

REFERENCES

- Advisor, P. H., & Kwan, E. (2020). *PwC Indonesia Contacts Ay Tjhing Phan Partner Subianto Partner*. <http://www.pwc.com/structure>
- Alexander, L. (2014). Teams in Pursuit of Radical Innovation : A Goal Orientation Perspective. *Academy of Management Review*, 39(4), 1–40.
- Apuke, O. D. (2017). Quantitative Research Methods : A Synopsis Approach. *Kuwait Chapter of Arabian Journal of Business and Management Review*, 6(11), 40–47. <https://doi.org/10.12816/0040336>
- Babin, B. J., & Zikmund, W. G. (2016). Exploring Marketing Research, 11th Edition. In *Journal of Chemical Information and Modeling* (Eleventh E, Vol. 53, Issue 9). Cengage Learning.
- Badan Pusat Statistik. (2021). *STATISTIK INDONESIA 2021*. Badan Pusat Statistik/Bps-Statistics Indonesia. <https://www.bps.go.id/publication/2021/02/26/938316574c78772f27e9b477/statistik-indonesia-2021.html>
- Ballantyne, R., Warren, A., & Nobbs, K. (2006). The evolution of brand choice. *Journal of Brand Management*, 13(4–5), 339–352. <https://doi.org/10.1057/palgrave.bm.2540276>
- Chiu, C. M., Chang, C. C., Cheng, H. L., & Fang, Y. H. (2009). Determinants of customer repurchase intention in online shopping. *Online Information Review*, 33(4), 761–784. <https://doi.org/10.1108/14684520910985710>
- Cho, J. (2004). Likelihood to abort an online transaction: Influences from cognitive evaluations, attitudes, and behavioral variables. *Information and Management*, 41(7), 827–838. <https://doi.org/10.1016/j.im.2003.08.013>
- Colton, D. A. (2012). The role of retailer mindset and promotional resources in strengthening online brands. *Journal of Brand Management*, 20(1), 28–40. <https://doi.org/10.1057/bm.2012.29>
- Coppola, D. (2020, November 27). • *Retail e-commerce sales CAGR 2024 / Statista*. <https://www.statista.com/statistics/220177/b2c-e-commerce-sales-cagr-forecast-for-selected-countries/>
- Creswell, J. W. (2009). Research Design Qualitative, Quantitative, and Mixed Methods Approaches. In *Intercultural Education* (Third Edit, Vol. 20, Issue 2). SAGE Publication, Inc. <https://doi.org/10.1080/14675980902922143>
- Danneels, E., & Kleinschmidtb, E. J. (2001). Product innovativeness from the firm's perspective: Its dimensions and their relation with project selection and performance. *Journal of Product Innovation Management*, 18(6), 357–373. <https://doi.org/10.1111/1540-5885.1860357>
- Das, K., Tamhane, T., Vatterott, B., Wibowo, P., & Wintels, S. (2018). The

- Digital Archipelago: How Online Commerce is Driving Indonesia's Economic Development. *McKinsey & Company, August*, 1–72. www.mckinsey.com/featured-insights/asia-pacific/the-digital-archipelago-how-online-
- Dowling, M., & Rickwood, D. (2016). Exploring hope and expectations in the youth mental health online counselling environment. *Computers in Human Behavior*, 55, 62–68. <https://doi.org/10.1016/j.chb.2015.08.009>
- Duffy, M., & Chenail, R. J. (2009). Values in qualitative and quantitative research. *Counseling and Values*, 53(1), 22–38. <https://doi.org/10.1002/j.2161-007x.2009.tb00111.x>
- El Amri, D., & Akrout, H. (2020). Perceived design affordance of new products: Scale development and validation. *Journal of Business Research*, 121(August), 127–141. <https://doi.org/10.1016/j.jbusres.2020.08.010>
- Erciş, A., Ünal, S., Candan, F. B., & Yıldırım, H. (2012). The Effect of Brand Satisfaction, Trust and Brand Commitment on Loyalty and Repurchase Intentions. *Procedia - Social and Behavioral Sciences*, 58, 1395–1404. <https://doi.org/10.1016/j.sbspro.2012.09.1124>
- Fan, Y., Chen, J., Shirkey, G., John, R., Wu, S. R., Park, H., & Shao, C. (2016). Applications of structural equation modeling (SEM) in ecological studies: an updated review. *Ecological Processes*, 5(1). <https://doi.org/10.1186/s13717-016-0063-3>
- Fazal-e-Hasan, S. M., Ahmadi, H., Kelly, L., & Lings, I. N. (2018). The role of brand innovativeness and customer hope in developing online repurchase intentions. *Journal of Brand Management*, 26(2), 85–98. <https://doi.org/10.1057/s41262-018-0122-4>
- Fazal-E-Hasan, S. M., Ahmadi, H., Mortimer, G., Lings, I., Kelly, L., & Kim, H. (2019). Online Repurchasing: The Role of Information Disclosure, Hope, and Goal Attainment. *Journal of Consumer Affairs*, 54(1), 198–226. <https://doi.org/10.1111/joca.12263>
- Fuller, C. M., Simmering, M. J., Atinc, G., Atinc, Y., & Babin, B. J. (2016). Common methods variance detection in business research. *Journal of Business Research*, 69(8), 3192–3198. <https://doi.org/10.1016/j.jbusres.2015.12.008>
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). TRUST AND TAM IN ONLINE SHOPPING: AN INTEGRATED MODEL1 By: *Statewide Agricultural Land Use Baseline 2015*, 1(1), 51–90.
- Ghozali, I. (2021). *Partial Least Square Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris* (Edisi 3). Badan Penerbit Universitas Diponegoro.
- Grewal, D., Levy, M., & Kumar, V. (2009). Customer Experience Management in

- Retailing: An Organizing Framework. *Journal of Retailing*, 85(1), 1–14.
<https://doi.org/10.1016/j.jretai.2009.01.001>
- Gupta, S., & Kim, H.-W. (2010). Value-Driven Internet Shopping: The Mental Accounting Theory Perspective. *Psychology & Marketing*, 30(6), 461–469.
<https://doi.org/10.1002/mar>
- Hellier, P. K., Geursen, G. M., Carr, R. A., & Rickard, J. A. (2003). Customer repurchase intention. In *European Journal of Marketing* (Vol. 37, Issue 11/12). <https://doi.org/10.1108/03090560310495456>
- Henard, D. H., & Szymanski, D. M. (2001). Henard and Szymanski 2001. *Journal of Marketing Research*, 38(3), 362–375.
- Hussain, S., Fangwei, Z., Siddiqi, A. F., Ali, Z., & Shabbir, M. S. (2018). Structural Equation Model for evaluating factors affecting quality of social infrastructure projects. *Sustainability (Switzerland)*, 10(5), 1–25.
<https://doi.org/10.3390/su10051415>
- Johnson, J. (2021a). *Internet users by age worldwide / Statista*. Statista.
<https://www.statista.com/statistics/272365/age-distribution-of-internet-users-worldwide/>
- Johnson, J. (2021b, January 27). • *Most internet users by country | Statista*.
<https://www.statista.com/statistics/262966/number-of-internet-users-in-selected-countries/>
- Jr, J. F. H., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis, Eighth Edition* (Eight Edit). Annabel Ainscow.
<https://doi.org/10.1002/9781119409137.ch4>
- Khalifa, M., & Liu, V. (2007). Online consumer retention: Contingent effects of online shopping habit and online shopping experience. *European Journal of Information Systems*, 16(6), 780–792.
<https://doi.org/10.1057/palgrave.ejis.3000711>
- Lee, Y., & O'connor, G. C. (2003). The Impact of Communication Strategy on Launching New Products: The Moderating Role of Product Innovativeness. *Journal of Global Marketing*.
<https://doi.org/10.1080/08911762.2017.1306899>
- Limayem, M., & Cheung, C. M. K. (2011). Predicting the continued use of Internet-based learning technologies: The role of habit. *Behaviour and Information Technology*, 30(1), 91–99.
<https://doi.org/10.1080/0144929X.2010.490956>
- Lin, C., & Lekhawipat, W. (2014). Factors affecting online repurchase intention. *Industrial Management and Data Systems*, 114(4), 597–611.
<https://doi.org/10.1108/IMDS-10-2013-0432>
- Liu, C. W., Hsieh, A. Y., Lo, S. K., & Hwang, Y. (2017). What consumers see

- when time is running out: Consumers' browsing behaviors on online shopping websites when under time pressure. *Computers in Human Behavior*, 70, 391–397. <https://doi.org/10.1016/j.chb.2016.12.065>
- Locke, E. A., & Latham, G. P. (2002). Building a practically useful theory of goal setting and task motivation: A 35-year odyssey. *American Psychologist*, 57(9), 705–717. <https://doi.org/10.1037/0003-066X.57.9.705>
- Lohse, G. L., Bellman, S., & Johnson, E. J. (2000). Consumer buying behavior on the internet: Findings from panel data. *Journal of Interactive Marketing*, 14(1), 15–29. [https://doi.org/10.1002/\(SICI\)1520-6653\(200024\)14:1<15::AID-DIR2>3.0.CO;2-C](https://doi.org/10.1002/(SICI)1520-6653(200024)14:1<15::AID-DIR2>3.0.CO;2-C)
- MacInnis, D. J., & Chun, H. E. (2006). Understanding hope and its implications for consumer behavior: I hope, therefore i consume. *Foundations and Trends in Marketing*, 1(2), 97–189. <https://doi.org/10.1561/1700000005>
- MacInnis, D. J., & De Mello, G. E. (2005). The concept of hope and its relevance to product evaluation and choice. *Journal of Marketing*, 69(1), 1–14. <https://doi.org/10.1509/jmkg.69.1.1.55513>
- Malhotra, N. K., & Dash, S. (2016). Marketing Research: An Applied Approach Seventh Edition. In *Pearson India Education Services*.
- Malhotra, N. K., Kim, S. S., & Patil, A. (2006). Common method variance in IS research: A comparison of alternative approaches and a reanalysis of past research. *Management Science*, 52(12), 1865–1883. <https://doi.org/10.1287/mnsc.1060.0597>
- Meng, P. W., & Oka, T. M. (2021). *Deloitte Consumer Insights Adapting to the new normal in Indonesia*. February. <https://www2.deloitte.com/kh/en/pages/consumer-business/articles/consumer-insights-id-2021.html>
- Moore, M. (2020, August 17). • *Internet penetration in Asia-Pacific 2019 / Statista*. <https://www.statista.com/statistics/265153/number-of-internet-users-in-the-asia-pacific-region/>
- Nedergaard, N., & Gyrd-Jones, R. (2013). Sustainable brand-based innovation: The role of corporate brands in driving sustainable innovation. *Journal of Brand Management*, 20(9), 762–778. <https://doi.org/10.1057/bm.2013.16>
- Patton, M. Q. (2005). Qualitative research. In *Statistics in Behavioral Science* (Vol. 3, Issue 1, pp. 1633–1636). John Wiley & Sons, Ltd. <https://doi.org/10.1111/add.13931>
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pires, G. D., Stanton, J., & Rita, P. (2006). The internet, consumer empowerment

- and marketing strategies. *European Journal of Marketing*, 40(9–10), 936–949. <https://doi.org/10.1108/03090560610680943>
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common Method Biases in Behavioral Research: A Critical Review of the Literature and Recommended Remedies. *Journal of Applied Psychology*, 88(5), 879–903. <https://doi.org/10.1037/0021-9010.88.5.879>
- Potia, A., & Praseco, D. (2020). *Consumer sentiment in Indonesia during the coronavirus crisis / McKinsey*. <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/survey-indonesian-consumer-sentiment-during-the-coronavirus-crisis>
- Ruel, E., Wagner III, W. E., & Gillespie, B. J. (2016). The Practice of Survey Research. In *SAGE Publications, Inc.* <https://doi.org/10.4324/9781351054621-2>
- Sabanoglu, T. (2020). • U.S. online shopping preference by age group 2017 | Statista. <https://www.statista.com/statistics/242512/online-retail-visitors-in-the-us-by-age-group/#professional>
- Salavou, H. (2005). Do Customer and Technology Orientations Influence Product Innovativeness in SMEs? Some New Evidence from Greece. *Journal of Marketing Management*, 21(3–4), 307–338. <https://doi.org/10.1362/0267257053779082>
- Sekaran, U., & Bougie, R. (2016). Research methods for business : a skill-building approach. In *Africa's potential for the ecological intensification of agriculture* (Seventh Ed, Vol. 53, Issue 9). John Wiley & Sons.
- Sethi, R., Smith, D. C., & Whan Park, C. (2001). Cross-functional product development teams, creativity, and the innovativeness of new consumer products. *Journal of Marketing Research*, 38(1), 73–85. <https://doi.org/10.1509/jmkr.38.1.73.18833>
- Shams, R., Alpert, F., & Brown, M. (2015). Consumer perceived brand innovativeness: Conceptualization and operationalization. *European Journal of Marketing*, 49(9–10), 1589–1615. <https://doi.org/10.1108/EJM-05-2013-0240>
- Shukla, S. (2018). Variables, Hypotheses and Stages of Research. *Icssr*, 10(1), 55–67.
- Snyder, C. R. (2000). Hypothesis: There is hope. *Handbook of Hope: Theory, Measures, and Applications.*, 3–21.
- So, W. C. M., Wong, T. N. D., & Sculli, D. (2005). Factors affecting intentions to purchase via the internet. *Industrial Management and Data Systems*, 105(9), 1225–1244. <https://doi.org/10.1108/02635570510633275>
- Stajkovic, A. D. (2006). Development of a core confidence-higher order

- construct. *Journal of Applied Psychology*, 91(6), 1208–1224.
<https://doi.org/10.1037/0021-9010.91.6.1208>
- Sujchaphong, N., Nguyen, B., & Melewar, T. C. (2015). Internal branding in universities and the lessons learnt from the past: the significance of employee brand support and transformational leadership. *Journal of Marketing for Higher Education*, 25(2), 204–237.
<https://doi.org/10.1080/08841241.2015.1040104>
- Thirumalai, S., & Sinha, K. K. (2009). Customization strategies in electronic retailing: Implications of customer purchase behavior. *Decision Sciences*, 40(1), 5–36. <https://doi.org/10.1111/j.1540-5915.2008.00222.x>
- Vinzi, V.E., Trinchera, L., & Amato, S. (2010). PLS Path Modeling: From Foundations to Recent Developments and Open Issues for Model Assessment and Improvement. In: Esposito Vinzi V., Chin W., Henseler J., Wang H. (eds) Handbook of Partial Least Squares. In V. Esposito Vinzi, W. W. Chin, J. Henseler, & H. Wang (Eds.), *Handbook of Partial Least Squares*. Springer, Berlin, Heidelberg.
- Wang, S., Cavusoglu, H., & Deng, Z. (2016). Early mover advantage in e-commerce platforms with low entry barriers: The role of customer relationship management capabilities. *Information and Management*, 53(2), 197–206. <https://doi.org/10.1016/j.im.2015.09.011>
- Weerawardena, J., O'Cass, A., & Julian, C. (2006). Does industry matter? Examining the role of industry structure and organizational learning in innovation and brand performance. *Journal of Business Research*, 59(1), 37–45. <https://doi.org/10.1016/j.jbusres.2005.02.004>
- Wen, C., Prybutok, V. R., & Xu, C. (2011). The Keep An integrated model for customer online repurchase intention AN INTEGRATED MODEL FOR CUSTOMER ONLINE REPURCHASE INTENTION. *Taylor & Francis, January*.
<http://www.tandfonline.com/doi/abs/10.1080/08874417.2011.11645518%0A>
http://thekeep.eiu.edu/business_fac%0Ahttp://thekeep.eiu.edu/business_fac/8
- Wolff, H. N. (2020a). • *Indonesia: number of online shoppers 2017-2022 / Statista*. <https://www.statista.com/statistics/971411/indonesia-number-online-shoppers/>
- Wolff, H. N. (2020b, October). *Internet usage in Indonesia - statistics & facts / Statista*. <https://www.statista.com/topics/2431/internet-usage-in-indonesia/>
- Youssef, C. M., & Luthans, F. (2007). Positive organizational behavior in the workplace: The impact of hope, optimism, and resilience. *Journal of Management*, 33(5), 774–800. <https://doi.org/10.1177/0149206307305562>