DAFTAR PUSTAKA

- Bashir, R., Mehboob, I., & Bhatti, W. K. (2015). Effects of online shopping trends on consumer-buying behaviour: An empirical study of Pakistan. Journal of Management and Research, 2(2), 1-24.
- Chawla, M., Khan, M. N., & Pandey, A. (2015). Online buying behaviour: A brief review and update. Journal of Management and Research, 9(2/4).
- Abbasi, G. A., Goh, Y. N., & Ariffin, S. K. (2019). Stimulating online buying behaviour among millennials in Pakistan: A conceptual model and research propositions. Journal of Entrepreneurship, Business and Economics, 7(2), 189-219.
- Afzal, S., & Khan, J. R. (2015). Impact of online and conventional advertisement on consumer buying behaviour of branded garments. Asian Journal of Management Sciences & Education, 4(1), 125-135.
- Başev, E. (2014). Online buying behaviour of Turkish consumer: An exploratory study on hepsiburada. com. Global Media Journal, 5(9), 97-132.
- Al Amin, M., Nowsin, N., Hossain, I., & Bala, T. (2020). Impact of social media on consumer buying behaviour through online value proposition: A studyon *e-commerce* business in Bangladesh. Academy of Strategic Management Journal, 19(5), 1-18.
- Pahwa, B. (2015, November). A review of consumer online buying behaviour. In International conference on technologies for sustainability-engineering,

- information technology, management and the environment, SUSTECH (pp. 570-576).
- Abdul Hamid, N. A., Cheun, C. H., Abdullah, N. H., Ahmad, M. F., & Ngadiman, Y. (2019). Does persuasive *E-commerce* website influence users' acceptance and online buying behaviour? The findings of the largest E-commerce website in Malaysia. ICT for a Better Life and a Better World: The Impact of Information and Communication Technologies on Organizations and Society, 263-279.
- Al-Dhuhli, I., & Ismael, S. (2013). The Impact of social media on consumer buying behaviour. Unpublished Master's Project, Sultan Qaboos University.
- Precious Bolanle Bolodeoku, Ebeguki Igbinoba, Paul Odunayo Salau, Charles Kelechi Chukwudi, Sandra Efeomo Idia, Perceived usefulness of technology and multiple salient outcomes: the improbable case of oil and gas workers, Heliyon, Volume 8, Issue 4,2022
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS quarterly, 319-340.
- 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.
- Abdullah, F., Ward, R., & Ahmed, E. (2016). Investigating the influence of the most commonly used external variables of TAM on students' Perceived Ease

- of Use (PEOU) and Perceived Usefulness (PU) of e-portfolios. Computers in human behavior, 63, 75-90.
- Moslehpour, M., Pham, V. K., Wong, W. K., & Bilgiçli, İ. (2018). E-purchase intention of Taiwanese consumers: Sustainable mediation of perceived usefulness and perceived ease of use. Sustainability, 10(1), 234.
- Adams, D. A., Nelson, R. R., & Todd, P. A. (1992). Perceived usefulness, ease of use, and usage of information technology: A replication. MIS quarterly, 227-247.
- Schnall, R., Higgins, T., Brown, W., Carballo-Dieguez, A., & Bakken, S. (2015).

 Trust, perceived risk, perceived ease of use and perceived usefulness as factors related to mHealth technology use. Studies in health technology and informatics, 216, 467.
- Elkaseh, A. M., Wong, K. W., & Fung, C. C. (2016). Perceived ease of use and perceived usefulness of social media for e-learning in Libyan higher education: A structural equation modeling analysis. International Journal of Information and Education Technology, 6(3), 192.
- Lanlan, Z., Ahmi, A., & Popoola, O. M. J. (2019). Perceived ease of use, perceived usefulness and the usage of computerized accounting systems: A performance of micro and small enterprises (mses) in china. International Journal of Recent Technology and Engineering, 8(2), 324-331.

- Raza, S. A., Umer, A., & Shah, N. (2017). New determinants of ease of use and perceived usefulness for mobile banking adoption. International Journal of Electronic Customer Relationship Management, 11(1), 44-65.
- Cho, Y. C., & Sagynov, E. (2015). Exploring factors that affect usefulness, ease of use, trust, and purchase intention in the online environment. International journal of management & information systems, 19(1), 21-36.
- Berry, Leonard L., Kathleen Seiders, and Dhruv Grewal. "Understanding service convenience." Journal of marketing 66.3 (2002): 1-17.
- Duarte, P., e Silva, S. C., & Ferreira, M. B. (2018). How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. Journal of Retailing and Consumer Services, 44, 161-169.
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018).

 Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. Sustainability, 10(1), 156.
- Mehmood, S. M., & Najmi, A. (2017). Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. International Journal of Electronic Customer Relationship Management, 11(1), 23-43.
- Akhlaq, A., & Ahmed, E. (2015). Digital commerce in emerging economies:

 Factors associated with online shopping intentions in Pakistan.

 International Journal of Emerging Markets.

- Cho, Y. C., & Sagynov, E. (2015). Exploring factors that affect usefulness, ease of use, trust, and purchase intention in the online environment. International journal of management & information systems, 19(1), 21-36.
- Mehmood, S. M., & Najmi, A. (2017). Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. International Journal of Electronic Customer Relationship Management, 11(1), 23-43.
- Cha, S. S., & Lee, S. H. (2020). The effect of convenience store dessert on consumers value and satisfaction. The Journal of Asian Finance, Economics and Business, 7(3), 191-199.
- Shariff, N. S. M., & Abd Hamid, N. H. I. (2021). Consumers' buying behavior towards online shopping during the COVID-19 pandemic: An empirical study in Malaysia. Malaysian Journal of Science, Health & Technology.
- Haque, A., Sadeghzadeh, J., & Khatibi, A. (2006). Identifying potentiality online sales in Malaysia: A study on customer relationships online shopping. Journal of Applied Business Research (JABR), 22(4)
- Moghavvemi, S., Sharabati, M., Paramanathan, T., & Rahin, N. M. (2017). The impact of perceived enjoyment, perceived reciprocal benefits and knowledge power on students' knowledge sharing through Facebook. The International Journal of Management Education, 15(1), 1-12.

- Koenig-Lewis, N., Marquet, M., Palmer, A., & Zhao, A. L. (2015). Enjoyment and social influence: predicting mobile payment adoption. The Service Industries Journal, 35(10), 537-554.
- Auf, M. A. A., Meddour, H., Saoula, O., & Majid, A. H. A. (2018). Consumer buying behaviour: The roles of price, motivation, perceived culture importance, and religious orientation. Journal of Business and Retail Management Research, 12(4).
- Kanchanatanee, K., Suwanno, N., & Jarernvongrayab, A. (2014). Effects of attitude toward using, perceived usefulness, perceived ease of use and perceived compatibility on intention to use E-marketing. Journal of Management Research, 6(3), 1.
- Indarsin, T., & Ali, H. (2017). Attitude toward Using m-commerce: The analysis of perceived usefulness perceived ease of use, and perceived trust: Case study in Ikens Wholesale Trade, Jakarta–Indonesia. Saudi Journal of Business and Management Studies, 2(11), 995-1007.
- Suki, N. M., & Suki, N. M. (2011). Exploring the relationship between perceived usefulness, perceived ease of use, perceived enjoyment, attitude and subscribers' intention towards using 3G mobile services. Journal of Information technology management, 22(1), 1-7.
- Dang, Y. M., Zhang, Y. G., Ravindran, S., & Osmonbekov, T. (2016). Examining student satisfaction and gender differences in technology-supported, blended learning. Journal of Information Systems Education, 27(2), 119.