

DAFTAR PUSTAKA

- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 180-211.
- APJII. (2018). Laporan Survey: Penetrasi & Profil Perilaku Pengguna Internet Indonesia. Jakarta: APJII.
- Baek, T.,H. & Morimoto, M. (2012). Stay away from me. *Journal of advertising*, 41(1),59–76.
- Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The Role Of Emotions In Marketing. *Journal of the Academy of Marketing Science*, 27(2), 184–206. <https://doi.org/10.1177/0092070399272005>.
- Barnard, L. (2014). The Cost of Creepiness: How Online Behavioral Advertising Affects Consumer Purchase Intention. Ph.D. Dissertation. The University of North Carolina at Chapel Hill. <https://doi.org/10.17615/7fmw-1r29>.
- Blanco, C. F., Blasco, M. G., & Azorín, I. I. (2010). Entertainment and Informativeness as Precursory Factors of Successful Mobile Advertising Messages. *Communications of the IBIMA*, 1–10. DOI: 10.5171/2010.130147.
- Bleier, A. & Eisenbeiss, M. (2015). The Importance of Trust for Personalized Online Advertising. *Journal of Retailing*, 91(3), 390-409. <https://doi.org/10.1016/j.jretai.2015.04.001>.
- BPS. (2019). Statistik E-Commerce 2019.
- Brehm, J., W. (1966). *Psychological Reactance Social psychology: A theory of freedom and control*. Michigan: Academic Press.
- Brehm, S. S., & Brehm, J. W. (1981). *Psychological Reactance: A Theory of Freedom and Control*. New York: Academic Press.
- Castaneda, J., Munozleiva, F. & Luque, T. (2007). Web acceptance model (WAM): Moderating effects of user experience. *Information & Management*, 44 (4), 384-396. <https://doi.org/10.1016/j.im.2007.02.003>.
- Chin, W.W. (2009). How to Write Up and Report PLS Analyses. *Handbook of Partial Least Squares*, 650-690. DOI: 10.1007/978-3-540-32827-8 29.
- Consoli, D. (2010). A New Concept of Marketing: The Emotional Marketing. *Brand Research in Accounting, Negotiation and Distribution*, 1, 52-59.
- Coppola, D. (2020, November 26). Worldwide e-commerce share of retail sales 2015-2023. Statista. <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>.
- Cox, D., & Cox, A. D. (1988). What Does Familiarity Breed? Complexity as a Moderator of Repetition Effects in Advertisement Evaluation. *Journal of Consumer Research*, 15(1), 111–116, <https://doi.org/10.1086/209149>.
- Dawn, S. K. (2014). Personalised Marketing: Concepts and Framework. *Productivity*, 54(4), 370-377.

- de Kervenoael, R., Aykac, S., & Palmer, M. (2009). Online Social Capital: Understanding E-impulse Buying In Practice. *Journal of Retailing and Consumer Services*. <https://doi.org/10.1016/j.jretconser.2009.02.007>.
- Dholakia, R.R. & Zhao, M. (2010). Effects of online store attributes on customer satisfaction and repurchase intentions. *International Journal of Retail & Distribution Management*, 38(7), 482-496. DOI: 10.1108/09590551011052098.
- Dodoo, N.A. & Wu, L. (2019). Exploring The Antecedent Impact Of Personalised Social Media Advertising On Online Impulse Buying Tendency. *International Journal Internet Marketing and Advertising*, 13(1), 73-95. DOI: 10.1504/IJIMA.2019.10019167.
- Ducoffe, R. H. (1995). How Customers Assess The Value Of Advertising. *Journal of Current Issues & Research in Advertising*, 17(1),1-18. <https://doi.org/10.1080/10641734.1995.10505022>.
- Ducoffe, R. H. (1996). Advertising Value and Advertising on the Web. *Journal of Advertising Research*, 36(5), 21-36.
- Ducoffe, R. H., & Curlo, E. (2000). Advertising value and advertising processing. *Journal of Marketing Communications*, 6(4), 247-262. <https://doi.org/10.1080/135272600750036364>.
- Ekman, P. (2007). *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*. New York: OWL Books.
- Eru, O., Çelik, S., & Cop, R. (2017). Effect of Generations' Attitude Towards Internet Advertising on Online Impulse Buying Tendencies. *International Journal of Economics, Commerce and Management*, 5(9), 235-251.
- Fachryto, T., & Achyar A. (2018). Effect of Online Behavioral Advertising Implementation on Attitude toward Ad and Purchase Intention in Indonesian E-Marketplace. *Sriwijaya International Journal of Dynamic Economics and Business*, 2(2), 123-138. <https://doi.org/10.29259/sijdeb.v2i2.123-138>.
- Fitzsimons, G. J., & Lehmann, D. R. (2004). Reactance To Recommendations: When Unsolicited Advice Yields Contrary Responses. *Marketing Science*, 23(1), 82-94. DOI: <http://dx.doi.org/10.1287/mksc.1030.0033>.
- Fornell, C., Johnson, M., D., Anderson, E., W., Cha, J., & Bryant, B., E. (1996). The American Customer Satisfaction Index: Nature, Purpose, and Findings. *Journal of Marketing*, 60(4), 7-18.
- Gerdman, T. & Nordqvist F. (2017). *An Exploratory study on Perceptions of Personalised Display Ads Online*. Jönköping: Jönköping University.
- Goodrich, K., Schiller, S. Z., & Galletta, D. (2015). Consumer Reactions To Intrusiveness Of Online-video Advertisements: Do Length, Informativeness, And Humor Help (Or Hinder) Marketing Outcomes?. *Journal of Advertising Research*, 37-50. DOI: 10.2501/JAR-55-1-037-050.
- Gronholdt, L., Martensen, A., & Kristensen, K. (2010). The relationship between customer satisfaction and loyalty: Cross-industry differences. *Total Quality*

- Management*, 11(4-6), 509-514.
<http://dx.doi.org/10.1080/09544120050007823>.
- Hair, J., Ringle, C., M., & Sarstedt, M. (2011). PLS-sem: Indeed a silver bullet. *The Journal of Marketing Theory and Practice*, 19, 139-151.
<https://doi.org/10.2753/MTP1069-6679190202>.
- Hair, J., F., Hult, G., T., M., Ringle, C., M., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). *European Business Review*, 26(2), 106-121. <https://doi.org/10.1108/EBR-10-2013-0128>.
- Hair Jr, J. F., Hult, G. T. M., Ringle, C., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). Sage publications.
- Hair, J.F., Risher, J.J., Sarstedt, M. & Ringle, C.M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24.
<https://doi.org/10.1108/EBR-11-2018-0203>.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion For Assessing Discriminant Validity In Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 43, 115-135. DOI: 10.1007/s11747-014-0403-8.
- Herder, E., & Zhang, B. (2019). Unexpected and Unpredictable: Factors That Make Personalized Advertisements Creepy. *ABIS'19*. DOI: 10.1145/3345002.3349285.
- Hong, W., Chan, F. K., & Thong, J. Y. (2019). Drivers and Inhibitors of Internet Privacy Concern: A Multidimensional Development Theory Perspective. *Journal of Business Ethics*, 1-26. <https://doi.org/10.1007/s10551-019-04237-1>.
- iPrice. (2020, March 3). Peta E commerce Indonesia. <https://iprice.co.id/insights/mapofecommerce/>.
- Jiménez, N., & San-Martín, S. (2017). Attitude Toward M-Advertising And M-Repurchase. *European Research on Management and Business Economics*, 23(2), 96-102. <https://doi.org/10.1016/j.iemeen.2016.12.001>.
- Jung, A-Reum. (2017). The Influence Of Perceived Ad Relevance On Social Media Advertising: An Empirical Examination Of A Mediating Role Of Privacy Concern. *Computers in Human Behavior*, 70, 303-309.
<https://doi.org/10.1016/j.chb.2017.01.008>.
- Kalyanaraman, S., & Sundar, S. S. (2006). The Psychological Appeal of Personalized Content in Web Portals: Does Customization Affect Attitudes and Behavior? *Journal of Communication*, 56(1), 110–132.
<https://doi.org/10.1111/j.1460-2466.2006.00006.x>.
- Kim, B.H., Han, S., & Yoon, S. (2010). Advertising creativity in Korea. *Journal of Advertising*, 39 (2), 93–108. <https://doi.org/10.2753/JOA0091-3367390207>.

- Kim, Y. J., & Han, J. Y. (2014). Why Smartphone Advertising Attracts Customers: A Model Of Web Advertising, Flow, And Personalization. *Comput Human Behavior*.33, 256–69. doi: 10.1016/j.chb.2014.01.015
- Kim, B. H., & Yu, J. (2015). The Importance of Trust for Personalized Online Advertising. *Creativity Research Journal*, 27(2), 133-138. DOI: 10.1080/10400419.2015.1030302.
- Kim, H., & J. Huh. (2017). Perceived Relevance and Privacy Concern Regarding Online Behavioral Advertising (OBA) and Their Role in Consumer Responses. *Journal of Current Issues & Research in Advertising*, 38(1), 92-105. <https://doi.org/10.1080/10641734.2016.1233157>.
- Komiak, S., & Benbasat, I. (2006). The Effects of Personalization and Familiarity on Trust and Adoption of Recommendation Agents. *MIS Quarterly*, 30(4), 941-960. DOI:10.2307/25148760.
- Lee, S., Kim, K. J., & Sundar, S.S. (2015). Customization In Location-Based Advertising: Effects Of Tailoring Source, Locational Congruity, And Product Involvement On Ad Attitudes. *Comput Human Behavior*.51, 336–43. DOI: 10.1016/j.chb.2015.04.049.
- Lemeshow, S., Hosmer Jr, D., W., Klar, J., & Lwanga, S., K. (1990). *Adequacy of Sample Size in Health Studies*. John Wiley & Sons.
- Liang, T.-P., & Huang, J.-S. (1998). An empirical study on consumer acceptance of products in electronic markets: a transaction cost model. *Decision Support Systems*, 24, 29–43. PII: S0167- 9236 98 00061-X.
- McAndrew, F. T., & Koehnke, S. S. (2016). On the nature of creepiness. *New Ideas in Psychology*, 43, 10–15. DOI:10.1016/j.newideapsych.2016.03.003.
- MacKenzie, S. B., & Lutz, R. J. (1989). An Empirical Examination of the Structural Antecedents of Attitude toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53(2), 48, <https://doi.org/10.1177/002224298905300204>.
- Mahatmaidya, P. A., & Yasa, N. N. K. (2020). Advertising Value of Instagram Stories and The Effect on Millennial’s Attitude. *Russian Journal of Agricultural and Socio-Economic Sciences*, 3(99), 29-39. DOI: 10.18551/rjoas.2020-03.04.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach To Environmental Psychology*. Boston: The Massachusetts Institute of Technology.
- Meyer, S. (2020). The History and Evolution of Retail Stores: From Mom and Pop to Online Shops. Austin: Big Commerce. Diakses pada: Link : <https://www.bigcommerce.com/blog/retail/>.
- Millennials Outnumber Baby Boomers and Are Far More Diverse, Census Bureau Reports. (2015, June 15). United States Census Bureau. <https://www.census.gov/newsroom/press-releases/2015/cb15-113.html#:~:text=JUNE%202015%20%E2%80%94%20Millennials%2C,Census%20Bureau%20estimates%20released%20today>.

- Myers, D. G., & Twenge, J. M. (2018). *Social psychology(13th ed.)*. New York, NY: McGraw-Hill.
- Nitzl, C., Roldan, J.L. & Cepeda, G. (2016). Mediation Analysis In Partial Least Squares Path Modeling: Helping Researchers Discuss More Sophisticated Models. *Industrial Management & Data Systems*, 116(9), 1849-1864. <https://doi.org/10.1108/IMDS-07-2015-0302>.
- Phelps, J., D'souza, G., & Nowak, G. (2001). Antecedents and consequences of consumer privacy concerns: An empirical investigation. *Journal of Interactive Marketing*, 15, 2-17. <https://doi.org/10.1002/dir.1019>.
- Piersen, J. & Heyman, B. (2011). Social Media and Cookies: Challenges for Online Privacy. *Emerald Group Publishing Limited*, 13(6), 30-42. <http://dx.doi.org/10.1108/14636691111174243>.
- Schiffman, L. G. & Wisenblit, J. L. (2018). *Consumer Behavior, Global Edition*. United States: Pearson Education Limited.
- Schollosser, A. E., Shavitt, S., & Kanfer, A. (1999). Survey of internet users' attitudes toward Internet advertising. *Journal of Interactive Marketing*, 13, 34–54. [https://doi.org/10.1002/\(SICI\)1520-6653\(199922\)13:3<34::AID-DIR3>3.0.CO;2-R](https://doi.org/10.1002/(SICI)1520-6653(199922)13:3<34::AID-DIR3>3.0.CO;2-R).
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business: A Skill-Building Approach, 7th edition*. New York: John Wiley and Sons Ltd.
- Shim, S., Eastlick, M. A., Lotz, S. L., & Warrington, P. (2001). An online repurchase intentions model. *Journal of Retailing*, 77(3), 397–416. DOI:10.1016/s0022-4359(01)00051-3.
- Shopee is the leading e-commerce platform in Southeast Asia and Taiwan. (n.d.). Shopee. Retrieved December 17, 2020, from <https://careers.shopee.co.id/about/>.
- Slack, N. (1994). The Importance-Performance Matrix As A Determinant Of Improvement Priority. *International Journal of Operations & Production Management*, 14(5), 59-75.
- Snelders D., & Hekkert P. (1999). Association Measures as Predictors Of Product Originality. *Advances in Consumer Research*, 26 (1), 588-592.
- Srinivasan, S.S., Anderson, R., Ponnnavolu, K. (2002). Customer Loyalty in E-Commerce: an Exploration of Its Antecedents and Consequences. *Journal of Retailing*, 41-50.
- Strycharz, J., van Noort, G., Smit, E., & Helberger, N. (2019). Consumer View on Personalized Advertising: Overview of Self-Reported Benefits and Concerns. *Advances in Advertising Research X. European Advertising Academy. Springer Gabler, Wiesbaden*, 1, 53-66. https://doi.org/10.1007/978-3-658-24878-9_5.

- Sun, T., & Wu, G. (2011). Trait Predictors of Online Impulsive Buying Tendency: A Hierarchical Approach, *Journal of Marketing Theory and Practice*, 19(3), 337-346, <https://doi.org/10.2753/MTP1069-6679190307>.
- Sundar, S. S., & Marathe, S. S. (2010). Personalization versus Customization: The Importance of Agency, Privacy, and Power Usage. *Human Communication Research*, 36(3), 298–322. <https://doi.org/10.1111/j.1468-2958.2010.01377.x>.
- Tentang Kami. (n.d.). Tokopedia. Retrieved December 17, 2020, from <https://www.tokopedia.com/about/our-story>.
- Timothy, B. H., & Gary J. G. (2019). *Theory and Method in the Study of Ad and Brand Attitudes: Toward a Systemic Model. Attention, Attitude, and Affect in Response to Advertising*. New York: Psychology Press, 125-149.
- Triandis, H. C. (1977). *Interpersonal Behavior*. Pacific Grove: Brooks/Cole Publishing Company.
- Tsang, M. M., Ho, S. C., & Liang, T. P. (2004). Consumer Attitude Toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce*, 8(3), 65- 78. <https://doi.org/10.1080/10864415.2004.11044301>.
- Tyssyadiah, I. P., & Peronen, J. (2016). Impacts Of Peer-To-Peer Accommodation. Use On Travel Patterns. *Journal of Travel Research*, 55(8), 1022–1040. <https://doi.org/10.1177/0047287515608505>.
- van Eeden, E. & Chow, W. (2018). Getting Personal: Putting The Me Entertainment and Media (Annual Report). PwC.
- Verhagen, T., & van Dolen, W. (2011). The influence of online store beliefs on consumer online impulse buying: A model and empirical application. *Information & Management*, 48(8), 320–327. <https://doi.org/10.1016/j.im.2011.08.001>.
- Verplanken, B., & Herabadi, A., (2011). Individual Differences In Impulse Buying Tendency: Feeling And No Thinking. *European Journal Of Personality*, 15, 71-83. <https://doi.org/10.1002/per.423>.
- Watson, D., Clark, L. A., & Tellegen, A. (1988). Development and validation of brief measures of positive and negative affect: The PANAS scales. *Journal of Personality and Social Psychology*, 54(6), 1063–1070. <https://doi.org/10.1037/0022-3514.54.6.1063>.
- Volckner, F., Sattler, H., Hennig-Thurau, T., & Ringle, C., M. (2010). The role of parent brand quality for service brand extension success. *Journal of Service Research*, 13(4), 359-361. <https://doi.org/10.1177/1094670510370054>.
- We Are Social. (2019). Thinking Forward Trends Shaping Social in 2019 (Annual Report). Hootsuite.
- Weun, S., Jones, M. A., & Beatty, S. E. (1998). Development and validation of the Impulse Buying Tendency Scale. *Psychological reports*, 82(3 Pt 2), 1123–1133. <https://doi.org/10.2466/pr0.1998.82.3c.1123>.

- Westin, A. F. (1967). Privacy and freedom. *Washington and Lee Law Review*, 25(1), 166. <https://scholarlycommons.law.wlu.edu/wlulr/vol25/iss1/20/>.
- Westin, A. F. (2003). Social and political dimensions of privacy. *Journal of social issues*, 59(2), 431-453. DOI: 10.1111/1540-4560.00072.
- Zaltman, G. (2003). *How Customers Think: Essential Insights into the Mind of the Market*. Boston: Harvard Business School Press.
- Zhu, Y. Q., & Chang, J. (2016), The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self awareness, and continuous use intentions, *Computers in Human Behavior*, 65,442-447. <https://doi.org/10.1016/j.chb.2016.08.048>.

