

DAFTAR PUSTAKA

- Ajzen, I., & Driver, B. L. (1992). Application of the Theory of Planned Behavior to Leisure Choice. *Journal of Leisure Research* , 207 - 224.
- Akbar, S., & James, P. T. (2014). Consumers' attitude towards online shopping: Factors influencing employees of crazy domains to shop online. *Journal of Management and Marketing Research* .
- Al-maghrabi, T., Dennis, C., Halliday, S. V., & BinAli, A. (2011). Determinants of Customer Continuance Intention of Online Shopping. *International Journal of Business Service and Applied Management*.
- Almousa, M. (2014). The Influence of Risk Perception in Online Purchasing Behavior: Examination of an Early-Stage Online Market. *International Review of Management and Business Research*.
- Ariffin, S. K., Mohan, T., & Goh, Y.-N. (2018). Influence of consumers' perceived risk on consumers' online purchase intention. *Journal of Research in Interactive Marketing*.
- Arora, N., & Aggarwal, A. (2018). The role of perceived benefits in formation of online shopping attitude among women shoppers in India. *South Asian Journal of Business Studies*.
- Berry, W. L., & Cooper, M. C. (1999). Manufacturing flexibility: methods for measuring the impact of product variety on performance in process industries. *Journal of Operations Management*.
- Bhatti, A., Saad, S., & Gbadebo, S. M. (2019). Product Risk, Privacy Risk, and Convenience Risk Influence on Online Shopping Behavior in the Context of Pakistan. *International Journal of Business Management*, 41 - 52.
- Bhojanna, D. U., & Archana, P. (2020). Consumers; Attitude Towards Online Shopping of Apparels in Bengaluru City. *Journal of Engineering Sciences*.

- Bonera, M. (2011). The propensity of e-commerce usage: the influencing variables. *Management Research Review*, 821 - 837.
- Chang, C. (2011). The Effect of the Number of Product Subcategories on Perceived Variety and Shopping Experience in an Online Store. *Journal of Interactive Marketing*, 159 - 168.
- Cheah, I., Phau, I., & Liang, J. (2015). Factors influencing consumers' attitude and purchase intentions of e-deals. *Marketing Intelligence & Planning*, 763 - 783.
- Chen, Y.-H., Hsu, I.-C., & Lin, C.-C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*.
- Cheng, H.-H., & Huang, S.-W. (2013). Exploring antecedents and consequence of online group-buying intention: An extended perspective on theory of planned behavior. *International Journal of Information Management*, 185 - 198.
- Cheng, S.-Y., Tsai, M.-T., Cheng, N.-C., & Chen, K.-S. (2012). Predicting intention to purchase on group buying website in Taiwan. *Online Information Review*, 608 - 712.
- Clement, J. (2020, January 07). *Global number of internet users 2005-2019*. Retrieved from Statista: <https://www.statista.com/statistics/273018/number-of-internet-users-worldwide/>
- DailySocial. (2016, November 18). *Halodoc Gandeng Watsons Indonesia untuk Ketersediaan Produk Kesehatan di ApotikAntar*. Retrieved from DailySocial.id: <https://dailysocial.id/post/halodoc-gandeng-watsons-indonesia-untuk-ketersediaan-produk-kesehatan-di-apotikantar>
- Das, G. (2014). Factors affecting Indian shoppers' attitude and purchase intention: An empirical check. *Journal of Retailing and Consumer Services*.
- Delafrooz, N., Paim, L. H., & Khatibi, A. (2010). Students' Online Shopping Behavior: An Empirical Study. *Journal of American Science*.

- Department, S. R. (2019, November 21). *Number of internet users in Indonesia from 2017 to 2023*. Retrieved from Statista: <https://www.statista.com/statistics/254456/number-of-internet-users-in-indonesia/>
- detikFinance. (2016, Juni 28). *Tingkatkan Penjualan, Peritel Watsons Bikin Situs Belanja Online*. Retrieved from detikfinance.
- Dzimiri, M. T., Katlego A. Thamage, M. M., Basuhi, E., & Radikoko, I. (2018). Consumer Perceptions towards Online Retailing in Botswana: A Case Study of the University of Botswana. *Transactions on Networks and Communications*.
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). Development of a Scale To Measure the Perceived Benefits and Risks of Online Shopping. *Journal of Interactive Marketing*.
- Glover, S., & Benbasat, I. (2010). A Comprehensive Model of Perceived Risk of E-Commerce Transactions. *International Journal of Electronic Commerce* , 47 - 78.
- Grandón, E. E., Nasco, S. A., & Jr., P. P. (2011). Comparing theories to explain e-commerce adoption. *Journal of Business Research*, 292 - 298.
- Ha, S., & Stoel, L. (2008). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis'; A Global Perspective*. Upper Saddle River. New Jersey: Pearson.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Harlow: Pearson Education Limited.
- Han, M. C., & Kim, Y. (2017). Why Consumers Hesitate to Shop Online: Perceived Risk and Product Involvement on Taobao.com. *Journal of Promotion Management*.

- Hasbullah, N. A., Osman, A., Abdullah, S., Salahuddin, S. N., Ramlee, N. F., & Soha, H. M. (2016). The Relationship of Attitude, Subjective Norm and Website Usability on Consumer Intention to Purchase Online: An Evidence of Malaysian Youth*. *Procedia Economics and Finance* , 493 - 502.
- Herdyanto, A. (2019, Agustus 10). *Sejarah Perkembangan Teknologi Informasi di Indonesia, Ini 8 Ceritanya*. Retrieved from IDN Times: <https://www.idntimes.com/tech/trend/abraham-herdyanto/sejarah-perkembangan-teknologi-informasi-indonesia/full>
- Ismael, F., & Indrajaya, A. N. (2019). INDONESIAN PATRONAGE INTENTION TOWARD E-COMMERCE. *South East Asia Journal of Contemporary Business, Economics and Law*.
- Javadi, M. H., Dolatabadi, H. R., Nourbakhsh, M., Poursaedi, A., & Asadollahi, A. R. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal of Marketing Studies*.
- Khalifa, M., & Shen, K. N. (2008). DRIVERS FOR TRANSACTIONAL B2C M-COMMERCE ADOPTION EXTENDED THEORY OF PLANNED BEHAVIOR. *Journal of Computer Information Systems*, 111 - 117.
- Khalil, H., Umopathy, K., Goel, L. C., & Reddivari, S. (2019). Exploring Relationships Between e-Tailing Website Quality and Purchase Intention. *Lecture Notes in Computer Science*.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce : The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 544 - 564.
- Kim, D., Lee, K. Y., Lee, D., Ferrin, D., & Rao, R. (2003). Trust, Risk and Benefit in Electronic Commerce: What Are the Relationships. *Americas Conference on Information Systems*.

- Kontan. (2017, September 30). *Duta inti mendandani gerai Watsons*. Retrieved from Kontan.co.id: <https://industri.kontan.co.id/news/duta-inti-mendandani-gerai-watsons>
- Lee, A. (2020, January 30). *DIGITAL 2020: WHAT YOU REALLY NEED TO KNOW*. Retrieved from We Are Social: <https://wearesocial.com/sg/blog/2020/01/digital-2020-what-you-really-need-to-know>
- Li, B., Ch'ng, E., Chong, A. Y.-L., & Bao, H. (2016). Predicting online e-marketplace sales performances: A big data approach. *Computers & Industrial Engineering*.
- Li, M., Dong, Z., & Chen, X. (2012). Factors influencing consumption experience of mobile commerce. *Internet Research*.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical Techniques in Business & Economics*. New York: McGraw-Hill/Irwin.
- Liu, M. T., Brock, J. L., Shi, G. C., Chu, R., & Tseng, T.-H. (2013). Perceived benefits, perceived risk, and trust Influences on consumers' group buying behavior. *Asia Pacific Journal of Marketing and Logistics*, 225 - 248.
- Lodorfos, G. N., Trosterud, T. A., & Whitworth, C. (2006). E-Consumers' Attitude and Behaviour in the Online Commodities Market. *Innovative Marketing*.
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 225 - 237.
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation*. Upper Saddle River. New Jersey: Pearson.
- Malhotra, N. K. (2012). *Basic Marketing Research Integration of Social Media*. Pearson Education.

- Manafe, D. (2019, Februari 08). *BKKBN: 4,8 Juta Bayi Lahir Tiap Tahun*. Retrieved from Berita Satu: <https://www.beritasatu.com/kesehatan/536962/bkkbn-48-juta-bayi-lahir-tiap-tahun>
- Margrit, A. (2018, Oktober 12). *66% Konsumen Indonesia Berbelanja Produk Ibu dan Anak Secara Online*. Retrieved from Bisnis.com: <https://ekonomi.bisnis.com/read/20181012/12/848677/66-konsumen-indonesia-berbelanja-produk-ibu-dan-anak-secara-online>
- Masoud, E. Y. (2013). The Effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*.
- Medium. (2018, Juni 14). *Profit Generation: Marketplaces vs. Own E-Commerce Website*. Retrieved from Medium: <https://medium.com/swlh/profit-generation-marketplaces-vs-own-e-commerce-website-6540f611fcf>
- Meixian, L. (2015). Convenience and Online Consumer Shopping Behavior: A Business Anthropological Case Study Based on the Contigent Valuation Method. *The Anthropologist*.
- Mizroch, A. (2018, February 20). *What The World's Top 10 Tech Firms Have In Common*. Retrieved from Forbes: <https://www.forbes.com/sites/startupnationcentral/2018/02/20/what-the-worlds-top-10-tech-firms-have-in-common/#3794f8ec2b3a>
- Murphy, A., Ponciano, J., Hansen, S., & Touryalai, H. (2019, May 15). *The World's Largest Public Companies*. Retrieved from Forbes: <https://www.forbes.com/global2000/#307f7695335d>
- Ngelambong, A., Zainol, N., Nor, N. M., & Anuar, J. (2015). Relationship Value in Hospitality Brand Social Networking Sites: Cost and Benefit Analysis. *Journal of Applied Environmental and Biological Sciences*, 89 - 94.

- Pavlou, P. A., & Fygenson, M. (2006). UNDERSTANDING AND PREDICTING ELECTRONIC COMMERCE ADOPTION : AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR. *MIS Quarterly*, 115 - 143.
- Popli, A., & Mishra, D. S. (2015). Factors of Perceived Risk Affecting Online Purchase Decisions of Consumers. *Pacific Business Review International*.
- Produk Fesyen dan Kecantikan Paling Diminati di Belanja Online*. (2018, February 07). Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2018/02/07/produks-fesyen-dan-kecantikan-paling-diminati-di-belanja-online>
- Randall, T., & Ulrich, K. (2001). Product Variety, Supply Chain Structure, and Firm Performance: Analysis of the U.S Bicycle Industry. *Management Science*.
- Sam, M. F., & Tahir, M. N. (2009). Website Quality And Consumer Online Purchase Intention Of Air Ticket. *International Journal of Basic & Applied Sciences IJBAS*.
- Shun, C., & Yunjie, X. (2006). Effects of outcome, process and shopping enjoyment on online consumer behaviour. *Electronic Commerce Research and Applications*.
- Sinha, P., & Singh, S. (2017). Comparing Risks and Benefits for the Value Enhancement of Online Purchases. *Gadjah Mada International Journal of Business* , 307 - 326.
- Social Blade. (2020). *Rachel Goddard Youtube Summary*. Retrieved from Social Blade: <https://socialblade.com/youtube/user/rclgoddard>
- Srinivasan, S. S., Anderson, R., & Ponnayolu, K. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 41 - 50.

- Style, K. (2017, November 15). *60 Persen Pelaku Belanja Online Didominasi oleh Wanita*. Retrieved from Kumparan: <https://kumparan.com/kumparanstyle/60-persen-pelaku-belanja-online-didominasi-oleh-wanita>
- Suki, N. M., & Suki, N. M. (2017). Modeling the determinants of consumers' attitude toward online group buying: Do risks and trusts matters? *Journal of Retailing and Consumer Services*.
- Zhou, Z., Jin, X.-L., & Fang, Y. (2014). Moderating role of gender in the relationships between perceived benefits and satisfaction in social virtual world continuance. *Decision Support Systems*.
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business Research Methods*. South-Western College Pub.