

Daftar Pustaka

- Ahn, T., Ryub, S., & Hana., I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information & Management*, 44(3), 263-275.
- Ahn, Tony; Ryu, Seewon; Han, Ingoo;. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Science Direct, Information & Management* 44, 263–275.
- Ajzen. (1991). *Organizational Behavior and Human Decision Processes*. Massachusetts: Elsevier Inc.
- Ajzen, I. &. (1980). *Understanding attitudes and predicting social behavior*. New Jersey: Prentice-Hall.
- Ajzen, I. (1991). *The Theory of Planned Behaviour*. Amherst : University of Massachusetts.
- Ajzen, I., & Fishbein, M. (1972). Attitudes and normative beliefs as factors influencing behavioral intentions. *Journal of Personality and Social Psychology*, 1-9.
- al., C. e. (2002). Enticing online consumers: an extended technology acceptance. *Information and Management*, 705-719.
- Akbar, M. (2016, 09 29). *MENYAMBUT KEHADIRAN SPOTIFY DI INDONESIA!* Retrieved from nyoozee: <http://www.nyoozee.com/tekno/spotify-di-indonesia/>
- Assael, H. (2001). *Consumer Behavior 6th Edition*. New York: Thomson Learning.
- Bagdniene, L., & Zemblyte, J. (2009). Online shopping motivation factors and their effect on Lithuanian consumers. *Economics & Management*, 1(1), 1-9.
- Barnett, G. A., Fink, E. L., & Debus, M. B. (1989). A mathematical model of academic citation age. *Communication Research*, 16, 510–531.
- Bauer, R. A. (1960). *Consumer behavior as risk-taking*. In R. S. Hancock (Ed.), *Dynamic marketing for a changing world*. Chicago: American Marketing Association.
- Bhattacherjee, A. (2001). Understanding information systems continuance. *An expectation-confirmation model*. *MIS Quarterly*, 25, 351-367.
- Bian, Q. & Forsythe, S. (2011). Purchase intention for luxury brands: A cross cultural comparison. *Journal of Business Research*, 65(10), 1443-1451.
- Boutsouki, C., Zotos, Y. and Masouti, Z. (2008). Consumer behavior towards own label: monitoring the Greek experience. *Agricultural Economics Review*, Vol.9 (1).
- Broniarczyk, Susan M., Wayne D. Hoyer, and Leigh McAlister. (1998). "Consumers' Perceptions of the Assortment Offered in a Grocery Category: The Impact of Item Reduction,". *Journal of Marketing Research*, 166-176.
- Brown, C. L., and G. S. Carpenter. (2000). Why is the trivial important? A reasons-based account for the effects of trivial attributes on choice. *Journal of Consumer Research*, 26 (4): 372–85.
- Celik, H. (2008). What determines Turkish customers. *International Journal of Bank Marketing*, 353-370.
- Chen L; Gilleson M; Sherrell DL;. (2002). Enticing online consumers: an extended technology acceptance perspective. *Information and Management*, 705-719.

- Chenchen; Chuang-chun; Yuting; Pui-Lai;. (2005). PHYSICAL OR DIGITAL? FACTORS DRIVE CONSUMERS TO PURCHASE DIGITAL MUSIC.
- Chiang, K.P. (2001). Effects of Price, Product Type, and Convenience on Consumer Intention to Shop Online, Proceeding of American Marketing Association, 12, 163.
- Chieh, L. P., & Cherng, D. G. (2003). Ethical ideology, subjective norm, and peer. *Asia Pacific Management Review*, 8(3), 311-335.
- Cho, J. (2004). "Likelihood To Abort An Online Transaction: Influences From Cognitive Evaluations, Attitudes, and Behavioral Variables,". *Information & Management* Vol. 41, 827-838.
- Chu, C.W., dan H. P. Lu. (2007). Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework. *Internet Research*. Vol.17 No.2, 139-155.
- Constantinides, E. (2004). "Influencing the online consumer's behaviour: the Web experience". *Internet Research*. Vol. 14, No. 2, pp. 111-126.
- Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. New York: Harper and Row.
- Davis, F.D., Bagozzi, R.P. and Warshaw, P.R. (1989). "User Acceptance of Computer Technology: A Comparison of Two Theoretical Models". *Management Science* (35:8), pp. 982-1002.
- Deci, E.L. & Ryan, R.M. (1985). *Intrinsic motivation and self-determination in human behaviour*. New York: Plenum Press.
- delapan Fitur Menarik Spotify untuk Nikmati Musik dengan Lebih Maksimal*. (2016, 4 14). Retrieved from <http://www.yangcanggih.com/2016/03/31/8-fitur-menarik-spotify-untuk-nikmati-musik-lebih-maksimal/>
- Dodds, B.K., Monroe, K.B. and Grewal, D. (1991). "Effect of price, brands, and store information on buyers" product evaluation". *Journal of Marketing Research*, pp. 307-19.
- Dolan, Robert J; Simon, Hermann;. (1996). *Power Pricing: How Managing Price Transforms the Bottom Line* . New York: Simon & Schuster.
- Donthu, N. a. (1999). "The internet shopper". *Journal of Advertising Research*, vol. 39, no. 3, pp. 52-58.
- Eagly, Alice H; Chaiken, Shelly;. (1993). *The psychology of attitudes*. US: Harcourt Brace Jovanovich College.
- Eastlick, M.A., & Feinberg, R.A. (1999). Shopping motives for mail catalog shoppers. *Journal of Business Research*, 45, 281-299. .
- Engel, James F., Blackwell, Roger D. & Miniard, Paul W. (1996). *Perilaku Konsumen Jilid II*. Jakarta: Binarupa Aksara.
- Fishbein, M. A. (1967). *Readings in attitude theory and measurement*. New York: Wiley.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behavior: An introduction to theory and research*. Massachusetts: Addison-Wesley.
- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Massachusetts: Addison Wesley.

- Forrester, R. H. (2000). Capturing learning and applying knowledge: an investigation of the use of innovation teams in Japanese and American automotive firms. *Journal of Business Research*, 47, 35-45.
- Gehrt, K.C., Yale, L.J. and Lawson, D.A. (1996). 'The convenience of catalog shopping: is there more to it than time?'. *Journal of Direct Marketing*, 10(4), 19-28.
- Gehrt, Kenneth C. and Laura J. Yale. (1993). "The Dimensionality of the Convenience Phenomenon: A Qualitative Reexamination". *Journal of Business and Psychology*, 20, 163–80.
- Grewal D., Gotlieb J., Marmorstein H. (1994). "The Moderating Effects of Message framing and Source Credibility on the Price-perceived Risk Relationship". *Journal of Consumer Research*, 21 (1) 145-53.
- Grewal, D., Krishnan, B., Baker, J., and Borin, N. (1998). The effect of store name, brand name, and price discount on consumers' evaluations and purchase intention. *Journal of retailing Vol. 74 (3)*, pp.331-352.
- Gusti , Hari Jaya Negara. (2010). Pengaruh Tribut Produk dan Kebutuhan Mencari Variasi Terhadap Peralihan Merek Konsumen Attack Ke Merek Lain. *Fakultas Ekonomi Universitas Andalas. Skripsi*.
- Halim, W.Z dan Hamed, A.B. (2005). *Consumer Purchase Intention At Traditional Restaurant and fast Food Restaurant*. Kedah: universiti utara malaysia.
- Harini. (2008). *Makro ekonomi pengantar*. Jakarta: PT Gramedia Pustaka.
- Herrmann, A.; Xia, L.; Monroe, K.B.; and Huber, F. (2007). The influence of price fairness on customer satisfaction: An empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 16(1), 49-58.
- Hidayat, Elita, Setiaman. (2012). 'Hubungan Antara Atribut Produk Dengan Minat Beli Konsumen'. *e-journal mahasiswa Universitas Padjajaran. Vol 1. No 1*.
- Hirunyawipada, T., and A. K. Paswan. (2006). Consumer innovativeness and perceived risk: Implications for high technology product adoption. *Journal Consumer Marketing*, 23 (4): 182–98.
- Hoch, Stephen, Eric T. Bradlow, and Brian Wansink. (1999). The Variety of an Assortment. *Marketing Science*, 18 (4), 527-546.
- Hogg, M. A., & Vaughan, G. M. (2005). *Social Psychology (4th edition)*. London: Prentice Hall.
- Howard H., Kendler. (1974). *Basic Psychology*. Philipines: Benyamin/Cummings.
- J.W. Moon, Y.G. Kim. (2001). Extending the TAM for a world-wide-web context. *Information & Management*, 217-230.
- J.W. Moon, Y.G. Kim. (2001). Extending the TAM for a world-wide-web context, *Information & Management* 38. 217–230.
- Jarvenpaa, S.L. and P.A. Todd. (1997). "Consumer Reactions to Electronic Shopping on the World Wide Web". *Journal of Electronic Commerce, Vol. 1, No. 2*: 59-88.
- Je, J.C., and Park, M.C. (2005). Mobile Internet Acceptance in Korea, *Internet Research*, 5(2), . 125.

- Jogiyanto. (2007). *Sistem Informasi Keperilakuan*. Yogyakarta.
- Jyh-Shen. (1998). The Effects of Attitude, Subjective Norm, and Perceived Behavioral Control on Consumers' Purchase Intentions: The Moderating Effects of Product Knowledge and Attention to Social Comparison Information. *Proc. Natl. Sci. Counc. ROC (C)*, Vol. 9, No. 2, pp. 298-308.
- Kahn, B. E., and R. K. Ratner. (2005). *Variety for the sake of variety? Diversification motives in consumer choice*. In *Inside consumption*. London: Routledge.
- Kahn, Brian E; Wansik, Brian;. (2004). The Influence of Assortment Structure on Perceived Variety and Consumption Quantities. *Journal of Consumer Research*, pg. 519.
- Kassin, Saul M; Brehm, Sharon S;. (1995). *Social Psychology*. Houghton Mifflin.
- Kimbal, Y. (1946). *Handbook of Social Psychology*.
- Kongaonkar, P.K. and Wolin, L.D. (1999). "A multivariate analysis of web-usage". *Journal of Advertising Research*, Vol. 39, No. 2, pp. 53-68.
- Kotler, P. (2003). *Manajemen Pemasaran*. edisi kesebelas. Jakarta: Indeks kelompok Gramedia.
- Kotler, p., & Armstrong, G. (2011). *Principles of Marketing 14th edition*. New Jersey: Pearson Education.
- Kotler, Philip dan Gary Armstrong. (2012). *Prinsip-prinsip pemasaran Edisi 13 jilid 1*. Jakarta: Erlangga.
- Kotler, Philip dan Kelvin Lane Keller. (2009). *Manajemen Pemasaran. Alih Bahasa: Bob Sabran Edisi 13. Jilid 2*. Jakarta: Erlangga.
- Krech, D., Crutchfield, R.S., Ballachey, E.L. . (1986). *Individual in Society*. Singapore: McGraw-Hill Book Company, Inc.
- Kung, H.-S., W.-M. Chu, Z.-R. He, and L.-B. Zhang. (2001). Polystichum. In C.-Y. Wu (ed.), *Flora Reipublicae Popularis Sinicae*. vol. 5(2). *Kung, H.-S. Science Press, Beijing*, pp 1-246.
- Kunz, M. (1997). *On-line customers: identifying store, product and consumer attributes which influences shopping on the Internet*. Unpublished doctoral dissertation. Knoxville: The University of Tennessee.
- LaPiere, R. T. (1934). Attitudes Versus Actions. *Social Forces*.
- Lee, C. & Green, R. T. (1991). Cross-cultural examination of the Fishbein behavioral Intentions model. *Journal of International Business Studies*, 22, 289-305.
- Lee, Pui M. (2002). Behavioral Model of Online Purchasers in E-Commerce Environment. *Electronic Commerce Research*, 2, pp. 75-85..
- Leonard, L. N. (2012). Attitude Influencers in C2CE-Commerce: Buying and Selling. *Journal of Computer Information Systems*, 11-17.
- Liao; Tsou; Shu;. (2008). The Roles of Perceived Enjoyment and Price Perceptionin Determining Acceptance of Multimedia-on-Demand. *International Journal of Business and Information*, Vol 3 no 1, 27-52.
- Ling (Alice) Jiang, Zhilin Yang and Minjoon Jun. (2012). *Measuring consumer perceptions of online shopping convenience*. Hong Kong: Emerald Group.

- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The Effects of Shopping Orientations, On-line Trust and Prior OnlinePurchase Experience toward Customers' On-line Purchase Intention. *International Business Research*, 3(3), 63-76. .
- Masih Ragu Menggunakan Spotify? Temukan Jawabannya di Sini.* (2016, 4 14). Retrieved from <https://id.techinasia.com/ulasan-singkat-layanan-streaming-musik-spotify>
- Mehta, A. (1994). How Advertising Response Modelling (ARM) Can Increase Ad Effectiveness. *Journal of Advertising Research*, 34(3), 62-74.
- Monroe, K. B. (1990). *Pricing: Making Profitable Decisions* (2nd ed.). New York: McGraw-Hill.
- Moon, J.W., and Kim, Y.G. (2001). Extending the TAM for a World-Wide-Web context, Information & Management. 38(4), 217–230.
- Moore, G. C., & Benbasat, I. (1991). Development of an instrument to measure the perceptions of adopting an information technology innovation. *Information Systems Research*, 2(3), 192-222.
- Munusamy, J. and Wong, C.H. (2008). Relationship between marketing mix strategy and consumer motive: an empirical study in major Tesco stores. *UNITAR E-Journal. Vol.*, 4(2).
- Murphy, E. (2005). Issues in the Adoption of Broadband-Enabled Learning. *British Journal of Educational Technology*, 36, 525-536. .
- Oglethorpe, J.E and Monroe, B.K. (1994). Determinant of Perceived Health and Safety Risk of Selected Hazardous Product and Activities. *Journal of Consumer Research*, No. 28, pp 326-346.
- Panida; Nopadol;. (2005). Factors Affecting Attitudes and Purchase Intentions Toward Branded Content on Webisodes. *Journal of Management Policy and Practice Vol.* 16(4), 64-72.
- Pavlou, P. A., & Fygenson, M. (2006). Understanding and Predicting Electronic Commerce Adoption: An Extension of the Theory of Planned Behavior. *MIS Quarterly: Research Article*, Vol.30, No.1, 115-143.
- Pavlou, P.A. (2003). Consumer Acceptance of Electronic Commerce:Integrating Trust and Risk with the Technology Acceptance Model. *INTERNATIONAL JOURNAL OF ELECTRONIC COMMERCE*, 7, 69-103.
- Peace, G., Galletta, D. & Thong, J. Y. L. (2003). Software piracy in the workplace: a model and empirical test. *Journal of Management Information Systems*, vol. 20, no. 1, (Summer 2003), pp153-177.
- Prasad, C. & Aryasri, A. (2009). Determinants of shopper behavior in e-tailing: An empirical analysis. *Paradigm*, 13(1), 73–83.
- Purwaningsih, A. (2013). Pengaruh Suasana Toko terhadap minat Beli Konsumen pada Swalayan Jadi Baru di Kebumen.
- Rivis, A., & Sheeran, P. (2003). Descriptive norms as an additional predictor in the theory of planned behaviour: A meta-analysis. *Current Psychology: Developmental, Learning, Personality, Social*, 22, 218-233.
- Roehm Jr., Harper and Michelle L. Roehm. (2005). "Happy versus Happier: Revisiting the Effect of Positive Mood on Variety-Seeking,". *Journal of Consumer Research*, 32 (2) 330-336.
- Rogers, E.M. (1983). *DIFFUSION OF INNOVATIONS* Fourth Edition. New York: Free Press.

- Rogers, E.M. (1995). *Diffusion of innovations*. New York: Free Press.
- Rogers, E.M. (2003). *Diffusion of innovations (5th ed.)*. New York: Free Press.
- RossiTER, J. R., and L. PERCY. (1998). *Advertising, Communications, and Promotion Management*. Singapore: McGraw Hill.
- Schiffman dan Kanuk. (2007). *Perilaku Konsumen. Edisi kedua*. Jakarta: Pt. Indeks Gramedia.
- Schiffman dan Kanuk. (2007). *Perilaku Konsumen. Edisi Kedua*. Jakarta: PT. Indeks Gramedia.
- Schiffman; Kanuk;. (2007). *Perilaku Konsumen (Edisi kedua)*. Jakarta: dan Kanuk .
- Sela, Aner, Berger, Jonah, & Liu, Wendy. (2009). Variety, vice, and virtue: How assortment size influences option choice. *Journal of Consumer Research*, 35(April), 941–951.
- Spotify Gandeng Indosat, Ini Paket yang Ditawarkan.* (2016, 8 10). Retrieved from <http://tekno.kompas.com/read/2016/03/30/14064887/Spotify.Gandeng.Indosat.Ini.Paket.yang.Ditawarkan>
- Spotify Music.* (2016, 4 25). Retrieved from <http://www.nhumedia.web.id/2015/11/spotify-music-mod-apk-tanpa-root.html>
- Stanton, W. J., Michael J. E, and Bruce J. W. (1994). *Fundamentals in Marketing 10th ed*. McGraw Hill.
- Stephenson PR, Willett RP. (1969). Analysis of consumers' retail patronage strategies. In: McDonald PR, editor. *Marketing involvement in society and the economy*. Chicago: American Marketing Association.
- Stewart, F. (2000). *The root causes of humanitarian emergencies*. In Nafziger, W.E., Stewart, F., and Väyrynen, R., eds, *War, Hunger and Displacement: The Origins of Humanitarian Emergencies*, Vol. 1. Oxford: Oxford University Press.
- Suryani, T. (2008). *perilaku konsumen implikasi pada strategi pemasaran*. Yogyakarta: graha ilmu.
- Suryani, T. (2008). *Perilaku Konsumen: Implikasi pada Strategi Pemasaran (Edisi 1)*. Yogyakarta: Graha Ilmu.
- Swaminathan, V., Lepkowska-White, E. and Rao, B. P. (1999). "Browsers or Buyers in Cyberspace? An Investigation of Factors Influencing Electronic Exchange". *Journal of Computer-Mediated Communication*, Vol. 5, No. 2.
- Swasta, Basu dan T Hani Handoko. (2000). *Manajemen Pemasaran: Analisa dan Perilaku Konsumen*. Yogyakarta: BPFE.
- Szymanski, D.M. and Hise, R.T. (2000). "E-satisfaction: An initial examination". *Journal of Retailing*, Vol. 76 No. 3,, pp. 309-322.
- Tan, S.J. (1999). Strategies for reducing consumers' risk aversion in internet shopping. *Journal of Consumer Marketing*, 16(2), pp.163-180.
- Taylor, S. & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Research in Marketing*, 137-156.

- Taylor, S. L., & Cosenza, R. M. (1999). A conceptual choice model for hospital services. *Journal of Marketing theory and Practice*, 7(4), 20-33.
- Tjiptono, F. (2002). *Strategi Pemasaran*. Yogyakarta: Andi.
- Tjiptono, Fandy. (2008). *Strategi pemasaran. Edisi III*. Yogyakarta: Andi.
- Tracy, B. (1998). "E-tailing: what web customers really want. Advertising Age's Business Marketing". Vol. 83, No. 11, pp. 39-42.
- Tung, L. C. (2011). The impact of entrepreneurship education on entrepreneurial intention of engineering students. *Ph.D. Thesis, City University*, 79.
- van der Heijden, H. (2003). Factors influencing the usage of websites. *The case of a generic portal in the Netherlands, Information & Management*, 40(6), 541-549.
- Vanterpool, M. (1990). A model for infusing cultural diversity concepts across the curriculum. *To Improve the Academy*, 9, 159-175. .
- Vaughan, Emmet J. (1996). *Fundamentals of Risk and Insurance 7th Ed*. New York: John Wiley.
- Venkatesh, V., Morris, M.G., and Ackerman, P.L. (2000). A Longitudinal Field Investigation of Gender Differences in Individual Technology Adoption Decision Making Processes. *Organizational Behavior and Human Decision Processes*, 83, 33-60.
- Verbeke, W., & Vackier, I. (2005). Individual determinants of fish consumption: application of the theory of planned behaviour. *Appetite*, 44, 67-82.
- Voss, G. B.; Parasuraman, A.; and Grewal, D. (1998). The role of price, performance and expectations in determining satisfaction in service exchanges,. *Journal of Marketing*, 62(4), 46-61.
- WA, G. (2000). *Psikologi Sosial*. Bandung: Refika Aditama.
- Whitlar, D.B., Geurts, M.D., Swenson, M.J. (1993). New product forecasting with a purchase intention survey. *The Journal of Business Forecasting Methods Systems and Systems*, 12 (3), 1-18.
- Wungwanit-Chakorn, A. (2000). Adoption intention of banks' customer on Internet banking service. *ABAC Journal*, 22 (3), pp.63-80.
- Yoo, Boonghee & Lee S. (2000). An Examination of Selected Marketing Mix Elements and Brand Equity. *Academy of Marketing Science*, 28 (20), 195–211.
- Zainah. (2014). The Role of Website Experience in Building Attitude and Intention towards Online Shopping. *The University of Leeds*.
- Zeithaml, V. A., L. L. Berry, and A. Parasuraman. (1996). The behavioral consequences of service quality. *Journal of Marketing*, 60 (2): 31–46.
- Zeithaml, Valarie A. (1988). "Consumer Perceptions of Price, Quality and Value:A Means-End Model and Synthesis of Evidence,". *Journal of Marketing*, 52(3), 2-22.