

DAFTAR PUSTAKA

- Abdillah, W., & Jogiyanto. (2009). *Partial Least Square (PLS) Alternatif SEM dalam Penelitian Bisnis*. Yogyakarta: Penerbit Andi.
- Ajzen, I. (1985). *From Intentions to Actions: A Theory of Planned Behavior*. Berlin: Springer.
- Arifani, V. M., & Haryanto, H. (2018). Purchase intention: implementation theory of planned behavior (Study on reusable shopping bags in Solo City, Indonesia). *IOP Conf. Series: Earth and Environmental Science 200*, 1-6.
- Basbeth, F., & Ibrahim, M. A. (2018). *Four Hour Basic PLS-SEM*. Selangor Darul Ehsan: iPRO Publication.
- Chiu, H.-C., Hsieh, Y.-C., Roan, J., Tseng, K.-J., & Hsieh, J.-K. (2011). The challenge for multichannel services: Cross-channel free-riding behavior. *Electronic Commerce Research and Applications 10*, 268-277.
- Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly, Vol. 13, No. 3*, 319-340.
- DeLone, W., & McLean, E. (1992). Information Systems Success: The Quest for the Dependent Variable. *Inf. Syst. Res., vol. 3, no. 4*, 60-95.
- Esmailpour, M., & Mohseni, Z. (2019). Effect of Customer Experiences on Consumer Purchase Intention. *The Romanian Economic Journal Year XXII no. 73*, 19-38.
- fabelio.com. (2020, October 11). *Showroom Fabelio*. Retrieved from fabelio.com: <https://fabelio.com/showroom>
- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a perceived risk facets perspective. *International Journal of Human-Computer Studies 59*, 451–474.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*. Massachusetts: Addison-Wesley Publishing Company.
- Ghozali, I. (2014). *Structural Equation Modeling, Metode Alternatif dengan Partial Least Square (PLS)* Edisi 4. Semarang: Badan Penerbit Universitas Diponegoro.

- Haenlein, M., & Kaplan, A. M. (2004). A Beginner's Guide to Partial Least Squares Analysis. *UNDERSTANDING STATISTICS* 3(4), 283–297.
- Hair, J. F., Black, W. C., & Babin, B. J. (2010). *Multivariate Data Analysis: A Global Perspective*. New York: Pearson Education.
- Heras-Mozos, R., Muriel-Galet, V., López-Carballo, G., Catalá, R., Hernández-Muñoz, P., & Gavara, R. (2019). Development and optimization of antifungal packaging for sliced pan loaf based on garlic as active agent and bread aroma as aroma corrector. *International journal of food microbiology*, 290, 42-48.
- Hwang, S., & Kim, S. (2018). Does mIM experience affect satisfaction with and loyalty toward O2O services? *Computers in Human Behavior*, 75, 70-80.
- iPrice Group. (2020, October 11). *Peta E-commerce Indonesia*. Retrieved from iprice.co.id: <https://iprice.co.id/insights/mapofecommerce/>
- iPrice Group. (2020, July 21). *Peta E-Commerce Indonesia*. Retrieved from Ipice Insights: <https://iprice.co.id/insights/mapofecommerce/>
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, Vol. 47, No. 2, 263-292.
- Kang, J.-W., & Namkung, Y. (2018). The information quality and source credibility matter in customers' evaluation toward food O2O commerce. *International Journal of Hospitality Management*.
- Katz, M. L., & Shapiro, C. (1985). Network Externalities, Competition, and Compatibility. *The American Economic Review*, Vol. 75, No. 3, 424-440.
- Kim, H.-W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet: An empirical investigation. *Decision Support Systems* 43, 111 – 126.
- Leroi-Werelds, S., Streukens, S., Van Vaerenbergh, Y., & Grönroos, C. (2017). Does communicating the customer's resource integrating role improve or diminish value proposition effectiveness? *Journal of Service Management*, 28(4), 618-639.
- Lie, Y., Atmojo, R. N., & Muljo, H. H. (2019). THE EFFECTIVENESS OF O2O STRATEGY ON E-COMMERCE TRANSACTIONS. *Journal The WINNERS*, Vol. 20 No. 1, 9-17.
- Lopez-Nicolas, C., & Molina-Castillo, F. J. (2008). Customer Knowledge Management and E-commerce: The role of customer perceived risk. *International Journal of Information Management* 28, 102–113.
- Malhotra, N. (2010). *Marketing Research: An Applied Orientation*, 6th Edition. New Jersey: Pearson Prentice Hall.

- Montano, D., & Kasprzyk, D. (2015). Theory of Reasoned Action, Theory of Planned Behavior, and the Integrated Behavioral Model. *Health Behavior: Theory, Research and Practice book, 5th Edition*, 95-124.
- Morwitz, V., Steckel, J., & Gupta, A. (2007). When Do Purchase Intentions Predict Sales? *Int. J. Forecast* 23 (3), 347-364.
- Narimawati, U. (2010). *Metodologi Penelitian : Dasar Penyusun Penelitian Ekonomi*. Jakarta: Genesis.
- Pei, Y., Xue, W., Yang, Y., Li, D., & Li, Y. (2019). The Impacts of User Experience on User Loyalty Based on O2O Innovation Platform. *Journal of Electronic Commerce in Organizations Vol.17 Issue 2*, 79-87.
- Rahayu, N. (2019, 2 19). *Pertumbuhan E-Commerce Pesat di Indonesia*. Retrieved from wartaekonomi.co.id:
<https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia>
- Rampell, A. (2010, August 7). *Why Online2Offline commerce is a trillion dollar opportunity*. Retrieved from techcrunch.com:
<https://techcrunch.com/2010/08/07/why-online2offline-commerce-is-a-trillion-dollar-opportunity/>
- ROOZY, E., ARASTOO, M. A., & VAZIFEHDUST, H. (2014). EFFECT OF BRAND EQUITY ON CONSUMER PURCHASE INTENTION. *Indian J.Sci.Res. 6 (1)*, 212-217.
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian untuk Bisnis: Pendekatan Pengembangan-Keahlian*. Jakarta Selatan: Salemba Empat.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Thaler, R. (1985). Mental Accounting and Consumer Choice. *Marketing Science 4(3)*, 199-214.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, F. D. (2003). USER ACCEPTANCE OF INFORMATION TECHNOLOGY: TOWARD A UNIFIED VIEW. *MIS Quarterly, Vol. 27, No. 3*, 425-478.
- Wati, L. N. (2017). *Metodologi Penelitian Bisnis Terapan*. Bandung: Mujahid Press.
- Widiarini, A. D. (2019, 12 10). *Terus Tumbuh Signifikan, Begini Masa Depan E-Commerce di Indonesia*. Retrieved from Kompas.com:
<https://money.kompas.com/read/2019/12/10/110500326/terus-tumbuh-signifikan-begini-masa-depan-e-commerce-di-indonesia>

- Yamin, Sofyan, & Kurniawan, H. (2011). *Generasi Baru Mengolah Data Penelitian dengan Partial Least Square Path Modeling : Aplikasi dengan Software XLSTAT, SmartPLS, dan Visual PLS*. Jakarta: Salemba Infotek.
- Yang, Y., Gong, Y., Land, L. P., & Chesney, T. (2019). Understanding the effects of physical experience and information integration on consumer use of online to offline commerce. *International Journal of Information Management*.
- Yang, Y., Gong, Y., Zu, B., Zhang, J., & He, T. (2016). What Drives Online-to-Offline Commerce: From a Perspective of Consumer. *WHICEB 2016 Proceedings* (pp. 289-296). Wuhan: AIS Electronic Library (AISeL).
- Yang, Y., Liu, Y., Li, H., & Yu, B. (2015). Understanding perceived risks in mobile payment acceptance. *Industrial Management & Data Systems, Vol. 115 Iss 2*, 253 - 269.
- Yusra, Y. (2016, June 1). *Rayakan Hut yang Pertama, Fabelio Resmikan Showroom Baru*. Retrieved from dailysocial.id:
<https://dailysocial.id/post/rayakan-hut-yang-pertama-fabelio-resmikan-showroom-baru>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing Vol.52*, 2-22.