

## DAFTAR PUSTAKA

- Abou Ali, A., Abbass, A., & Farid, N. (2020). Factors influencing customers' purchase intention in *social commerce*. *International Review of Management and Marketing*, 10(5), 63–73. <https://doi.org/10.32479/irmm.10097>
- Adisoemarto, S., & Rifai, M. A. (1994). Keanekaragaman hayati di Indonesia. Kantor Menteri Negara Lingkungan Hidup dan KONPHALINDO.
- Agoestyowati, R., & Nurhayatun, N. (2025). The influence of *e-Service Quality* and *e-trust* on repurchase intention in Lazada *e-commerce* (case study of Lazada users in Bekasi City in 2024). *Mercatura: Journal of Marketing*, 2(1), 1–11. <https://doi.org/10.61978/mercatura.v2i1.346>
- Al-kfairy, M., Shuhaiber, A., Al-khatib, A. W., Alrabaee, S., & Khaddaj, S. (2024). Understanding *trust* drivers of s-commerce. *Heliyon*, 10(1), e23332. <https://doi.org/10.1016/j.heliyon.2023.e23332>
- Alnawas, I., & Al Khateeb, A. (2022). Developing and validating a multidisciplinary scale of e-retailing website elements. *Journal of Retailing and Consumer Services*, 66, 102905. <https://doi.org/10.1016/j.jretconser.2021.102905>
- Burhanudin, A., & Puspita, A. E. (2023). The role of *trust* in *social commerce* site in purchasing behavior on TikTok Shop Indonesia. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 7(6), 1350–1363. <https://doi.org/10.24912/jmbk.v7i6.27271>
- Cheng, X., Gu, Y., & Shen, J. (2019). An integrated view of particularized *trust* in *social commerce*: An empirical investigation. *International Journal of Information Management*, 45, 1–12. <https://doi.org/10.1016/j.ijinfomgt.2018.10.014>
- Cheng, Y.-M. (2020). Why do customers intend to continue using internet-based sharing economy service platforms? Roles of network externality and

- service quality. *Journal of Asia Business Studies*, 15(1), 128–152.  
<https://doi.org/10.1108/JABS-05-2019-0142>
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S. Y., & Wang, L. C. (2024). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*, 41(2), 745–783.  
<https://doi.org/10.1007/s10490-023-09871-y>
- Christy, P. M., Kanani, B., & Fiandini, N. P. (2025). The landscape and financial access of *social commerce* sellers in Indonesia. MicroSave Consulting.
- Dabbous, A., Aoun Barakat, K., & Merhej Sayegh, M. (2020). *Social commerce* success: Antecedents of purchase intention and the mediating role of *trust*. *Journal of Internet Commerce*, 19(3), 262–297.  
<https://doi.org/10.1080/15332861.2020.1756190>
- Davis, F. D. (1989). Perceived usefulness, *perceived ease of use*, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.  
<https://doi.org/10.2307/249008>
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of *trust* in buyer-seller relationships. *Journal of Marketing*, 61(2), 35–51.  
<https://doi.org/10.1177/002224299706100203>
- Ganesan, S. (1994). Determinants of long-term orientation in buyer-seller relationships. *Journal of Marketing*, 58(2), 1–19.  
<https://doi.org/10.1177/002224299405800201>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). *Trust* and TAM in online shopping: An integrated model. *MIS Quarterly*, 27(1), 51–90.  
<https://doi.org/10.2307/30036519>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2022). *Multivariate data analysis* (8th ed.). Cengage.

- Hanaysha, J. R., Ramadan, H. I., & Alhyasat, K. M. K. (2025). Exploring the impact of customer reviews, website quality, perceived service quality, and product assortment on online purchase intention: The mediating role of *trust*. *Telematics and Informatics Reports*, 19, 100236. <https://doi.org/10.1016/j.teler.2025.100236>
- Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on *trust*, risk, security, and e-WOM in *e-commerce*. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
- Herzallah, F., Abosamaha, A. J., Salameh, S. M., & Alhayek, M. (2025). *Social commerce* attributes, customer engagement and repurchase intention in *social commerce* platforms: A stimulus–organism–response approach. *Journal of Open Innovation: Technology, Market, and Complexity*, 11(1), 100635. <https://doi.org/10.1016/j.joitmc.2025.100635>
- Huwaida, L. A., Yusuf, A., Satria, A. N., Darmawan, M. A., Ammar, M. F., Yanuar, M. W., Hidayanto, A. N., & Yaiprasert, C. (2024). Generation Z and Indonesian *social commerce* : Unraveling key drivers of their shopping decisions. *Journal of Open Innovation: Technology, Market, and Complexity*, 10(2), 100256. <https://doi.org/10.1016/j.joitmc.2024.100256>
- Hwang, Y., & Kim, D. J. (2007). Customer self-service systems: The roles of perceived risk and *trust* in technology and human agents. *International Journal of Service Industry Management*, 18(3), 287–306.
- Iqbal, A. H., Murni, Y., Indradewa, R., & Putra, D. (2020). The effect of *trust* and service quality to customer value moderated by the *perceived ease of use* (case study Bluebird Taxi in Indonesia). *European Journal of Business and Management*, 12(18), 82–89. <https://doi.org/10.7176/ejbm/12-18-09>
- Jurnal Manajemen Bisnis (2023). The Determinants of Purchase Intention in *Social commerce* .
- Kementerian Kelautan dan Perikanan. (2024). Buku kinerja Kementerian Kelautan dan Perikanan tahun 2024.

- Kementerian Kesehatan Republik Indonesia. (2022). Buku saku hasil Survei Status Gizi Indonesia (SSGI) 2022.
- Kemp, S. (2024). Digital 2024: Indonesia. DataReportal / We Are Social / Meltwater. <https://datareportal.com/reports/digital-2024-indonesia>
- Lee, G. K. S. (2025). *Trust in social commerce* : Challenges and opportunities for building consumer confidence and shaping purchase intention. *International Journal of Applied Research in Business and Management*, 6(1). <https://doi.org/10.51137/wrp.ijarbm.2025.gltt.45761>
- Lee, J. Y. (2016). *Trust and social commerce* . *University of Pittsburgh Law Review*, 77(2), 137–181. <https://doi.org/10.5195/lawreview.2015.395>
- Lee, M. K. O., & Turban, E. (2001). A *trust* model for consumer internet shopping. *International Journal of Electronic Commerce*, 6(1), 75–91.
- Liu, C., Bao, Z., & Zheng, C. (2019). Exploring consumers' purchase intention in *social commerce* : An empirical study based on *trust*, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 378–397. <https://doi.org/10.1108/APJML-05-2018-0170>
- Luo, C., Hasan, N. A. M., Ahmad, A. M. Z. B., & Lei, G. (2025). Influence of short video content on consumers' purchase intentions on social media platforms with *trust* as a mediator. *Scientific Reports*, 15, 16605. <https://doi.org/10.1038/s41598-025-94994-z>
- Morgan, R. M., & Hunt, S. D. (1994). The commitment-*trust* theory of relationship marketing. *Journal of Marketing*, 58(3), 20–38. <https://doi.org/10.1177/002224299405800302>
- Mudjahidin, M., Aristio, A. P., Balbeid, N. H., & Junaedi, L. (2024). The influence of social media sales intensity and competency on the improvement of business performance satisfaction in MSMEs. *Procedia Computer Science*, 234, 869–875. <https://doi.org/10.1016/j.procs.2024.03.074>

- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating *trust* and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://doi.org/10.1080/10864415.2003.11044275>
- Piercy, N. F. (2014). Online service quality: Content and process of analysis. *Journal of Marketing Management*, 30(7–8), 747–785. <https://doi.org/10.1080/0267257X.2013.839571>
- Prasetio, A., Hananto, B. A., Adiningtyas, H., & Liew, T. W. (2025). The role of service quality, customer perceived value, and *trust* in enhancing customer satisfaction of expedition service. *Decision Science Letters*, 14(1), 193–204. <https://doi.org/10.5267/j.dsl.2024.10.001>
- Pratista, N. D., & Marsasi, E. G. (2023). Effects of perceived usefulness and *perceived ease of use* for driving purchase intention. *Jurnal Ekonomi*, 28(3), 488–509.
- Ranaweera, C., & Prabhu, J. (2003). The influence of satisfaction, *trust* and switching barriers on customer retention in a continuous purchasing setting. *International Journal of Service Industry Management*, 14(4), 374–395. <https://doi.org/10.1108/09564230310489231>
- Rithmaya, C. L., Ardianto, H., & Sistiyarini, E. (2024). Gen Z and the future of banking: An analysis of digital banking adoption. *Jurnal Manajemen dan Kewirausahaan*, 26(1), 64–78. <https://doi.org/10.9744/jmk.26.1.64-78>
- Ruanguttamanun, D., & Peemane, K. (2022). Causal relationship between *e-Service Quality*, online *trust* and purchase intentions on Lazada Group, an Asia's leading *e-commerce* platform. *Journal of Distribution Science*, 20(1), 13–26. <https://doi.org/10.15722/jds.20.01.202201.13>
- Salo, J., & Karjaluoto, H. (2007). A conceptual model of *trust* in the online environment. *Online Information Review*, 31(5), 604–621.

- Santo, P. E., & Marques, A. M. A. (2022). Determinants of the online purchase intention: Hedonic motivations, prices, information and *trust*. *Baltic Journal of Management*, 17(1), 56–71. <https://doi.org/10.1108/BJM-04-2021-0140>
- Saputra, D., & Gürbüz, B. (2021). Implementation of technology acceptance model (TAM) and importance performance analysis (IPA) in testing the ease and usability of e-wallet applications. arXiv preprint arXiv:2103.09049.
- Sarker, P., Hughes, L., Malik, T., & Dwivedi, Y. K. (2025). Examining consumer adoption of *social commerce* : An extended META-UTAUT model. *Technological Forecasting and Social Change*, 212, 123956. <https://doi.org/10.1016/j.techfore.2024.123956>
- Shin, D.-H. (2020). Towards an understanding of the consumer acceptance of mobile wallet. *Computers in Human Behavior*, 25(6), 1343–1354.
- Sivadas, E., & Baker-Prewitt, J. L. (2000). An examination of the relationship between service quality, customer satisfaction, and store loyalty. *International Journal of Retail & Distribution Management*, 28(2), 73–82.
- Suwarno, B., Dhewanto, W., & Belgiawan, P. F. (2024). Evaluating service quality dimensions in *social commerce* : A semi-systematic literature review. *International Journal of Applied Business Research*, 6(01), 21–47. <https://doi.org/10.35313/ijabr.v6i01.351>
- Tan, P. S. H., Seow, A. N., Choong, Y. O., Tan, C. H., Lam, S. Y., & Choong, C. K. (2024). University students' perceived service quality and attitude towards hybrid learning: Ease of use and usefulness as mediators. *Journal of Applied Research in Higher Education*, 16(5), 1500–1514. <https://doi.org/10.1108/JARHE-03-2023-0113>
- Venkatesh, V., & Bala, H. (2008). Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39(2), 273–315. <https://doi.org/10.1111/j.1540-5915.2008.00192.x>

- Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Ventre, I., & Kolbe, D. (2020). The impact of perceived usefulness of online reviews, *trust* and perceived risk on online purchase intention in emerging markets: A Mexican perspective. *Journal of International Consumer Marketing*, 32(4), 287–299. <https://doi.org/10.1080/08961530.2020.1712293>
- Wang, J., Shahzad, F., Ahmad, Z., Abdullah, M., & Hassan, N. M. (2022). *Trust* and consumers' purchase intention in a *social commerce* platform: A meta-analytic approach. *SAGE Open*, 12(2). <https://doi.org/10.1177/21582440221091262>
- Yoon, S.-J. (2002). The antecedents and consequences of *trust* in online-purchase decisions. *Journal of Interactive Marketing*, 16(2), 47–63. <https://doi.org/10.1002/dir.10008>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through websites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362–375. <https://doi.org/10.1177/009207002236911>

