

DAFTAR PUSTAKA

- Abdullah, F., Ward, R., & Ahmed, E. (2016). Investigating the influence of the most commonly used external variables of TAM on students' Perceived Ease of Use (PEOU) and Perceived Usefulness (PU) of e-portofolios. *Computers in Human Behavior*, 63, 75-90. <http://dx.doi.org/10.1016/j.chb.2016.05.014>
- Addis, Michela. (2016). Understanding the Customer Journey to Create Excellent Customer Experiences in Bookshops. *International Journal of Marketing Studies*, 8(4), 20-36. DOI 10.5539/ijms.v8n4p20).
- Ajzen, I. (1991). "The theory of planned behavior". *Organizational Behavior and Human Decision Processes*. vol. 50., pp. 179–511.
- Ajzen, I., & Madden, T. J. (1986). "Prediction of goal-directed behavior: Attitudes, intentions and perceived behavioral control". *Journal of Experimental Social Psychology*. vol. 22., pp. 453–474.
- Assael, H. (1998). *Consumer Behavior and Marketing Action 6th Edition*. New York: South Western College Publishing.
- Baudrillard, Jean. 2011. *Pengantar: George Ritzer Masyarakat Konsumsi*. Yogyakarta: Kreasi Wacana.)
- Bernard, G., & Andritsos, P. (2017). A Process Mining Based Model for Customer Journey Mapping. CAiSE 2017 Forum and Doctoral Consortium Papers, 48-56.)
- Busetto, L., Wick, W., & Gumbinger, C. (2020). How to use and assess qualitative research methods. *Neurological Research and Practice*, 2(1). <https://doi.org/10.1186/s42466-020-00059-z>
- Carter, N., Bryant-Lukosius, D., Dicenso, A., Blythe, J., & Neville, A. J. (2014). The use of triangulation in qualitative research. *Oncology Nursing Forum*, 41(5), 545–547. <https://doi.org/10.1188/14.ONF.545-547>

- Chen, C., & Li, X. (2020a). Effects of Singles' Day atmosphere stimuli and Confucian values on consumer purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 32(7), 1387–1405. <https://doi.org/10.1108/APJML-05-2019-0294>
- Chen, C., & Li, X. (2020b). The effect of online shopping festival promotion strategies on consumer participation intention. *Industrial Management and Data Systems*, 120(12), 2375–2395. <https://doi.org/10.1108/IMDS-11-2019-0628>
- Chivanga, S. Y., & Monyai, P. B. (2021). Back to Basics: Qualitative Research Methodology for Beginners. *Journal of Critical Reviews*, 08(02).
- Christian, D., Zdeněk, L., & Lucie, V. (2014). Attitude toward Advertising in General and Attitude toward a Specific Type of Advertising – A First Empirical Approach. *Journal of Competitiveness*, 6(1), 87–103. <https://doi.org/10.7441/joc.2014.01.06>
- Creswell, J. W. (2014). *Research Design*. SAGE. <https://doi.org/10.1080/14675980902922143>
- Creswell, J.W., & Creswell, J.D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Los Angeles: SAGE.
- Creswell, J.W., & Miller, D.L. (2000). *Determining Validity in Qualitative Inquiry. Theory into Practice*, 39, 124-130. http://dx.doi.org/10.1207/s15430421tip3903_2
- Cross, R., & Smith, J. (2007). *Customer Bonding 5 steps To Lasting Customer Loyalty*. Illinois USA: NTC Bussiness Books.
- Dihni, V. A. (2021). *Penjualan E-commerce Indonesia Diproyeksi Paling Besar di Asia Tenggara pada 2021*. KataData.

<https://databoks.katadata.co.id/datapublish/2021/09/21/penjualan-e-commerce-indonesia-diproyeksi-paling-besar-di-asia-tenggara-pada-2021>

- Eagly, A. H., & Chaiken, S. (1993). *The psychology of attitudes*. London: HBJ.
- Esmailpour, M., & Mohseni, Z. (2019). Effect of Customer Experiences on Consumer Purchase Intention. *The Romanian Economic Journal*, 73(September).
- Eyal, N., & Hoover, R. (2014). *Hooked: How to Build Habit-Forming Products*. Nir Eyal.
- Fauziah, F. (2020). Strategi Komunikasi Bisnis Online Shop “Shopee” Dalam Meningkatkan Penjualan. *Abiwara : Jurnal Vokasi Administrasi Bisnis*, 1(2), 45–53. <https://doi.org/10.31334/abiwara.v1i2.792>
- Firmansyah, Muhammad. (2018). *PERILAKU KONSUMEN*.
- Fishbein, M., & Ajzen, I. (1973). “Attribution of responsibility: A theoretical note”. *Journal of Experimental Social Psychology*. 9, 148–153.
- Fishbein, M., & Ajzen, I. (1975). *Belief, attitude, intention, and behavior: An introduction to theory and research*. Boston: Addison-Wesley.
- Fishbein, M., & Ajzen, I. (1980). *Understanding Attitudes and Predicting Social Behavior*. New Jersey: Prentice-Hall.
- Gibbs, G. (2007). *Analysing Qualitative Data*. New York: SAGE Publications Ltd. <http://dx.doi.org/10.4135/9781849208574>.
- Gibbs, G.R. (2007). *Thematic Coding and Categorizing, Analyzing Qualitative Data*. London: SAGE Publications Ltd. <http://dx.doi.org/10.4135/9781849208574>.
- Gill, S. L. (2020). Qualitative Sampling Methods. *Journal of Human Lactation*, 36(4), 579–581. <https://doi.org/10.1177/0890334420949218>

- Gundlach, G. T., & Wilkie, W. L. (2009). The American marketing association's new definition of marketing: Perspective and commentary on the 2007 revision. *Journal of Public Policy and Marketing*, 28(2), 259–264. <https://doi.org/10.1509/jppm.28.2.259>
- Hague, N., & Hague, P. (2021). *Customer Satisfaction Surveys & Research: How to Measure CSAT*. B2B International: A Merkle Company. <https://www.b2binternational.com/publications/customer-satisfaction-survey/>
- Hamdat, A., Arfah, Kusuma, A. M., Cahya, B. T., Sri, D., Sriwardiningsih, E., Astri, F., Salam, K. N., Islamiah, M. H., Mandey, N. H. J. M., Leni, P., Nabila, R., & Dwita, V. (2020). *Manajemen Pemasaran dan Perilaku Konsumen*. GCAINDO.
- Hameed, H. (2020). *Quantitative and qualitative research methods: Considerations and issues in qualitative research PV Power Systems View project Private Tutoring View project*. June, 8–17.
- Hatta, H., dan Khairunnisa, S. (2020). Iklan Online Dian Sastro Terhadap Minat Beli Pelanggan di Bukalapak (Promo Setiap Tanggal Kembar 12-12). *Jurnal of Entrepreneurship, Management, and Industry*. 3(1): 1-5.
- Haradhan, M. (2018). Qualitative research methodology in social sciences and related subjects. *Journal of Economic Development, Environment and People*, 7(1), 23–48.
- Hellier, P.K., Geursen, G.M., & Carr, R.A. (2003). Customer repurchase intention: a general structural equation model. *European Journal of Marketing*. vol. 37, pp. 1762-800.
- Ho, V. H. 2020. Pengaruh Festival Marketing Terhadap Online Purchase Intention dengan Shopping Experience Satisfaction Sebagai Variabel Intervening; Studi Kasus Shopee Double Days di Kalangan Mahasiswa dan Mahasiswi Universitas Kristen Petra. *Jurnal Strategi Pemasaran*, 7(2).

- Hudson, S., & Thal, K. 2013. The Impact of Social Media on The Consumer Decision Process: Implication for Tourism Marketing. *Journal of Travel & Tourism Marketing*, 30(1-2): 156-160.
- Ikhsani, K., & Hudaya, A. (2020). The Influence of Online Customer Behavior and Brand Trust on Online Purchase Interest. *The International Conference on Environmental and Technology of Law, Business and Education on Post COVID-19*. <https://doi.org/10.4108/eai.26-9-2020.2302687>
- Išoraitė, M., & Miniotienė, N. (2018). Electronic Commerce : Theory and Practice. *IJBE: Integrated Journal of Business and Economics*, 2(2), 73–79.
- Jaya, R., Rijal S, A. S., & Mohammad, I. R. (2020). Karakteristik Sosial Ekonomi Masyarakat Sub DAS Alo Terhadap Perilaku Pemanfaatan Fisik Lahan. *Journal of Humanity and Social Justice*. vol. 2., no 1., pp. 53–67.
- Jayani, D. H. (2020). *Peta Persaingan E-Commerce Indonesia pada Kuartal II-2020*. KataData. <https://databoks.katadata.co.id/>
- Jayani, D. H. (2021a). *Bukan Shopee, Tokopedia Juara E-commerce Terpopuler Kuartal II - 2021*. KataData. <https://databoks.katadata.co.id/datapublish/2021/09/17/bukan-shopee-tokopedia-juara-e-commerce-terpopuler-kuartal-ii-2021>
- Jayani, D. H. (2021b). *Shopee Serap 12.192 Karyawan Indonesia pada Kuartal II 2021*.
- Keni, K., R, L., R, A., & Pamungkas, A. S. (2019). Purchase Intention , Satisfaction , Interest , and Previous Purchase Behaviour. *International Journal of Innovation, Creativity and Change*. vol. 5., no. 6.
- Khouja, M., & Liu, X. (2020). A Retailer's Decision to Join a Promotional Event of an E-commerce Platform. *International Journal of Electronic Commerce*, 24(2), 184-210.

- Kimiagari, S., & Asadi Malafe, N. S. (2021). *The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior*. *Journal of Retailing and Consumer Services*, 61, 102567.
- Kingsnorth, S. (2016). *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. Kogan Page Limited.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler, P., & Keller, K. (2006). *Marketing Management. 12th Edition*. New Jersey: Prentice Hall.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving From Traditional to Digital*. Wiley & Sons.
- Kumar, R. (2019). Impact of Various Demographic Factors on Consumer Behavior: An Empirical Study of Electronic Products in Rural Himachal (India). *Indian Journal of Economics and Business*, 19(1), 109–127.
- Kutz, M. (2016). *Introduction to E-Commerce*. Bookboon.
- Lidwina, A. (2021a). *Mayoritas Anak Muda Bakal Tetap Gunakan E-Commerce dalam 6 Bulan Mendatang*.
- Lidwina, A. (2021b). *Penggunaan E-Commerce Indonesia Tertinggi di Dunia*. KataData.
<https://databoks.katadata.co.id/datapublish/2021/06/04/penggunaan-e-commerce-indonesia-tertinggi-di-dunia>
- Lim, H., & Dubinsky, A.J. (2005). “The Theory of Planned Behavior in E-Commerce: Making a Case for Interdependencies between Salient Beliefs”. *Psychology & Marketing*. Vol. 22., no. 10., pp. 833-855.

- Lu, C., & Zhuang, X. (2018). "Research on the Phenomenon of Gathering Promotion and Operation Mode under the Background of 'new retail'". *Fujian Forum (Humanities and Social Sciences)*. no. 9., pp. 45-52.
- Maemunah, N., dan Pardistya, I. Y. (2021). Pengaruh Iklan Harbolnas dan Brand Equity Terhadap Minat Pembelian Pada Shopee. *Makro, Jurnal Manajemen Kewirausahaan*, 6(2): 132-143.
- Mainardes, E.W., de Almeida, C.M., & de-Oliviera, M. (2019). e-Commerce: an analysis of the factors that antecede purchase intentions in an emerging market. *Journal of International Consumer Marketing*.
- Mathieson, K. (1991). "Predicting user intentions: Comparing the technology acceptance model with the theory of planned behavior". *Information Systems Research*. vol. 2., no. 3., ppg. 173–191.
- Monsuwe, T.P.Y., Dellaert, B.G.C., & de Ruyter, K. (2004). "What drives consumers to shop online? A literature review". *International Journal of Service Industry Management*. vol. 15, pp. 102-21.
- Namadeh, N., Van Rompaey, C., & Metreau, E. (2021). *New World Bank country classifications by income level: 2021-2022*. <https://blogs.worldbank.org/opendata/new-world-bank-country-classifications-income-level-2021-2022>
- Niaura, A. (2013). "Using the Theory of Planned Behavior to Investigate the Determinants of Environmental Behavior among Youth". *Environmental Research, Engineering and Management*. vol. 1., no. 63., pp.74-81.
- Notoatmodjo, S. 2010. *Metodologi Penelitian Kesehatan*. Jakarta : Rineka Cipta.
- Nuseir, M. T., & Aljumah, A. (2020). *The Role of Digital Marketing in Business Performance with the Moderating Effect of Environment Factors among SMEs of UAE*. 11(3), 310–324.

- Palacio-fierro, A. (2020). Consumer behavior process. *Proceso de Comportamiento Del Consumidor, November*. <https://doi.org/10.33386/593dp.2020.6.360>
- Piñeiro-otero, T., & Martinez-Rolan, X. (2016). Understanding Digital Marketing — Basics and Actions. In *Theory and Application of Business and Managemetn Principles*. Springer. <https://doi.org/10.1007/978-3-319-28281-7>
- Pusparisa, Y. (2020). *Mayoritas Anak Muda Belanja di E-Commerce untuk Hemat Waktu*. Katadata. <https://databoks.katadata.co.id/datapublish/2020/11/04/mayoritas-anak-muda-berbelanja-di-e-commerce-untuk-hemat-waktu>
- Rahayu, N. 2019. Pertumbuhan E-Commerce Pesat di Indonesia. *Warta Ekonomi Online*, 19 Februari 2019. Diakses dari: <https://www.wartaekonomi.co.id/read216302/pertumbuhan-e-commerce-pesat-di-indonesia>
- Ramya, L., & Kartheeswaran, K. (2020). *Future of Digital Marketing in 2020*. December 2019.
- Sahu, T., Arora, D., & Singh, P. (2020). A Study of Factors Influencing Digital Marketing Adoption by SMEs in India. *Shodh Sarita*, 7(27), 24–48. <https://doi.org/10.13140/RG.2.2.25557.65768>
- Schifter, D. B., & Ajzen, I. (1985). “Intention, perceived control, and weight loss: An application of the theory of planned behaviour”. *Journal of Personality and Social Psychology*, 49(3), 842–851.
- Shopee. (2021). *Tentang Kami*. <https://careers.shopee.co.id/about/>
- Straus, A. & Corbin, J. (2013). *Dasar-dasar Penelitian Kualitatif*. Yogyakarta: Pustaka Pelajar.
- Su, L. J., Hsu, M. K., & Swanson, S. (2017). *The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The*

Mediating Role of Overall Destination Satisfaction and Trust. Journal of Hospitality and Tourism Research (Vol. 41).
<https://doi.org/10.1177/1096348014525630>

Sugiyono. 2007. *Metode Penelitian Kuantitatif Kualitatif, dan R&D*. Bandung: Alfabeta.

Tien, N. H., & Anh, D. B. H. (2017). *Global Strategic Marketing Management*. Wydawnictwo EMENTON.

Vadwala, A. Y., & Vadwala, M. S. (2017). E-Commerce : Merits and Demerits A Review Paper. *International Journal of Trend in Scientific Research and Development*, 4(June).

Veleva, S. S., & Tsvetanova, A, I. (2020). Characteristics of the digital marketing: advantages and disadvantages. *IOP Conference Series: Material Science and Engineering*. <https://doi.org/10.1088/1757-899X/940/1/012065>

Virvilaitė, R., Saladienė, V., & Žvinklytė, J. (2011). *The impact of external and internal stimuli on impulsive purchasing*. *Ekonomika ir vadyba*, (16), 1329-1336.

Wang, L., Yan, Q., & Chen, W. (2019). Drivers of purchase behavior and post-purchase evaluation in the Singles' Day promotion. *Journal of Consumer Marketing*, 36(6), 835–845. <https://doi.org/10.1108/JCM-08-2017-2335>

Widagdo, P. B. (2016). Perkembangan electronic commerce (e-commerce) di Indonesia. *Researchgate Article*.

World Health Organization. (2015). World Report on Ageing and Health. http://apps.who.int/iris/bitstream/handle/10665/186463/9789240694811_eng.pdf;jsessionid=931EE593B54223776DEF7D5143847C4?sequence=1

- Wu, J., Li, Q., & Wei, K.K.. (2016a). “Alibaba’s IT platform and electronic commerce synergy in driving Singles’ Day”. *Journal of Organizational Computing and Electronic Commerce*. vol. 26., no. 3., pp. 193-202.
- Wu, J., Peng, L., Li, Q., & Chen, Y. (2016b). “Falling in love with online shopping carnival on Singles’ Day in China: an uses and gratifications perspective”. *IEEE/ACIS 15th International Conference on Computer and Information Science (ICIS)*.
- Xu, X., Wang, L., & Zhao, K. (2020). Exploring determinants of consumers’ platform usage in “double eleven” shopping carnival in china: Cognition and emotion from an integrated perspective. *Sustainability (Switzerland)*, 12(7). <https://doi.org/10.3390/su12072790>
- Zhao, X., & Wan, H.L. (2017). “Drivers of online purchase intention on Singles’ Day: a study of Chinese consumers”. *International Journal of Electronic Marketing and Retailing*. vol. 8., no. 1., pp. 1-20.