

DAFTAR PUSTAKA

- Ajzen, I. (2012). The theory of planned behavior. Dalam *Handbook of Theories of Social Psychology: Volume 1* (hlm. 438–459). SAGE Publications Inc. <https://doi.org/10.4135/9781446249215.n22>
- Alfani, D. S., Yuniarto, A., & Handrito, R. P. (2023). *THE EFFECT OF PERCEIVED EASE OF USE ON INTENTION TO USE ON BANK SYARIAH INDONESIA MOBILE BANKING USERS IS MEDIATED BY E-TRUST AND RELIGIOSITY AS MODERATORS*. <https://databoks.katadata.co.id/>
- Annual Report SEA Group. (2022). *Sea Fourth Quarter and Full Year 2022 Results*. <https://www.sea.com/investor/quarterlyresults>
- Annual Report SEA Group. (2023). *Sea Third Quarter 2023 Results*. <https://www.sea.com/investor/quarterlyresults>
- Ashghar, A., Nurlatifah, H., Studi, P., Pemasaran, M., Ekonomi, F., & Bisnis, D. (2020). Analisis Pengaruh Perceived Ease of Use, Perceived Usefulness, dan Perceived Risk terhadap Keinginan Membeli Kembali melalui e-Trust dan s-Satisfaction (Studi Kasus Pengguna Gopay pada Transaksi UMKM). Dalam *Jurnal Al Azhar Indonesia Seri Ilmu Sosial* (Vol. 1, Nomor 1). www.wartakota.com
- Astari, T. (2019). *PENGARUH PAST EXPERIENCE DAN PERCEIVED RISK TERHADAP PURCHASE INTENTION PADA SITUS LAZADA DENGAN TRUST SEBAGAI VARIABEL INTERVENING (Studi Pada Mahasiswa Universitas Negeri Jakarta)*.
- Badan Pusat Statistik. (2023). *Proyeksi Penduduk Kabupaten_Kota Provinsi DKI Jakarta 2020-2035 Hasil Sensus Penduduk 2020*.
- Balmer, J. M. T. (2001). Corporate identity, corporate branding and corporate marketing Seeing through the fog. Dalam *European Journal of Marketing* (Vol. 35, Nomor 4). # MCB University Press. <http://www.emerald-library.com/ft>
- bi.go.id. (2023). <https://www.bi.go.id/id/fungsi-utama/sistem-pembayaran/ritel/elektronifikasi/default.aspx>.
- binus.ac.id. (2023). <https://student-activity.binus.ac.id/himka/2021/07/13/shopee-menjadi-e-commerce-yang-sangat-diminati-bagi-masyarakat-mengapa/>.
- Chakraborty, S., & Mitra, D. (2018). *A STUDY ON CONSUMERS' ADOPTION INTENTION FOR DIGITAL WALLETS IN INDIA*.
- Davis. (1989). *Davis-PerceivedUsefulnessPerceived-1989*.
- Fahmy, M., & Azhari, M. (2020). *PENGARUH PERSEPSI MANFAAT, PERSEPSI KEGUNAAN, DAN PERSEPSI RESIKO TERHADAP NIAT BERPERILAKU KONSUMEN DALAM MENGGUNAKAN FITUR GO-PAY DI BANDUNG THE INFLUENCE OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED RISK TO BEHAVIORAL INTENTION CONSUMER ON USING GO-PAY FEATURES IN BANDUNG*. www.bi.go.id
- Ghozali, I. (2014). *Structural Equation Modelling: Metode alternatif dengan Partial Least Squares (PLS)*. Badan Penerbit Universitas Diponegoro .

- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris* (2 ed.). Badan Penerbit Universitas Diponegoro .
- Hair Jr, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, M., P. Danks, N., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www.>
- Ikram, M. A., Zulkarnain,), Alvi,), & Alwie, F. (2019). *PENGARUH PERCEIVED EASE OF USE, PERCEIVED OF USEFULNESS, CUSTOMER SATISFACTION & TRUST TERHADAP REPURCHASE INTENTION (STUDI KASUS PADA PENGGUNA SITUS LAZADA DI PEKANBARU)*. www.lazada.co.id
- Mayer, R. C., Davis, J. H., & David Schoorman, F. (1995). *An Integrative Model of Organizational Trust* (Vol. 20, Nomor 3). <https://www.jstor.org/stable/258792?seq=1&cid=pdf->
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Meida, L. (2022). *Pengaruh Perceived Trust Dan Perceived Risk Terhadap Behavioral Intention Dengan Perceived Ease Of Use Sebagai Variabel Intervening*. <https://databoks.katadata.co.id/>
- Merhi, M., Hone, K., & Tarhini, A. (2019). A cross-cultural study of the intention to use mobile banking between Lebanese and British consumers: Extending UTAUT2 with security, privacy and trust. *Technology in Society*, 59. <https://doi.org/10.1016/j.techsoc.2019.101151>
- Muñoz-Leiva, F., Climent-Climent, S., & Liébana-Cabanillas, F. (2017). Determinantes de la intención de uso de las aplicaciones de banca para móviles: una extensión del modelo TAM clásico. *Spanish Journal of Marketing - ESIC*, 21(1), 25–38. <https://doi.org/10.1016/j.sjme.2016.12.001>
- Peter, J. P., & Olson, J. C. (2008). *Consumer Behavior and Marketing Strategy* (J. Beck, Ed.; 9th Edition). Paul Ducham.
- Populix. (2022). *Consumer Preference Towards Banking and E-Wallet Apps*.
- Populix. (2023). *Gen Z & Millennial Report*.
- Prasetyo, A., & Wardhani, A. M. N. (2022). Analisis Pengaruh Perceived Risk dan Trust terhadap Pengujian Behavioral Intention Mahasiswa Pengguna GoPay. *EXERO: Journal of Research in Business and Economics*, 5(1), 36–63. <https://doi.org/10.24071/exero.v5i1.5038>
- Primandari, I. D. A. A. Y., & Suprapti, N. W. S. (2022). role of trust mediates the effect of perceived ease of use of use and perceived risk on intention to re-use QRIS payment methods. *International journal of business, economics & management*, 5(3), 201–210. <https://doi.org/10.21744/ijbem.v5n3.1942>
- Rewah, A. T., & Mangantar, M. (2022). THE EFFECT OF PERCEIVED USEFULNESS, PERCEIVED EASE OF USE, AND PERCEIVED RISK ON BEHAVIORAL INTENTION OF E-WALLET USER (CASE STUDY: MANADO). Dalam *Saerang 717 Jurnal EMBA* (Vol. 10, Nomor 4).
- Schiffman, L. G., & Wisenblit, J. (2015). *Consumer Behavior* (S. Wall & D. Petrino, Ed.; 11th Edition). Pearson Education.

- sea.com. (2023a). <https://www.sea.com/aboutus/ourvalues>.
- sea.com. (2023b). <https://www.sea.com/products/shopee>.
- Shopee Karier. (2024). <https://careers.shopee.co.id/about>.
- Shopee.co.id. (2023a). <https://seller.shopee.co.id/edu/article/14292>.
- Shopee.co.id. (2023b). <https://shopeepay.co.id/>.
- Shopee.co.id. (2023c). <https://shopeepay.co.id/fitur>.
- Siagian, H., Tarigan, Z. J. H., Basana, S. R., & Basuki, R. (2022). The effect of perceived security, perceived ease of use, and perceived usefulness on consumer behavioral intention through trust in digital payment platform. *International Journal of Data and Network Science*, 6(3), 861–874. <https://doi.org/10.5267/j.ijdns.2022.2.010>
- SUEBTIMRAT, P., & VONGUAI, R. (2021). An Investigation of Behavioral Intention Towards QR Code Payment in Bangkok, Thailand. *Journal of Asian Finance, Economics and Business*, 8(1), 939–950. <https://doi.org/10.13106/jafeb.2021.vol8.no1.939>
- Sugiyono. (2017). *Metode Penelitian Bisnis* (S. Y. Suryandari, Ed.; Ke-3). Alfabeta, CV.
- Syabila, N. A., & Khasanah, I. (2023). *Analisis Pengaruh Persepsi Kemudahan Penggunaan, Manfaat, dan Risiko Terhadap Minat Berkelanjutan Dengan Kepercayaan Sebagai Variabel Intervening*". 12.
- Venkatesh, V., Davis, F. D., & Walton, S. M. (2000). *A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies*.