

DAFTAR PUSTAKA

- Adhi. (2019). Fitur Bisnis di Instagram: Pengguna Belum Aman dari Penipuan? Retrieved from <https://tirto.id/5>
- Arora, N., & Aggarwal, A. (2018). The role of perceived benefits in formation of online shopping attitude among women shoppers in India. *South Asian Journal of Business Studies*.
- Chang, E. C., & Tseng, Y. F. (2013). Research note: E-store image, perceived value and perceived risk. *Journal of business research*, 66(7), 864-870.
- Cheng, J. M. S., Blankson, C., Wang, E. S. T., & Chen, L. S. L. (2009). Consumer attitudes and interactive digital advertising. *International Journal of Advertising*, 28(3), 501-525.
- Chiu, C. M., Wang, E. T., Fang, Y. H., & Huang, H. Y. (2014). Understanding customers' repeat purchase intentions in B2C e-commerce: the roles of utilitarian value, hedonic value and perceived risk. *Information Systems Journal*, 24(1), 85-114.
- Choi, J., Seol, H., Lee, S., Cho, H., & Park, Y. (2008). Customer satisfaction factors of mobile commerce in Korea. *Internet research*.
- Forsythe, S., Liu, C., Shannon, D., & Gardner, L. C. (2006). Development of a scale to measure the perceived benefits and risks of online shopping. *Journal of interactive marketing*, 20(2), 55-75.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772-785.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM). *European business review*.
- Hu, T., Kettinger, W. J., & Poston, R. S. (2015). The effect of online social value on satisfaction and continued use of social media. *European Journal of Information Systems*, 24(4), 391-410.

- Hsu, C. L., Chang, K. C., & Chen, M. C. (2012). The impact of website quality on customer satisfaction and purchase intention: perceived playfulness and perceived flow as mediators. *Information Systems and e-Business Management*, 10(4), 549-570.
- Hsu, C. L., & Lin, J. C. C. (2016). Effect of perceived value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting and Social Change*, 108, 42-53.
- Jeihan. (2017). Pengguna Instagram di Indonesia Capai 45 Juta Pengguna. Retrieved from <https://swa.co.id/swa/trends/technology/pengguna-instagram-di-indonesia-capai-45-juta-orang>
- Kim, L. H., Kim, D. J., & Leong, J. K. (2005). The effect of perceived risk on purchase intention in purchasing airline tickets online. *Journal of Hospitality & Leisure Marketing*, 13(2), 33-53.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th edition*. New Jersey: Pearson Prentice Hall, Inc.
- Lin, M. J., & Wang, W. T. (2015). Examining e-commerce customer satisfaction and loyalty: an integrated quality-risk-value perspective. *Journal of Organizational Computing and Electronic Commerce*, 25(4), 379-401.
- Lovelock, C., & Wirtz, L. (2005). *Principles of Service Marketing and Management*
- Lu, B., Fan, W., & Zhou, M. (2016). Social presence, trust, and social commerce purchase intention: An empirical research. *Computers in Human Behavior*, 56, 225-237.
- Marsya. (2019). E-commerce VS Social Commerce : Adu Kemudahan Belanja Online. Retrieved from <https://dailysocial.id/post/e-commerce-vs-social-commerce-adu-kemudahan-berbelanja-online>
- Mourali, M., Laroche, M., & Pons, F. (2005). Antecedents of consumer relative preference for interpersonal information sources in pre-purchase

- search. *Journal of Consumer Behaviour: An International Research Review*, 4(5), 307-318.
- Mosavi, S. A., & Ghaedi, M. (2012). A survey on the relationship between trust, customer loyalty, commitment and repurchase intention. *African journal of business management*, 6(36), 10089-10098.
- Overby, J. W., & Lee, E. J. (2006). The effects of utilitarian and hedonic online shopping value on consumer preference and intentions. *Journal of Business research*, 59(10-11), 1160-1166.
- Pires, G., Stanton, J., & Eckford, A. (2004). Influences on the perceived risk of purchasing online. *Journal of Consumer Behaviour: An International Research Review*, 4(2), 118-131.
- Prayogo.(2016) Laporan JakPat Sebut Pengguna Perangkat Mobile Indonesia Paling Sering Mengakses Media Sosial. Retrieved from <https://dailysocial.id/>
- Rintamäki, T., Kanto, A., Kuusela, H. and Spence, M.T. (2006), "Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland", *International Journal of Retail & Distribution Management*, Vol. 34 No. 1, pp. 6-24.
- Sarkar, A. (2011). Impact of utilitarian and hedonic shopping values on individual's perceived benefits and risks in online shopping. *International management review*, 7(1), 58-65.
- Suliyanto. (2018). *Metode Penelitian Bisnis*. Yogyakarta: CV Andi Offset.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of retailing*, 77(2), 203-220.
- Tsiotsou, R. (2006). The role of perceived product quality and overall satisfaction on purchase intentions. *International journal of consumer studies*, 30(2), 207-217.

- Wu, L. Y., Chen, K. Y., Chen, P. Y., & Cheng, S. L. (2014). Perceived value, transaction cost, and repurchase-intention in online shopping: A relational exchange perspective. *Journal of Business Research*, 67(1), 2768-2776.
- Yang, Z., & Peterson, R. T. (2004). Customer perceived value, satisfaction, and loyalty: The role of switching costs. *Psychology & marketing*, 21(10), 799-822.
- Yen, Y. S. (2013). Exploring perceived value in social networking sites: The mediation of customer satisfaction. *International Journal of Computer and Information Technology*, 2(3), 386-391.
- Zhang, K. Z., & Benyoucef, M. (2016). Consumer behavior in social commerce: A literature review. *Decision Support Systems*, 86, 95-108.