

DAFTAR PUSTAKA

- Anwer, E., Deshpande, S., Derry, R., & Basil, D. Z. (2020). The value of values in business purchase decisions. *Journal of Business and Industrial Marketing*, 35(8), 1323–1334. <https://doi.org/10.1108/JBIM-03-2019-0111>
- Badir, M., & Andjarwati, A. L. (2020). The Effect of E-WOM, Ease of Use and Trust on Purchase Decisions (Study on Tokopedia Application Users). *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 7(1), 39–52. <https://doi.org/10.24252/minds.v7i1.13715>
- Chen, T. T., Wang, S. J., & Huang, H. C. (2020). “Buy, Buy Most Americans Buy”: Country of Reference (COR) Effects and Consumer Purchasing Decisions. *International Marketing Review*, 37(3), 533–558. <https://doi.org/10.1108/IMR-04-2018-0130>
- Edyatami, N. F., & Sukarmanto, E. (2020). Pengaruh Audit Tenure, Komite Audit dan Audit Capacity Stress Terhadap Kualitas Audit. *Prosiding Akuntansi*, 6(1), 199–202.
- Firmansyah, A. (2018). *PERILAKU KONSUMEN (Sikap dan Pemasaran)*. Grup Penerbitan CV BUDI UTAMA.
- Gazali, A. V., & Suyasa, P. T. Y. S. (2020). The Role of the Perceived Risk to Purchase Decision (For Consumers Who Use Online Shopping Technology). *Atlantis Press*, 439, 375–379. <https://doi.org/10.2991/assehr.k.200515.066>
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square : Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis* (Seven). Pearson.
- Hamid, R. S., & Anwar, S. M. (2019). *STRUCTURAL EQUATION MODELING (SEM) BERBASIS VARIAN: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Hanaysha, J. R. (2018). An Examination of The Faktors Affecting Consumer’s Purchase Decision in The Malaysian Retail Market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hanifah, N., & Rahadi, D. R. (2020). ANALYSIS OF CONSUMER BEHAVIOR IN DECIDING ONLINE PURCHASE DURING THE COVID-19 PANDEMIC TIME Abstract. *Jurnal Manajemen Dan Keuangan*, 7(November), 112–122.
- Hardani, H., Andriani, H., Asri, R. F., Ustiawaty, J., Utami, E. F., Sukmana, D. J., & Istiqomah, R. R. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. Pustaka Ilmu.
- Haryono, S. (2016). Metode SEM untuk Penelitian Manajemen dengan AMOS, LISREL, PLS. In *Badan Penerbit PT. Intermedia Personalia Utama* (Cetakan

- Pe). PT. Intermedia Personalia Utama.
- Hasley, J. P., Hester, A. J., & Gregg, D. G. (2020). Measuring Consumer Trust and Perceived Risk in E-Commerce. *Journal of Technology Research*, 9, 1–28. <http://www.aabri.com/copyright.html>
- Hong, Z., & Yi, L. (2012). Research on the Influence of Perceived Risk in Consumer On-line Purchasing Decision. *Physics Procedia*, 24, 1304–1310. <https://doi.org/10.1016/j.phpro.2012.02.195>
- John, S. S., Balapure, C., & Godwin, B. J. (2020). Young adults' socialization in housing and real estate purchase decisions in India. *International Journal of Housing Markets and Analysis*, 14(4), 701–719. <https://doi.org/10.1108/IJHMA-04-2020-0042>
- Karimi, S., Papamichail, K. N., & Holland, C. P. (2015). The Effect of Prior Knowledge and Decision-Making Style on The Online Purchase Decision-Making Process: A Typology of Consumer Shopping Behaviour. *Decision Support Systems*. <https://doi.org/10.1016/j.dss.2015.06.004>
- Kim, D. Y., & Kim, H. Y. (2021). Trust me, trust Me not: A nuanced view of influencer marketing on social media. *Journal of Business Research*, 134(November 2019), 223–232. <https://doi.org/10.1016/j.jbusres.2021.05.024>
- Kore, E. L. R., Lamalewa, F., & Mulyaningsih, A. (2018). The influence of promotion, trust, and convenience to online purchase decisions. *International Journal of Mechanical Engineering and Technology*, 9(10), 77–83.
- Kumar, N., & Kapoor, S. (2017). Do labels influence purchase decisions of food products? Study of young consumers of an emerging market. *British Food Journal*, 119(2), 218–229.
- Li, Z., Sha, Y., Song, X., Yang, K., Zhao, K., Jiang, Z., & Zhang, Q. (2020). Impact of risk Perception on Customer Purchase Behavior: a meta-analysis. *Journal of Business and Industrial Marketing*, 35(1), 76–96. <https://doi.org/10.1108/JBIM-12-2018-0381>
- Maciejewski, G. (2011). For citation : Maciejewski G . (2011), The meaning of perceived risk in purchasing decisions of the polish customers , Scientific Annals of the “Alexandru Ioan Cuza ” Univers. *Scientific Annals of the University of Iasi, LVIII*(August).
- Mahkota, A. P., Suyadi, I., & Riyadi. (2014). Pengaruh Kepercayaan dan Kenyamanan terhadap Keputusan Pembelian Online. *Jurnal Administrasi Bisnis (JAB)*, 8(2), 1–7.
- Malter, M. S., Holbrook, M. B., Kahn, B. E., Parker, J. R., & Lehmann, D. R. (2020). The Past, Present, and Future of Consumer Research. *Marketing Letters*, 31(2–3), 137–149. <https://doi.org/10.1007/s11002-020-09526-8>
- Matos, C. A. de, & Krielow, A. (2019). The effects of environmental faktors on B2B e-services purchase: perceived risk and convenience as mediators. *Journal of Business and Industrial Marketing*, 34(4), 767–778. <https://doi.org/10.1108/JBIM-12-2017-0305>
- Mohan, G., Sivakumaran, B., & Sharma, P. (2013). Impact of Store Environment on

- Impulse Buying Behavior. *European Journal of Marketing*, 47(10), 1711–1732. <https://doi.org/10.1108/EJM-03-2011-0110>
- Naeem, M. (2020). Understanding the Customer Psychology of Impulse Buying During COVID-19 Pandemic: Implications for Retailers. *International Journal of Retail and Distribution Management*, 49(3), 377–393. <https://doi.org/10.1108/IJRDM-08-2020-0317>
- Noor, Z. Z. (2020). The Effect of Price Discount and in-Store Display on Impulse Buying. *Sosiohumaniora*, 22(2), 133–139. <https://doi.org/10.24198/sosiohumaniora.v22i2.26720>
- Opoku, R., Famiyeh, S., & Kwarteng, A. (2019). Environmental considerations in the purchase decisions of Ghanaian consumers. *Social Responsibility Journal*, 16(1), 129–143. <https://doi.org/10.1108/SRJ-11-2016-0206>
- Pahlevi, M. R. (2020). Pengaruh Pendapatan, Tempat, Umur dan Pendidikan Terhadap Keputusan Nasabah Menabung di BRI Syariah KCP Ngronggo Kediri. *Skripsi IAIN Ponorogo*, 1–75.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social Media Usage, Electronic Word of Mouth and Purchase-Decsion Involvement. *Asia-Pacific Journal of Business Administration*, 9(2), 1–32. <https://doi.org/10.1108/APJBA-06-2016-0063>
- Punyatoya, P. (2019). Effects of Cognitive and Affective Trust on Online Customer Behavior. *Marketing Intelligence and Planning*, 37(1), 80–96. <https://doi.org/10.1108/MIP-02-2018-0058>
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748–1768. <https://doi.org/10.1108/MD-04-2017-0363>
- Salem, M. Z., Baidoun, S., Walsh, G., & Sweidan, N. (2020). The effect of female portrayal in advertising on the Palestinian females purchase decision. *Journal of Islamic Marketing*, 11(2), 282–300. <https://doi.org/10.1108/JIMA-09-2017-0099>
- Salsabiila, E., Fadhilah, M., & Cahyani, P. D. (2018). Pengaruh Keamanan Konsumen dan Kualitas Informasi terhadap Keputusan Pembelian pada Produk Fashion di Shopee dengan Kepercayaan sebagai Variabel Intervening. *Journal Competency of Business*, 2(1), 40–52. <https://doi.org/10.47200/jcob.v2i1.657>
- Sekaran, U. (2017). *Metode Penelitian untuk Bisnis*. Salemba Empat.
- Shabrin, N., Khandaker, S., Kashem, S. B. A., Hie, C. K., & Susila, T. (2017). Faktors Affecting Smartphone Purchase Decisions of Generation-Y. *The Journal of Contemporary Issues in Business and Government*, 23(1), 47–65.
- Sidharta, I., & Suzanto, B. (2020). Pengaruh Store Atmosphere, Inovasi Produk Dan Customer Experience Terhadap Kepuasan Pelanggan Cafe Warunk Upnormal Di Banjarmasin Kalimantan Selatan. *Jurnal Bissmart*, 1(1), 1–23.
- Simangunsong, R. M. & M. (2021). Pengaruh Promosi, Harga Dan Kepercayaan Terhadap Keputusan Pembelian Di E-Commerce Shopee Pada Mahasiswa Universitas Hkbp Nommensen Medan. *JISPOL: Jurnal Ilmu Sosial Dan Politik*, 1, 131–149.
- Stern, H. (1962). The Significance of Buying Impulse Today. *Journal of Marketing*,

- 26(2), 59–62. <https://www.jstor.org/stable/1248439?origin=crossref>
- Stone, R. N., & Gronhaug, K. (1993). Perceived Risk: Further Considerations for the Marketing Discipline. *European Journal of Marketing*, 27(3), 39–50.
- Usvita, M. (2018). PENGARUH KEMUDAHAN, KEPERCAYAAN DAN PERSEPSI AKAN RISIKO MENGGUNAKAN E-COMMERCE TERHADAP KEPUTUSAN PEMBELIAN ONLINE (Survey Pada Konsumen Lazada.co.id). *Jurnal Apresiasi Ekonomi*, 5(1), 47–53. <https://doi.org/10.31846/jae.v5i1.126>
- Vojvodic, K., & Matic, M. (2013). Challenges of E-retailing: Impulsive Buying Behaviour. In *International Business and Management* (Vol. 29). Emerald Group Publishing Limited. [https://doi.org/10.1108/S1876-066X\(2013\)0000029013](https://doi.org/10.1108/S1876-066X(2013)0000029013)
- Wibowo, A. H. (2019). Pengaruh Kenyamanan, Harga, Persepsi Kualitas dan Gaya Hidup terhadap Coffee Toffee di Surabaya. 1–17.
- Wijaya, E., & Warnadi. (2019). Faktors Affecting Online Purchase Decisions At Shopee: Effect of E-Commerce. *Procuratio: Jurnal Ilmiah Manajemen*, 7(2), 152–164.
- Zhang, X., & Yu, X. (2020). The Impact of Perceived Risk on Consumers' Cross-Platform Buying Behavior. *Frontiers in Psychology*, 11(October), 1–13. <https://doi.org/10.3389/fpsyg.2020.592246>

