

DAFTAR PUSTAKA

- Alexa. *Website Traffic Statistic*. <https://www.alexametrics.com/siteinfo/traveloka.com>. [28 Maret 2019].
- Anandita, Folentinus Bigar Anung., dan Sumarmo Dwi Saputra. (2015). "Analisis Pengaruh Kepercayaan, Keamanan, Kualitas Pelayanan, dan Persepsi akan Resiko Terhadap Keputusan Pembelian Melalui Situs Jejaring Sosial". *Jurnal Ekonomi dan Kewirausahaan*. Vol. 15 No 2 Juni 2015: 203-210.
- Azman, H., Yi, C. X. and Abdullah, M. M. (2018) 'The Effect Of Facebook Advertising On Generation Y Purchase Decision', 6(1), pp. 31–46.
- Featherman, dan Pavlou. (2002). *Predicting E-Service Adoption: A Perceive Risk Facets Perspective*. *International Journal of Human-Computer Studies*. Vol. 59 No. 4, pp. 1034-1046.
- Ferdinand, Augusty. (2014). *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan Disertai Ilmu Manajemen Edisi 5*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2018). "Aplikasi Analisis *Multivariate* Dengan Program IBM SPSS Edisi 5". Semarang: Badan Penerbit Universitas Diponegoro.
- Gurung, A. and Raja, M. (2016), "Online privacy and security concerns of consumers", *Information and Computer Security*, Vol. 24 No. 4, pp. 348-371. <https://doi.org/10.1108/ICS-05-2015-0020>.
- Handi, H. et al. (2018) 'The effect of E-WOM and perceived value on the purchase decision of foods by using the go-food application as mediated by trust', *Quality Innovation Prosperity*, 22(2), pp. 112–127. doi: 10.12776/qip.v22i2.1062.
- Hillson, D. A., dan Murray-Webster, R., (2005). *Understanding and Managing Risk Attitude*. England: Gower Publishing Limited.
- John C. Mowen, Michael Minor. (2002), *Perilaku Konsumen* (Jilid 1), Edisi Kelima, Erlangga, Jakarta. hal 312.
- Kotler, Philip and Gary Armstrong. (2012). *Prinsip-prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.
- Kotler, Philip and Kevin Lane Keller, (2016). *Marketing Managemen*, 15th Edition, Pearson Education, Inc.
- Lui, Hung Kit dan Rodger Jamieson, 2003, *TRiTAM: A Model for Integrating Trust and Risk Perceptions in Business-to-consumer electronic commerce*,

16th Bled eCommerce Conference eTransformation Bled, Slovenia, June 9 ± 11, 2003.

Maulina Hardiyanti, 2012, “Kepercayaan Pada Penjual dan Persepsi Akan Risiko Pada Keputusan Pembelian Melalui Internet (Online)”, *Fakultas Ilmu Sosial dan Humaniora, Universitas Islam Negeri Sunan Kalijaga, Yogyakarta*.

Mayer, R.C., Davis, J. H., dan Schoorman, F. D., (1995), *An Integratif Model of Organizational Trust*, *Academy of Management Review*, 30 (3): 709-734.

Nasir, M. (2009). Studi Perilaku Konsumen terhadap Keputusan Pembelian Air Minum Aqua di Kota Surakarta. *Fakultas Ekonomi Universitas Muhammadiyah Surakarta*, 57-83.

Nawang Sari, Sri. dan Wahyu Ning Pramesti (2017). “Pengaruh Kepercayaan, Kualitas Layanan, dan Keamanan Terhadap Keputusan Pembelian (Studi Kasus Pada Tokopedia.com)”, *Jurnal Ilmiah Riset Manajemen*, Vol. 4 (3): 385-394.

Nitisusastro, Mulyadi. (2012). *Perilaku Konsumen Dalam Perspektif Kewirausahaan*. Bandung : Alfabeta.

Nursani, Arifin, R. and Hufron, M. (2018) “Analisis Pengaruh Kepercayaan, Keamanan, Harga, Kualitas Pelayanan, dan Persepsi Akan Risiko Terhadap Keputusan Pembelian Pada Konsumen E-Commerce Melalui Shopee (Studi Pada Mahasiswa Unisma)”, *Jurnal Ekonomi Bisnis*, pp. 102–115.

Park, Chung-Hoon., and Young-Gul Kim., (2006), “*The Effect of Information Satisfaction and Relational Benefit on Consumers Online Site Commitments*”, *Journal of Electronic Commerce in Organizations*, Vol. 4 (1) :70-90.

Raman, Arasu., dan Viswanathan, A. (2011). *Web Services and e-Shopping Decisions: A Study on Malaysian e-Consumer*. *IJCA Special Issue on: Wireless Information Networks & Business Information System*, hal.54-60.

Schiffman, L & Kanuk L.L (2008), *Perilaku Konsumen Edisi 7*, Jakarta: Indeks.

Sugiyono. (2015). *Metode Penelitian Tindakan Komprehensif*. Bandung: Alfabeta

Suresh, A.M., dan Shashikala R., (2011), “*Identifying Factors of Consumer Perceived Risk towards Online Shopping in India*”, *IPEDR*, 12, hal.336-341.

SWA, *Business Research*. <https://swa.co.id/swa/profile/dari-jakarta-traveloka-menembus-pasar-regional>. [28 Maret 2019].

Tech in Asia, *Connecting Asia's Startup ecosystem, Tech in Asia in Indonesia.*

<https://id.techinasia.com/>. [28 Maret 2019].

Top Brand Award, *Result 2018 Fase 2.* https://www.topbrand-award.com/top-brand-index/?tbi_find=traveloka. [5 April 2019].