

DAFTAR PUSTAKA

- Arby Virto Gunawan, Linawati, Dimas Pranandito, & Rano Kartono. (2019). The Determinant Factors of E-Commerce Purchase Decision in Jakarta and Tangerang. *Binus Business Review*, 10(1), 21–29. <https://doi.org/10.21512/bbr.v10i1.5379>
- Ashoer, M., Syahnur, H., & Murdifin, I. (2019). Bagaimana Gaya Hidup mempengaruhi Keputusan Pembelian Tiket Online. *Jurnal Ilmiah Manajemen Dan Bisnis*, 20(1), 52-65.
- Aryani, L. (2016). Faktor-faktor yang mempengaruhi keputusan pembelian konsumen secara online di online shop lazada. *Jurnal Ekonomi Dan Bisnis Universitas Pembangunan Nasional Veteran Jakarta*, 3(1), 39-52.
- Achadi, Ady, and Hari Winarto. 2020. “Pengaruh Pengetahuan Produk, Persepsi Resiko Dan Persepsi Manfaat Terhadap Minat Menggunakan Layanan Go Pay Pada Pelanggan Go Jek.” *Majalah Ilmiah Manajemen dan Bisnis* 17 (1): 11–23.
- Aribowo, D.H., Sulhaini, and L.E. Herman. 2020. “Effect Of Flash Sale Method, Product Knowledge And In Home Shopping Tendency Toward Consumer Online Purchase Decisions.” *Russian Journal of Agricultural and Socio-Economic Sciences* 102 (6): 97–107. <https://doi.org/10.18551/rjoas.2020-06.12>.
- Arthur Adilang, Sem G. Oroh, and Moniharapon. 2014. “Persepsi, Sikap, Dan Motivasi Hedonis Terhadap Keputusan Pembelian Produk Fashion Secara Online.” *Jurnal EMBA* 2 (1): 561–70. <https://doi.org/2303-1174>.
- Adnan, A., Ahmad, A., & Khan, M. N. (2017). Examining the role of consumer lifestyles on ecological behavior among *young Indian consumers*. *Young Consumers*, 18(4), 348-377.
- Ahmad, N., Omar, A., & Ramayah, T. (2010). Consumer lifestyles and online shopping continuance intention. *Business strategy series*, 11(4), 227-243.
- Bob Foster, Ratih Hurriyati 2, and Muhamad Deni Johansyah. 2022. “The Effect of Product Knowledge, Perceived Benefits, and Perceptions of Risk on Indonesian Student Decisions to Use E-Wallets for Warunk Upnormal.” *Sustainability*, 11–14. <https://doi.org/10.3390/su14116475>.
- Bagdonienė, L., & Zemblytė, J. (2009). Online shopping motivation factors and their effect on Lithuanian consumers. *Ekonomika ir vadyba*, (14), 367-374.

- Fitri, N. A., & Basri, H. (2021). Pengaruh gaya hidup terhadap perilaku konsumen pada generasi milenial di era pandemi covid-19 dengan pengetahuan ekonomi sebagai variabel moderasi. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 9(2), 183-192.
- Hartati, A. S., Hurriyati, R., & Widjajanta, B. (2017). Gaya Hidup Konsumen Dalam Pengambilan Keputusan Pembelian. *Journal of Business Management Education (JBME)*, 2(1), 57-64.
- Herawati, Ratna, Amalia Nur Chasanah, Tito Aditya Perdana, and Masitha Fahmi Wardhani. 2021. "Study on Online Purchase Decisions on The Online Shopee Selling Site." *Nusantara Science and Technology Proceedings*, October, 13–19. <https://doi.org/10.11594/nstp.2021.1303>.
- Istiarni, Panggih Rizki Dwi, and Paulus Basuki Hadiprajitno. 2014. "Analisis Pengaruh Persepsi Manfaat, Kemudahan Penggunaan dan Kredibilitas terhadap Minat Penggunaan Berulang Internet Banking dengan Sikap Penggunaan Sebagai Variabel Intervening." *Diponegoro Journal Of Accounting* 03 (02): 1–10. <http://ejournal-s1.undip.ac.id/index.php/accounting>.
- Irene Goetzke, B., & Spiller, A. (2014). Health-improving lifestyles of organic and functional food consumers. *British Food Journal*, 116(3), 510-526.
- Khoirun Nisa Bahri, and Rita Komaladewi. 2023. "The Influence of Instagram, Brand Image, and Price on Online Purchase Decisions." *Asia Pasific Journal of Management and Education* 6 (1): 79–93. <https://doi.org/10.32535/apjme.v6i1.1654>.
- Maulana, Fajar Rezky, Nevi Hasnita, and Evriyenni Evriyenni. 2020. "Pengaruh Pengetahuan Produk Dan Word Of Mouth Terhadap Keputusan Nasabah Memilih Bank Syariah." *Jihbiz: Global Journal of Islamic Banking and Finance* 2 (2): 124–37. <https://doi.org/10.22373/jihbiz.v2i2.8644>.
- Mbete, G. S., & Tanamal, R. (2020). Effect of easiness, service quality, price, trust of quality of information, and brand image of consumer purchase decision on shopee online purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100-110.
- Maizul Rahmizal, & Rido Yuvendri. (2020). Pengaruh Kepercayaan, Kemudahan Dan Kualitas Informasi Terhadap Keputusan Pembelian Daring Di Aplikasi Shopee Pada Mahasiswa Di Kota Padang. *Jurnal Pundi*, 4(3), 403–416. <https://doi.org/10.31575/jp.v4i3.336>

- Naufaldi, Ivan, and Miharni Tjokrosaputro. 2020. "Pengaruh Perceived Ease Of Use, Perceived Usefulness, Dan Trust Terhadap Intention To Use." *Jurnal Manajerial Dan Kewirausahaan* 2 (3): 715–22. <https://doi.org/10.24912/jmk.v2i3.9584>.
- Pebriani, W. V., Sumarwan, U., & Simanjuntak, M. (2018). The effect of lifestyle, perception, satisfaction, and preference on the online re-purchase intention. *Independent Journal of Management & Production*, 9(2), 545-561.
- Rafidah, Inas. 2017. "Analisis Keamanan Kemudahan dan Kepercayaan Terhadap Keputusan Pembelian Secara Online di Lazada." *Jurnal Ilmu dan Riset Manajemen* 6 (2): 2–17.
- Selvakumar, J. J., & Raghavan, N. R. (2017). Influence of lifestyle and attitude on online shopping. *Asia Pacific Journal of Research*, 1(55), 24-30.
- Sathish, S., & Rajamohan, A. (2012). Consumer behaviour and lifestyle marketing. *International Journal of Marketing, Financial Services & Management Research*, 1(10), 152-166.
- Selvakumar, J. J., & Raghavan, N. R. (2017). Influence of lifestyle and attitude on online shopping. *Asia Pacific Journal of Research*, 1(55), 24-30.
- Tri Rahmat. 2019. "The Influence Of Perceived Ease Of Use And Usefulness Of The Academic Registration System On The Attitude Of Using Online Study Plan Card (Krs)." *Jurnal Manajemen Teori Dan Terapan* 12 (3): 260–77.
- Tyas, Elok Irianing, and Emile Satia Darma. 2017. "Pengaruh Perceived Usefulness, Perceived Ease of Use, Perceived Enjoyment, Dan Actual Usage Terhadap Penerimaan Teknologi Informasi: Studi Empiris Pada Karyawan Bagian Akuntansi Dan Keuangan Baitul Maal Wa Tamwil Wilayah Daerah Istimewa Yogyakarta." *Reviu Akuntansi Dan Bisnis Indonesia* 1 (1): 25–35. <https://doi.org/10.18196/rab.010103>.
- Warayuanti, W. (2015). The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision via Online Shopping in Indonesia. *European Journal of Business and Management*, 7(8), 74–80.