

## DAFTAR PUSTAKA

- Assael, H. (2002). *Consumer Behavior and Marketing Action*. Edisi 3. Boston: Kent Publishing.
- Belch, G.E and M.A. Belch. 2004. *Advertising And Promotion: An Integrated Marketing Commnunications Perspective, Sixth Edition*, The McGraw Hill/Irwin: New York.
- Busler (2000). The match-up hypothesis: Physical Attractiveness, expertise and the role of fit on brand Attitude, Purchase Intent and Brand Belief. *Journal of Advertising*. Vol 29
- Chiu, C.-M., Wang, E.T.G., Fang, Y.-H. and Huang, H.-Y. (2014), “Understanding customers’ repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk”, *Information Systems Journal*, Vol. 24 No. 1, pp. 85-114.
- Chunmei Gan, Weijun Wang (2017), “The influence of perceived value on purchase intention in social commerce contex”. *Internet Research* Vol. 27 No. 4, 2017 pp. 772-785
- Ferdinand, Agusty. 2002. *Structural Equation Modeling Dalam Penelitian Manajemen*. Bp Undip: Semarang
- Ferista W, Yoka. 2014. Pengaruh risiko yang dipersepsikan dan kepuasan konsumen terhadap minat beli pada konsumen kaskus website di Universitas Negeri Yogyakarta.
- Ghozali, Imam. 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Cetakan Keempat. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, Imam. 2011. “Aplikasi Analisis Multivariate Dengan Program SPSS”. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. 2012. *Aplikasi Analisis Multivariate dengan Program IBM SPSS*. Yogyakarta: Universitas Diponegor
- Hirschman, EC and Holbrook, M.B. (1982). “A hedonic consumption:e merging concept, methods and propositions”. *Journal of Marketing*. Vol 60 No 3. pp. 50–68

- Indriantoro, Nur., Bambang Supomo, 2009. *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*, Edisi Pertama. Yogyakarta : BPFE Yogyakarta.
- Ivana Livia Petahiang, Peggy Mekel, & Frederik G Worang. (2015) *The Influence of Brand Awareness and Perceived Risk Toward Consumer Purchase Intention on Online Store. Jurnal Berkala Ilmiah Efisiensi Volume 15 No. 04 Tahun 2015*
- Kim, H.S. 2006. Using Hedonic and Utilitarian Shopping Motivations to Profile Inner City Consumers. *Journal of Shopping Center Research*, 13 (1), 2006, 57-79.
- Kotler, P., Ang, S. H., Leong, S. M., & Tan, C. T. (2000). *Manajemen Pemasaran Perspektif Asia Buku 3*. Yogyakarta: ANDI.
- Kotler, P & Armstrong, P. (2004). *Dasar-dasar Pemasaran*. Jilid 1. Jakarta : PT Indeks.
- Kotler, Philip dan Kevin Lane Keller, 2008. *Manajemen Pemasaran*, Jilid 1, Penerbit Erlangga. Jakarta.
- Oglethorpe, J.E and Monroe, B.K. (2008). Determinant of Perceived Health and Safety Risk of Selected Hazardous Product and Activities. *Journal of Consumer Research*. No. 28 pp. 326-346.
- Pavlou, P. A. (2010), "Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model." *International Journal of Electronic Commerce*, Vol. 7 (3).
- Peter dan Olson. (2013). *Perilaku Konsumen dan Strategi Pemasaran*. Edisi Kesembilan. Diterjemahkan oleh: Diah Tantri Dwiandani. Penerbit Salemba Empat, Jakarta.
- Rao Purba, 2006, *Measuring Consumer Perception Through Factor Analysis*, *The Asian Manager* (February–March).
- Sumarwan, Ujang. (2003). *Perilaku Konsumen, Teori dan Penerapannya Dalam Pemasaran*. Ghalia Indonesia, Jakarta
- Schiffman, Leon and Leslie Lazar Kanuk. 2008. *Perilaku Konsumen*. Edisi Ketujuh. Jakarta: Indeks.
- Sweeney, J.C. and Soutar, G.N. (2001), "Consumer perceived value: the development of a multiple item scale", *Journal of Retailing*, Vol. 77 No. 2, pp. 203-220.

- Sofiyudin Achmad 2015. Pengaruh utilitarian value dan hedonic value terhadap kepuasan konsumen indomaret point cabang Colombo Yogyakarta.
- Solomon, Michael R. 2002. *Consumer Behavior: Buying, Having, and Being*. New Jersey: Prentice Hall
- Sugiyono. 2010. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabet
- Sugiyono. 2012. *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. 2014. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif Dan R&D*. Bandung: Alfabeta.
- Yistiani, N.N.M. 2012. Pengaruh Atmosfer Gerai dan Pelayanan Ritel terhadap Nilai Hedonik dan Pembelian Impulsif Pelanggan Matahari Department Store Duta Plaza di Denpasar. Tesis. Program Pascasarjana Universitas Udayana Denpasar.

<https://iprice.co.id/insights/mapofecommerce/>