

## **DAFTAR PUSTAKA**

- Agarwal, R., Karahanna, E. (1998). *On The Multi-Dimensional Nature of Compatibility Beliefs in Technology Acceptance.* Unpublished, Department College of Business, The Florida State University.
- Agarwal, R., Karahanna, E. (2000). *Time Flies When You're Having Fun: Cognitive Absorption and Beliefs about Information Technology Usage,* MIS Quarterly, 24(4), 665-694.
- Ali, Hasan . 2013. *Marketing dan Kasus-Kasus Pilihan.* Yogyakarta. CAPS (Center For Academic Publishing Service)
- Azjen, I. dan Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior.* New Jersey: Pearson Prentice-Hall.
- Chau, P. Y. K., and Hu, P. J. H. (2001). "Information Technology Acceptance by Individual Professionals: A Model Comparison Approach." *Decision Sciences*, 32(4), 699-719.
- Christina, L. & Amoroso, D.L.G. 2004. *Development of an Instrument to Measure the Acceptance of Internet Technology by Consumers*, hicss, vol. 8, pp.80260c, Proceedings of the 37th Annual Hawaii International Conference on System Sciences (HICSS'04) - track 8.
- Davis, F.D., Bagozzi R.P and P.R. Warshaw. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, Vol. 35, No.8, 982-1003.
- Dodds, W. B., Monroe, K. B., and Grewal, D. 1991. "Effects of Price, Brand, and Store Information on Buyers," *Journal of Marketing Research* (28:3), pp. 307-319.
- Gefen D, Karahanna E, Straub DW (2003b) Trust and TAM in online shopping: an integrated model. *MIS Quart* 27(1):51–90
- Gong, M., Xu, Y., & Yu, Y. 2004. An enhanced technology acceptance model for web-based learning. *Journal of information Systems Education*, 15(4), 365-374.

- Hernandez, J. M., dan Mazzon, J. A. (2007). Adoption of internet banking: proposition and implementation of an integrated methodology approach. *International Journal of Bank Marketing* Vol. 25 No. 2 , 72-88.
- Hunt, H. Keith (1977). "CS/D: Overview and Future Research Directions." In *Conceptualization and Measurement of Consumer Satisfaction and Dissatisfaction*.H. Keith Hunt (Ed.) Cambridge, Massachusetts: Marketing Science Institute. 455– 488.
- Igbaria, M., Tan, M. The consequences of information technology acceptance on subsequent individual performance. *Information & Management* 32, 113– 121. 1997.
- Jani, D., dan Han, H. (2011). Investigating the key factors affecting behavioral intentions Evidence from a full-service restaurant setting. *International Journal of Contemporary Hospitality Management* Vol. 23 No. 7 , 1000-1018.
- Jayasingh, S., dan Eze, U. C. (2009). An Empirical Analysis of Consumer Behavioral Intention Toward Mobile Coupons in Malaysia. *International Journal of Business and Information* Vol.4 No.2 , 221-242.
- Jogiyanto. (2007). Sistem Informasi Keperilakuan. Yogyakarta: Andi.
- Kim, H.W., Koh, J. dan Lee, H.L. (2009). "Investigating the intention of purchasing digital items in virtual communities." Association for Information Systems.
- Kuo, Y.-F., dan Yen, S.-N. (2009). Towards an understanding of the behavioral intention to use 3G mobile value-added services. *Computers in Human Behavior* 25 , 103–110.
- Lai, W.-T., dan Chen, C.-F. (2011). Behavioral intentions of public transit passengers—The roles of service quality, perceived value, satisfaction and involvement. *Transport Policy*18 , 318–325.
- Lee-Yi Hsuan, Hsieh-Yi Chuan, and Hsu- Chia Ning, (2011), “ Adding Innovation Diffusion Theory of the Technology Acceptance Model: Supporting Employees Intentions to use E-Learning System”, *Educational Technology and Society*, vol 14 (4), 124-137.

- Lim, K. S., Lim, J. S., & Heinrich, J. H. (2005). Structural Model Comparison of the DeterminingFactors for EPurchase. Seoul Journal of Business, 11(2), 120-144.
- Lin, H.-F. (2007). Predicting consumer intentions to shop online: An empirical test of competing theories. Electronic Commerce Research and Applications 6 , 433–442.
- Lu, J., Yao, J. E., dan Yu, C.-S. (2005). Personal innovativeness, social influences and adoption of wireless Internet services via mobile technology. Journal of Strategic Information Systems 14 , 245–268.
- Lui, H.K., dan Jamieson, R. 2003, TRiTAM: A Model for Integrating Trust and Risk Perceptions in Business-to-Consumer electronic commerce, 16th Bled E-Commerce Conference Transformation Bled, Slovenia, June : 349-364.
- Malhotra, Yogesh dan. Galletta, Dennis F.1999, Extending the Technology Acceptance Model to Account for Social Influence: Theoretical Bases and Empirical Validation, Proceedings of the 32nd Hawaii International Conference on System Sciences, USA.
- Milad Kamtarin. (2003). The Effect of Electronic Word of Mouth, Trust and Perceived Value on Behavioral Intention from the Perspective of Consumers
- Molinari, L., dan Blaber, S. (2002). Customer Service and its Effects on Customer Retention and Defection. Midwest Academy of Management 2002 Proceedings Annual Conference "Outpacing the Competition: How do Speed, Sustainability,Technology, and Teamwork Lead to the Winner's Circle?" (p. ...). Indianapolis: University of Southern Indiana.
- Monroe, K. (1990). Pricing: making profitable decisions. McGraw-Hill.
- Moon, J.-W., dan Kim, Y.-G. (2001). Extending the TAM for a World-Wide-Web context. *Information dan Management* 38 , 217-230.
- Mowen, John, C dan Michael Minor. 2002. Perilaku Konsumen. Jilid Kedua. Jakarta: Erlangga.

- Ndubisi, N. O., dan Jantan, M. (2003). Evaluating IS usage in Malaysian small and medium-sized firms using the technology acceptance model. *Logistics Information Management* Vol. 16 , 440-450.
- Oliver, Richard L. (1981). "Measurement and Evaluation of Satisfaction Processes in Retail Settings," *Journal of Retailing*, 57(Fall), 25– 48.
- Pavlou, P. A. 2001. *Integrating Trust in Electronic Commerce with the Technology Acceptance Model: Model Development and Validation*. International Journal of Electronic Commerce / Spring 2003, Vol. 7, No. 3, pp. 69–103.
- Peter, J. P., dan Olson, J. C. (2008). Consumer Behavior and Marketing Strategy Eighth Edition. New York: McGraw-Hill.
- Rogers, E.M. (1962) Diffusion of Innovations. Free Press, New York.
- R. Sánchez-Fernández, M.A. Iniesta-Bonillo. The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7 (4) (2007), pp. 427–451
- Ryu, K., Heesup H., dan D. Pearlman. 2008. The Relationship Among Store Image, Perceived Value, Customer Satisfaction, and Behavioral Intentions in the Fast-Casual Restaurant Industry, *Journal of Business Management*
- Sambasivan, M., dan et.al. (2010). User acceptance of a G2B system:a case of electronic procurement system in Malaysia. *Internet Research* Vol. 20 No. 2 , 169-187.
- Sanchez, J., Callarisa, L. L. J., Rodriguez, R. M., & Moliner, M. A. (2006). Perceived value of the purchase of a tourism product. *Tourism Management*, 27, 394–409.
- Schiffman, L. G., dan Kanuk, L. L. (2007). Consumer Behavior 9th Edition . New Jersey: Pearson Prentice Hall.
- Serenko, A. (2008). A model of user adoption of interface agents for email notification. *Interacting with Computers* 20 , 461–472
- Sheth, J.N., Newman, B.E. and Gross, B.L. (1991), "Why We Buy What We Buy: A Theory of Consumption Values", *Journal of Business Research*, 22(2):159-170

- Smith, J. B., & Colgate, M. (2007). Customer value creation: a practical framework. *The journal of marketing theory and practice*, 15 (1), 7-23
- Sweeney, J.C. and Soutar, G.N. (2001), "Consumer Perceived Value: The Development of A Multiple item Scale," *Journal of Retailing*, Vol. 77, No. 2, pp. 203-220
- Taylor, S., dan Todd, P.A., 1995. Understanding Information Technology Usage: A Test of Competing Models. *Information Systems Research* 6 (4), 144-176.
- Teo, T., C.B. Lee, dan C.S Chai. 2007. Understanding Pre-Service Teachers' Computer Attitudes: Applying and Extending The Technology Acceptance Model. *Journal Compilation*; 128-143.
- Tjiptono, Fandy, 2006, *Pemasaran Jasa*, edisi pertama, cetakan kedua, penerbit : Bayumedia Publishing, Malang.
- Tornatzky dan Klein. (1982). Innovation Characteristics and Innovation Adoption- Implementation : A meta Analysis of Findings. *IEEE Transaction on Engineering Management*. February 1982.
- Venkatesh, V dan Davis, Fred D. 1996. "A Model of The Perceived Ease of Use: Development and Test." *Decision Sciences*, 27 (3), p.451-481.
- Wang, Y., Lo, H.P., Chi, R. and Yang, Y. (2004) 'An Integrated Framework for Customer Value and Customer-Relationship-Management Performance: A Customer-Based Perspective from China', *Managing Service Quality* 14(2–3): 169–82.
- Wibowo. (2008). *Manajemen Kinerja*. Jakarta. Penerbit: Rajagrafindo Persada.
- Widjana, Mahardika Aditya. (2010). Determinan Faktor Penerimaan Terhadap Internet Banking Pada Nasabah Bank Di Surabaya. *Thesis Sekolah Tinggi Ilmu Ekonomi Perbanas*.
- Woodruff, Robert B. (1997). "Customer Value: The Next Source for Competitive Advantage," *Journal of the Academy of Marketing Science*, 25(2), 139 – 153.
- Zeithaml, Valarie A. (1988). "Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence," *Journal of Marketing*, 52(July), 2–22.

Zeithmal, V. A., Bitner, M. J., dan Gremler, D. D. (2009). Service Marketing Integrating Customer Focus Across the Firm Fifth Edition. New York : McGraw-Hill.

<https://blog.traveloka.com/traveloka-raih-top-brand-award-2015-di-2-kategori-sekaligus/>

<https://id.techinasia.com/talk/statistik-pengguna-internet-dan-media-sosial-terbaru-2015>

<https://id.wikipedia.org/wiki/Traveloka>

<http://industri.bisnis.com/read/>

[https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan\\_media](https://kominfo.go.id/content/detail/4286/pengguna-internet-indonesia-nomor-enam-dunia/0/sorotan_media)

<http://life.viva.co.id/news/read/>

<http://presidenri.go.id/>

<https://swa.co.id/swa/headline/ferry-unardi-mengibarkan-traveloka-dari-titik-nol>

<http://www.apkomindo.id/index.php/logo/item/96-2015-pasar-e-commerce-berpotensi-meningkat>

<http://www.traveloka.com/>