

DAFTAR PUSTAKA

- Alam, S. S., Khatibi, A., Ahmad, M. I., & Ismail, H. B. (2007). Factors affecting e-commerce adoption in the electronic manufacturing companies in Malaysia. *International Journal of Commerce and Management*, Vol. 17, 125-139.
- Antariksa, G. K. (2012). *Analisis Kelayakan Investasi Bisnis Pengolahan Limbah Plastik Pada Usaha Kecil Dilihat Dari Aspek Keuangan (Studi Kasus Pada PT. X)*. Jakarta: Universitas Bakrie.
- Armaini, R. (2003). Prospek E-Commerce Di Indonesia. *Fordema Vol. 3 No.1*, 429-438.
- Arthur Andersen/Rosen. (2000). *eReal Estate: A Virtual Certainty*. Virginia: Arthur Andersen.
- Chan, E., & Swatman, P. M. (1999). Electronic Commerce: A Component Model. *Annual COLLECTeR Conference on*, 1.
- Eiteman, D. K., Stonehill, A. I., & Moffett, M. H. (2010). *Multinational Business Finance*. Boston: Pearson.
- Emery, D. R., Finnerty, J. D., & Stowe, J. D. (2007). *Corporate Financial Management*. New Jersey: Pearson.
- Gitman, L. J. (2009). *Principles of Managerial Finance*. Boston: Pearson.
- Gunasekaran, A., & Ngai, E. (2005). E-commerce in Hong Kong: an empirical perspective and analysis. *Internet Research*, Vol. 15 No. 2, 141-159.
- Herlianto, D., & Pujiastuti, T. (2009). *Studi Kelayakan Bisnis*. Yogyakarta: Graha Ilmu.
- Ibrahim, Y. (2009). *Studi Kelayakan Bisnis*. Jakarta: Rineka Cipta.
- Indonesia, K. K. (2012, 12 29). *Data Usaha Mikro, Kecil, Menengah (UMKM) dan Usaha Besar (UB) Tahun 2010 - 2011*. Retrieved from Kementrian Koperasi dan Usaha Kecil dan Menengah Republik Indonesia Web Site: http://www.depkop.go.id/index.php?option=com_phocadownload&view=file&id=318:data-usaha-mikro-kecil-menengah-umkm-dan-usaha-besar-ub-tahun-2010-2011&Itemid=93

- Kasmir, & Jakfar. (2003). *Studi Kelayakan Bisnis*. Jakarta: Prenada Media.
- Kimmel, P. D., Weygandt, J. J., & Kieso, D. E. (2011). *Intermediate Accounting IFRS Edition Vol.1*. New Jersey: Wiley.
- Kotler, P. (2000). *Marketing Management, International Edition*. Englewood Cliffs, NJ.: Prentice Hall.
- Lestari, D. (2013, Mei 20). Asumsi Proyeksi Keuangan. (A. A. Sukarno, Interviewer)
- Li, P., & Xie, W. (2012). A strategic framework for determining e-commerce adoption. *Journal of Technology Management in China*, Vol. 7, 22-35.
- Lin, C. C. (2003). A critical appraisal of customer satisfaction and e-commerce. *Managerial Auditing Journal*, Vol. 18, 202-212.
- Maslow, A. (1943). A theory of human motivation. *Psychological Review*, Vol.1, 370-396.
- McQuitty, S., & Peterson, R. (2000). Selling home entertainment on the Internet: an overview of a dynamic marketplace. *Journal of Consumer Marketing*, Vol.17 No.3, 233-248.
- Monroe, K. (1990). *Pricing-Making Profitable Decisions*. New York: McGraw-Hill.
- Oliver, S. (1997). A model for the future of electronic commerce. *Information Management & Computer Security*, Vol.5 No. 5, 166-169.
- Peter, J., & Olson, J. (1993). *Consumer Behaviour & Marketing Strategy*, 3rd ed. Homewood: Irwin.
- Ravald, A., & Gronroos, C. (1996). The Value concept and relationship marketing. *European Journal of Marketing*, Vol.30 No.2, 19-30.
- Ross, S. A., Westerfield, R. W., & Jordan, D. B. (2010). *Fundamentals of Corporate Finance*. New York: McGraw-Hill/Irwin.
- Rumah123.com. (2013, 06 03). *Cari Properti*. Retrieved from Rumah123.com: <http://www.rumah123.com/detil-ruko-dijual-di-warung-buncit-jakarta-selatan-90997-id.html>
- Sekaran, U., & Bougie, R. (2009). *Research Methods for Business*. West Sussex: Wiley.

- Sharpe, W., Gordon, J., & Jeffery, V. (1995). *Investment 5th ed.* New Jersey: Parentice Hall, Inc.
- Skyrme, D. (2001). *Capitalizing on Knowledge From E-commerce to K-Business.* Oxford: Butterworth-Heunemann.
- Statistik, B. P. (2006, 08 14). *Berita Resmi Statistik.* Retrieved from Badan Pusat Statistik Web Site: <http://www.bps.go.id/aboutus.php?news=503>
- Veritrans, & DailySocial. (2012). *eCommerce in Indonesia.* Boston, MA.: Harvard Business School.
- Vernimmen, P., Quiry, P., Le Fur, Y., Dallochio, M., & Salvi, A. (2005). *Corporate Finance Theory and Practice.* Hoboken, NJ: Wiley.
- Warren, C. S., Reeve, J. M., & Duchac, J. E. (2007). *Financial Accounting.* Ohio: Thomson South-Western.
- Weygandt, J. J., Kieso, D. E., & Kimmel, P. D. (2008). *Accounting Principles.* New Jersey: Wiley.
- Zwass, V. (2003). Electronic Commerce and Organizational Innovation: ASpects and Opportunity. *International Journal of Electronic Commerce*, 7-37.