

DAFTAR PUSTAKA

- Allyn, & Boston. (1974). An Investigation of Relationships among Evaluative Beliefs, Affect, Behavioral Intention, and Behavior. *Consumer Behavior: Theory and Application*, 89-114.
- Aminah, & Roikan. (2019). *Pengantar Metode Penelitian Kualitatif Ilmu Politik*. Jakarta: Prenadamedia Grup.
- Ansofino. (2016). *Buku Ajar Ekonometrika*. Yogyakarta: Deepublisher.
- Ardyanto, D., Susilo, H., & Riyadi. (2015). Pengaruh Kemudahan dan Kepercayaan Menggunakan E-Commerce Terhadap Keputusan Pembelian Online. *Jurnal Administrasi Bisnis (JAB) Vol. 22, 1*.
- Arifin, J. (2008). *Statistik Bisnis Terapan dengan Microsoft*. Jakarta: Elex Media Komputindo.
- Ashely. (1995). *Understanding your customer's perceived*.<http://www.hort.uconn.edu/agmarketing/distltnarticles/percrisk.html> (Diakses 12 Mei 2019)
- Ashoer, M. (2016). The Impact of Perceived Risk on Consumer Purchase Intention in Indonesia; A Social Commerce Study. *Conference: Proceeding of the International Conference on Accounting, Management, Economics and Social Sciences (ICAMESS)*.
- Bachdar, S. (2018). *Marketeers Technology*. Retrieved from [marketeers.com: https://marketeers.com/lima-kota-indonesia-dengan-jumlah-pembelanja-online-terbesar/](https://marketeers.com/lima-kota-indonesia-dengan-jumlah-pembelanja-online-terbesar/) (Diakses 12 Mei 2019)
- Baroroh, A. (2008). *Trik-trik Analisis Statistik dengan SPSS*. Jakarta: Grasindo.
- Bauer, R. (1974). Consumer Behavior as Risk Taking : in Risk Taking and Information Handling in Consumer Behavior. *The Role of Risk in Consumer Behavior Journal of Marketing*, 54-60.
- Belk, R. W., & Llamas, R. (2013). *The Routledge Companion to Digital Consumption*. New York: Routledge.
- Bhatnagar, A., Misra, S., & Rao, H. R. (2000). On risk, convenience and internet shopping behavior, association for computing machinery. *Communications of the ACM, vol. 43, no.11*, 98-105.

- Bungin, B. (2005). *Metodologi Penelitian Kuantitatif*. Jakarta: Kencana.
- Burgess, D. R. (2005, July). Technological Determinisme and Urban Fragmentation : a Critical Analysis. *In Proceedings of the 9th International Conference of the ALFA-IBIS Network on Urban Peripheries.*, pp. 11-13.
- Carmen, & Cabanero, P. (2007). Perceived Risk on Goods and Service Purchases. *EsicMar- ket*, 183-199.
- Cheng, V., Rhodes, J., & Lok, P. (2015). The Relationship between Online Reviews, Brand Trust, and willingness to Buy. *Strategic E-Commerce System and Tools for Competing in Digital Marketplace*, 157.
- Chew, J. (2018, March 21). Retrieved from E27: <https://e27.co/leads-e-commerce-malaysia-lazada-shopee-20180321/> (Diakses 20 Mei 2019)
- Chiravuri, A., & Nazareth, D. (2001). Consumer trust in electronic commerce: An alternative framework using technology acceptance. *Seventh Americas Conference on Information Systems*.
- Constantinides, E., & Holleschovsky , N. I. (2016). Impact of Online Product Reviews on Purchasing Decisions. *Proceedings of the 12th International Conference on Web Information Systems and Technologies (WEBIST 2016) - Volume 1*, 271-278.
- Crespo, A. H., Rodriguez, I., & Garcia, M. (2013). Influence of Users' Perceived Compatibility and Their Prior Experience on B2C E-commerce Acceptance. *Electronic Business and Marketing: New Trends on its Process and Applications*, 108.
- D, P., Lee, J., & Han, I. (2007). The effect of on-line consumer reviews on consumer purchasing intention: The moderating role of involvement. *International Journal of Electronic Commerce*, 125.
- Dai, B., Forsythe, S., & Wi, S. K. (2014). The Impact of Online Shopping Experience on Risk Perceptions. *Journal of Electronic Commerce Research*, VOL 15, NO 1,.
- David, K. L., Snow, K., & Mackenzie, H. F. (2009). *Contemporary Marketing*. Toronto: Nelson Education Ltd.

- Davis, F. D. (1898). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Management Information Systems Quarterly*, 319.
- Dellarocas, C. (2003). The digitalization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*, 1407-1424.
- DeLuca, Stolwijk, & Horowitz. (2012). Risk Evaluation and Management. *Contemporary Issues in Risk Analysis*, 31.
- Deny, S. (2016, September 15). *Liputan 6 Bisnis*. Retrieved from Liputan 6: <https://www.liputan6.com/bisnis/read/2602680/bps-jumlah-e-commerce-di-indonesia-capai-262-juta> (Diakses 20 Mei 2019)
- Dharmmesta, B. S., & Handoko, H. (2000). *Manajemen Pemasaran : Analisis Perilaku Konsumen Edisi 1*. Yogyakarta: BPFE-Yogyakarta.
- Djaali, & Muljono, P. (2008). *Pengukuran dalam Bidang Pendidikan*. Jakarta: Grasindo.
- Edison, A. (2015). *Modul Praktikum Metode Riset untuk Bisnis dan Manajemen*. Bandung: Universitas Widyatama.
- Elwalda, A., & Lu, K. (2016). The impact of online customer reviews (OCRs) on customers' purchase decisions: An exploration of the main dimensions of OCRs. *Journal of Customer Behavior*, 123.
- Endra, F. (2017). *Pengantar Metodologi Penelitian (Statistika Praktis)*. Surabaya: Zifatama Jawa.
- Fatihudin, D. (2015). *Metode Penelitian untuk ilmu Ekonomi, Manajemen dan Akuntansi*. Jakarta: Zifatama Publisher.
- Febriani, N. S., & Dewi, A. W. (2018). *Teori dan Praktis Riset Komunikasi Pemasaran Terpadu*. Malang: UB Press.
- Forshythe, S. M., & Shi, B. (2003). Consumer Patronage and Risk Perceptions in Internet Shopping. *Journal of Business Research*. *Journal of Business Research*, 867-875.
- Giudice, M. D., Peruta, M. R., & Carayannis, E. G. (2014). *Social Media and Emerging Economies (Technological, Cultural and Economic)*. London: Springer Cham Heidelberg London.

- Gu, D., & Whinston. (2008). Do Online Reviews Matter? — An Empirical Investigation of Panel Data. *Decision Support Systems* , 45.
- Gulo, W. (2002). *Metodologi Penelitian*. Jakarta: Gramedia Widiasarana Indonesia.
- Hair, Bush, & Ortinau. (2003). *Marketing Research Within a Changing Informasi Environment*. New York: McGraw-Hill/Irwin.
- Harahap, D & Amanah, D (2018). Online Purchasing Decisions of College Students in Indonesia. *International Journal of Latest Engineering Research and Applications Volume 3*. 5-15.
- Haryanto, A. T. (2019, February 23). Retrieved from Inet Detik: <https://inet.detik.com/telecommunication/d-4440304/kominfo-optimis-seluruh-indonesia-terselimuti-4g-di-2019> (Diakses 23 Mei 2019)
- Helversen, B. v., Abramczuk, K., Kopeć, W., & Nielek, R. (2018). Influence of consumer reviews on online purchasing decisions in older and younger adults. *Decision Support Systems* 113, 1-10.
- Hermann, M., Pentek, T., & Otto, B. (2015). Design Principles for Industrie 4.0 Scenarios: A Literature Review. *Working Paper*, 9.
- Hof, R. D. (2001). Don't Cut Back Now. *Business Week*, Issue 3751.
- Irawan, I. A. (2018). Effect of Trust, Security and Quality of Service on Online Purchase Decision (Consumer Case Study in Tangerang Selatan Area). *Jurnal Ekonomi Vol. XXIII*. 114-122
- Jimenez, N. (2018). Retrieved from Giz Guide: <https://www.gizguide.com/2018/12/shopee-is-the-top-e-commerce-website-in-sea.html> (Diakses 23 Mei 2019)
- Kama. (2018, January 19). Retrieved from Nextren.Grid.Id: <https://nextren.grid.id/read/0124363/inilah-tren-e-commerce-2018-di-indonesia-menurut-toko-online-ini?page=all> (Diakses 23 Mei 2019)
- Koshrow, M., & Pour. (2014). *Encyclopedia of Information Science and Technology, Third Edition*. USA: Information Science Reference (an Imprint of IGI Global).
- Kotler, P. (1977). From Sales Obsession to Marketing Effectiveness. *Harvard Business Review*, 67-75.

- Kotler, P. (2000). *Marketing Management, Millenium Edition*. New Jersey: Prentice-Hall, Inc.
- Lehto, X., Park, J. K., Park, O., & Lehto, M. R. (2007). Text Analysis of Consumer Reviews: The Case of Virtual Travel Firms. *Human Interface and the Management of Information Part 1*, 490.
- Lei, Z., Wei, Z., & Yanchun, Z. (2012). Research on the Influence of Online Reviews on Internet Consumer Purchasing Decision. *International Conference on Management of e-Commerce and e-Government*, 38-41.
- Li, Y. H., & Huang, J. W. (2009). Applying Theory of Perceived Risk and Technology Acceptance Model in the Online Shopping Channel. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering Vol:3, No.5*.
- Lindsell, & Hwang. (2008). Households' perceived personal risk and responses in a multihazard environment. *Risk Analysis*.
- Luo, C. (2017, May 22). Retrieved from Ecommerce IQ Asia: <https://ecommerceiq.asia/garena-business-model-b2c/> (Diakses 18 Mei 2019)
- Maciejewski, G. (2011). The Meaning of Perceived Risk in Purchasing Decisions of the Polish Customers. *Scientific Annals of the 'alexandru loan Cuza' University of Iasi, Economic Sciences, volume LVIII*, 280-304.
- Manurung, S., Satriawan, B., Irfan, & Juliandi, A. (2016). *Mengolah Data Penelitian Bisnis*. Medan: Lembaga Penelitian dan Penulisan Ilmiah AQLI.
- Mitchell, V. W. (1997). Perceived risk and risk reduction in holiday purchase: across-cultural and gender analysis. *Journal of Euromarketing*, 47-79.
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a world-wide-web context. *Information & Management, Vol. 38, No.4*, 217-230.
- Mudambi, S. M., & Schuff, D. (2010). What makes a helpful online review? A study of customer reviews on amazon.com. 185.
- Naiyi, Y. (2004). Dimensions of Consumer's Perceived Risk in Online Shopping. *Journal of Electronic Science and Technology of China - Vol.2 No.3*, 177-178.

- Noor, J. (2011). *Metodologi Penelitian: Skripsi, Tesis, Disertasi & Karya Ilmiah*. Jakarta: Kencana.
- NST. (2017, November 22). *NST Business*. Retrieved from NST: <https://www.nst.com.my/business/2017/11/306106/shopee-records-80-mil-downloads-over-2-years> (Diakses 23 Maret 2019)
- Parvatiyar, A., & Sisodia, R. (2019). *Handbook of Advanced in Marketing in an Era Disruption*. Delhi: Vivek Mehra for SAGE Publication India.
- Patty, R. R. (2018). Retrieved from Regional Kompas: <https://regional.kompas.com/read/2018/03/08/21271401/menkominfo-semua-wilayah-tertinggal-akan-terhubung-internet-pada-2019> (17 Maret 2019)
- Peppers, D., & Rogers, M. (2016). *Managing Customer Experience and Relationship*. Athena, Georgia: Wiley.
- Prayogo, H. S. (2017, March 9). Retrieved from Warta Ekonomi: <https://www.wartaekonomi.co.id/read133235/inilah-perusahaan-peraih-netizen-brand-choice-award-2017.html> (17 Maret 2019)
- Purwoto, A. (2007). *Panduan Laboratorium Statistik*. Jakarta: Grasindo.
- Qin, Z. (2009). *Introduction to E-Commerce*. Beijing: Springer.
- Que, L. T. (2012). Perceived Risk in Marketing Strategy. *Business, Economics, Financial Sciences, and Management*, 175.
- Rangkuti, F. (2002). *Teknik mengelola brand equity dan strategi pengembangan merek plus analisis kasus dengan SPSS*. Jakarta: PT Gramedia Pustaka Utama.
- S. T., & Sharma, S. (1987). Consumer Ethnocentrism: Construction and Validation of the CETSCALE. *Journal of Marketing Research*, 280-9.
- Sani, F. (2018). *Metodologi Penelitian Farmasi Komunitas dan Eksperimental*. Yogyakarta: Deepublish.
- Santoso, S. (2010). *Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.
- Santoso, S. (2012). *Statistik Multivariat*. Jakarta: PT Elex Media Komputindo.
- Sarwono, J., & Budiono, H. (2012). *Statitiska Terapan: Aplikasi untuk Riset Skripsi, Tesis dan Disertasi*. Jakarta: PT Elex Media Komputindo.

- Satterlee, B. C. (2001). *E-Commerce a Knowledge Base*. Bloomington: iUniverse.com, Inc.
- Simamora, B. (2000). *Panduat Riset Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka Utama.
- Simamora, B. (2005). *Analisis Multivariat Pemasaran*. Jakarta: PT Gramedia Pustaka Utama.
- Simamora, B. (2005). *Analisis Multivariat Pemasaran*. Jakarta: PT Gramedia Pustaka Uatama.
- Smith, M. R., & Marx, L. (1994). *Does Technology Drive History? The Dilemma of Technological Determinism 0th Edition*. The MIT Press.
- Soegoto, E. S. (2008). *Marketing Research*. Jakarta: PT Elex Media Komputindo.
- Soriton, L., & Tumiwa, J. (2016). Factors Driving Consumers Purchase Decision in Selecting Smartphone. *Jurnal EMBA Vol.4 No.2*, 558-567.
- Sufren, & Natanael, Y. (2014). *Belajar otodidak SPSS Pasti Bisa*. Jakarta: PT Elec Media Komputindo.
- Sumarjan, N., Salehuddin, Z. M., & Mohd, R. S. (2014). Hotel internet marketing channels and purchase decision. *Hospitality and Tourism: Synergizing Creativity and Innovation in Research*, 457.
- Suryani, & Hendryani. (2015). *Teori dan Aplikasi pada penelitian bidang Manajemen dan Ekonomi Islam*. Jakarta: Prenadamedia Grup.
- Swastha, B., & Handoko, H. (2011). *Manajemen Pemasaran-Analisis Perilaku Konsumen*. Yogyakarta: BPFEE.
- Tampomas, H. (2003). *Sukses Ulangan Sistem Persamaan Linear*. Jakarta: Grasindo
- Tay, V. (2018). Retrieved from Marketing Interactive: <http://www.marketing-interactive.com/shopee-found-to-be-the-most-popular-e-commerce-site-for-indonesian-mothers/> (Diakses 17 Maret 2019)
- Tegos, M. (2015, November 24). Retrieved from TechInAsia: <https://www.techinasia.com/shopee-p2p-marketplace-southeast-asia> (Diakses 18 Maret 2019)

- Tesar, G., & Jan Bodin. (2013). *Marketing Management in Geographically remote industrial clusters (Implications for business to consumer marketing)*. London: World Scientific Publishing Co. Pte. Ltd. London.
- tjiptono, F. (2005). *Pemasaran jasa*. Malang: Bayumedia Publishing.
- Torres, J. A. (2018). Davis, F. D. (1898). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *Management Information Systems Quarterly*, 319. 30.
- Triwijanako, R. (2018). Retrieved from Marketeers.com: <https://marketeers.com/orang-indonesia-lebih-suka-belanja-di-marketplace/> (Diakses 28 Maret 2019)
- Umar, H. (2003). *Metode Riset Bisnis dillengkapi contoh proposal dan hasil riset bidang manajemen dan akuntansi*. Jakarta: PT Gramedia Pustaka Utama.
- Wahyudi, S. T. (2017). *Statitiska Ekonomi (teori dan penerapan)*. Malang: UB Press.
- Wahyuni, S., & Wirawan, H. (2017). The Influence of Trust, Ease of Use and Quality Information on Purchase Decision on Online Fashion Site Zalora.co.id. *e-Proceeding of Management : Vol.4, No.2*, 1405.
- Wicaksono, Y. (2006). *Aplikasi Excel dalam Menganalisis Data*. Jakarta: PT Elex Media Komputindo.
- Yaylc, A., & Bayram, M. (2012). The effects of online consumer reviews on purchasing decisions. *International Journal of Internet Marketing and Advertising*, 7.
- Zhang, L., Tan, w., Xu, Y., & Tan, G. (2011). Dimensions of Perceived Risk and Their Influence on Consumers' Purchasing Behavior in the Overall Process B2C. *Engineering Education and Management: Vol 1, Results of the 2011 International Conference on Engineering Education and Management*, 2.