

DAFTAR PUSTAKA

- Adams, Dennis A., R. Ryan Nelson, dan Peter A. Todd. (1992). Perceived usefulness, Ease of Use, and Usage of Information Technology: A Replication. *MIS Quarterly*, 16(2): 227-247.
- Agag, G., & El-Masry, A. A. (2016). Understanding the determinants of hotel booking intentions and moderating role of habit. *International Journal of Hospitality Management*, 54, 52-67.
- Agarwal, J., & Wu, T. (2015). Factors influencing growth potential of e-commerce in emerging economies: An institution-based N-OLI framework and research propositions. *Thunderbird International Business Review*, 57(3), 197–215. Wiley Online Library. doi:10.1002/tie.2015.57.issue-3
- Ahmad, A. H., Fauzi, R. U. A., Ditta, A. S. A., Idris, I., & Yazid, M. F. M. (2020). The Role of Perceived Benefits and Perceived Risks Towards The Consumers' Purchase Intention Via E-Commerce: An Evidence From Indonesia. *Solid State Technology*, 63(2s).
- Ailawadi, K. L., Neslin, S. A., & Gedenk, K. (2001). Pursuing the value-conscious consumer: store brands versus national brand promotions. *Journal of marketing*, 65(1), 71-89.
- Ajzen, I. (1991). The Theory of Planned Behaviour. *Organizational Behaviour and Decision Processes*. 50(2),179-211.
- Alsughayir, A., & Albarq, A. N. (2013). Examining a theory of reasoned action (TRA) in internet banking using SEM among Saudi consumer. *International Journal of Marketing Practices*, 1(1), 16-30.
- Anderson, E. W., & Sullivan, M. W. (2003). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Sciences* , 125-143
- Ardiansah, M. N., Chariri, A., & Januarti, I. (2019). Empirical study on customer perception of e-commerce: Mediating Effect Of Electronic Payment Security. *Jurnal Dinamika Akuntansi*, 11(2), 122-131.
- Ariwibowo, D., and Nugroho, M. (2013). Pengaruh Trust dan Perceived of Risk terhadap Niat untuk Bertransaksi Menggunakan E-Commerce. *Jurnal Nominal*, 11-35.
- Barnes, S., Bauer, H., Neumann, M. and Huber, F., (2007). Segmenting Cyberspace: A Customer Typology for the Internet. *European Journal of Marketing*, 41 (1/2), 71-93.

- Bauer, R. A. (1960), "Consumer behavior as risk taking," in Hancock, R. (Ed.), *Dynamic Marketing for a Changing World: Proceedings of 43rd Conference, American Marketing Association, Chicago, IL, USA*, pp. 389-398.
- Belanche, D., Casalo, L.V., Guinalú, M., (2015). The Effect Of Culture In Forming E-Loyalty Intentions: A Cross-Cultural Analysis Between Argentina And Spain. *BRQ Bus Res. Q* 18 (4), 275–292.
- Beleščák, D. (2014). *Vytváříme e-shop ve WordPressu pomocí WooCommerce (1st ed.)*. Brno: Computer Press. ISBN: 978-80-251-4153-3.
- Bourlakis, M., Papagiannidis, S. and Fox, H. (2008), "E-consumer behaviour: past, present and future trajectories of an evolving retail revolution", *International Journal of E-Business Research*, Vol. 4(3), pp. 64-76.
- Bryman, A. (2016). *Social Research Methods (5th Ed.)*. Oxford: Oxford University Press.
- Bungkan, r. d. (2020). The Effect Of Perceived Risk And Trust Toward Behavioral Intention To Use (A Study To Shopee Application Users In Surabaya). *Jurnal Ilmiah Mahasiswa FEB*, 8(1).
- Cantú, E. P., Morejón, V., Molinaand, M., & Wong, A. M. (2014). Gestión E Impacto Del Comercio Electrónico EN El Rendimiento Empresarial/E-Commerce Management Impact In Business Performance. *Hilo: Institute for Business & Finance Research ProQuest Central*.
- Cantú, E. P., Morejón, V. M. M., & Wong, A. M. (2014). Gestión e impacto del comercio electrónico en el rendimiento empresarial. *Revista Global de Negocios*, 2(3), 113
- Celick, H. E., & Yilmaz, V. 2011. Extending The Technology Acceptance Model for Adoption of E-Shopping by Consumers In Turkey. *Journal of Electronic Commerce Research* , 12 (2), 152-164. Retrieved June 18, 2015, from http://www.researchgate.net/publication/263932727_Factors_Affecting_Repurchase_Intention_to_Shop_at_the_Same_Website
- Chaffey, D. (2015). *Digital Business And E-Commerce Management Strategy, Implementation And Practice (Sixth Ed.)*. United Kingdom: Pearson Education Limited. ISBN: 978-0-273-78657-3.
- Chen, H. (2012). The Influence of Perceived Value and Trust on Online Buying Intention. *JCP*, 7(7), 1655-1662.

- Cho, Y. C., & Sagynov, E. (2015). Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment. *International Journal of Management & Information Systems (IJMIS)*, 19(1), 21-36.
- Cohen, L, dkk. (2011). *Research Methods In Education*. London, UK: Routledge
- Cooper, D. R. & Schindler, P. S. (2011). *Business Research Methods*. New York, NY: Mcgraw-Hill.
- Crosno, J. L., Freling, T. H., & Skinner, S. J. (2009). Does Brand Social Power Mean Market Might? Exploring The Influence Of Brand Social Power On Brand Evaluations. *Psychology & marketing*, 26(2), 91-121.
- Dai, Bo; Forsythe, Sandra dan Kwon, Wi-Suk. (2014), The Impact Of Online Shopping Experience On Risk Perceptions And Online Purchase Intentions: Does Product Category Matter?, *Journal of Electronic Commerce Research*, Vol 15, No 1, 2014
- Darch, H. dan Lucas, T., (2002). Training as an E-Commerce Enabler. *Journal of Workplace Learning*, 14 (4): 148-155.
- Davis, F. D. 1989. Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *IT Usefulness and Ease of Use* , 319-340.
- Davis, F.D., Bagozzi, R.P., & Warshaw, P.R. (1989). User Acceptance Of Computer Technology: A Comparison Of Two Theoretical Models. *Management Science*, 35(8),982-1003.
- Downing, C. E., & Liu, C. (2014). Assessing Web Site Usability In Retail Electronic Commerce. *Journal of International Technology and Information Management*, 23(1), 27-40.
- Easterby-Smith, M., Thorpe, R., & Jackson, P. R. (2015). Designing Management And Business Research. *Management And Business Research*, 66-106.
- Ferdinand. (2006). *Pengembangan Minat Beli Merek Ekstensi*. Badan Penerbit Universitas Diponegoro. Semarang.
- Fishbein, M. and Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Addison-Wesley, Reading, MA.
- Fitdiarini, N. (2015). Kepercayaan Pelanggan untuk Melakukan Online Shopping dan Dampaknya terhadap Minat Beli Ulang. *Jurnal Ekonomi dan Bisnis*, 256-269.
- Foley, P. & Sutton, D. (1998). Boom Time For Electronic Commerce-Rhetoric Or Reality. *Business Horizons*, pp. 21-30.

- Forsythe, S. M. and B. Shi,. (2003). “Consumer Patronage and Risk Perceptions in Internet Shopping”. *Journal Of Business Research*, Vol. 56: 867-875, 2003.
- Forsythe, S., C. Liu, D. Shannon, and L. C. Gardner. (2006). “Development of A Scale to Measure the Perceived Benefits and Risks of Online Shopping”, *Journal of Interactive Marketing*, Vol. 20, No. 2: 55-75, 2006.
- Garbarino, E. and M. Strahilevitz,. (2004). “Gender Differences in the Perceived Risk of Buying Online and the Effects of Receiving a Site Recommendation”. *Journal of Business Research*, Vol. 57: 768-775, 2004.
- Gefen ,D., Karahanna, E., & Straub, D. W . (2003). Trust and TAM in Online Shopping: An Integrated Model Trust and TAM in Online Shopping: an Integrated Model. *Source: MIS Quarterly MIS Quarterly*, 27(1), 51 – 90.
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 27(1), 51-90.
- Ghozali, Imam, (2013). *Aplikasi Analisis Multivariat dengan Program IBM SPSS 21*. Edisi 7, Penerbit Universitas Diponegoro, Semarang.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Henry, K., Adiwijaya, M., and Subagio, H. (2017). Pengaruh Perceived terhadap Purchase Intention dengan Mediasi Perceived Value dan Customer Attitude pada Pelanggan Online Shopping melalui Media Sosial Facebook di Surabaya. *Jurnal Universitas Kristen Petra*, 43-55.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of marketing*, 60(3), 50-68.
- Hofstede, G. (2011). Dimensionalizing cultures: The Hofstede model in context. *Online readings in psychology and culture*, 2(1), 2307-0919.
- Horch,A.,Wohlfrom,A.,&Weisbecker,A.(2017).AnE-shop analysis with a focus on product data extraction. In D. Bridge & H. Stuckenschmidt (Eds.), E-Commerce and webtechnologies. *Lecture Notes In Business Information Processing (Vol. 278, Pp. 61-72)*. Cham: Springer.
- Horrigan, J. B. (2008). *Online shopping* (Vol. 1615). Washington, DC: Pew Internet & American Life Project.

<https://pressrelease.kontan.co.id/release/shopee-awali-2020-dengan-pencapaian-sebagai-brand-e-commerce-pilihan-masyarakat-indonesia?page=all>

- Iqbal, S., Rahman, K., & Hunjra, A. I. (2012). Consumer Intention to Shop Online: B2C E-Commerce in Developing Countries. *Middle-East Journal of Scientific Research*, 12(4), 424-432.
- 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.
- Jarvenpaa, S.L. and Tractinsky, N. (1999). "Consumer trust in an internet store: a cross-cultural validation". *Journal of Computer Mediated Communication*, Vol. 5 (2).
- Jatmiko, B. P. (2020). Perekonomian Indonesia Pasca-Pandemi Covid (<https://money.kompas.com/read/2020/05/10/091500226/perekonomian-indonesia-pascapandemi-covid-19?page=all>). Accessed on Juny 20,2020.
- Javalgi, R. dan Ramsey, R., (2001). Strategic Issues of E-Commerce as an Alternative Global Distribution System, *International Marketing Review*, 18 (4): 376-391
- Kapel, D. S. (2015). Creating Your Own Qualitative Research Approach: Selecting, Integreting And Operationalizing Philosophy, Methodology And Methods. *Journal Of Business Perspective* , Vol. 19, Issue 2, Pg. 132-146.
- Kartiwi, M., Hussin, H., Suhaimi, M. A., Jalaldeen, M. R. M., & Amin, M. R. (2018). Impact Of External Factors On Determining E-commerce Benefits Among SMEs in Malaysia. *Journal of Global Entrepreneurship Research*, 8. doi:10.1186/s40497-018-0105-7
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A Trust - Based Consumer Decision - Making Modelin Electronic Commerce: The Role Of Trust, Perceived Risk , And Their Antecedents. *Decision Support Systems* , 44 (2), 544 – 564
- Kim, E., & Kim, Y. (2004). Predicting Online Purchase Intentions for Clothing Products. *European Journal of Marketing*, 38(7), 833-897.
- Kollmann, T., Lomberg, C., & Peschl, A. (2016). Web 1.0, Web 2.0, and Web 3.0: The development of e-business. *Encyclopedia of E-Commerce*

- Development. *Implementation, and Management, 10*. doi:10.4018/ 978-1-4666-9787-4.ch081
- Kotler, and Armstrong, (2004). *Principle of Marketing. United States of America:* Pearson Prentice Hall, Tenth Edition.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran (13thed.)*. Jakarta: Erlangga.
- Koufaris, M., & Hampton-Sosa, W. (2004). The Development of Initial Trust in an Online Company by New Customers. *Information and Management, 41*, 377-397
- Kau, A. K., Tang, Y. E., & Ghose, S. (2003). Typology of online shoppers. *Journal of consumer marketing*.
- Kwek, C. L., Dazmin, D., Tan, H. P., Keoy, K. H., & Pazdil, H. (2011). Perceived Risk, Perceived Technology, Online Trust for the Online Purchase Intention in Malaysia. *International Journal of Business and Management, 6(6)*, 169-182.
- Laudon, Keneth C. dan Jane P.(2014). *Laudon. Management Information Systems: Managing the Digital Firm. 13th Edition*. New York: Pearson.
- Lee, M. C. (2009). Factors Influencing The Adoption Of Internet Banking: An Integration of TAM and TPB With Perceived Risk And Perceived Benefit. *Electronic commerce research and applications, 8(3)*, 130-141.
- Leeraphong, A., & Mardjo, A. (2013). Trust and Risk in Purchase Intention through Online Social Network: A Focus Group Study of Facebook in Thailand. *Journal of Economics, Business, and Management, 1(4)*, 314-318
- Lim, W. M., & Ting, D. H. (2014). Consumer Acceptance and Continuance of Online Group Purchasing. *Journal of Computer Information Systems, 87-96*.
- Ling, K. C., Chai, L. T., & Piew, T. H. (2010). The Effects Of Shopping Orientations, Online Trust And Prior Online Purchase Experience Toward Customers' Online Purchase Intention. *International business research, 3(3)*, 63.
- Lutfie, H., & Marcelino, D. (2020). How Price Perception And Trust Affected Millenial Online Buying Interest During Covid-19 Pandemic In West Java. *Dinasti International Journal of Education Management And Social Science, 2(2)*, 288-298.

- Maciejewski, G. (2012). Perceived Risk In Purchasing Decisions Of The Polish Consumers Model Based Approach. *Journal of Economics and Management*, 38-52.
- Mamman, H., Mustapha, M., & Mohammed S. (2015). Effects of Perceived Risk on Online Shopping. *Proceedings of the 1st Management, Technology, and Development Conference*.318323
- Masoud, E. Y. (2013). The Effect of Perceived Risk on Online Shopping in Jordan. *European Journal of Business and Management*. 5(6), 7687
- Mathwick, Charla, Naresh Maholtra, dan Edward Rigdon. (2001). Experiential Value: Conceptualization, Measurement Andapplication In The Catalog And Internet Shopping Environment. *Journal of Retailing* 77 (2001) 39–56.
- Minculete,G.(2013).Issues Regarding Electronic Commerce And E-Marketing. *In International Scientific Conference “Strategies XXI”, Suppl. Technologies - Military Applications, Simulations And Resources (Vol. 2, pp.26–32), “Carol I”. Bucharest: National Defence University.*
- Mitchell, V.-W.(1999). “Consumer perceived risk: conceptualizations and models.” *European Journal of Marketing*, Vol. 33(1,2), pp. 163-195.
- Monsuwe, T. P. Y., Dellaert, B. G. C., & Ruyter, K. D. (2004). What Drives Consumers To Shop Online? A Literature Review. *International Journal of Service Industry Management*, 15(1), 102-121.
- Narko, D., and Udayana, I. (2017). Pengaruh Trust, Store Image, dan Perceived Risk, terhadap Purchase Intention Online Shop. *Jurnal Manajemen Dewantara*, 38-43.
- Octavia, D., & Tamerlane, A. (2017). The Influence Of Website Quality On Online Purchase Intentions On Agoda. Com With E-Trust As A Mediator. *Binus Business Review*, 8(1), 9-14.
- Park, J. H. and L. Stoel. (2005). “Effect of Brand Familiarity, Experience and Information on Online Apparel Purchase”. *International Journal of Retail & Distribution Management*, Vol. 33, No. 2/3: 148-160, 2005.
- Pasaribu, L. N., & Purba, K. (2020). The Influence Of Trust On The Online Purchase Decisions With Buying Interest On The Social Networking Site Instagram: Case Study Of Online Shop Users On Instagram. *Research, Society and Development*, 9(10), e8669109119-e8669109119.

- Patel, V. B., & Asthana, A. K. (2015). Risk, Trust, Shopping Enjoyment and Consumer Online Shopping Intention. *International Journal of Engineering and Management Research (IJEMR)*, 5(1), 172-175.
- Pavlou, P. (2003). Consumer Acceptance of Electronic Commerce: Integrating Trust and Risk with the Technology Acceptance Model. *IJEC*, 7(3), 197-226.
- Pavlou, Paul A. dan Mauricio S. Featherman. (2001). Predicting E-Services Adoption: A Perceived Risk Facets Perspective. *Int.J.Human-Computer Studies* 59, 451–474.
- 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), e04284.
- Perea y Monsuwe, T., Dellaert, B.G.C., de Ruyter, K., (2004). What drives consumers to shop online? A literature review. *Int. J. Serv. Ind. Manag.* 15 (1), 102–121.
- Phan, D. T. T., Nguyen, T. T. H., & Bui, T. A. (2019). Going beyond Border? Intention to Use International Bank Cards in Vietnam. *Journal of Asian Finance, Economics and Business*, 6(3), 315-325.
- Poddar, A., Donthu, N., & Wei, Y. (2009). Web Site Customer Orientations, Web Site Quality, and Purchase Intentions: The Role of Web Site Personality. *Journal of Business Research*, 62, 441-450.
- Priambada, S. (2015). Manfaat penggunaan media sosial pada usaha kecil menengah (UKM). *SESINDO 2015*, 2015.
- Putra Nasution, Muhammad Dharma Tuah; Rossanty, Yossie; Ku Ariffin, KuHalim; dan Mohd Zaini, Nurliyana Izzati Binti. (2019). An Empirical Examination Of The Factors Influencing Consumer's Purchase Intention Toward Online Shopping. *Journal of Business and Retail Management Research (JBRMR)*, Vol. 13 Issue 4, July 2019, Pp. 14 – 29.
- Rahman, M., Khan, A., & Islam, N. (2013). An Empirical Study on Revealing the Factors Influencing Online Shopping Intention Among Malaysian Consumers'. *Journal of HSSR*, 1(1), 9-18.
- Salisbury, W.D., Pearson, R. A., Pearson, A.W., & Miller, D. W. (2001). Perceived Security and World Wide Web Purchase Intention. *Industrial Management & Data Systems*, 101, 165-176.

- Sam, M. F. M., and Tahir, Md. N. H. (2009). Website Quality and Consumer Online Purchase Intention of Air Ticket. *International Journal of Basic & Applied Sciences*, 9(10), 20-25.
- Sanchez-Franco, M., & Roldan, J. (2005). Web Acceptance and Usage Model: A Comparison Between Goal-Directed and Experiential Web Users. *Internet Research*, 7(3), 21-48
- Schiffman, G. Leon & Kanuk, Leslie Lazer. (2008). *Perilaku Konsumen. 7th ed.* Jakarta: Indeks.
- Selamat, Z., Jaaf, N., & Ong, B. (2009). Technology Acceptance in Malaysian Banking Industry. *European Journal of Economics, Finance and Administrative Sciences*, 1(17), 143-155
- Sevim, N., & Hall, E. E. (2014). Consumer trust impact on online shopping intent. *Internet Uygulamaları ve Yönetimi Dergisi*, 5(2), 19-28.
- Smith, R., Deitz, G., Royne, M.B., Hansen, J.D., Grünhagen, M., Witte, C., 2013. Crosscultural examination of online shopping behavior: a comparison of Norway, Germany, and the United States. *J. Bus. Res.* 66 (3), 328–335.
- Soegiharto, T. (2012). Analisis Pengaruh Trust in Online Store, Perceived Risk, Attitude Towards Online Purchasing terhadap Minat Beli Konsumen Produk Fashion di Surabaya. *Portal Garuda*, 1-7.
- Sugiyono. 2012. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2013. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2015. *Metodologi Penelitian Kuantitatif, Kualitatif Dan R&D*. (Bandung: ALFABETA)
- Sulaiman, Y., Yusr, M. M., & Ismail, K. A. (2017). The Influence of Marketing Mix and Perceived Risk Factors on Online Purchase Intention. *International Journal of Research in Business Studies and Mangement*, 4(9).
- Tambunan, B., Sihombing, H., Doloksaribu, A., & Muda, I. (2018, September). The Effect Of Security Transactions, Easy Of Use, And The Risk Perception Of Interest Online Buying On The E-Commerce Tokopedia Site (Study On Tokopedia. Id Site Users In Medan City). In *IOP Conference Series: Materials Science and Engineering* (Vol. 420, No. 1, p. 012118). IOP Publishing.

- Tekin, M., İnce, H., Etlioğlu, M., Koyuncuoğlu, Ö., & Tekin, E. (2018). A study about affecting factors of development of e-commerce. In N. Durakbasa & M. Gencyilmaz (eds) *Proceedings of the International Symposium for Production Research 2018. ISPR 2018. Cham: Springer*.
- Thakur, Rakhi dan Srivastava, Mala. (2015). "A Study On The Impact Of Consumer Risk Perception And Innovativeness On Online Shopping in India". *International Journal of Retail & Distribution Management*, Vol. 43 Iss 2 pp. 148 - 166
- Thamizhvanan, A. & Xavier, M.J., 2013. Determinants of customers' online purchase intention: an empirical study in India. *Journal of Indian Business Research*, 5(1), pp.17-32.
- Thomas , V. F. (2020). Sri Mulyani Prediksi Pertumbuhan Ekonomi RI Q2 2020 Minus 3,1% (<https://tirto.id/sri-mulyani-prediksi-pertumbuhanekonomi-ri-q2-2020-minus-31-fH2E>). Accessed on June 21, 2020.
- Tjiptono, F., (2004). *Pemasaran Jasa*. Malang: Bayumedia Publishing.
- Top Brand Award. 2019. Top Brand Index (www.topbrand-award.com). Accessed on June 21, 2020.
- Turban, E., King, D., Lee, J. K., Liang, T. P., & Turban, D. C. (2015). *Electronic Commerce: A Managerial and Social Networks Perspective (8th ed., Rev. ed.)*. Switzerland: Springer International Publishing. ISBN 978-3-31910091-3. doi:10.1007/978-3-319-10091-3
- Turban, E., King, D., Viehland, A., & Lee, J. (2010). *Electronic Commerce 2010 A Managerial Perspective (10th ed.)*. New Jersey: Pearson.
- Ullman, L. (2013). *Effortless e-commerce with PHP and MySQL (2nd ed.)*. San Francisco: New Riders. ISBN-13: 978-0321949363.
- Wai, K., Dastane, O., Johari, Z., & Ismail, N. B. (2019). Perceived Risk Factors Affecting Consumers' Online Shopping Behaviour. *The Journal of Asian Finance, Economics and Business*, 6(4), 246-260.
- We are social, januari 2020. <https://www.validnews.id/Infografis-Pengguna-Internet-Indonesia-2020-4k>
- Wulandari, R. (2012). Dimensi-Dimensi Persepsi Risiko Keseluruhan Konsumen. *JRMB*, 115-124.
- Yang, L., & Mao, M. (2014). *Antecedents of Online Group Purchasing Behavior: From Price Leverage and Crowd Effect Perspectives*. PACIS. Chengdu, China

Zargar. and Mahmoud, (2001). *Marketing Strategic Models and Initiatives in E-Commerce*. Tehran: Behine Publication.

Zuelseptia, S., Rahmiati, R., & Engriani, Y. (2018, July). The Influence of Perceived Risk and Perceived Ease of Use on Consumer's Attitude and Online Purchase Intention. In *First Padang International Conference On Economics Education, Economics, Business and Management, Accounting and Entrepreneurship (PICEEBA 2018)* (pp. 550-556). Atlantis Press.