Purchase Intention in Malaysia". **International Journal of Business and Management** Vol. 6, No. 6; June 2011
- Lilik Yuliati, Silvia Simanjuntak, 2011, "Persepsi Manfaat, dan resiko dalam Perilaku Pembelian Konsumen *Online Shop*," *Jur.Ilm.Kel.&Kons.* vol.4 No. 2, p.173-181.
- Masoud, Emad.Y. 2013. "The Effect of Perceived Risk on Online Shopping in Jordan". **European Journal of Business and Management** [www.iiste.org](http://www.iiste.org) ISSN 2222-1905 (Paper) ISSN 2222-2839 (Online) Vol.5, No.6, 2013
- Meyliana (2012). "Pengaruh Komunitas Virtual terhadap Keputusan Pembelian". Yogyakarta: **Seminar Nasional Aplikasi Teknologi Informasi**
- Nazar & Syahrani, (2008). "**Pengaruh Privasi, Keamanan, Kepercayaan, dan Pengalaman terhadap Niat untuk Bertransaksi secara Online**". Program Pasca Sarjana Universitas Gajahmada Yogyakarta.

*Nielsen Global Survey of E-Commerce, Q1 2014 (Juli 2015)*

- Nurlita Adliyani, Marsono. 2013. **“Faktor-faktor yang Mempengaruhi Kepercayaan (Trust) Pengguna Internet Dalam Bertransaksi Online”**. *Diponegoro Journal Of Accounting*, Volume 2, h...1-10. Diakses tanggal 25 Januari 2014
- Pavlou, P. A. (2003). “Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model”. **International Journal of Electronic Commerce**, Vol.7, No.3 , 69-103.
- Rendragraha, Aditya. 2011. **Faktor-faktor yang Mempengaruhi Minat Pengguna E-Commerce dengan Menggunakan Technology Acceptance Model (TAM)**. *Skripsi*. Surabaya: Sekolah Tinggi Ilmu Ekonomi Perbanas.
- Saraswati, P. & Baridwan, Z. (2013). **“Penerimaan Sistem E-Commerce: Pengaruh Kepercayaan, Persepsi Resiko, dan Persepsi Manfaat.”** *Jurnal. Jurusan Akuntansi Fakultas Ekonomi dan Bisnis Universitas Brawijaya Malang*
- Sekaran, U. (2006). “Research Methods for Business: A Skill Building Approach” Jakarta: Elex Media Komputindo
- Shan, S., Hua, F., & Zeng, Q. (2010). “B2C E-Commerce Consumer Decision Making Model Based on Perceived Benefit and Perceived Risk.” **International Conference on E-Business and E-Government**, 2222-2225.
- Schiffman, Leon G. & Leslie Kanuk., 2000, *Consumer behavior (7th edition)*, Prentice Hall International, inc, United States of America.
- Suresh, A.M., dan Shashikala R., 2011, “Identifying Factors of Consumer Perceived Risk towards Online Shopping in India”, *IPEDR*, 12, hal.336-341.
- R. Solomon, Michael. (2007). “Consumen behaviur : Buying, Having and Being “. New Jearsey: Pearson Education, Inc.
- Rahmawati, Ibnu Widiyanto. 2013. **“Antecedent Keputusan Pembelian Online. Diponegoro Journal of Management.”** Vol. 2, No. 3. Jurusan Manajemen Fakultas Ekonomika dan Bisnis Universitas Diponegoro
- Rofiq Ainur. 2007. **“Pengaruh Dimensi Kepercayaan (Trust) Terhadap Partisipasi Pelanggan E-Commerce” (Studi Pelanggan E-Commerce di Indonesia)**. Tesis Program Studi PascaSarjana Fakultas Ekonomi Universitas Malang. (Online), ([www.google.com](http://www.google.com). Diakses 29 Januari 2014)

- Suhari. Yohanes. 2008. **“Keputusan Membeli Secara Online dan Faktor-Faktor yang Mempengaruhinya.”** *Jurnal Teknologi Informasi DINAMIK Volume XIII, No.2, Juli 2008 : 140-146* ISSN : 0854-9524 Fakultas Teknologi Informasi, Universitas Stikubank Semarang
- Solomon, Michael R. 2011. **“Consumer Behaviour”** (edisi 9), Pearson Education Inx, New Jersey
- Suhir. M, Suyadi, Riyadi. 2014. **“Pengaruh Persepsi Resiko, Kemudahan dan Manfaat terhadap Keputusan Pembelian secara Online (Survey terhadap Pengguna Situs Website [www.Kaskus.co.id](http://www.Kaskus.co.id)).**” *Jurnal Administrasi Bisnis (JAB)| Vol. 8 No. 1 Februari 2014*
- Zhang.Lingying. Wojie Tan, Yingcong Xu1, Genlue Tan. 2012. **“Dimensions of Consumers’ Perceived Risk and Their Influences on Online Consumers’ Purchasing Behavior”.** *Communications in Information Science and Management Engineering CISME.* Vol. 2 Iss. 7 2012 PP. 8-14
- Zheng, Lili. 2012. **“Chinese Consumer Perceived Risk and Risk Relievers in E-shopping for Clothing.”** *Journal of Electronic Commerce Research*, Vol. 13, No. 3, 2012 Page 255

SEMARANG  
FEB UNDIP