

DAFTAR PUSTAKA

- Almousa, M. (2011). Perceived Risk in Apparel Online Shopping: A MultiDimensional Perspective. *Canadian Social Science*, 7 (2), 23- 31.
- Anggun, (2018). Analisis Pengaruh Sikap Generasi Milenial Terhadap Minat Beli Online Pada Situs Jejaring Sosial. Yogyakarta : Skripsi Universitas Islam Indonesia.
- Ariff, M.S.M., Sylvester, M., Zakuan, N., Ismail, K., Ali, K.M., (2014). Consumer Perceived Risk, Attitude and Online Shopping Behaviour; Empirical Evidence from Malaysia. *Materials Science and Engineering* 58, 012007.
- Ashoer, M. and Said, S. (2016). The Impact of Perceived Risk on Consumer Purchase Intention in Indonesia: A Social Commerce Study.
- Augusty, Ferdinand. (2006). Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen. Semarang: Universitas Diponegoro.
- Bakrie, Fauzan Andrian. (2017). Pengaruh Faktor Risiko Terhadap Keputusan Pembelian Online. Lampung : Skripsi Universitas Lampung.
- Bianchi, C. and Andrews, L. (2012). Risk, Trust, and Consumer Online Purchasing Behaviour : A Chilean Perspective. *International Marketing Review*, 29(3), 253-275.
- Djarwanto. (2005). *Statistik Induktif*. BPFE: Yogyakarta.
- Hau NT. (2013). Factors Influencing Consumer Online Purchase Intention of Fashion in Vietnam The Case Study of Zalora. Vietnam National University, Hochiminh City, Vietnam.
- Jalilvand, R. (2013). The Effect Of Electronic Word Of Mouth on Brand Image and Purchase Intention. *Journals of Marketing Intelegence And Planning*. 30(4), 5 – 5

- Javadi, M.H.M., Dolatabadi, H.R., Nourbakhsh, M., Poursaeedi, A., Asadollahi, A.R. (2012). An Analysis of Factors Affecting on Online Shopping Behavior of Consumers. *International Journal Marketing Studies*. 4(5), 81-92.
- Jogiyanto. 2008. *Sistem Informasi Keperilakuan*. Yogyakarta: Andi.
- Karami, K.A. dan Wismiarsi, T.(2016). Pengaruh Risiko pada Keputusan Belanja On-Line. *Prosiding Seminar Nasional*. 320-333.
- Karnadjaja, C.C., Tulipa, D., dan Lukito, R.S.H. (2018). Pengaruh Persepsi Risiko, Manfaat, dan Kemudahan Penggunaan Terhadap Minat Belanja Online Melalui Kepercayaan dan Sikap Pada Konsumen Zalora di Surabaya. *Kajian Ilmiah Mahasiswa Manajemen*. 6, 116–130.
- Ko, H., J. Jung, JY. Kim, and SW. Shim. (2004). Cross-Cultural Differences in Perceived Risk of Online Shopping. *Journal of Interactive Advertising*, 4 (2): 20-29.
- Kotler, Philip. 2008. *Manajemen Pemasaran*. Jakarta: Erlangga
- Masoud, E.Y. (2013). The Effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*. 5(6),76-88.
- Mawey, H.E. (2013). Motivasi, Persepsi, dan Sikap Konsumen Pengaruhnya Terhadap Keputusan Pembelian Produk PT. Rajawali Nusindo Cabang Manado. *Jurnal EMBA*. 1(4), 791–801.
- McCarthy, E. Jerome. (2002). *Dasar-Dasar Pemasaran*. Jakarta: Erlangga.
- Megantara, I. M. T. dan Suryani, A. (2016). Penentu Niat Pembelian Kembali Tiket Pesawat Secara Online pada Situs Traveloka.com. *E-Jurnal Manajemen Unud*, 5(9), 5783–5810.
- Naiyi, Y.E., (2004). Dimensions Of Consumer’s Perceived Risk In Online Shopping. *Journal of Electronic Science and Technology of China*. 2(3), 177–182.
- Pardede, S. dan Martini, E. (2016). Pengaruh Orientasi Belanja Terhadap Minat Beli Online Pada Tokopedia.com di Indonesia. *e-Proceedings of Management*. 3(3), 2725-2733.
- Roca, JC., JJ. Garcí'a and JJ. de la Vega. (2009). The Importance of Perceived Trust, Security and Privacy in Online Trading Systems. *Information Management & Computer Security*. 17 (2). 96-113

- Samadi, B., Loan, K.T.M., dan Fah, B.C.Y. (2015). Exploring Customer Purchasing Intention Over Online Store. *International Journal of Business Social Research*. 5(5), 15–23.
- Saqib, Khadija; Asif Mahmood; Maria Khan and Mariyam Hashmi. (2015). Impact of Consumer Inertia on Purchase Intention Under the Influence of Subjective Product Knowledge. *International Journal of u- and e- Service, Science and Technology*. 8(2), 293-298.
- Schiffman, Leon G. dan Leslie L. Kanuk. (2011). *Perilaku Konsumen*. Jakarta: PT.Indeks.
- Sutisna. 2012. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung : PT. Remaja Rusdakarya.
- Thamrin. (2003). *Strategi Pemasaran*. Yogyakarta: Penerbit Andi.
- Zhang, L., Tan, W., Xu, Y., Tan, G.(2011). Dimensions of Consumers Perceived Risk and Their Influence on Online Consumers Purchasing Behavior. *Communication in Information Science and Management Engineering*. 2(7). 8-14.