

DAFTAR PUSTAKA

- 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. (2001). Nature and operation of attitudes. *Annual Review of Psychology*, 52(June), 27–58. <https://doi.org/10.1146/annurev.psych.52.1.27>
- Ajzen, I. (2005). Attitudes, Personality and Behavior. In *International Journal of Strategic Innovative Marketing* (Vol. 3). Berkshire: Open University Press.
- Alonso-Dos-Santos, M., Calabuig Moreno, F., Montoro Ríos, F., & Alguacil, M. (2017). Daring sport event consumers: Attitude, E-quality and E-satisfaction. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(2), 54–70. <https://doi.org/10.4067/S0718-18762017000200005>
- Anderson, E. W., & Mittal, V. (2000). Strengthening the Satisfaction-Profit Chain. *Journal of Service Research*, 3(2), 22–25.
- Annur, C. M. (2020). Penjualan Sepeda di E-Commerce Naik Hingga 4 Kali Lipat Selama Pandemi Artikel ini telah tayang di Katadata.co.id dengan judul “Penjualan Sepeda di E-Commerce Naik Hingga 4 Kali Lipat Selama Pandemi” , <https://katadata.co.id/agustiyanti/digital/5f1fbb6a1f>. Retrieved from Katadata website: <https://katadata.co.id/agustiyanti/digital/5f1fbb6a1f608/penjualan-sepeda-di-e-commerce-naik-hingga-4-kali-lipat-selama-pandemi>
- AYGÜN, M., & Kübra Demir, E. (2020). Analysing Motivations for Sports Consumption of Students at School of Physical Education and Sports. *Asian Journal of Education and Training*, 6(2), 314–319. <https://doi.org/10.20448/journal.522.2020.62.314.319>
- Baier, D., Rausch, T. M., & Wagner, T. F. (2020). The drivers of sustainable apparel and sportswear consumption: A segmented kano perspective. *Sustainability (Switzerland)*, 12(7), 1–21. <https://doi.org/10.3390/su12072788>
- Bansal, H. S., & Taylor, S. F. (2002). Investigating interactive effects in the theory of planned behavior in a service-provider switching context. *Psychology and Marketing*, 19(5), 407–425. <https://doi.org/10.1002/mar.10017>
- Borsellino, V., Kaliji, S. A., & Schimmenti, E. (2020). COVID-19 drives consumer behaviour and agro-food markets towards healthier and more sustainable patterns. *Sustainability (Switzerland)*, 12(20), 1–26.

<https://doi.org/10.3390/su12208366>

- Chiu, W., & Choi, H. (2018). Consumers' goal-directed behavior of purchasing sportswear products daring: A case study of chinese consumers. *Sport, Business and Management: An International Journal*, 8(2), 118–133. <https://doi.org/10.1108/SBM-03-2017-0020>
- Chiu, W., Kim, T., & Won, D. (2018). Predicting consumers' intention to purchase sporting goods daring: An application of the model of goal-directed behavior. *Asia Pacific Journal of Marketing and Logistics*, 30(2), 333–351. <https://doi.org/10.1108/APJML-02-2017-0028>
- Chou, H.-Y., & Chen, F.-C. (2020). A Study on Daring Purchase Motivation, Perceived Risk and Behavioral Intention of Sports Goods Consumption. *Asian Journal of Economics, Business and Accounting*, 15(3), 10–18. <https://doi.org/10.9734/ajeba/2020/v15i330214>
- Dimitrova, T., Hristova, D., & Nikolov, P. (2018). Caffeine Consumption Among Workers With Psycho-Emotional Risk Factors. *Journal of IMAB - Annual Proceeding (Scientific Papers)*, 24(4), 2285–2289. <https://doi.org/10.5272/jimab.2018244.2285>
- Espejel, J., Fandos, C., & Flavián, C. (2020). Consumer satisfaction: A key factor of consumer loyalty and buying intention of a PDO food product. *British Food Journal*, 110(9), 865–881. <https://doi.org/10.1108/00070700810900585>
- Filipe, R., & Ramos, C. (2015). Daring Sport Consumption: Influence Of Consumers' Motivations And Concerns On Their Actual Behavior And Future Purchase Intentions. *Journal Of Marketing*, 1(1), 1–70.
- Ghozali, I. (2014). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 22.0*. Semarang: Badan Penerbit Universitas Diponegoro Semarang.
- Hair, J., Black, W. C., Babin, J. B., & Andreson, R. E. (2014). Multivariate Data Analysis. In *Neuromarketing in India: Understanding the Indian Consumer* (7th ed.). Harlow: Pearson Education Limited. <https://doi.org/10.4324/9781351269360>
- Ham, M., Jeger, M., & Ivković, A. F. (2015). The role of subjective norms in forming the intention to purchase green food. *Economic Research-Ekonomska Istraživanja*, 28(1), 738–748. <https://doi.org/10.1080/1331677X.2015.1083875>
- Hänninen, M., & Smedlund, A. (2019). On retail digital platforms suppliers have to become responsive customer service organizations. *Strategy and*

Leadership, 47(1), 37–43. <https://doi.org/10.1108/SL-04-2018-0036>

- Haugtvedt, C. P., Machleit, K. A., & Yalch, R. (2005). *Daring Consumer Psychology: Understanding and Influencing Consumer Behavior in the Virtual World*. London: Lawrence Erlbaum Associates.
- Hur, Y., Ko, Y. J., & Claussen, C. L. (2012). Determinants of using sports web portals: An empirical examination of the Sport Website Acceptance Model. *International Journal of Sports Marketing and Sponsorship*, 13(3), 169–188. <https://doi.org/10.1108/ijms-13-03-2012-b003>
- Hwang, C. S., & Choi, M. H. (2013). The influence of consumers' sports involvement on their attitudes to sports sponsorship of sportswear, brand equity, and purchase intention. *The Research Journal of the Costume Culture*, 21(6), 921–937. <https://doi.org/10.7741/rjcc.2013.21.6.921>
- Hwang, J., & Kim, H. (2021). The effects of expected benefits on image, desire, and behavioral intentions in the field of drone food delivery services after the outbreak of COVID-19. *Sustainability (Switzerland)*, 13(1), 1–13. <https://doi.org/10.3390/su13010117>
- Kement, U., Çavuşoğlu, S., Demirağ, B., Durmaz, Y., & Bükey, A. (2020). Effect of perception of COVID-19 and nonpharmaceutical intervention on desire and behavioral intention in touristic travels in Turkey. *Journal of Hospitality and Tourism Insights*, 108(3). <https://doi.org/10.1108/jhti-07-2020-0139>
- Kim, min soo, & James, J. (2016). The theory of planned behaviour and intention of purchase sport team licensed merchandise. *Sport, Business and Management: An International Journal*, 6(2).
- Krishnamurthy, R., Raja, K. B., & S, A. K. (2018). Influence of Service Quality on Banking Customers' Behavioural Intentions. *International Journal of Economics and Finance*, 2(4). <https://doi.org/10.5539/ijef.v2n4p18>
- Kunkel, T., Doyle, J. P., & Berlin, A. (2017). Consumers' perceived value of sport team games—a multidimensional approach. *Journal of Sport Management*, 31(1), 80–95. <https://doi.org/10.1123/jsm.2016-0044>
- Lingelbach, D., Patino, A., & Pitta, D. A. (2012). The emergence of marketing in Millennial new ventures. *Journal of Consumer Marketing*, 29(2), 136–145. <https://doi.org/10.1108/07363761211206384>
- Maemunah, S., & Susanto, P. H. (2019). The effect of attitude and purchasing of millennials consumers towards brand love in sports wear brands. *International Journal of Advanced Science and Technology*, 29(5), 515–523.
- Mandler, T., Bartsch, F., & Han, C. M. (2020). Brand credibility and marketplace

- globalization: The role of perceived brand globalness and localness. *Journal of International Business Studies*, 12(3). <https://doi.org/10.1057/s41267-020-00312-2>
- Moore, M. (2012). Interactive media usage among millennial consumers. *Journal of Consumer Marketing*, 29(6), 436–444. <https://doi.org/10.1108/07363761211259241>
- Mowen, J. C., & Minor, M. (2017). *Perilaku Konsumen*. Jakarta: Erlangga.
- Nam, C., Dong, H., & Lee, Y. A. (2017). Factors influencing consumers' purchase intention of green sportswear. *Fashion and Textiles*, 4(1). <https://doi.org/10.1186/s40691-017-0091-3>
- Nogami, V. K. da C., & Veloso, A. R. (2021). Innovation in the subsistence marketplace: an analysis considering multiple concepts and approaches. *Innovation & Management Review*, 18(1), 2–16. <https://doi.org/10.1108/inmr-12-2018-0092>
- Park, S. Y. (2009). An analysis of the technology acceptance model in understanding students' behavioral intention to use e-learning. *International Forum of Educational Technology & Society (IFETS)*, 12(1), 8–12. <https://doi.org/10.1109/IIAI-AAI.2014.14>
- Reni, F., & Anggraini, R. (2016). The Role of Perceived Behavioral Control and Subjective Norms to Internal Auditors' Intention in Conveying Unethical Behavior: A Case Study in Indonesia. *Review of Integrative Business and Economics Research*, 5(2), 141–150.
- Rizwan, S., Al-Malkawi, H.-A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates. *ISRA International Journal of Islamic Finance*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/ijif-07-2019-0105>
- Schiffman, L., & Kanuk, L. L. (2015). *Perilaku konsumen*. Jakarta: PT Indeks.
- Smith, K. T. (2012). Longitudinal study of digital marketing strategies targeting Millennials. *Journal of Consumer Marketing*, 29(2), 86–92. <https://doi.org/10.1108/07363761211206339>
- Sung, J., Son, J., & Choi, Y. (2017). Relationship between motivational factors of daring sport consumption and future behavioral intentions among Korean college sport fans. *Journal of Physical Education and Sport*, 17(1), 269–277. <https://doi.org/10.7752/jpes.2017.01040>
- Truong, N. T., Dang-Pham, D., McClelland, R. J., & Nkhoma, M. (2020). Service innovation, customer satisfaction and behavioural intentions: a conceptual

framework. *Journal of Hospitality and Tourism Technology*, 11(3), 529–542. <https://doi.org/10.1108/JHTT-02-2019-0030>

Tully, C., & Alfaraz, C. (2017). Youth and mobility: The lifestyle of the new generation as an indicator of a multi-local everyday life. *Applied Mobilities*, 2(2), 182–198. <https://doi.org/10.1080/23800127.2017.1322778>

Venkatesh, D., & Rakhra, M. (2020). Agile adoption issues in large scale organizations: A review. *Materials Today: Proceedings*, 20(1). <https://doi.org/10.1016/j.matpr.2020.11.308>

Vieira, J., Frade, R., Ascenso, R., Prates, I., & Martinho, F. (2020). Generation Z and Key-Factors on E-Commerce: A Study on the Portuguese Tourism Sector. *Administrative Sciences*, 10(4), 103. <https://doi.org/10.3390/admsci10040103>

Wang, Y. (2014). Consumers' Purchase Intentions of Shoes: Theory of Planned Behavior and Desired Attributes. *International Journal of Marketing Studies*, 6(4), 50–58. <https://doi.org/10.5539/ijms.v6n4p50>

Yang, J. J., & Ahn, S. C. (2020). The Effects of Attitude, Subjective Norm, and Behavioral Intention on Perceived Values in Traditional Marketplaces. *Journal of Distribution Science*, 18(10), 25–38. <https://doi.org/10.15722/jds.18.10.202010.25>

