



### **Hak cipta dan penggunaan kembali:**

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

- Agussari, A. (2013, July 4). *Pengertian Internet Menurut Para Ahli*. Retrieved from [www.academia.edu](http://www.academia.edu):  
[http://www.academia.edu/10986796/Pengertian\\_Internet\\_Menurut\\_Para](http://www.academia.edu/10986796/Pengertian_Internet_Menurut_Para)
- Almossawi, D. M. (2014). Effectiveness of SMS Advertising (A Study of Young Customers in Bahrain). *Global Journal of Management and Business Research: E-Marketing*, 60-61.
- Amin, M., Rezaei, S., & Abolghasemi, M. (2014). User Satisfaction with Mobile Website: the impact of perceive usefulness (PU), perceive ease of use (PEOU), and trust. *emeraldinsight*, 263.
- Ariwibowo, D. J., & Nugroho, M. A. (2013). Pengaruh Trust dan Perceive of Risk Terhadap Niat Untuk Bertransaksi Menggunakan E-Commerce. *Jurnal Nominal*, 11.
- Bianco, C. F., Biasco, M. G., & Azorin, I. I. (2010). Entertainment and Informativeness as Precursory Factors of Successful Mobile Advertising Message. *Communication of the IBIMA*, 4.
- Buaprommee, N., & Polyorat, K. (2016). Intention to Purchase Traceable Meat: The Impact of Perceived Information Asymmetry, Informativeness, Usefulness, and Norm. *Asian Journal of Business and Accounting* 9, 146-147.
- Celik, H. E., & Yilmaz, V. (2011). Extending the Technology Acceptance Model for Adoption of E-Shopping by Consumer in Turkey. *Electronic Commerce Research*, 156.
- Chaffey, D. (2015). *Digital Business and E-commerce Management*. United Kingdom: Pearson.
- Chen, C. W. (2017). Five-star or thumbs-up? The influence of rating system types on users' perceptions of information quality, cognitive effort, enjoyment and continuance intention. *Internet Research*.
- Davis, F. D. (1989). Perceived Usefulness, Perceive Ease of Use, and User Acceptance of Information Technology. *MIS Quaterly*, 320.

- Fajrian. (2015, March 27). *Demografi Penggunaan Internet Indonesia*. Retrieved from CNN Indonesia: <http://www.cnnindonesia.com/teknologi/20150327134253-188-42341/demografi-pengguna-internet-indonesia/>
- Ghazizadeh, M., Peng, Y., Lee, J. D., & Boyle, L. N. (2012). Augmenting the Technology Acceptance Model With Trust: Commercial Driver's Attitudes Towards Monitoring and Feedback. *Proceedings of the Human Factors and Ergonomics Society*, 2286.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7 ed.). New Jersey: Pearson.
- Husaini, A. (2017, September 8). <http://www.tribunnews.com/bisnis/2017/09/08/boy-thohir-investor-baru-di-marketplace-rajamobilcom>. Retrieved from <http://www.tribunnews.com>.
- Ingham, J., Cadieux, J., & Berrada, A. M. (2014). E-Shopping Acceptance: a Qualitative and Meta-Analytic Review. *Information Management*, 12.
- Kominfo. (2014). *Pengguna Internet Indonesia Nomor Enam Dunia*. Retrieved from [kominfo.go.id](https://kominfo.go.id): [https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan\\_media](https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media)
- Kotler, P., & Amstrong, G. (2014). *Principle of Marketing*. New Jersey: Pearson.
- Lim, W. M., & Ting, D. H. (2012). E-Shopping: an Analysis of the Technology Acceptance Model. *Modern Applied Science*, 50-51.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2011). *Statistical Techniques In Business & Economics*. McGraw-Hill International.
- Liou, J. J. (2011). Consumer attitudes toward in-flight shopping. *Journal of Air Transport Management*, 221.
- Malhotra, N. K. (2010). *Marketing Research*. New Jersey: Pearson.
- Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. (2017). Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intention; a cognitive-affective attitude approach. *Spanish Journal of Marketing - ESIC*, 4.
- Morgan, R. M., & Hunt, S. D. (1994). The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, 23.

- Natarajan, T., Balasubramanian, S. A., & Kasilingam, D. L. (2017). Understanding the Intention to use Mobile Shopping Application and its Influence on Price Sensitivity. *Journal of Retailing and Consumer Services*, 10.
- Oh, L. B., & Xu, H. (2009). Effect of multimedia on mobile consumer behavior: an empirical study of location-aware advertising.
- Park, E., & Sang, K. j. (2016). The adoption of teaching assistant robots: a technology acceptance model approach. *emerald insight*.
- Rodgers, S., & Thorson, E. (2000). The Interactive advertising model: How users perceive and process online ads. *Journal of Interactive Advertising*, 41-60.
- Salo, J., & Karjaluoto, H. (2007). A Conceptual Model of Trust in the Online Environment. *Trust*, 605.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior*. USA: Pearson.
- Setiaji, D. (2017, september 7). <https://id.techinasia.com/rajamobil-berubah-jadi-marketplace-mobil>. Retrieved from <https://id.techinasia.com>.
- Strauss, J., & Frost, R. (2014). *E-Marketing*. England: Pearson.
- Susanto, H. (2016, 1 4). *Penjualan Mobil indonesia Tertinggi di ASEAN*. Retrieved from katadata.co.id: <http://katadata.co.id/grafik/2016/01/04/penjualan-mobil-indonesia-tertinggi-di-asean>
- tribunnews. (2017, August 31). *Awas Penipuan Jual-Beli Mobil Via Online, Satu pelakunya Dibekuk di Depok: Seperti Ini Modusnya*. Retrieved from <http://www.tribunnews.com>: <http://www.tribunnews.com/metropolitan/2017/08/31/awas-penipuan-jual-beli-mobil-via-online-satu-pelakunya-dibekuk-di-depok-seperti-ini-modusnya>
- Turban, E., King, D., Lee, J., Liang, T. P., & Turban, D. (2012). *Electronic Commerce 2012*. USA: Pearson.
- Vijayarathy, L. R. (2003). Predicting consumer intentions to use on-line shopping; the Case for an Augmented Technology Acceptance Model. *Information & management*, 751.
- Wang, E. S.-T. (2016). The moderating role of consumer characteristics in the relationship. *Journal of Retail and Distribution Management*, 5-6.