

## DAFTAR PUSTAKA

- Ahdiat, A. (2024). 5 E-Commerce dengan Pengunjung Terbanyak Sepanjang 2023. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2024/01/10/5-e-commerce-dengan-pengunjung-terbanyak-sepanjang-2023>
- An, L., Han, Y., & Tong, L. (2016). Study on the Factors of Online Shopping Intention for Fresh Agricultural Products Based on UTAUT2. Atlantis Press.
- Afiana, F. N., Subarkah, P., & Hidayat, A. K. (2019). Analisis Perbandingan Metode TAM dan Metode UTAUT 2 dalam Mengukur Kesuksesan Penerapan SIMRS pada Rumah Sakit Wijaya Kusuma DKT Purwokerto. Matrik: Jurnal Manajemen, Teknik Informatika Dan Rekayasa Komputer, 19(1), 17–26. <https://doi.org/10.30812/matrik.v19i1.432>
- Afthanorhan, A., Mohamad, W., Bin, A., & Afthanorhan, W. (2008). A Comparison Of Partial Least Square Structural Equation Modeling (PLS-SEM) and Covariance Based Structural Equation Modeling (CB-SEM) for Confirmatory Factor Analysis.pdf A Comparison Of Partial Least Square Structural Equation Modeling (PLS-SEM) and Covariance Based Structural Equation Modeling (CB-SEM) for Confirmatory Factor Analysis. Certified International Journal of Engineering Science and Innovative Technology (IJESIT, 9001(5). <https://www.researchgate.net/publication/260230778>
- Ann, A., Alfa, G., Rachmatin, D., & Fitriani, A. (2017). Analisis Pengaruh Faktor Keputusan Konsumen dengan Structural Equation Modeling Partial Least Square. <http://jabar.bps.go.id/linkTabelStatis/view/id/74>
- Budiaji. (2018). Skala Likert dalam Penelitian Kuantitatif (Likert Scale in Quantitative Research). Jurnal Psikologi UMS, 35-44.
- Droogenbroeck, E. V., & Hove, L. V. (2021). doption and Usage of E-Grocery Shopping: A Context-Specific UTAUT2 Model.
- Eneizan, & Mohammed. (2019). Customer Acceptance of Mobile Marketing in Jordan: An Extended UTAUT2 Model with Trust and Risk Factors. Sage Journals.
- Fitriyah, D. N., & Pohan, H. T. (2023). Pengaruh Penggunaan Gopaylater Terhadap Perilaku Impulsive Buying Pengguna E-Commerce di Jakarta. Jurnal Ekonomi Trisakti, 3(1), 1025–1034. <https://doi.org/10.25105/jet.v3i1.16003>
- Gojek. (2024). Untuk Pengguna Terpilih! Barang Impian Aman di Tangan Bareng GoPaylater Cicil. Retrieved from Gojek Blog: <https://www.gojek.com/blog/gopay/gopaylater-cicil>
- Hamrul, H., Soedijono, B., & Amborowati, A. (2013). Analisis Perbandingan Metode TAM dan UTAUT Dalam Mengukur Kesuksesan Penerapan Sistem Informasi Akademik (Studi Kasus Penerapan Sistem Informasi STMIK Dipanegara Makassar). Seminar Nasional Informatika.
- Hofmans, E., Mechelen, P. V., & Vleugels, W. (2007). The Likert Scale: A Review of Literature. Review of Educational Research, 665-685.
- Julian, M., & Yani, A. S. (2021). Pengaruh E-Commerce Development dan Financial Technology Terhadap Loyalitas Pelanggan Dengan Keputusan Pembelian Online pada Market Place Shopee sebagai Variabel Moderating. Media Manajemen Jasa.

- Juliandi, A., Juliandi, A., & Batam, U. (2018). Modul Pelatihan. 16–17. <https://doi.org/10.5281/zenodo.2532119>
- Khan, I. U., Hammed, Z., & Khan, S. U. (2017). Understanding Online Banking Adoption in a Developing Country: UTAUT2 with Cultural Moderators. *Journal of Global Information Management*.
- Mahkota, A. P., Suyadi, I., & Riyadi. (2014). Pengaruh Kepercayaan dan Kenyamanan Terhadap Keputusan Pembelian Online (Studi Pada Pelanggan Website Ride Inc). *Jurnal Administrasi Bisnis*.
- Monecke, A., & Leisch, F. (2012). semPLS: Structural Equation Modeling Using Partial Least Squares. In *JSS Journal of Statistical Software* (Vol. 48). <http://www.jstatsoft.org/>
- Mooduto, A., Pratiwi, W., & Mariam, I. (2020). Penerimaan dan Penggunaan OVO Paylater dengan Menggunakan Model UTAUT. *Jurnal Administrasi Profesional*.
- Muhammad, N. (2023). 8 Layanan Paylater Terpopuler di Indonesia. Retrieved from databoks: <https://databoks.katadata.co.id/datapublish/2023/10/25/8-layanan-paylater-terpopuler-di-indonesia-shopee-paylater-juara>
- Mukminin, A., Rachman, R., & Wahyudi, H. (2019). Penerapan Model UTAUT untuk Perilaku Pengguna “Paylater” di dalam Traveloka. *Jurnal Computech & Bisnis*.
- Pradana, M. (2015). Klasifikasi Bisnis E-Commerce di Indonesia. 163 MODUS, 27(2), 2015.
- Pranatawijaya, A., Purwaningrum, E., & Septiawan, R. (2019). Pengaruh Motivasi dan Lingkungan Kerja Terhadap Kinerja Karyawan (The Effect of Motivation and Work Environment on Employee Performance). *Jurnal Teknik Industri Universitas Atma Jaya Yogyakarta*, 167-174.
- Prasetyo, D. Y. (2017). Penerapan Metode UTAUT (Unified Theory of Acceptance and Use of Technology) dalam Memahami Penerimaan dan Penggunaan Website KKN LPPM UNISI. *Jurnal Sistemasi*.
- Rensis. (1932). A Technique for the Measurement of Attitudes. *Journal of Social Psychology*, 53-61.
- Safira, I. D., & Kusumawati, N. (2019). The Drivers for Acceptance of Non-Credit Card Installment Services. *International Journal of Management and Entrepreneurship (IJME)*.
- Soodan, & Rana. (2024). Modeling Customers' Intention to Use E-Wallet in a Developing Nation: Extending UTAUT2 With Security, Privacy and Savings. *Journal of Electronic Commerce in Developing Countries*.
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif, dan R&D (Quantitative, Qualitative, and R&D Research Methods). Alfabeta.
- Sutanto, Ghazali, I., & Handayani, S. (2018). Faktor - Faktor yang Mempengaruhi Penerimaan dan Penggunaan Sistem Informasi Pengelolaan Keuangan Daerah (SIPKD) dalam Perspektif The Unified Theory of Acceptance and Use of Technology 2 (UTAUT 2) Di Kabupaten Semarang. *Jurnal Akutansi dan Auditing*.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). User Acceptance of Information Technology: Toward a Unified View. In Source: *MIS Quarterly* (Vol. 27, Issue 3).
- Venkatesh, V., Walton, S. M., Thong, J. Y. L., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending The Unified Theory of Acceptance and Use of Technology. In *MIS Quarterly* (Vol. 36, Issue 1). <http://ssrn.com/abstract=2002388>

Zuhdi, D. P.-S., Suharjo, B., & Sumarno, H. (2016). Perbandingan Perdugaan Parameter Koefisien Struktural Model Melalui SEM.