

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity Capitalizing on the value of brand name*. The Free Press.
- Aaker, D. A. (1996). *Building Strong Brands*. The Free Press.
- Abdurachman, U. (2004). Analisis Faktor-Faktor Yang Menimbulkan Kecenderungan Minat Beli Konsumen Sarung (Studi Perilaku Konsumen Sarung di Jawa Timur). *Jurnal Manajemen Dan Wirausaha*, 6(1), 34–53. <https://doi.org/10.9744/jmk.6.1.pp.34-53>
- Assael, H. (2001). *Consumer Behavior and Marketing Action*. Thomson & Learning.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1), 135–144.
- DataReportal. (2019). *Hootsuite*. Digital 2019 Indonesia (January 2019) V01. www.wearesocial.com diakses pada tanggal 21 Mei 2019.
- Dodds, W. B., Monroe, K. B., & Grewal, D. (1991). Effects of Price, Brand, and Store Information on Buyers' Product Evaluations. *Journal of Marketing Research*, XXVIII(August), 307–319.
- Durianto, D., Sugiarto, & Budiman, L. J. (2004). *Brand Equity Ten Strategi Memimpin Pasar*. PT. Gramedia Pustaka Utama.
- Ferdinand, A. (2002). *Structural equation modeling dalam penelitian manajemen*. Badan Penerbit Universitas Diponegoro.
- Gefen, D. (2000). E-commerce: The role of familiarity and trust. *Omega*, 28(6), 725–737. [https://doi.org/10.1016/S0305-0483\(00\)00021-9](https://doi.org/10.1016/S0305-0483(00)00021-9)
- Ghozali, I. (2009). *Aplikasi Analisis Multivariate dengan Program SPSS*. Badan Penerbit Universitas Diponegoro.
- Hadi, S. P. (2007). *Perilaku Konsumen*. Badan Penerbit Universitas Diponegoro.
- Hardjana, A. M. (1994). *Kiat Sukses Studi Di Perguruan Tinggi*. Kanisius.
- Hartono, J. (2007). *Teori portofolio dan analisis investasi* (5th ed.). BPF.
- Herrmann, A., Xia, L., Kent, M. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: An empirical test in the context of automobile purchases. *Journal of Product and Brand Management*, 16(1), 49–58. <https://doi.org/10.1108/10610420710731151>
- Iprice. (2020). *Peta E-commerce Indonesia*. Map of E-Commerce Indonesia. iprice.co.id/insights/mapofecommerce/. Diakses pada tanggal 20 Juli 2020.

- Japariato, E., & Adelia, S. (2020). Pengaruh Tampilan Web Dan Harga Terhadap Minat Beli Dengan Kepercayaan Sebagai Intervening Variable Pada E-Commerce Shopee. *Jurnal Manajemen Pemasaran*, 14(1), 35–43. <https://doi.org/10.9744/pemasaran.14.1.35-43>
- Jarvenpaa, S. L., Tractinsky, N., & Vitale, M. (2000). Consumer trust in an Internet store. *Journal of Information Technology and Management*, 1(1/2), 45–71. <https://doi.org/10.1023/A:1019104520776>
- Keller, K. L. (2012). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (4th ed.). Pearson.
- Kemkominfo. (2019). *kominfo.go.id*. Pertumbuhan E-Commerce Indonesia Capai 78 Persen. https://kominfo.go.id/content/detail/16770/kemkominfo-pertumbuhan-e-commerce-indonesia-capai-78-persen/0/sorotan_media
- Kerlinger, F. N. (2006). *Asas-asas penelitian behavioural*. Gadjah Mada University Press.
- Kimery, K. M., & McCord, M. (2002). Third-party assurances: The road to trust in online retailing. *Journal of Information Technology Theory and Application*, 4(2). <https://doi.org/10.1109/HICSS.2002.994158>
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran*. Erlangga.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customers' Online Purchase Intention. *International Business Research*, 3(3), 63. <https://doi.org/10.5539/ibr.v3n3p63>
- Margono. (2004). *Metodologi Penelitian Pendidikan*. PT Rineka Cipta.
- Maskuri, M. A., Kurniawan, E. N., Wardani, M. K., & Andriyani, M. (2019). Kepercayaan, Kemudahan Penggunaan Dan Electronic Word of Mouth Terhadap Minat Beli Online. *Jurnal Manajemen Kewirausahaan*, 16(2), 139. <https://doi.org/10.33370/jmk.v16i2.348>
- Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). Model of Trust Theory. *The Academy of Management Review*, 20(3), 709–734.
- Moorman, C., Zaltman, G., & Deshpande, R. (1992). Relationships between Providers and Users of Market Research: The Dynamics of Trust within and between Organizations. *Journal of Marketing Research*, 29(3), 314. <https://doi.org/10.2307/3172742>
- Park, C. H., & Kim, Y. G. (2008). The effect of information satisfaction and relational benefit on consumer's on-line shopping site commitment. *Journal of Electronic Commerce in Organizations*, 4(1). <https://doi.org/10.4018/978-1-59904-813-0.ch019>
- 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>

- Petahiang, I. L., Mekel, P., & Worang, F. G. (2015). the Influence of Brand Awareness and Perceived Risk Toward Consumer Purchase Intention on Online Store (Case Study of the Customer at FEB Unsrat Manado). *Jurnal Berkala Ilmiah Efisiensi*, 15(04), 12.
- Purba, R. (2006). *Measuring Consumer Perception Through Factor Analysis*. The Asian Manager February-March.
- Rangkuti, F. (1996). *Manajemen persediaan aplikasi dibidang bisnis*. PT. Raja Grafindo Persada.
- Rossiter, John, R., & Percy, L. (1997). *Advertising communications & promotion management*. McGraw-Hill.
- Salisbury, W. D., Pearson, R. A., Pearson, A. W., & Miller, D. W. (2001). Perceived security and World Wide Web purchase intention. *Industrial Management & Data Systems*, 101(4), 165–177. <https://doi.org/10.1108/02635570110390071>
- Shareef, M. A., Dwivedi, Y. K., Kumar, V., Davies, G., Rana, N., & Baabdullah, A. (2019). Purchase intention in an electronic commerce environment: a trade-off between controlling measures and operational performance. *Information Technology and People*, 32(6), 1345–1375. <https://doi.org/10.1108/ITP-05-2018-0241>
- Shimp, T. A. (2010). *Integrated marketing communication in advertising and promotion* (8th ed.). Cengage Learning.
- Simamora, B. (2003). *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. PT. Gramedia Pustaka Utama.
- Singarimbun, & Effendi, S. (2006). *Metode Penelitian Survei*. LP3ES.
- Stanton, W. J. (1998). *Prinsip Pemasaran* (7th ed.). Erlangga.
- Suara.com. (2019). *Suara*. Studi: Smartphone Mengubah Perilaku Belanja Konsumen. <https://www.suara.com/lifestyle/2018/11/08/183000/studi-smartphone-mengubah-perilaku-belanja-konsumen>. Diakses pada tanggal 24 Mei 2019.
- Suarmanpazeth. (2017). *Komunitas Bukalapak*. Penipuan Di Bukalapak. <https://komunitas.bukalapak.com/news/68861-penipuan-di-bukalapak>. Diakses pada tanggal 23 Agustus 2019.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Verhagen, T., & van Dolen, W. (2009). Online purchase intentions: A multi-channel store image perspective. *Information and Management*, 46(2), 77–82. <https://doi.org/10.1016/j.im.2008.12.001>

- Ward, S.-J. (2008). *The consumer-perceived risk associated with the intention to purchase online*. Stellenbosch University.
- Wartaekonomi. (2018). *Snapcart*. Shopee Jadi E-Commerce Paling Populer Versi Snapcart. <https://www.wartaekonomi.co.id/read174709/shopee-jadi-e-commerce-paling-populer-versi-snapcart.html>. Diakses pada tanggal 22 Agustus 2019.
- Yusuf, A. M. (2005). *Metodologi Penelitian: Dasar-dasar penyelidikan ilmiah*. UNP Press.
- Zeithaml, V. A., & Bitner, M. J. (2003). *Services marketing* (3rd ed.). McGraw-Hill.