DAFTAR PUSTAKA

Asosiasi Penyelenggara Internet Indonesia. 2014. "Profil Pengguna Internet Indonesia". *Pusat Kajian Komunikasi Universitas Indonesia.*

Bart, Yakov, Venkatesh Shankar, et al. 2005. "Are The Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study". *Journal of Marketing*, Vol. 69, p. 133-152.

Davis, F.D. 1989. "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology". *MIS Quarterly*, Vol.13, No.3, p. 319-340.

Dharmmesta, Basu Swastha, dan T. Hani Handoko. 1997. *Manajemen Pemasaran: Analisis Perilaku Konsumen*. Yogyakarta: BPFE.

Engel, James F., Roger D. Blackwell, dan Paul W. Miniard. 2000. *Perilaku Konsumen. Terjemahan*. F.X. Budianto. Jakarta : Binarupa Aksara.

Ferdinand, Augusty. 2006. "Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen". Semarang: Badan Penerbit Universitas Diponegoro.

Geffen, David, Elena Karahanna, dan Detmar W. Straub. 2003. "Trust and TAM in online shopping: An Integrated Model". *MISQ*, Vol. 27, No. 1, p. 51-90.

Ghazizadeh, Mahtab, Yiyun Peng, et al. 2012. "Augmenting the Technology Acceptance Model with Trust: Commercial Drivers' Attitudes towards Monitoring and Feedback". *Human Factors and Ergonomics Society*.

Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Universitas Diponegoro.

Haryosasongko, Fajar Arie. 2015. "Pengaruh Persepsi Risiko, Persepsi Kemudahan, Dan Persepsi Manfaat Terhadap Minat Pembelian Online Pada Website Lazada.co.id di Kota Malang".

Heijden, Hans van der, Tibert Verhagen, dan Marcel Creemers. 2003. "Understanding Online Purchase Intentions: Contributions From Technology and Trust Perspective." *European Journal of Information Systems*, Vol. 12, p. 41-48.

Hoffman, D.L. dan T.P. Novak. 1996. "Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations". *Journal of Marketing*, Vol. 60, p. 50-68.

Jarvenpaa, S.L. dan N. Tractinsky. et al. 2000. "Consumer Trust In An Internet Store". *Information Technology and Management*, Vol.1, No.1, p. 45-71.

Keller, Kevin L. 1998. *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New Jersey: Prentice Hall.

Kim, J.H., M. Kim dan J. Kandampully. 2007. "The Impact of Buying Environment Characteristics of Retail Web Sites". *Service Industries Journal*, Vol. 27 No. 7, p. 865-80.

Kim, D.J., D.L. Ferrin, dan H.R. Rao. 2008. "A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents". *Decision Support Systems*, Vol. 44, No. 2, p. 544-564.

Kinnear, Thomas C. and James R. Taylor, 1995. *Marketing Research: An Applied Approach*. McGraw Hill Text.

Kotler, Philip dan Kevin Keller. 2009. *Manajemen Pemasaran Jilid 1*. Jakarta: Erlangga

Koufaris, Mario dan Hampton-Sosa, William. 2004. "The Development of Trust In An Online Company by New Customers". *Information and Management Journal*, Vol. 41, p. 377-397.

Lee, C. dan G. Wan. 2010. "Including subjective norm and technology trust in the Technology Acceptance Model: a case of e-ticketing in China". *ACM SIGMIS Database*, Vol 41, No.4 , p. 40-51.

Lukman, Enricko. 2013. "Laporan: inilah yang dilakukan 74,6 juta pengguna internet Indonesia ketika *online*". https://id.techinasia.com/tingkah-laku-pengguna-internet-indonesia. (Diakses pada tanggal 2 Desember 2015).

Marzuki. 2005. *Metodologi Riset.* Yogyakarta: Ekonisia.

MaxMonroe. 2015. "Trust, Kunci Utama Kesuksesan Bisnis E-Commerce". https://www.maxmanroe.com/trust-kunci-utama-kesuksesan-bisnis-e-commerce.html (Diakses pada tanggal 1 Januari 2016).

McGee, L.W. dan R.L. Spiro. 1991. "Salesperson and product country-of-origin effects on attitudes and intentions to purchase". *Journal of Business Research*, Vol. 22, p. 21-32.

McKinsey. 2013. "The Evolving Indonesian Consumer". *Asia Consumer Insights Center*.

Menkominfo. 2016. https://kominfo.go.id/content/detail/6983/menkominfo-perkirakan-transaksi-e-commerce-capai-25-miliar-dollar/0/sorotan_media. (Diakses pada tanggal 3 Maret 2016).

Novak, Thomas P., Donna L. Hoffman, dan Yiu-Fai Yung. 2000. "Measuring the Customer Experience in Online Environments: A Structural Modeling Approach". *Marketing Science*, Vol.1, No. 19, p. 22–42.

Nurrahmanto, Prasetyo Agus. 2015. "Pengaruh Kemudahan Penggunaan, Kenikmatan Berbelanja, Pengalaman Berbelanja dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen di Situs Beli *Online* Bukalapak.com." Skripsi Program Sarjana (S1) pada FEB Universitas Diponegoro Semarang: tidak diterbitkan.

Purbo, Onno W. dan Aang Arif Wahyudi. 2001. *Mengenal E-Commerce*. Jakarta: PT. Elex Media Komputindo.

Ramayah, T. dan Joshua Ignatius. 2005. "Impact of Perceived Usefulness, Perceived Ease of Use and Perceived Enjoyment on Intention to Shop Online*". ICFAI Journal of Systems Management (IJSM)*, Vol. 3, No. 3, p.36-51.

Reardon, J. dan McCorckle, D.E. 2002. "A Consumer Model for Channel Switching Behavior". *International Journal of Retail & Distribution Management*, Vol. 30, p. 179-185.

Rousseau, Denise M., Sim Sitkin, et al. 1998. "Not So Different After All: A Cross-discipline View of Trust". *The Academy of Management Review*, Vol. 23, No.3, p. 393-404.

Sekaran, Uma. 2006. *Metodologi Penelitian untuk Bisnis*. Jakarta: Salemba Empat.

Setiadi, Nugroho J. 2003. *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen.* Jakarta: Kencana Prenada Media Group.

Sugiyono. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Tan, Y.H. dan Thoen, W. 2001. "Toward A Generic Model of Trust For Electronic Commerce". *International Journal of Electric Markets*, Vol.5, No.2, p. 61-74.

Yoon, Sung-Joon. 2002. "The Antecedents And Consequences of Trust In Online-Purchase Decisions". *Journal of Interactive Marketing*, Vol. 16, No. 2, p. 47-63.

www.alexa.com