



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

Daftar Pustaka

- Abdillah, W., & Jogiyanto. (2015). *Partial Least Square (PLS), Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis.*
- Alnawas, I., & Aburub, F. (2016). The effect of benefits generated from interacting with branded mobile. *Journal of Retailing and Consumer Services*, 313–322.
- Cecilia, J., & Selamat, F. (2017). PENGARUH CITRA MEREK TERHADAP INTENSI PEMBELIAN. *Conference on Management and Behavioral Studies.*
- Fuadiyah, N., Suharyono, & Hidayat, K. (2016). PENGARUH NILAI UTILITARIAN DAN NILAI HEDONIK TERHADAP. *Jurnal Administrasi Bisnis.*
- Ghozali, I., & Fuad. (2008). *Structural Equation Modeling.* Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Fuad. (2014). *STRUCTURAL EQUATION MODELING Teori, Konsep dan Aplikasi dengan Program LISREL 9.10 Edisi 4.* Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis Seventh Edition.* Harlow: Pearson Education Limited.

- Huang, A. H. (2015, April 30). *Olah data SEM dengan LISREL, AMOS atau SMART PLS?* Retrieved from GLOBALSTATS ACADEMIC: <http://www.en.globalstatistik.com>
- IBM SPSS Amos. (2019). *IBM SPSS Amos Overview*. Retrieved from IBM: <https://www.ibm.com/us-en/marketplace/structural-equation-modeling-sem>
- Kemenkeu. (2016, 02). *Kemenkeu.* Retrieved from kemenkeu.go.id/sites/default/files/februari%202016-upload.pdf
- Komariah, A., & Satori, D. (2011). *Metode Penelitian Kualitatif*. Bandung: Alfabeta.
- Kominfo. (2018, 11 19). *Kominfo.* Retrieved from Kominfo: https://kominfo.go.id/content/detail/15380/kementerian-kominfo-sebut-pengguna-internet-indonesia-capai-54-persen/0/sorotan_media
- Kotler, P. (2012). *Marketing Management 11th Edition*. New Jersey: Prentice Hall Int'l.
- Latan, H., & Ghazali, I. (2012). Partial Least Squares – Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3. Semarang: Badan Penerbit Universitas Diponegoro.
- Lien, C. -H., Cao, Y., & Zhou, X. (2016). Service quality, satisfaction, stickiness, and usage intentions: An exploratory evaluation in the context of WeChat services. *Computers in Human Behavior*.

Ramzan, M., & Khan, F. (2010). Depression, Anxiety, and Their Associated Factors Among. *Journal of The College oh Physicians and Surgeons*, 122.

Santoso, S. (2011). *Structural Equation Modelling*. Elex Media Komputindo .

Sarwono, J. (2010). *TEORI SEM (STRUCTURAL EQUATION MODEL)*.

Shareef, M. A., Dwivedi, Y. K., Kumar, V., Rana, G. D., & Baabdullah, A. (2018). Purchase intention in an electronic commerce environment. *Information Technology & People*.

Shareef, M. A., Dwivedi, Y. K., Kumar, V., Rana, G. D., & Baabdullah, A. (2018). Purchase intention in an electronic commerce environment.

Sugiyono. (2016). *METODE PENELITIAN KUANTITATIF, KUALITATIF DAN R&D*. Bandung: Alfabeta.

Traveloka. (2019). *Traveloka*.

Wijanto, S. H. (2016). *Metode Penelitian: Menggunakan Structural Equation Modeling dengan LISREL 9*. Lembaga Penerbit FEUI.

UMN
UNIVERSITAS
MULTIMEDIA
NUSANTARA