

DAFTAR PUSTAKA

- Accesstrade. (2023). *8 Platform Sosial Media Terbaik Agar Bisnis Affiliate Marketing Semakin Maju*. <https://accesstrade.co.id/blogs/affiliate-marketing/sosial-media-terbaik>
- Adolph, R. (2021). Pengaruh Online Customer Review dan Affiliate Marketing Produk Terhadap Impulse Buying Konsumen (Studi Kasus Pada Pengguna Shopee Di Kota Madiun). *Manajemen Bisnis Dan Akuntansi, September*, 1–23. <https://doi.org/https://doi.org/10.67893/yu.7823>
- Adriana, Y., & Syaefulloh, S. (2023). Pengaruh Influencer Marketing dan Affiliate Marketing terhadap Purchase Decision melalui Online Customer Review Tas Perempuan di Shopee Affiliate (Studi Kasus pada Gen Z di Kota Pekanbaru). *Al Qalam: Jurnal Ilmiah Keagamaan Dan Kemasyarakatan*, 17(6), 3993. <https://doi.org/10.35931/aq.v17i6.2823>
- Adriansyah, M. A., & Rahman, M. T. (2022). Shopping Orientation and Trust in Online Stores Towards Impulse Buying. *Indonesian Journal of Business and Entrepreneurship*, 8(3), 441–451. <https://doi.org/10.17358/ijbe.8.3.441>
- Afandi, A., Amsari, S., Hayati, I., Devi, S., & Lubis, F. R. (2022). Affiliate marketing business model education in promoting keloria products. *Community Empowerment*, 7(11), 2009–2014. <https://doi.org/10.31603/ce.8268>
- Afifah, N., Pebrianti, W., Setiawan, H., & Author, C. (2023). The influence of live streaming shopping, online customer reviews, and affiliate marketing on impulse buying trough customer trust in e-commerce shopee. *Ijafibs*, 11(3), 460–472. <https://doi.org/https://doi.org/10.35335/ijafibs.v11i3.171>
- Al Haq, T. W., & Supratman, L. P. (2024). Analisis Strategi Komunikasi Digital Affiliator Pemasaran Fashion dan Beauty di Shopee. *Ranah Research : Journal of Multidisciplinary Research and Development*, 6(5), 1806–1812. <https://doi.org/10.38035/rj.v6i5.1006>

- Aldiaz, N., Tuti, M., & Shahril, A. M. (2024). Boosting Customers' Impulse Purchases through Trust. *Jurnal Dinamika Manajemen*, 15(1), 160–174. <https://doi.org/10.15294/jdm.v15i1.50174>
- Amalia, R. N., Dianingati, R. S., & Annisaa', E. (2022). Pengaruh Jumlah Responden terhadap Hasil Uji Validitas dan Reliabilitas Kuesioner Pengetahuan dan Perilaku Swamedikasi. *Generics: Journal of Research in Pharmacy*, 2(1), 9–15. <https://doi.org/10.14710/genres.v2i1.12271>
- Amalina, Q., Putri, R., & Rasbi, M. (2024). *Affiliate marketing and intention to adopt mudarabah : The mediating role of trust in Islamic financial decision-making*. 21(2), 337–362. <https://doi.org/10.31106/jema.v21i2.23381>
- Amaral, M. A. L., & Djuang, G. (2023). Relationship Between Social Influence, Shopping Lifestyle, and Impulsive Buying on Purchase Intention of Preloved Products. *Kinerja*, 27(1), 91–106. <https://doi.org/10.24002/kinerja.v27i1.6635>
- Andriani, D. (2024). *Survei Populix: 59% Konsumen Terpengaruh Affiliate Marketing dalam Keputusan Pembelian*. Hypeabis.Id. [Hypeabis.id](https://hypeabis.id)
- Anwar, R. N., & Afifah, A. (2018). Kepercayaan dan Keamanan Konsumen terhadap Minat Beli di situs Online (Studi Kasus pengunjung situs Lazada di Jakarta Timur). *Jurnal Manajemen*, 9(1), 46. <https://doi.org/10.32832/jm-uika.v9i1.1316>
- Artanto, F. A. (2021). Partial Least Square-Structural Equation Modeling (PLS-SEM) Pada Hubungan Kepuasan Konsumen Terhadap Produk. *Surya Informatika*, 11(1), 40–45. <https://doi.org/https://doi.org/10.48144/suryainformatika.v11i1.1123>
- Ashari, N. (2023). Pengaruh Content Revies dan Affiliate Marketing Produk Marketplace terhadap Impulse Buying Melalui Variabel Mediasi Kepercayaan (Studi Kasus: Pengguna Aplikasi Shopee di Kota Pekalongan). *Jurnal Ekonomi Dan Bisnis*, 87.

<https://doi.org/https://doi.org/67.71450/ce.6543>

- Asoka, A., Rosadi, S., Khairunisa, S. S., & Nugraha, M. S. (2025). Pengaruh Affiliate Marketing dan Live Streaming terhadap Keputusan Pembelian Produk Skincare Glad2glow di Tiktok Shop. *Journal of Artificial Intelligence and Digital Business (RIGGS)*, 4(3), 4369–4376.
- Asrulla, Risnita, Jailani, M. S., & Jeka, F. (2023). Populasi dan Sampling (Kuantitatif), Serta Pemilihan Informan Kunci (Kualitatif) dalam Pendekatan Praktis. *Jurnal Pendidikan Tambusai*, 7(3), 26320–26332. <https://doi.org/https://doi.org/10.78125/6bhjiw.67>
- Dafa Hanafi. (2024). Analisis Pengaruh Influencer, Kemudahan Transaksi, Dan Affiliate Marketing Pada Keputusan Pemilihan Toko Online. *Digital Bisnis: Jurnal Publikasi Ilmu Manajemen Dan E-Commerce*, 3(1), 147–166. <https://doi.org/https://doi.org/10.30640/digital.v3i1.2195>
- Damayanti, A., Arifin, R., & Rahmawati. (2023). Pengaruh Content Marketing, Affiliate Marketing, Live Streaming terhadap Impulsive Buying Pada Pengguna Tiktok Shop-Tokopedia (Study Kasus Mahasiswa Universitas Islam Malang). *Riset, Jurnal Manajemen*, 12(01), 510–518. <https://jim.unisma.ac.id/index.php/jrm/article/view/26839>
- Darmawan, D., & Gatheru, J. (2021). Understanding Impulsive Buying Behavior in Marketplace. *Journal of Social Science Studies (JOS3)*, 1(1), 11–18. <https://doi.org/10.56348/jos3.v1i1.2>
- Dhania, D. A. A. D. R. (2024). Hubungan Antara Fear Of Missing Out (FoMO) dan Gaya Hidup Hedonis Dengan Impulsive Buying Pada Mahasiswa Pengguna E-Commerce. *Jurnal Ilmiah MEA (Manajemen, Ekonomi, & Akuntansi)*, 8(3), 691–705. <https://doi.org/https://doi.org/10.31955/mea.v8i3.4502>
- Efendy, O. uchjana. (2003). *Ilmu Komunikasi Teori dan Praktik*. PT. Remaja Rosdakarya.

- Fadhilah, L. A., Wulandari, C., & Afni, S. N. (2022). Pengaruh Komunikasi Pemasaran Dan affiliate Marketing akun instagram @Nazwaadinda_ Terhadap Minat Pembelian Produk pada Followersnya. *Nivedana: Jurnal Komunikasi & Bahasa*, 3(2), 98–109. <https://doi.org/https://doi.org/10.53565/nivedana.v3i2.674>
- Fateekha lireeh, D., & Moh. Faizin. (2023). Pengaruh Tiktok Affiliate Marketing Dan Kemudahan Akses Aplikasi Terhadap Impulse Buying Konsumen (Study Kasus Pada Anak Muda Di Kabupaten Ponorogo). *Niqosiya: Journal of Economics and Business Research*, 3(2), 394–402. <https://doi.org/10.21154/niqosiya.v3i2.2543>
- Fauza Husna. (2023). Peran Affiliator Dalam Menarik Minat Belanja Konsumen. *Jurnal Manajemen*, 2, 299–306. <https://doi.org/10.36441/snpk.vol2.2023.135>
- Gouwtama, Y. (2022). Pengaruh Intensitas dan Adiksi Penggunaan Media Sosial Terhadap Perilaku Phubbing di Provinsi DKI Jakarta. *Ilmu Pengetahuan Dan Teknologi Informasi*, 26(1), 93–110. <https://doi.org/https://doi.org/10.17933/iptekkom.26.1.2024.93-111>
- Gulfraz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68(December 2021). <https://doi.org/10.1016/j.jretconser.2022.103000>
- Hair, J. F., Hult M., G. T., Ringle, C. M., & Sarstedt, M. (2017). A primer on partial least squares structural equation modeling (PLS-SEM). In *Sage*.
- Handayani, O. P., & Meitawati, T. (2024). Pengaruh Voucher Diskon Dan Gratis Ongkos Kirim Terhadap Perilaku Konsumtif Ditinjau Dari Perspektif Islam. *Kajian Ilmiah*, 24(3), 257–270. <https://doi.org/https://doi.org/10.31599/3hpynp70>

- Hani, M., Nehad, A., Kamal, M., Abd, H., & Samie, E. (2020). Impact of Affiliate Marketing on Customer Loyalty. *Journal of the Faculty of Tourism and Hotels-University of Sadat City*, 4(1/1), 50–71. <https://doi.org/https://doi.org/10.91457/6bsjio70>
- Hardisman. (2022). *Analisis Partial Least Square Structural Equation odelling (PLS-SEM)*. Bintang Pustaka Madani.
- Hasibuan, Z. A., Sugianto, & Syarbaini, A. M. B. (2023). Perubahan Gaya Hidup Pengguna e-commerce dalam Daya Beli Dikalangan Mahasiswa (Studi Kasus Mahasiswa Manajemen, Universitas Islam Negeri Sumatera Utara). *Jurnal Ekonomi Manajemen Dan Bisnis (JEMB)*, 2(1), 205–210. <https://doi.org/https://doi.org/10.47233/jemb.v2il.1098>
- Herlina, & Destriana Widyaningrum. (2022). Menakar Kecenderungan Perilaku Impulse Buying Belanja Online Generasi Millennial pada Masa Covid-19. *Formosa Journal of Multidisciplinary Research*, 1(3), 481–492. <https://doi.org/10.55927/fjmr.v1i3.605>
- Husnayetti, H., Ramadhanty, C. A., & Erion, E. (2023). Marketing Affiliates, Influencers, and Purchase Decisions of Shopaholic Users in Jakarta. *Journal of Business and Management Studies*, 5(1), 63–68. <https://doi.org/10.32996/jbms.2023.5.1.7>
- Indrawan, Asep, and Y. (2017). *Metodologi Penelitian: Kuantitatif dan Kualitatif*. Pustaka Cendekia (Issue April 2023). CV. Media Sains Indonesia.
- Insight, business research. (2025). *Affiliate marketing Market Size, Share, Growth, and Industry Analysis*. <https://www.businessresearchinsights.com/market-reports/affiliate-marketing-market-118327>
- Joseph F. Hair, William C, Black, Barry J. Babin, R. E. A. (2014). *Multivariate Data Analysis*. Emerald Group Publishing Limited. <https://doi.org/10.1108/EBR-10-2013-012>
- Kacen, J. J., & Lee, J. A. (2002). The influence of culture on consumer impulsive

buying behavior. *Journal of Consumer Psychology*, 12(2), 163–176.
<https://doi.org/10.1207/153276602760078686>

Karina, N. D., Darmansyah, & Awalludin, D. (2023). Pengaruh Affiliate Marketing Dalam Peningkatan Penjualan Pada Belanja Online Terhadap Perilaku Konsumen. *Prosiding Seminar Nasional Inovasi Dan Adopsi Teknologi (INOTEK)*, 3(1), 80–89. <https://doi.org/10.35969/inotek.v3i1.304>

Kembau, A. S., & Mulia, U. B. (2022). Pengaruh Strategi Pemasaran Konten Dan Afiliasi Terhadap Pembelian Impulsif : Peran Mediasi. *Jurnal Ekonomi Dan Bisnis*, 36(2), 198–223.
<https://doi.org/https://doi.org/10.24002/modus.v36i2.8787>

Kinasih, S. T., & Sisilia, K. (2024). Pengaruh Shopee Affiliate Marketing Dan Online Review Produk Kecantikan Pada Sosial Media X Terhadap Impulsive Buying Konsumen (Studi Pada Generasi Z Di Indonesia). *Ekonomi Dan Bisnis*.

Koay, K. Y., Ong, D. L. T., Khoo, K. L., & Yeoh, H. J. (2021). Perceived social media marketing activities and consumer-based brand equity : Testing a moderated mediation model. *Asia Pacific Journal of Marketing and Logistics*, 33(1), 53–72. <https://doi.org/10.1108/APJML-07-2019-0453>

Kristiyono, Y. R. (2022). Pengaruh Website Quality, Kesadaran Fashion, Perceived Product Quality, Dan Program Shopee Affiliates Terhadap Peningkatan Pembelian Impulsif Pada Pengguna E-Commerce Shopee. *Jurakunman (Jurnal Akuntansi Dan Manajemen)*, 15(2), 196.
<https://doi.org/10.48042/jurakunman.v15i2.145>

Kumar, N. (2025). *Statistik Kecanduan Media Sosial 2025*. Demand Sage.
<https://www.demandsage.com/social-media-addiction-statistics/#:~:text=Kecanduan media sosial paling umum,di antara berbagai kelompok usia.>

Kussudyarsana, & Hidayat, W. N. (2022). Pengaruh Atribut Produk Dan Word Of

- Mouth Terhadap Niat Beli Dengan Sikap Merek Sebagai Variabel Mediasi (Kasus Pada Merek Eiger). *Jurnal Ekonomi Dan Bisnis*, 91. <https://eprints.ums.ac.id/id/eprint/101345>
- Kusuma, H., Muchsam, Y., Yuda, M. S., & Bisnis, E. (2025). Daya Tarik Diskon dan Motivasi Hedonis dalam Mendorong Pembelian Impulsif Fashion Wanita di Kabupaten Bekasi. *MBA Journal: Management, Business Administration, and Accounting Journal*, 02(01). <https://doi.org/https://doi.org/11.76289/yyu.v7i2.1057>
- Lenaini, I. (2021). Teknik Pengambilan Sampel Purposive Dan Snowball Sampling. *Jurnal Kajian, Penelitian & Pengembangan Pendidikan Sejarah*, 6(1), 33–39. <http://journal.ummat.ac.id/index.php/historis>
- Maharani, P. (2024). Pengaruh Customer Review, Affiliate Marketing, Paylater, Dan Literasi Keuangan Syariah Terhadap Impulse Buying. *Jurnal Ekonomi Dan Bisnis*. <https://doi.org/https://doi.org/https://doi.org/10.73890/3buswd89>
- Marquerette, L. U., & Hamidah, S. F. (2023). The Impact of Affiliate Marketing and Service Features on E-Commerce Consumers Buying Interest. *Almana : Jurnal Manajemen Dan Bisnis*, 7(1), 49–55. <https://doi.org/10.36555/almana.v7i1.2088>
- Masitoh, M. R., Wibowo, H. A., Prihatma, G. T., & Miharja, D. T. (2024). The Influence of Interactivity, Online Customer Reviews, and Trust on Shopee Live Streaming Users' Impulse buying. *Greenomika*, 6(1), 41–53. <https://doi.org/10.55732/unu.gnk.2024.06.1.5>
- Mayer, R. C., Davis, J. H., Schoorman, F. D., Mayer, R. C., & Davis, J. H. (1927). Monthly Report. *Journal of the Institute of Brewing*, 33(1), 1–5. <https://doi.org/10.1002/j.2050-0416.1927.tb05040.x>
- Mea, I., Gibran, R., & Juliandara, L. (2025). Pengaruh Review dan Affiliate Marketing Terhadap Impulsive Buying Konsumen Tiktok. *Jurnal Ilmiah*

- MEA (Manajemen, Ekonomi, Dan Akuntansi)*, 9(1), 2109–2122.
<https://doi.org/https://doi.org/10.39560/digital.v3i1.2167>
- Michaelis, M., Woisetschläger, D. M., Backhaus, C., & Ahlert, D. (2008). The effects of country of origin and corporate reputation on initial trust: An experimental evaluation of the perception of Polish consumers. *International Marketing Review*, 25(4), 404–422.
<https://doi.org/10.1108/02651330810887468>
- Mujib, A. (2023). Affiliate Marketer Advertising Fraud: A Normative Legal and Prophetic Hadith Perspective. *Journal for Integrative Islamic Studies*, 9(1), 105–116. <https://doi.org/https://doi.org/10.28918/hikmatuna.v9i1.996>
- Mulyadi, A. (2018). Lazada. Variabel yang berpengaruh dominan adalah variabel kualitas informasi. Kata kunci: *Jurnal Ilmiah Manajemen Bisnis Dan Terapan*, 2, 87–94.
<https://doi.org/https://doi.org/10.76389/huijuyi.v4i2.2731>
- Mulyono, F. (2012). Faktor Demografis Dalam Perilaku Pembelian Impulsif. *Jurnal Administrasi Bisnis*, 8(No.1), 88–105.
<https://doi.org/https://doi.org/10.26593/jab.v8i1.416.%25p>
- Nugroho, H., Suhud, U., & Rochyati, R. (2019). Penerapan Pengembangan Teori Technology Acceptance Model (TAM) dan Motivasi Terhadap Intensi Mahasiswa di Jakarta untuk Menggunakan Tablet. *Communicare : Journal of Communication Studies*, 5(1), 45.
<https://doi.org/10.37535/101005120184>
- Nurul, A., El, S., & Alfredo, R. (2024). Impulsive Buying Behavior In Affiliate Marketing Trends On Tiktok Shop Perilaku Impulsive Buying dalam Tren Affiliate Marketing Di Tiktok Shop. *Jurnal Ilmu Komunikasi Pattimura*, 03(02), 616–631.
<https://doi.org/https://doi.org/10.30598/JIKPvol3iss2pp616631>
- Park, E. J., Kim, E. Y., & Forney, J. C. (2006). A structural model of fashion-

- oriented impulse buying behavior. *Journal of Fashion Marketing and Management*, 10(4), 433–446. <https://doi.org/10.1108/13612020610701965>
- Peck, J., & Childers, T. L. (2006). If I touch it I have to have it: Individual and environmental influences on impulse purchasing. *Journal of Business Research*, 59(6), 765–769. <https://doi.org/10.1016/j.jbusres.2006.01.014>
- Populix. (2025). *Tren Affiliate Marketing di Kalangan Publik dan Pengusaha*. <https://info.populix.co/articles/affiliate-marketing/>
- Prof. Dr. Susetyo Darmanto, ST, SE, MM Bukirom, S. (2025). *Metode Analisis Data PLS-SEM dengan Smart PLS 4 untuk model kompleks*. Cahya Ghani Recovery.
- Purwanza, S. W., Aditya, W., Ainul, M., Yuniarti, R. R., Adrianus, K. H., Jan, S., Darwin, Atik, B., Siskha, P. S., Maya, F., Rambu, L. K. R. N., Amruddin, Gazi, S., Tati, H., Sentalia, B. T., Rento, D. P., & Rasinus. (2022). Metodologi Penelitian Kuantitatif, Kualitatif, dan Kombinasi. In *Media Sains Indonesia* (Issue March). CV. Media Sains Indonesia.
- Putri Ariasih, et all. (2022). Analisis Pengaruh Marketing Influencer Tiktok Terhadap Keinginan Pembelian Pada Pengguna Aplikasi Tiktok. *Jurnal Sutasoma*, 1(1). <https://doi.org/00.00000>
- Rahayu, N. P., & Dwatra, F. D. (2024). Pengaruh Trust terhadap Impulsive Buying pada Kosumen Dewasa Awal Pengguna Live Streaming Shopping di Kota Padang. *Arzusin*, 4(2), 367–375. <https://doi.org/10.58578/arzusin.v4i2.2731>
- Rahmawati, N., & Samiono, B. E. (2024). Pengaruh Affiliate Marketing dan Sales Promotion terhadap Impulsive Buying pada Marketplace Lazada. *Sendamas*, 20–21. <https://doi.org/http://dx.doi.org/10.36722/psn.v4il.3463>
- Ramadhayanti, A. (2021). Pengaruh Komunikasi Pemasaran dan Affiliate Marketing terhadap Volume Penjualan. *All-Kalam Jurnal Komunikasi, Bisnis Dan Manajemen*, 8(1), 94. <https://doi.org/10.31602/al->

kalam.v8i1.4161

- Ritonga, N., & Sinaga, R. V. I. (2021). Peran Impulsive Buying Saat Live Streaming Pada Masa Covid-19 Dalam Mendorong Minat Belanja Masyarakat Sidoarjo. *Jurnal Ekonomi*, 2013, 181–188. <https://doi.org/https://doi.org/10.51903/semnastekmu.v1i1.86>
- Sari, R. (2021). Pengaruh Penggunaan Paylater Terhadap Perilaku Impulse Buying Pengguna E-Commerce di Indonesia. *Jurnal Riset Bisnis Dan Investasi*, 7(1), 44–57. <https://doi.org/10.35313/jrbi.v7i1.2058>
- Sarrascalao, D. D. (2019). Analisis Perilaku Impulse Buying dalam E-Commerce Perspektif Bisnis Syariah. *Journal of Business & Banking*, 8(2), 235. <https://doi.org/10.14414/jbb.v8i2.1645>
- Sarstedt, M., Ringle, C. M., & Hair, J. F. (2021). Partial Least Squares Structural Equation Modeling. In *Handbook of Market Research* (Issue October 2023). https://doi.org/10.1007/978-3-319-57413-4_15
- Suhyar, S. V., & Pratminingsih, S. A. (2023). Skintific Skincare Products Pengaruh Live Streaming dan Trust terhadap Impulsive Buying dalam Pembelian Produk Skincare Skintific. *Management Studies and Entrepreneurship Journal*, 4(2), 1427–1438. <https://doi.org/https://doi.org/10.37385/msej.v4i2.1773>
- Susanto, N. J. (2022). Pengaruh Sosial Media Affiliate Marketing Terhadap Willingness to Buy Pada Marketplace Shopee dengan Subjective Norm sebagai Variabel Moderasi. *Jurnal Strategi Pemasaran*, 9(2), 1–9. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/13652>
- Sutandi, M., Fauzi, A., Caesar, L., Putri, N. N., Shava Viola, D., Rhamadina, O., Putri, I., & Abrar, Z. (2024). Analisis peran Affiliate Marketing dalam Membangun Kepercayaan Pelanggan (Literatur Review Jurnal). *Jurnal Ilmu Manajemen Terapan (JIMT)*, 5(3), 197–207.

<https://doi.org/https://doi.org/10.31933/jimt.v5i3>

- Tarigan, Primus Timanta, Siregar Dahrul, P. T. (2025). Pengaruh Affiliate Marketing dan Layanan Program Gratis Ongkir Terhadap Keputusan Pembelian Di Aplikasi Tiktok Pada di Aplikasi Tiktok Pada Mahasiswa Fakultas Ekonomi dan Bisnis Univesitas Medan Area. *Jurnal Ekonomi Dan Perbankan Syariah*, 10(204), 1138–1158. <https://doi.org/https://doi.org/10.30651/jms.v10i2.26055>
- Wafi Imam. (2024). Pengaruh Dari Trust dan Hedonic Value Terhadap Impulsive Buying Dimediasi Oleh Positive Emotion. *Angewandte Chemie International Edition*, 6(11), 951–952., 7(November), 14–25. <https://doi.org/https://doi.org/10.35764/jrbi.v9i1.6742>
- Wangi, L. P., & . S. A. (2021). Pengaruh Flash Sale Dan Cashback Terhadap Perilaku Impulse Buying Pada Pengguna Shopee. *Jurnal Bisnis Dan Kajian Strategi Manajemen*, 5(1), 79–91. <https://doi.org/10.35308/jbkan.v5i1.3424>
- Warjono, P. A. (2020). Faktor-faktor yang mempengaruhi kepercayaan diri. *Jurnal Ekonomi Dan Bisnis*, 2(3), 12–26. <https://doi.org/10.37817/ikraith-Ekonomika>
- Widiana, I. W. (2016). Pengembangan Asesmen Proyek Dalam Pembelajaran Ipa Di Sekolah Dasar. *JPI (Jurnal Pendidikan Indonesia)*, 5(2), 147. <https://doi.org/10.23887/jpi-undiksha.v5i2.8154>
- Wilson, N., & Keni, K. (2018). Pengaruh Website Design Quality Dan Kualitas Jasa Terhadap Repurchase Intention : Variabel Trust Sebagai Variabel Mediasi. *Jurnal Manajemen Dan Pemasaran Jasa*, 11(2), 291–310. <https://doi.org/10.25105/jmpj.v11i2.3006>
- Wong, D. (2017). the Influence of Ability, Benevolence and Integrity on Trust, and Its Implications on E-Commerce Customer Participation: Case Study of E-Commerce Customers At Ubm (Pengaruh Ability, Benevolence Dan Integrity Terhadap Trust, Serta Implikasinya Terhadap Par. *Jurnal Riset*

Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 2(2), 155–168.
www.internetworldstars.com/stat3.htm

Yousafzai, S. Y., Pallister, J. G., & Foxall, G. R. (2003). A proposed model of e-trust for electronic banking. *Technovation*, 23(11), 847–860.
[https://doi.org/10.1016/S0166-4972\(03\)00130-5](https://doi.org/10.1016/S0166-4972(03)00130-5)

