

REFERENCES

- Aiyun, Xiao & Yang, Shaohua & Iqbal, Qaisar. (2018). Factors Affecting Purchase Intentions in Generation Y: An Empirical Evidence from Fast Food Industry in Malaysia. *Administrative Science Quarterly*. 9. 4. 10.3390/admsci9010004.
- Al-Fraihat, Dimah & Joy, Mike & Masa'deh, Ra'Ed & Sinclair, Jane. (2019). Evaluating E-learning Systems Success: An Empirical Study. *Computers in Human Behavior*. 102. 10.1016/j.chb.2019.08.004.
- Arikunto, S. (2019). *Prosedur Penelitian*. Jakarta: Rineka cipta.
- Aristio, Andre & Supardi, S. & Hendrawan, Rully & Hidayat, Alifiansyah. (2019). Analysis on Purchase Intention of Indonesian Backpacker in Accommodation Booking through Online Travel Agent. *Procedia Computer Science*. 161. 885-893. 10.1016/j.procs.2019.11.196.
- Athar, Muhammad Ahsan & Butt, Mattiullah & Abid, Ghulam. (2021). Impact of Influential Attributes on purchase Intention during covid-19: Theoretical Base Sequential Mediation of Image and Memories. *INTERNATIONAL JOURNAL OF MANAGEMENT*. 12. 454-467.
- Badan Pusat Statistik. (2021). Bps.go.id.
<https://www.bps.go.id/indicator/16/1189/1/jumlah-perjalanan-wisatawan-nusantara-menurut-provinsi-asal.html>

Badan Pusat Statistik. (2021). Bps.go.id.

<https://www.bps.go.id/indicator/16/1821/1/jumlah-kunjungan-wisatawan-mancanegara-ke-indonesia-menurut-kebangsaan.html>

Badan Pusat Statistik Provinsi Bali. (2023). Bps.go.id.

<https://bali.bps.go.id/indicator/16/106/1/banyaknya-wisatawan-mancanegara-bulanan-ke-bali-menurut-pintu-masuk.html>

Bala, Madhu and Verma, Deepak, A Critical Review of Digital Marketing (October 1, 2018). M. Bala, D. Verma (2018). A Critical Review of Digital Marketing. International Journal of Management, IT & Engineering, 8(10), 321–339., Available at SSRN: <https://ssrn.com/abstract=3545505>

Buabeng-Andoh, Charles. (2018). Predicting students' intention to adopt mobile learning: A combination of theory of reasoned action and technology acceptance model. Journal of Research in Innovative Teaching & Learning. 11. 10.1108/JRIT-03-2017-0004.

Cebeci, Ufuk & Ertug, Abdullah & Turkcan, Hulya. (2020). Exploring the determinants of intention to use self-checkout systems in super market chain and its application. Management Science Letters. 10. 1027-1036. 10.5267/j.msl.2019.11.007.

Chang, Y.W., Hsu, P.Y., Lan, Y.C., 2019. Cooperation and competition between online travel agencies and hotels. Tour. Manag. 71. <https://doi.org/10.1016/j.tourman.2018.08.026>.

- Cindy Mutia Annur. (2022). *Survei Populix: Traveloka Aplikasi Perjalanan Online Paling Banyak Disukai Konsumen*. Katadata.co.id; Databoks. <https://databoks.katadata.co.id/datapublish/2022/12/16/survei-populix-traveloka-aplikasi-perjalanan-online-paling-banyak-disukai-konsumen>
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., ... & Gebang, A. A. (2021). *Metode penelitian pendekatan kuantitatif*. Media Sains Indonesia.
- Eneizan, B. I. L. A. L., Alsaad, A. B. D. A. L. L. A. H., Abdelbaset Alkhalwaldeh, H. N., & Rawash, O. E. (2020). E-wom, trust, usefulness, ease of use, and online shopping via websites: the moderating role of online shopping experience. *Journal of Theoretical and Applied Information Technology*, 98(13), 2554-2565.
- Faisal, Muchamad & Yulianto, Agung. (2019). Religiusitas, Norma Subjektif dan Persepsi Pengeluaran Pemerintah dalam Mendukung Kepatuhan Wajib Pajak. *Jurnal Kajian Akuntansi*. 3. 170. 10.33603/jka.v3i2.3106.
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25 edisi ke-9*. Universitas Diponegoro.
- Handarkho, Y.D. (2020). Impact of social experience on customer purchase decision in the social commerce context. *J. Syst. Inf. Technol.*, 22, 47-71.
- Hansen, Jared & Saridakis, George & Benson, Vladlena. (2018). Risk, Trust, and the Interaction of Perceived Ease of Use and Behavioral Control in

Predicting Consumers' Use of Social Media for Transactions. *Computers in Human Behavior*. 80. 10.1016/j.chb.2017.11.010.

Haris, Chadijah. (2021). ZAKAT AS A SOLUTION FOR PUBLIC ECONOMIC RECOVERY IN THE ERA OF COVID-19. *Tasharruf: Journal Economics and Business of Islam*. 6. 1. 10.30984/tjebi.v6i1.1463.

Hermawan A.G.H. 2020. Bali Economic Development in the First Three month of 2020. Gross Regional Domestic Product (GRDP) Province of Bali. Central Bureau of Statistic. CBS Bali.

Hotels - Indonesia | Statista Market Forecast. (2023). Statista; Statista.

<https://www.statista.com/outlook/mmo/travel-tourism/hotels/indonesia>

Huang, Z., & Mou, J. (2021). Gender differences in user perception of usability and performance of online travel agency websites. *Technology in Society*, 66, 101671.

Intention (pp. 115–130). https://doi.org/10.1007/978-3-030-65147-3_8

International Tourism Receipts in 2017 Source: ICAO (2018), "Travel and Tourism a Force for Good in the World,"

Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of perceived usefulness, perceived ease of use, and perceived risk toward online shopping in the era of Covid-19 pandemic. *Systematic Reviews in Pharmacy*, 11(12), 313-320.

Juliana, Juliana & Hubner, Ira & Noval, Themmy & Bernarto, Innocentius. (2020). Ease Of Use Dan Trust Terhadap Purchase Intention Melalui

Customer Satisfaction Pada Situs Web Tokopedia. *Jurnal Ecodemica: Jurnal Ekonomi, Manajemen, dan Bisnis*. 4. 10.31294/jeco.v4i2.6909.

Keni Keni. (2020). How Perceived Usefulness And Perceived Ease Of Use Affecting Intent To Repurchase?. *Jurnal Manajemen*, 24(3), 481–496.
<https://doi.org/10.24912/jm.v24i3.680>

Kim, J., Franklin, D., Phillips, M., & Hwang, E. (2020). Online Travel Agency Price Presentation: Examining the Influence of Price Dispersion on Travelers' Hotel Preference. *Journal of Travel Research*, 59(4), 704–721.

Kristina, T., & Sugiarto, C. (2020). The role of trust mediates in the influence of social media marketing and Electronic Word-of-Mouth on purchase intention. *Management and Entrepreneurship: Trends of Development*, 4(14), 102-113.
<https://doi.org/https://doi.org/10.26661/2522-1566/2020-4/14-08>

Krizanova, Anna, George Lăzăroiu, Lubica Gajanova, Jana Kliestikova, Margareta Nadanyiova, and Dominika Moravcikova. 2019. "The Effectiveness of Marketing Communication and Importance of Its Evaluation in an Online Environment" *Sustainability* 11, no. 24: 7016.
<https://doi.org/10.3390/su11247016>

Kurniawan, A. (2019). *Pengolahan riset ekonomi jadi mudah dengan ibm spss*. Jakad Media Publishing.

- Kustiwi, I.A., 2018. Information systems success dimension in Indonesia online travel agency industry. *Russ. J. Agric. Socio-economic Sci.* 83.
<https://doi.org/10.18551/rjoas.2018-11.26>.
- Laksamana, P. (2018). Impact of social media marketing on purchase intention and brand loyalty: Evidence from Indonesia's banking industry. *International Review of Management and Marketing*, 8(1), 13-18.
- Larasetiati, M., & Ali, H. (2019). Model of consumer trust: analysis of perceived usefulness and security toward repurchase intention in online travel agent. *Saudi Journal of Economics and Finance*, 3(8), 350-357.
- Lestari, Ika & Maksum, Arifin & Kustandi, Cecep. (2019). Mobile Learning Design Models for State University of Jakarta, Indonesia. *International Journal of Interactive Mobile Technologies (iJIM)*. 13. 152.
10.3991/ijim.v13i09.10987.
- Li, F., Larimo, J. & Leonidou, L.C. Social media marketing strategy: definition, conceptualization, taxonomy, validation, and future agenda. *J. of the Acad. Mark. Sci.* 49, 51–70 (2021). <https://doi.org/10.1007/s11747-020-00733-3>
- Li, Xiong & Zhao, Xiaodong & Xu, Wangtu & Pu, Wei. (2020). Measuring ease of use of mobile applications in e-commerce retailing from the perspective of consumer online shopping behaviour patterns. *Journal of Retailing and Consumer Services*. 55. 102093. 10.1016/j.jretconser.2020.102093.

- M.Si, Hardani & Ustiawaty, Jumari & Andriani, Helmina & Istiqomah, Ria & Sukmana, Dhika & Fardani, Roushandy & Auliya, Nur & Utami, Evi. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif*.
- Malik, A. N. A., & Annuar, S. N. S. (2021). *The Effect of Perceived Usefulness*, McDaniel Jr, C., & Gates, R. (2018). *Marketing research*. John Wiley & Sons.
- Moslehpour, Massoud, Taufiq Ismail, Bey Purba, and Wing-Keung Wong. 2022. "What Makes GO-JEK Go in Indonesia? The Influences of Social Media Marketing Activities on Purchase Intention" *Journal of Theoretical and Applied Electronic Commerce Research* 17, no. 1: 89-103.
<https://doi.org/10.3390/jtaer17010005>
- Moslehpour, Massoud, Van Kien Pham, Wing-Keung Wong, and İsmail Bilgiçli. 2018. "e-Purchase Intention of Taiwanese Consumers: Sustainable Mediation of Perceived Usefulness and Perceived Ease of Use" *Sustainability* 10, no. 1: 234. <https://doi.org/10.3390/su10010234>
- Muliadi, Michaela & Japarianto, Edwin. (2021). ANALISA PENGARUH PERCEIVED EASE OF USE TERHADAP BEHAVIOR INTENTION MELALUI PERCEIVED USEFULNESS SEBAGAI MEDIA INTERVENING PADA DIGITAL PAYMENT OVO. *Jurnal Manajemen Pemasaran*. 15. 20-27. 10.9744/pemasaran.15.1.20-27.
- Nangin, Meryl & Barus, Irma & Wahyoedi, Soegeng. (2020). The Effects of Perceived Ease of Use, Security, and Promotion on Trust and Its

Implications on Fintech Adoption. *Journal of Consumer Sciences*. 5. 124-138. 10.29244/jcs.5.2.124-138

Noor, N. M., Noranee, S., Zakaria, M. F., Unin, N., & Suaee, M. A. H. M. (2020, February). Online shopping: The influence of attitude, subjective norm and perceived behavioral control on purchase intention. In *Proceedings of the 2020 The 6th International Conference on E-Business and Applications* (pp. 33-36).

Oyindamola Sanni. (2023). Booking Ninjas.

<https://www.bookingninjas.com/blog/streamline-your-reservations-handle-bookings-from-multiple-channels-with-ease>

Peña García, Nathalie & Saura, Irene & Rodríguez-Orejuela, Augusto & Siqueira, Jose. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*. 6. 1-11. 10.1016/j.heliyon.2020.e04284.

Perceived Ease of Use, Reward, and Perceived Risk toward E-Wallet Usage

Pham, H., & Nguyen, T. (2019). The effect of website quality on repurchase intention with the mediation of perceived value: The case study of online travel agencies in Vietnam. *Journal of Global Business Insights*, 4(1), 78-91. <https://www.doi.org/10.5038/2640-6489.4.1.1041>

Pratita, et al. (2018). Analisis Faktor – Faktor yang Memengaruhi Keputusan Pembelian Pelanggan di Kober Bar Malang. *Jurnal Pendidikan* 3(4).

- Priyatno, D. (2018). SPSS Panduan Mudah Olah Data bagi Mahasiswa dan Umum. Yogyakarta: ANDI (Anggota IKAPI).
- Rachbini, W. (2018). The relationship of attitude, subjective norm, perceived behavioral control on halal food purchasing behavior in Jakarta. *IOSR Journal of Business and Management*, 20(1), 28-37.
- Ramadania, S., & Braridwan, Z. (2019). The Influence of Perceived Usefulness, Ease of Use, Attitude, Self-efficacy, and Subjective Norms Toward Intention to Use Online Shopping.
- Rehman, S., Bhatti, A., Mohamed, R. *et al.* The moderating role of trust and commitment between consumer purchase intention and online shopping behavior in the context of Pakistan. *J Glob Entrepr Res* 9, 43 (2019).
<https://doi.org/10.1186/s40497-019-0166-2>
- Rejón-Guardia, Francisco & Polo Peña, Ana & Maraver-Tarifa, Guillermo. (2020). The acceptance of a personal learning environment based on Google apps: the role of subjective norms and social image. *Journal of Computing in Higher Education*. 32. 10.1007/s12528-019-09206-1.
- Said, I. N., & Iskandar, D. D. (2020). Perceived Employability, Entrepreneurial Intention and Behavior of Students : Analysis of Theory of Planned Behavior Perspective. *AdBispreneur : Jurnal Pemikiran dan Penelitian Administrasi Bisnis dan Kewirausahaan*.

- Samudra, T. B., Maslichah, & Sudaryanti, D. (2020). Pengaruh sikap, norma subjektif, dan control keperlilakuan yang dipersepsikan terhadap kepatuhan wajib pajak orang pribadi di kota batu. *E-Jra*. 09(02), 47-57.
- Santoso, Singgih. (2020). *Buku Latihan SPSS Statistik Parametrik*. Jakarta: PT Elex. Media Komputindo
- Sahir, Syafrida Hafni & Suginam, & Fahlevi, Mochammad. (2021). ONLINE TRAVEL AGENCY MARKETING STRATEGY: IMPLICATIONS FOR CONSUMER REPURCHASE DECISION. 5. 2021. 10.24034/j25485024.y2021.v5.i2.466.
- Schiffman, L. G. & Kanuk, L., L. 2018. *Perilaku Konsumen*, Edisi 7. Alih Bahasa: Setiawan, Maggie & Yanita, Christina. (2020). The Influence of Perceived Ease of Use on the Intention to Use Mobile Payment. *Journal of Accounting and Strategic Finance*. 3. 18-32. 10.33005/jasf.v3i1.67.
- Sofronov, Bogdan. (2018). THE DEVELOPMENT OF THE TRAVEL AND TOURISM INDUSTRY IN THE WORLD. *Annals of Spiru Haret University. Economic Series*. 18. 123-137. 10.26458/1847.
- Sugandini, D., Purwoko, P., Pambudi, A., Resmi, S., Reniati, R., Muafi, M., & Adhyka Kusumawati, R. (2018). The role of uncertainty, perceived ease of use, and perceived usefulness towards the technology

adoption. *International Journal of Civil Engineering and Technology (IJCIET)*, 9(4), 660-669.

Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta

Sukati, Inda. (2018). The effect of external factors on purchase intention amongst young generation in Malaysia.

Sun, S., Law, R., & Schuckert, M. (2020). Mediating effects of attitude, subjective norms and perceived behavioural control for mobile payment-based hotel reservations. *International Journal of Hospitality Management*, 84, 102331.

Syah, T. Y. R., Munthe, R. M., Dewanto, D., & Roespinoedji, R. (2021). The Moderating Effects of Risk and Subjective Norm Perception Towards Consumers' Trust and Online Purchase Intention. *Review of International Geographical Education Online*, 11(6), 1268-1279.

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>

Talwar, Shalini & Dhir, Amandeep & Kaur, Puneet & Mäntymäki, Matti. (2020). Barriers toward purchasing from online travel agencies. *International Journal of Hospitality Management*. 89. 102593.
10.1016/j.ijhm.2020.102593.

Udayanan, Hamed. (2019). Factors Influencing Online Shopping Intention: A study among online shoppers in Oman. *International Journal of Academic Research in Business and Social Sciences*. 9. 10.6007/IJARBSS/v9-i3/5736.

Vika Gustyana Mulyani, & Moh Farid Najib, & Alexandre Desausa Guterres (2021). The Effect of Perceived Usefulness, Trust, and Visual information on Attitude and Purchase Intention of Instagram Food Blogger. *Journal of Marketing Innovation (1) (2021) 78-93*

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), 1158–1174. <https://doi.org/10.26740/jim.v8n4.p1158-1174>

Yazeed, M., Dantsoho, M. A., & Abubakar, A. A. (2021). Perceived usefulness, ease of use, online trust and online purchase intention: Mediating role of attitude towards online purchase. In C. Cobanoglu, & V. Della Corte (Eds.), *Advances in global services and retail management* (pp. 1–11). USF M3 Publishing.

Yuniti, I Gusti Ayu & Sasmita, Nanang & Lis Komara, Liris & Purba, Jhon & Pandawani, Ni. (2020). The Impact of Covid-19 on Community Life in the Province of Bali, Indonesia. *International Journal of Psychosocial Rehabilitation*. 24. 1918-1929. 10.37200/IJPR/V24I10/PR300214.

Yusuf, D. M., & Zulfitri, . (2021). Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*.

