

DAFTAR PUSTAKA

(2020, July 12). Riset Toffin. Retrieved November 25, 2020, from <https://toffin.id/?p=2830>

AA, Rachmawati (2020). Analysis of Factors Affecting Behavioral Intention at Food Delivery Services Using Structural Equation Modeling With Mediation Variable Attitude Towards Online Food Delivery Services.

Abd Aziz, N. N., & Abd Wahid, N. (2018). Factors influencing online purchase intention among university students. *International Journal of Academic Research in Business and Social Sciences*, 8(7). Doi: 10.6007/IJARBSS/v8-i7/4413

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

Ajzen, I., & Madden, T. J. (1986). Prediction of goal-directed behavior: Attitudes, intentions, and perceived behavioral control. *Journal of experimental social psychology*, 22(5), 453-474. Doi: 10.1016/0022-1031(86)90045-4

Alalwan, A. A., Dwivedi, Y. K., Rana, N. P., Lal, B., & Williams, M. D. (2015). Consumer adoption of Internet banking in Jordan: Examining the role of hedonic motivation, habit, self-efficacy and trust. *Journal of Financial Services Marketing*, 20(2), 145-157. doi:10.1057/fsm.2015.5

- Ali, H (2019, July 9). Perilaku dan Preferensi Konsumen Millennial Indonesia terhadap Aplikasi E-Commerce 2019 [Paper presentation]. E-COMMERCE KITA JADI TUAN RUMAH DI NEGERI SENDIRI !, Jakarta, Indonesia.
<http://alvara-strategic.com/wp-content/uploads/2019/07/PRESS-CON-BAHASA-E-COMMERCE-REPORT.pdf>
- App Annie. (2017). *2017 Retrospective: A Monumental Year for the App Economy*.
<https://www.appannie.com/en/insights/market-data/app-annie-2017-retrospective/>
- Asosiasi Penyelenggara jasa Internet Indonesia. (2019). *Laporan Survei Internet APJII 2019 - 2020 (Q2)*. <https://apjii.or.id/survei>
- Badan Pusat Statistik. (2019). *Ekonomi Kreatif Indonesia Mencapai Rp 1.200 Triliun Pada 2019* <https://databoks.katadata.co.id/datapublish/2018/12/11/ekonomi-kreatif-indonesia-mencapai-rp-1200-triliun-pada-2019>
- Bashir, I., & Madhavaiah, C. (2015). Consumer attitude and behavioural intention towards Internet banking adoption in India. *Journal of Indian Business Research*.
 Doi: <https://doi.org/10.1108/JIBR-02-2014-0013>
- Bellman, S., Lohse, G. L., & Johnson, E. J. (1999). *Predictors of online buying behavior*. Communications of the ACM, 42(12), 32-38.
 doi:10.1145/322796.322805
- Bendary, N., & Al-Sahouly, I. (2018). Exploring the extension of unified theory of acceptance and use of technology, UTAUT2, factors effect on perceived usefulness and ease of use on mobile commerce in Egypt. *Journal of Business and Retail Management Research*, 12(2).

- Bhattacharjee, A., Perols, J., & Sanford, C. (2008). Information Technology Continuance: A Theoretic Extension and Empirical Test. *Journal of Computer Information Systems*, 49(1), 17-26. doi:10.1080/08874417.2008.11645302
- Chang, C. C., Yan, C. F., & Tseng, J. S. (2012). Perceived convenience in an extended technology acceptance model: Mobile technology and English learning for college students. *Australasian Journal of Educational Technology*, 28(5).
- Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total quality management*, 20(4), 423-443. Doi: 10.1080/14783360902781923
- Chen, Y. Y. (2012). Why do consumers go internet shopping again? Understanding the antecedents of repurchase intention. *Journal of Organizational Computing and Electronic Commerce*, 22(1), 38-63. Doi: <https://doi.org/10.1080/10919392.2012.642234>
- Chen, Y., Hsu, I., & Lin, C. (2010). Website attributes that increase consumer purchase intention: A conjoint analysis. *Journal of Business Research*, 63(9-10), 1007-1014. doi:10.1016/j.jbusres.2009.01.023
- Cheng, S., & Cho, V. (2010). An Integrated Model of Employees' Behavioral Intention Toward Innovative Information and Communication Technologies in Travel Agencies. *Journal of Hospitality & Tourism Research*, 35(4), 488-510. doi:10.1177/1096348010384598
- Chin, L. P., & Ahmad, Z. A. (2015). Perceived enjoyment and Malaysian consumers' intention to use a single platform e-payment. *In SHS Web of Conferences* (Vol. 18, p. 01009). EDP Sciences.

- Conner, M., & Norman, P. (2005). Predicting health behaviour. McGraw-Hill Education (UK).
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS quarterly*, 319-340. Doi: 10.2307/249008
- Dennis, C., Morgan, A., Wright, L. T., & Jayawardhena, C. (2010). The influences of social e-shopping in enhancing young women's online shopping behaviour. *Journal of Customer Behaviour*, 9(2), 151-174. doi:10.1362/147539210x511353
- Doherty, N. F., Ellis-Chadwick, F., McKechnie, S., Winklhofer, H., & Ennew, C. (2006). Applying the technology acceptance model to the online retailing of financial services. *International Journal of Retail & Distribution Management*. Doi: <https://doi.org/10.1108/09590550610660297>
- Driediger, F., & Bhatiasevi, V. (2019). Online grocery shopping in Thailand: consumer acceptance and usage behavior. *Journal of Retailing and Consumer Services*, 48, 224-237. Doi: 10.1016/j.jretconser.2019.02.005
- Ekonomi Indonesia 2019 Tumbuh 5,02 Persen. (2020, February 5). Retrieved November 11, 2020, from <https://www.bps.go.id/pressrelease/2020/02/05/1755/ekonomi-indonesia-2019-tumbuh-5-02-persen.html>
- Ernst, C. P. H., Pfeiffer, J., & Rothlauf, F. (2013). Hedonic and utilitarian motivations of social network site adoption. Johannes Gutenberg University Mainz: Working Papers in Information Systems and Business Administration, 1-14.

- Escobar-Rodríguez, T., & Carvajal-Trujillo, E. (2013). Online drivers of consumer purchase of website airline tickets. *Journal of Air Transport Management*, 32, 58-64. Doi: 10.1016/j.jairtraman.2013.06.018
- Fagan, M. H., Neill, S., & Wooldridge, B. R. (2008). Exploring the intention to use computers: An empirical investigation of the role of intrinsic motivation, extrinsic motivation, and perceived ease of use. *Journal of Computer Information Systems*, 48(3), 31-37.
- Glanz, K., Rimer, B. K., & Viswanath, K. (Eds.). (2008). Health behavior and health education: theory, research, and practice. John Wiley & Sons.
- Gunawardana, K., & Ekanayaka, S. (2009). An empirical study of the factors that impact medical representatives' attitude toward the intention to use m-learning for career development. *Sasin Journal of Management*, 15(1).
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*. Andover, Hampshire: Cengage Learning.
- Hirschman, E. C., & Holbrook, M. B. (1982). Hedonic Consumption: Emerging Concepts, Methods and Propositions. *Journal of Marketing*, 46(3), 92-101. doi:10.1177/002224298204600314
- Holden, R. J., & Karsh, B. T. (2010). The technology acceptance model: its past and its future in health care. *Journal of biomedical informatics*, 43(1), 159-172. Doi: 10.1016/j.jbi.2009.07.002
- Hossain, R., Mahmud, S. H., Hossin, M. A., Bhuiyan, T., & Hua, Y. X. (2019). Effects of Cognitive Ability, Trust and Time-Saving: Predicting Further Amelioration and Successive Usage of E-ticketing with TAM, TPB and Cognitive Frameworks. *In Information and Communication Technology for Competitive*

Strategies (pp. 41-51). Springer, Singapore. Doi: https://doi.org/10.1007/978-981-13-0586-3_5

Huang, Y. M., Huang, Y. M., Huang, S. H., & Lin, Y. T. (2012). A ubiquitous English vocabulary learning system: Evidence of active/passive attitudes vs. usefulness/ease-of-use. *Computers & Education*, 58(1), 273-282.

Hubert, M., Blut, M., Brock, C., Backhaus, C., & Eberhardt, T. (2017). Acceptance of smartphone-based mobile shopping: Mobile benefits, customer characteristics, perceived risks, and the impact of application context. *Psychology & Marketing*, 34(2), 175-194. Doi: <https://doi.org/10.1002/mar.20982>

Hultén, B., Broweus, N., & Dijk, M. V. (2009). What is Sensory Marketing? *Sensory Marketing*, 1-23. doi:10.1057/9780230237049_1

Järveläinen, J. (2007). Online purchase intentions: an empirical testing of a multiple-theory model. *Journal of organizational computing and electronic commerce*, 17(1), 53-74.

Jusoh, Z. M., & Ling, G. H. (2012). Factors influencing consumers' attitude towards e-commerce purchases through online shopping. *International Journal of Humanities and Social Science*, 2(4), 223-230.

Kementrian Pariwisata dan Ekonomi Kreatif. (2018). *Creative Economy Outlook 2019*. [https://www.kemenparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1589839384_OPUS_-_Creative_Economy_Outlook_2019_\(Indonesia_Version\).pdf](https://www.kemenparekraf.go.id/asset_admin/assets/uploads/media/pdf/media_1589839384_OPUS_-_Creative_Economy_Outlook_2019_(Indonesia_Version).pdf)

Kementrian Pariwisata dan Ekonomi Kreatif. (2020). *Kuliner*

<https://kemenparekraf.go.id/page/kuliner>

Kementrian Pertanian. (2018). *2021, Konsumsi Kopi Indonesia Diprediksi Mencapai 370 Ribu Ton*. <https://databoks.katadata.co.id/datapublish/2018/07/31/2021-konsumsi-kopi-indonesia-diprediksi-mencapai-370-ribu-ton>

Kim, C., Mirusmonov, M., & Lee, I. (2010). An empirical examination of factors influencing the intention to use mobile payment. *Computers in Human Behavior*, 26(3), 310-322. Doi: 10.1016/j.chb.2009.10.013

Kim, J., & Forsythe, S. (2010). Factors affecting adoption of product virtualization technology for online consumer electronics shopping. *International Journal of Retail & Distribution Management*. Doi: <https://doi.org/10.1108/09590551011027122>

Kim, K. J. (2016). Round or square? How screen shape affects utilitarian and hedonic motivations for smartwatch adoption. *Cyberpsychology, Behavior, and Social Networking*, 19(12), 733-739. Doi: <https://doi.org/10.1089/cyber.2016.0136>

Kim, M. J., Chung, N., Lee, C. K., & Preis, M. W. (2015). Motivations and use context in mobile tourism shopping: Applying contingency and task–technology fit theories. *International Journal of Tourism Research*, 17(1), 13-24. Doi: 10.1002/jtr.1957

Lee, D. Y., & Lehto, M. R. (2013). User acceptance of YouTube for procedural learning: An extension of the Technology Acceptance Model. *Computers & Education*, 61, 193-208. Doi: 10.1016/j.compedu.2012.10.001

Lee, H. H., Fiore, A. M., & Kim, J. (2006). The role of the technology acceptance model in explaining effects of image interactivity technology on consumer responses. *International Journal of Retail & Distribution Management*. Doi: <https://doi.org/10.1108/09590550610675949>

- Lee, M. K., Cheung, C. M., & Chen, Z. (2005). Acceptance of Internet-based learning medium: the role of extrinsic and intrinsic motivation. *Information & management*, 42(8), 1095-1104.
- Lee, S. W., Sung, H. J., & Jeon, H. M. (2019). Determinants of continuous intention on food delivery apps: extending UTAUT2 with information quality. *Sustainability*, 11(11), 3141. Doi: 10.3390/su11113141
- Li, M., & Cai, L. A. (2012). The Effects of Personal Values on Travel Motivation and Behavioral Intention. *Journal of Travel Research*, 51(4), 473–487. <https://doi.org/10.1177/0047287511418366>
- Li, Y. H., & Huang, J. W. (2009). Applying theory of perceived risk and technology acceptance model in the online shopping channel. *World Academy of Science, Engineering and Technology*, 53(1), 919-925.
- Lind, D. A., Marchal, W. G., & Wathen, S. A. (2012). *Statistical techniques in business & economics*. New York, NY: McGraw-Hill/Irwin,.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The effects of shopping orientations, online trust and prior online purchase experience toward customers' online purchase intention. *International Business Research*, 3(3), 63.
- Liu, H (2019). *FACTORS POSITIVELY INFLUENCING CUSTOMER SATISFACTION OF ONLINE FOOD DELIVERY SERVICES OF CUSTOMERS IN BANGKOK AND ITS VICINITY* [Bangkok University]. <http://dspace.bu.ac.th/jspui/handle/123456789/4406>

- Liu, Y., & Li, H. (2011). Exploring the impact of use context on mobile hedonic services adoption: An empirical study on mobile gaming in China. *Computers in Human Behavior*, 27(2), 890-898. Doi: <https://doi.org/10.1016/j.chb.2010.11.014>
- Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation, Global edition*. Boston .: Pearson Prentice-Hall.
- Marangunić, N., & Granić, A. (2015). *Technology acceptance model: a literature review from 1986 to 2013*. *Universal access in the information society*, 14(1), 81-95.
- Masdakaty, Y. (2019, February 15). FORE COFFEE: THE NEXT GENERATION OF COFFEE SHOP. Retrieved December 28, 2020, from <https://majalah.ottencoffee.co.id/fore-coffee-next-generation-coffee-shop/>
- Mediatama, G. (2019, December 17). Toffin Indonesia membagi 7 jenis kedai kopi dan 4 gelombang industri kopi Indonesia. Retrieved November 25, 2020, from <https://industri.kontan.co.id/news/toffin-indonesia-membagi-7-jenis-kedai-kopi-dan-4-gelombang-industri-kopi-indonesia>
- Mikalef, P., Giannakos, M. N., & Pateli, A. G. (2012, June). *Exploring the Business Potential of Social Media: An Utilitarian and Hedonic Motivation Approach*. In Bled eConference (p. 21).
- Miklaef, P., Giannakos, M., & Pateli, A. (2012). *Exploring the Business Potential of Social Media: An Utilitarian and Hedonic Motivation Approach*.

- Mohamed, N., Hussein, R., Zamzuri, N. H. A., & Haghshenas, H. (2014). Insights into individual's online shopping continuance intention. *Industrial Management & Data Systems*. Doi: <https://doi.org/10.1108/IMDS-07-2014-0201>
- Nagle, T. T., & Muller, G. (2018). *The strategy and tactics of pricing*. Routledge.
- Nedra, B. A., Hadhri, W., & Mezrani, M. (2019). Determinants of customers' intentions to use hedonic networks: The case of Instagram. *Journal of Retailing and Consumer Services*, 46, 21-32. Doi: <https://doi.org/10.1016/j.jretconser.2018.09.001>
- Novita, D., & Husna, N. (2020). THE INFLUENCE FACTORS OF CONSUMER BEHAVIORAL INTENTION TOWARDS ONLINE FOOD DELIVERY SERVICES. *TECHNOBIZ: International Journal of Business*, 3(2), 40-42.
- Park, C., & Jun, J. K. (2003). A cross-cultural comparison of Internet buying behavior. *International Marketing Review*. Doi: [10.1108/02651330310498771](https://doi.org/10.1108/02651330310498771)
- Park, E., & Kim, K. J. (2013). *User acceptance of long-term evolution (LTE) services*. *Program*, 47(2), 188-205. doi:[10.1108/00330331311313762](https://doi.org/10.1108/00330331311313762)
- Partridge, S. R., Gibson, A. A., Roy, R., Malloy, J. A., Raeside, R., Jia, S. S., . . . Redfern, J. (2020). *Junk Food on Demand: A Cross-Sectional Analysis of the Nutritional Quality of Popular Online Food Delivery Outlets in Australia and New Zealand*. *Nutrients*, 12(10), 3107. doi:[10.3390/nu12103107](https://doi.org/10.3390/nu12103107)
- Prabowo, G. T., & Nugroho, A. (2019, March). Factors that Influence the Attitude and Behavioral Intention of Indonesian Users toward Online Food Delivery Service by the Go-Food Application. *In 12th International Conference on Business and Management Research (ICBMR 2018)*. Atlantis Press.

- Purnamaningsih, P., Erhan, T. P., & Rizkalla, N. (2019). BEHAVIORAL INTENTION TOWARDS APPLICATION-BASED SHORT-DISTANCE DELIVERY SERVICES ADOPTION IN INDONESIA. *Review of Behavioral Aspect in Organizations and Society*, 1(1), 77-86.
- Purparisa, Y (2019, December 13). 10 Negara dengan Konsumsi Kopi Terbesar Dunia. databoks. <https://databoks.katadata.co.id/datapublish/2019/12/13/10-negara-dengan-konsumsi-kopi-terbesar-dunia>
- Ramayah, T., Jantan, M., Mohd Noor, M. N., Razak, R. C., & Koay, P. L. (2003). Receptiveness of internet banking by Malaysian consumers: The case of Penang. *Asian Academy of Management Journal*, 8(2), 1-29.
- Rihanto, D. (2019, August 1). *Pertumbuhan Industri Makanan dan Minuman Sumbang 6,35% terhadap PDB Nasional*. PikiranRakyat.com <https://www.pikiran-rakyat.com/ekonomi/pr-01316389/pertumbuhan-industri-makanan-dan-minuman-sumbang-635-terhadap-pdb-nasional>
- Rodrigues, L. F., Oliveira, A., & Costa, C. J. (2016). Does ease-of-use contributes to the perception of enjoyment? A case of gamification in e-banking. *Computers in Human Behavior*, 61, 114-126. Doi: <https://doi.org/10.1016/j.chb.2016.03.015>
- Roh, M., & Park, K. (2019). Adoption of O2O food delivery services in South Korea: The moderating role of moral obligation in meal preparation. *International Journal of Information Management*, 47, 262-273.
- Ryu, K., Han, H., & Jang, S. (2010). Relationships among hedonic and utilitarian values, satisfaction and behavioral intentions in the fast-casual restaurant

industry. *International Journal of Contemporary Hospitality Management*, 22(3), 416-432. doi:10.1108/09596111011035981

Saadé, R. G., & Kira, D. (2007). Mediating the impact of technology usage on perceived ease of use by anxiety. *Computers & education*, 49(4), 1189-1204. Doi: <https://doi.org/10.1016/j.compedu.2006.01.009>

Schiffman, L., & Wisenblit, J. (2019). *Consumer Behavior and Technology*. In *Consumer Behavior*, 12th Edition., Pearson.

Sun, H., & Zhang, P. (2006). Causal relationships between perceived enjoyment and perceived ease of use: An alternative approach. *Journal of the Association for Information Systems*, 7(1), 24.

Teo, T., & Noyes, J. (2011). An assessment of the influence of perceived enjoyment and attitude on the intention to use technology among pre-service teachers: A structural equation modeling approach. *Computers & education*, 57(2), 1645-1653. Doi: 10.1016/j.compedu.2011.03.002

Thamizhvanan, A., & Xavier, M. (2013). Determinants of customers' online purchase intention: An empirical study in India. *Journal of Indian Business Research*, 5(1), 17-32. doi:10.1108/17554191311303367

Thomas, V. (2019, September 19) *Nielsen: 58% Masyarakat Pesan Makanan via Aplikasi Pesan-Antar*. [tirto.id. https://tirto.id/nielsen-58-masyarakat-pesan-makanan-via-aplikasi-pesan-antar-eil7](https://tirto.id/nielsen-58-masyarakat-pesan-makanan-via-aplikasi-pesan-antar-eil7)

Tong, X. (2010). A cross-national investigation of an extended technology acceptance model in the online shopping context. *International Journal of Retail & Distribution Management*, 38(10), 742-759. doi:10.1108/09590551011076524

- Venkatesh, Thong, & Xu. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 36(1), 157. doi:10.2307/41410412
- Wang, J. P. C., & Gutierrez, A. (2018, October). An In-Store Mobile App for Customer Engagement: Discovering Hedonic and Utilitarian Motivations in UK Grocery Retail. In *European, Mediterranean, and Middle Eastern Conference on Information Systems* (pp. 225-243). Springer, Cham. Doi: 10.1007/978-3-030-11395-7_20
- Wang, P., Liu, Q., & Qi, Y. (2014). Factors influencing sustainable consumption behaviors: A survey of the rural residents in China. *Journal of Cleaner Production*, 63, 152-165. doi:10.1016/j.jclepro.2013.05.007
- Wei, Z., Lee, M. Y., & Shen, H. (2018). What drives consumers in China to buy clothing online? Application of the technology acceptance model. *Journal of Textiles and Fibrous Materials*, 1, 2515221118756791. Doi: <https://doi.org/10.1177%2F2515221118756791>
- Xu, L., Lin, J., & Chan, H. C. (2012). The moderating effects of utilitarian and hedonic values on information technology continuance. *ACM Transactions on Computer-Human Interaction (TOCHI)*, 19(2), 1-26. Doi: <https://doi.org/10.1145/2240156.2240160>
- Xu, X., & Finland, F. (2014). Understanding users' continued use of online games: An application of UTAUT2 in social network games. *MMEDIA* 2014.
- Yeo, V. C., Goh, S., & Rezaei, S. (2017). Consumer experiences, attitude and behavioral intention toward online food delivery (OFD) services. *Journal of*

Retailing and Consumer Services, 35, 150-162.
doi:10.1016/j.jretconser.2016.12.013

Yousafzai, S. Y., Foxall, G. R., & Pallister, J. G. (2010). Explaining internet banking behavior: theory of reasoned action, theory of planned behavior, or technology acceptance model?. *Journal of applied social psychology*, 40(5), 1172-1202.
Doi: 10.1111/j.1559-1816.2010.00615.x