

REFERENCES

- Adha, K. H., Kusumahadi, R., Bisnis, M., Dan, T., Fakultas, I., Dan, E., & Universitas, B. (2020). Analisis Persepsi Pengguna Situs Marketplace Menggunakan Technology Acceptance Model (Tam) (Studi Kasus Pada Tokopedia) Analysis Of The Marketplace Site User Perception Technology Admission Model Using (Tam) (Case Study In Tokopedia). *Open Library Telkom University*, 7(2), 5310–5321. <https://openlibrarypublications.telkomuniversity.ac.id/index.php/management/article/view/13731/13473>
- Al-Emran, M., & Shaalan, K. (2021). *Recent Advances in Technology Acceptance Models and*. Springer.
- Chan, K. G., Pawi, S., Ong, M. F., Kowitlawakul, Y., & Goy, S. C. (2020). Simulated electronic health documentation: A cross-sectional exploration of factors influencing nursing students' intention to use. *Nurse Education in Practice*, 48, 102864.
- Damayanti, V. (2019). Pengaruh Perceived Usefulness Dan Perceived Ease Of Use Terhadap Purchase Intention Melalui Brand Image Sebagai Variabel Intervening Pada Mahasiswa Ust Yogyakarta Pengguna Shopee. *Jurnal Ilmiah Ekonomi Dan Bisnis*, 16(2), 99–109.
- E-commerce in Indonesia - Statistics & Facts | Statista*. (n.d.). Retrieved August 1, 2021, from <https://www.statista.com/topics/5742/e-commerce-in-indonesia/>
- Hamid, A. A., Razak, F. Z. A., Bakar, A. A., & Abdullah, W. S. W. (2016). The Effects of Perceived Usefulness and Perceived Ease of Use on Continuance Intention to Use E-Government. *Procedia Economics and Finance*, 35, 644–649. [https://doi.org/10.1016/s2212-5671\(16\)00079-4](https://doi.org/10.1016/s2212-5671(16)00079-4)
- Indonesia Pet Food Market Size, Trends & Growth, COVID-19 Impact Analysis and Forecast (2021 - 2026) - Mordor Intelligence*. (n.d.). Retrieved July 18, 2021, from <https://www.mordorintelligence.com/industry-reports/indonesia-pet-food-market>
- Martin, B. T. (2008). *Research in Practice: Applied Methods for the Social Sciences - Google Books*. UTC Press; 2nd Edition (December 1, 2008). https://books.google.co.id/books?hl=en&lr=&id=7eKA1SMIOzAC&oi=fnd&pg=PA33&dq=research+design+&ots=qKi1Xo8HZR&sig=vmv0PGqhf4ZhHQtnyXn821-mUE&redir_esc=y#v=onepage&q=research+design&f=false
- Muliadi, M. L., & Japariato, E. (2021). analisa pengaruh perceived ease of use terhadap behavior intention melalui perceived usefulness sebagai media

- intervening pada digital payment OVO. *Jurnal Manajemen Pemasaran*, 15(1), 20–27.
- Muliati, N. (2019). Pengaruh Perceived Usefulness, Perceived Ease Of Use, Attitude Toward Using Dan Behavior Intention To Use Terhadap Actual System Use Dalam Implementasi Teknologi Enterprise Resource Planning (ERP) System (Studi Pada End User ERP System Di PT Semen Gresik). *Jurnal Manajemen Dan Inovasi (MANOVA)*, 2(2), 31–46. <https://doi.org/10.15642/manova.v2i2.191>
- Nurhayati-Wolff, H. (2020). • *Indonesia: internet penetration rate 2023 | Statista*. Statista.Com. <https://www.statista.com/statistics/254460/internet-penetration-rate-in-indonesia/>
- Nursiah, N. (2018). Pengaruh perceived ease of use dan perceived usefulness terhadap behavior intention to use. *Jurnal Elektronik Sistem Informasi Dan Komputer*, 3(2), 39–47.
- PETSKITA / YOUR PETS COME FIRST!* (n.d.). Retrieved October 22, 2021, from <https://www.petskita.com/>
- Pikhartova, J., Bowling, A., & Victor, C. (2014). Does owning a pet protect older people against loneliness? *BMC Geriatrics*, 14(1). <https://doi.org/10.1186/1471-2318-14-106>
- Purba, J. T., Hery, & Widjaja, A. E. (2020). E-commerce implementation in supporting business services strategy (case study at petshop gifaro evidence). *Journal of Physics: Conference Series*, 1563(1). <https://doi.org/10.1088/1742-6596/1563/1/012012>
- Santoso, B. (2010). *Pengaruh perceived usefulness, perceived ease of use, dan perceived enjoyment terhadap penerimaan teknologi informasi (studi empiris di Kabupaten Sragen)*. UNS (Sebelas Maret University).
- Setyawati, R. E. (2020). Pengaruh Perceived Usefulness, Perceived Ease of Use Terhadap Behavioral Intention To Use dengan Attitude Towards Using sebagai Variabel Intervening (Studi Kasus Pada Gopay Di Kota Yogyakarta). *Jurnal Ekobis Dewantara*, 3(1), 39–51. https://doi.org/10.26460/ed_en.v3i1.1470
- Singasatia, Dayan; Melami, M. (n.d.). *Pengaruh Perceived Usefulness (Pu) Dan Perceived Ease of Use (Peou) Terhadap Attitude Toward Using (Atu) Serta Dampaknya Terhadap Behavioral Intention To Use (BITU)*.
- Syaziella, D. A. (2019). *Pengaruh Technology Acceptance Model Terhadap Intensi Berwirausaha pada Mahasiswa Dalam Memanfaatkan Social Media (Studi Kasus pada Mahasiswa Strata-1 Manajemen Universitas Sumatera Utara)*. <http://repositori.usu.ac.id/handle/123456789/23262>

- Wakhida, U. I., & Sanaji, S. (2020). Peran Perceived Usefulness dan Perceived Risk sebagai Variabel Pemediasi pada Pengaruh Perceived Ease of Use dan e-WOM Negatif terhadap Niat Pembelian Para Pengguna Aplikasi Layanan Kesehatan Halodoc. *Jurnal Ilmu Manajemen*, 8(4), 1158. <https://doi.org/10.26740/jim.v8n4.p1158-1174>
- Wida, P., Yasa, N., & Sukaatmadja, I. (2016). Aplikasi Model Tam (Technology Acceptance Model) Pada Perilaku Pengguna Instagram. *Jurnal Ilmu Manajemen Mahasaraswati*, 6(2), 101948.
- Wijayanti, M. W., Suddin, A., & Sutarno. (2019). Pengaruh Perceived Usefulness Dan Perceived Ease of Use Terhadap Behaviour Intention To Use Bri Digital Banking Pada Agen Brilink Pt Bank Rakyat Indonesia Tbk Kantor Cabang Magelang. *Jurnal Manajemen Sumber Daya Manusia*, 13(2), 188–199. <http://ejurnal.unisri.ac.id/index.php/Manajemen/article/view/3600>
- Wirawan, F. (2018). *Analisis Pengaruh Perceived Usefulness, Perceived Ease of Use, Compatibility, Subjective Norms, Perceived Risk dan Perceived Cost terhadap Behavioral Intention to Adopt Whatsapp Business Telaah pada Usaha Mikro di Indonesia.*