

**INTEGRASI MODEL: ANALISIS NIAT PENGGUNAAN
BERKELANJUTAN PADA *SOCIAL COMMERCE***

TESIS

Diajukan untuk Memenuhi Sebagian Syarat Memperoleh
Gelar Magister Manajemen pada Program Studi Magister Manajemen
Konsentrasi Manajemen Pemasaran



Oleh

Jordy Alexi Yohans
NIM. 2105218

**PROGRAM STUDI MAGISTER MANAJEMEN
FAKULTAS PENDIDIKAN EKONOMI DAN BISNIS
UNIVERSITAS PENDIDIKAN INDONESIA
BANDUNG
2023**

**INTEGRASI MODEL: ANALISIS NIAT PENGGUNAAN
BERKELANJUTAN PADA *SOCIAL COMMERCE***

Oleh
Jordy Alexi Yohans

Sebuah Tesis yang Diajukan untuk Memenuhi Sebagian Syarat Memperoleh
Gelar Magister Manajemen pada Program Studi Magister Manajemen
Konsentrasi Manajemen Pemasaran

© Jordy Alexi Yohans 2023
Universitas Pendidikan Indonesia
Desember 2023

Hak cipta dilindungi undang-undang
Tesis ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak ulang,
difotokopi, atau cara lainnya tanpa izin dari penulis.

LEMBAR PENGESAHAN

**INTEGRASI MODEL: ANALISIS NIAT PENGGUNAAN
BERKELANJUTAN PADA *SOCIAL COMMERCE***

Tesis ini disetujui dan disahkan oleh:

Dosen Pembimbing I



Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M.
NIP. 19820830 200502 2 003

Dosen Pembimbing II



Dr. Bambang Widjajanta, M.M.
NIP. 19611022 198903 1 002

Dosen Penguji I



Dr. H. Mokh. Adib Sultan, S.T., M.T.
NIP. 19810310 200912 2 002

Dosen Penguji II



Dr. Hilda Monoarfa, SE., M.Si.
NIP. 19711026 199702 2 001

Mengetahui:

Ketua Program Studi Magister Manajemen
Fakultas Pendidikan Ekonomi dan Bisnis
Universitas Pendidikan Indonesia



Dr. Maya Sari, S.E., M.M.
NIP.19710705 200201 2 001

LEMBAR PERNYATAAN KEASLIAN TESIS

Dengan ini menyatakan bahwa tesis dengan judul “**Integrasi Model: Analisis Niat Penggunaan Berkelanjutan pada *Social Commerce***” beserta seluruh isinya adalah benar-benar karya sendiri dan tidak melakukan penjiplakan atau pengutipan dengan cara-cara yang tidak sesuai dengan etika keilmuan yang berlaku dalam masyarakat keilmuan.

Atas pernyataan ini, siap menanggung risiko atau sanksi yang dijatuhkan apabila kemudian adanya pelanggaran terhadap etika keilmuan dalam tesis ini atau ada klaim pihak lain terhadap keaslian tesis ini.

Bandung, Desember 2023



Jordy Alexi Yohans
2105218

ABSTRAK

Jordy Alexi Yohans (2105218) “**Integrasi Model: Analisis Niat Penggunaan Berkelanjutan pada *Social Commerce***”, di bawah bimbingan Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. dan Dr. Bambang Widjajanta, M.M.

Keterlibatan TikTok dalam persaingan perdagangan elektronik ditandai dengan hadirnya fitur *social commerce* TikTok Shop. Pendapatan pembelian dalam aplikasi salah satunya dipengaruhi perluasan atas basis pengguna, di mana menunjukkan bahwa niat penggunaan berkelanjutan menjadi faktor yang penting. Penelitian ini bertujuan untuk menganalisis pengaruh persepsi manfaat, persepsi pengorbanan, persepsi nilai, konfirmasi, dan kepuasan terhadap niat penggunaan berkelanjutan TikTok Shop. Penelitian ini melibatkan 200 pengguna TikTok Shop dengan teknik analisis data *Structural Equation Model*. Hasil temuan menunjukkan bahwa persepsi manfaat terhadap persepsi nilai memiliki pengaruh yang positif signifikan, sedangkan persepsi pengorbanan dan konfirmasi terhadap persepsi nilai tidak memiliki pengaruh signifikan. Persepsi manfaat terhadap kepuasan tidak memiliki pengaruh signifikan, sedangkan konfirmasi terhadap persepsi manfaat dan kepuasan memiliki pengaruh yang positif signifikan. Persepsi nilai terhadap kepuasan memiliki pengaruh yang positif signifikan. Temuan lainnya menunjukkan persepsi manfaat dan kepuasan terhadap niat penggunaan berkelanjutan memiliki pengaruh yang positif signifikan. Sementara itu, persepsi nilai terhadap niat penggunaan berkelanjutan tidak memiliki pengaruh signifikan. Hasil atas pengaruh tidak langsung menunjukkan bahwa baik persepsi nilai maupun kepuasan tidak dapat memediasi hubungan yang diujikan. Akan tetapi, persepsi manfaat mampu memediasi hubungan konfirmasi terhadap niat penggunaan berkelanjutan.

Kata Kunci: Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, Kepuasan, Niat Penggunaan Berkelanjutan

ABSTRACT

Jordy Alexi Yohans (2105218) "***Model Integration: Analysis of Continuance Usage Intention on Social Commerce***", under the guidance of Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. and Dr. Bambang Widjajanta, M.M.

The presence of the TikTok Shop social commerce feature represents TikTok's involvement in e-commerce competition. In-app purchase revenue is partly influenced by the expansion of the user base, which shows that the continuance usage intention is an important factor. This study aims to analyze the effect of perceived benefits, perceived sacrifices, perceived value, confirmation, and satisfaction on the continuance usage intention of TikTok Shop. This study involved 200 TikTok Shop users with the Structural Equation Model data analysis technique. The findings show that perceived benefit on perceived value has a significant positive effect, while perceived sacrifice and confirmation on perceived value have no significant effect. Perceived benefit to satisfaction has no significant effect, while confirmation on perceived benefit and satisfaction has a significant positive effect. Perceived value to satisfaction has a significant positive effect. Other findings show that perceived benefit and satisfaction on continuance usage intention have a significant positive effect. Meanwhile, the perceived value on continuance usage intention has no significant effect. The results of the indirect effect show that neither perceived value nor satisfaction can mediate the tested relationship. However, perceived benefit can mediate the relationship between confirmation and continuance usage intention.

Keywords: *Perceived Benefit, Perceived Sacrifice, Perceived Value, Confirmation, Satisfaction, Continuance Usage Intention*

KATA PENGANTAR

Puji dan syukur penulis panjatkan kehadiran Allah SWT atas berkah, rahmat, hidayah, dan karunia-Nya penulis dapat menyelesaikan tesis yang berjudul “Integrasi Model: Analisis Niat Penggunaan Berkelanjutan pada *Social Commerce*”. Penelitian tesis ini disusun untuk memenuhi salah satu persyaratan mencapai gelar Magister Manajemen pada Program Studi Magister Manajemen Konsentrasi Manajemen Pemasaran Universitas Pendidikan Indonesia.

Penulis menyadari bahwa dalam penulisan ini masih banyak kekurangan karena keterbatasan pengetahuan dan kemampuan yang dimiliki penulis. Oleh karena itu, kritik dan saran yang bersifat membangun sangat penulis harapkan untuk kesempurnaan tesis ini. Semoga hasil penelitian ini dapat memberikan manfaat bagi banyak pihak yang menaruh perhatian pada bidang manajemen pemasaran.

Bandung, 8 Desember 2023

Penulis
Jordy Alexi Yohans

UCAPAN TERIMA KASIH

Alhamdulillah rabbil 'alamin puji syukur penulis panjatkan kehadiran Allah SWT karena atas berkah, rahmat, hidayah, dan karunia-Nya penulis dapat menyelesaikan tesis ini. Penulis menyadari bahwa dalam proses penyusunan tesis ini tidak terlepas dari dukungan berbagai pihak. Oleh karena itu, penulis dengan ketulusan dan kerendahan hati mengucapkan terima kasih kepada pihak-pihak yang berperan dalam membantu penyusunan tesis ini, di antaranya:

1. Prof. Dr. M. Solehuddin M.Pd., M.A. selaku Rektor Universitas Pendidikan Indonesia, yang telah memberikan kesempatan kepada penulis untuk menempuh pendidikan di Universitas Pendidikan Indonesia.
2. Prof. Dr. H. Eeng Ahman, M.S. selaku Dekan dan Dosen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia.
3. Dr. Maya Sari Lutan, S.E., M.M. selaku Ketua Program Studi Manajemen Universitas Pendidikan Indonesia.
4. Dr. Puspo Dewi Dirgantari, S.Pd., M.T., M.M. selaku Dosen Pembimbing I dan Dosen Pembimbing Akademik yang senantiasa membimbing dengan penuh kesabaran dan ketelitian juga meluangkan waktu, tenaga, dan pikiran di tengah kesibukannya sehingga penulis dapat menyelesaikan tesis ini.
5. Dr. Bambang Widjajanta, M.M. selaku Dosen Pembimbing II yang senantiasa membimbing penulis dalam penyusunan tesis dengan penuh kesabaran dan ketelitian, memberikan motivasi serta arahan selama proses bimbingan.
6. Dr. H. Mokh. Adib Sultan, S.T., M.T. selaku Dosen Penguji I yang telah menguji tesis ini dengan penuh kesabaran dan ketelitian serta memberikan motivasi, masukan, dan arahan untuk perbaikan tesis ini.
7. Dr. Hilda Monoarfa, S.E., M.Si. selaku Dosen Penguji II yang telah menguji tesis ini dengan penuh kesabaran dan ketelitian serta memberikan motivasi, masukan, dan arahan untuk perbaikan tesis ini.
8. Segenap dosen dan staf administrasi Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia yang telah membimbing dan memberikan motivasi serta bantuan bagi penulis selama menjalani perkuliahan.

9. Keluarga tercinta, Ayah, Ibu, Kakak, Adik, dan Kak Haura yang telah memberikan dukungan serta menjadi semangat dan kekuatan bagi penulis untuk dapat menyelesaikan penelitian tesis ini.
10. Teman-teman seperjuangan, Gamma Bhakti, Pepen Supriatna, Maily Pratama, Dani Kurniawan, Rafaida Putri, Thalita Syifa, dan Abin Muhamad yang telah meluangkan waktu untuk berbagi cerita dan berdiskusi.
11. Teman-teman Program Studi Magister Manajemen Fakultas Pendidikan Ekonomi dan Bisnis Universitas Pendidikan Indonesia tahun angkatan 2021 yang tidak dapat disebutkan satu per satu oleh penulis.
12. Seluruh pihak yang tidak dapat penulis sebutkan satu per satu, yang telah banyak membantu sehingga tesis ini dapat penulis selesaikan.

Jazaakumullaahu khairan katsiran. Semoga Allah SWT memberikan balasan atas kebaikan-kebaikan semua pihak yang telah membantu penulis dalam menyelesaikan tesis ini dengan balasan yang terbaik serta menghapuskan dosa atas semua kesalahan dan kekhilafan, *aamiin*.

DAFTAR ISI

LEMBAR PENGESAHAN	ii
LEMBAR PERNYATAAN KEASLIAN TESIS.....	iii
ABSTRAK	iv
ABSTRACT	v
KATA PENGANTAR.....	vi
UCAPAN TERIMA KASIH.....	vii
DAFTAR ISI.....	ix
DAFTAR TABEL	xi
DAFTAR GAMBAR.....	xiv
BAB I PENDAHULUAN.....	1
1.1 Latar Belakang Penelitian.....	1
1.2 Rumusan Penelitian	19
1.3 Tujuan Penelitian.....	19
1.4 Kegunaan Penelitian.....	20
1.4.1 Kegunaan Teoritis.....	20
1.4.2 Kegunaan Praktis	20
1.5 Struktur Organisasi Tesis	20
BAB II KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS	22
2.1 Kajian Pustaka	22
2.1.1 Konsep Persepsi Manfaat dalam Perilaku Konsumen	22
2.1.2 Konsep Persepsi Pengorbanan dalam Perilaku Konsumen.....	26
2.1.3 Konsep Persepsi Nilai dalam Perilaku Konsumen	30
2.1.4 Konsep Konfirmasi dalam Perilaku Konsumen	35
2.1.5 Konsep Kepuasan dalam Perilaku konsumen.....	39
2.1.6 Konsep Niat Penggunaan Berkelanjutan dalam Perilaku Konsumen...	42
2.1.7 Konsep Model Adopsi Berbasis Nilai (<i>Value-Based Adoption Model</i>).....	46
2.1.8 Konsep Model Konfirmasi Harapan (<i>Expectation-Confirmation Model</i>).....	49
2.2 Kerangka Pemikiran	50
2.3 Hipotesis	56
BAB III OBJEK DAN METODE PENELITIAN.....	57
3.1 Objek Penelitian	57
3.2 Metode Penelitian.....	57
3.2.1 Jenis Penelitian dan Metode yang Digunakan	57
3.2.2 Operasionalisasi Variabel	58
3.2.3 Jenis dan Sumber Data.....	64
3.2.4 Populasi, Sampel, dan Teknik <i>Sampling</i>	65
3.2.5 Teknik Pengumpulan Data.....	67
3.2.6 Hasil Pengujian Validitas dan Reliabilitas.....	68
3.2.7 Teknik Analisis Data	73
BAB IV HASIL PENELITIAN DAN PEMBAHASAN.....	96
4.1 Profil Perusahaan dan Karakteristik Pengguna TikTok Shop Indonesia....	96
4.1.1 Profil Perusahaan	96

4.1.2 Profil Pengguna TikTok Shop Berdasarkan Karakteristik yang Dikaitkan dengan Niat Penggunaan Berkelanjutan	98
4.2 Hasil Pengujian dan Pembahasan Penelitian Deskriptif.....	107
4.2.1 Hasil Pengujian dan Pembahasan Persepsi Manfaat pada Pengguna TikTok Shop	107
4.2.2 Hasil Pengujian dan Pembahasan Persepsi Pengorbanan pada Pengguna TikTok Shop	113
4.2.3 Hasil Pengujian dan Pembahasan Persepsi Nilai pada Pengguna TikTok Shop	119
4.2.4 Hasil Pengujian dan Pembahasan Konfirmasi pada Pengguna TikTok Shop	127
4.2.5 Hasil Pengujian dan Pembahasan Kepuasan pada Pengguna TikTok Shop	133
4.2.6 Hasil Pengujian dan Pembahasan Niat Penggunaan Berkelanjutan pada Pengguna TikTok Shop.....	141
4.3 Hasil Pengujian Asumsi Hipotesis	147
4.3.1 Uji Asumsi <i>Structural Equation Model</i> (SEM)	148
4.3.2 Tahapan-tahapan <i>Structural Equation Model</i> (SEM).....	152
4.3.3 Pengujian Hipotesis	172
4.3.4 Pengujian Pengaruh Langsung dan Tidak Langsung.....	174
4.4 Hasil dan Pembahasan Pangujian Hipotesis	176
4.4.1 Hipotesis Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, dan Konfirmasi terhadap Persepsi Nilai	178
4.4.2 Hipotesis Pengaruh Persepsi Manfaat dan Konfirmasi terhadap Kepuasan	182
4.4.3 Hipotesis Pengaruh Konfirmasi dan Persepsi Manfaat terhadap Niat Penggunaan Berkelanjutan	185
4.4.4 Hipotesis Pengaruh Persepsi Nilai dan Kepuasan terhadap Niat Penggunaan.....	190
4.4.5 Hipotesis Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, dan Konfirmasi terhadap Niat Penggunaan Berkelanjutan yang Dimediasi oleh Persepsi Nilai dan Kepuasan	196
BAB V KESIMPULAN DAN REKOMENDASI	205
5.1 Kesimpulan.....	205
5.2 Rekomendasi	211
DAFTAR PUSTAKA	218
LAMPIRAN.....	244

DAFTAR TABEL

Tabel 1.1	Survei Faktor-faktor Dasar Pengalaman Belanja <i>Online</i> Jelang Bulan Ramadan di Indonesia Tahun 2023.....	11
Tabel 1.2	Ulasan Negatif Pengguna Indonesia atas Fitur TikTok Shop pada Tahun 2023	11
Tabel 2.1	Definisi Persepsi Manfaat.....	23
Tabel 2.2	Dimensi Persepsi Manfaat.....	24
Tabel 2.3	Definisi Persepsi Pengorbanan	27
Tabel 2.4	Dimensi Persepsi Pengorbanan	28
Tabel 2.5	Definisi Persepsi Nilai	31
Tabel 2.6	Dimensi Persepsi Nilai	32
Tabel 2.7	Definisi Konfirmasi	36
Tabel 2.8	Dimensi Konfirmasi	37
Tabel 2.9	Definisi Kepuasan	40
Tabel 2.10	Dimensi Kepuasan.....	41
Tabel 2.11	Definisi Niat Penggunaan Berkelanjutan	43
Tabel 2.12	Dimensi Niat Penggunaan Berkelanjutan.....	44
Tabel 3.1	Operasionalisasi Variabel	59
Tabel 3.2	Jenis dan Sumber Data	64
Tabel 3.3	Hasil Uji Validitas	70
Tabel 3.4	Hasil Uji Reliabilitas	73
Tabel 3.5	Skor Alternatif	74
Tabel 3.6	Tabel Tabulasi Silang (<i>Cross Tabulation</i>)	75
Tabel 3.7	Analisis Deskriptif.....	76
Tabel 3.8	Indikator Pengujian Kesesuaian Model	87
Tabel 4.1	Klasifikasi Tingkat Niat Penggunaan Berkelanjutan pada Pengguna TikTok Shop	99
Tabel 4.2	Karakteristik Pengguna TikTok Shop Berdasarkan Usia dan Jenis Kelamin Dikaitkan dengan Tingkat Niat Penggunaan Berkelanjutan.....	100
Tabel 4.3	Karakteristik Pengguna TikTok Shop Berdasarkan Pendidikan Terakhir dan Pekerjaan Dikaitkan dengan Tingkat Niat Penggunaan Berkelanjutan	102
Tabel 4.4	Pengguna TikTok Shop Berdasarkan Usia dan Lama Penggunaan Dikaitkan dengan Tingkat Niat Penggunaan Berkelanjutan.....	103
Tabel 4.5	Pengguna TikTok Shop Berdasarkan Lama Penggunaan dan Kegiatan Perbelanjaan yang Telah Dilakukan Dikaitkan dengan Tingkat Niat Penggunaan Berkelanjutan	105
Tabel 4.6	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kegunaan.....	108
Tabel 4.7	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kesenangan.....	109
Tabel 4.8	Rekapitulasi Tanggapan Mengenai Variabel Persepsi Manfaat..	111
Tabel 4.9	Tanggapan Pengguna TikTok Shop terhadap Dimensi Teknis ...	114
Tabel 4.10	Tanggapan Pengguna TiikTok Shop terhadap Dimensi Risiko ..	116
Tabel 4.11	Rekapitulasi Tanggapan Mengenai Variabel Persepsi	

	Pengorbanan	117
Tabel 4.12	Tanggapan Pengguna TikTok Shop terhadap Dimensi Nilai Utilitarian.....	120
Tabel 4.13	Tanggapan Pengguna TikTok Shop terhadap Dimensi Nilai Hedonis.....	122
Tabel 4.14	Tanggapan Pengguna TikTok Shop terhadap Dimensi Nilai Sosial	123
Tabel 4.15	Rekapitulasi Tanggapan Mengenai Variabel Persepsi Nilai	124
Tabel 4.16	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kinerja..	128
Tabel 4.17	Tanggapan Pengguna TikTok Shop terhadap Dimensi Pengalaman.....	130
Tabel 4.18	Rekapitulasi Tanggapan Mengenai Variabel Konfirmasi	131
Tabel 4.19	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kualitas Antarmuka Pengguna	135
Tabel 4.20	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kualitas Informasi.....	136
Tabel 4.21	Tanggapan Pengguna TikTok Shop terhadap Dimensi Kualitas Layanan Elektronik	137
Tabel 4.22	Rekapitulasi Tanggapan Mengenai Variabel Kepuasan.....	139
Tabel 4.23	Tanggapan Pengguna TikTok Shop terhadap Dimensi Niat	143
Tabel 4.24	Tanggapan Pengguna TikTok Shop terhadap Dimensi Keinginan	144
Tabel 4.25	Rekapitulasi Tanggapan Mengenai Variabel Niat Penggunaan Berkelanjutan.....	145
Tabel 4.26	Uji Normalitas Data.....	149
Tabel 4.27	Hasil Pengujian <i>Outliers Data</i>	150
Tabel 4.28	<i>Simple Correlation Matrix</i>	151
Tabel 4.29	Hasil Uji Estimasi <i>Measurement Model</i>	154
Tabel 4.30	Hasil Evaluasi <i>Goodness of fit</i> pada <i>Confirmatory Factor Analysis</i> Model Pengukuran Menyeluruh (<i>Full Measurement Model</i>).....	156
Tabel 4.31	Model Pengukuran Konstruk Persepsi Manfaat	158
Tabel 4.32	Model Pengukuran Konstruk Persepsi Pengorbanan	159
Tabel 4.33	Model Pengukuran Konstruk Persepsi Nilai	161
Tabel 4.34	Model Pengukuran Konstruk Konfirmasi	162
Tabel 4.35	Model Pengukuran Konstruk Kepuasan.....	164
Tabel 4.36	Model Pengukuran Konstruk Niat Penggunaan Berkelanjutan...	166
Tabel 4.37	Hasil Estimasi Parameter Model Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	167
Tabel 4.38	Hasil Pengujian <i>Goodness of Fit</i>	168
Tabel 4.39	<i>Modification Indices</i> Model Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	169
Tabel 4.40	Hasil Estimasi Parameter Respesifikasi Model Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	171

Tabel 4.41	Hasil Pengujian <i>Goodness of Fit</i> Respesifikasi Model Pengaruh Pepsepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	172
Tabel 4.42	Analisis Uji Hipotesis Model Menyeluruh (<i>Full Model</i>) pada Pengaruh Langsung	173
Tabel 4.43	Analisis Uji Hipotesis Model Menyeluruh (<i>Full Model</i>) pada Pengaruh Tidak Langsung	174
Tabel 4.44	Hasil Pengujian <i>Standardized Direct Effect</i>	174
Tabel 4.45	Hasil Pengujian <i>Standardized Indirect Effect</i> dan Nilai Probabilitas Pengaruh Tidak Langsung	175
Tabel 4.46	Hasil Pengujian <i>Squared Multiple Correlation</i> (R^2)	176
Tabel 4.47	Ringkasan Hasil Pengujian Tesis	177

DAFTAR GAMBAR

Gambar 1.1	Platform Media Sosial Paling Banyak Digunakan di Dunia Tahun 2021-2023.....	6
Gambar 1.2	Negara Dengan Pengguna Aktif Tiktok Terbesar di Dunia Tahun 2021-2023.....	7
Gambar 1.3	Pendapatan Pembelian dalam Aplikasi Tiktok di Dunia pada Q1 2021 – Q1 2023	8
Gambar 1.4	Nilai Transaksi Bruto Perdagangan Elektronik Indonesia pada Tahun 2022.....	9
Gambar 1.5	Tren Perilaku Belanja Online Jelang Bulan Ramadan di Indonesia Tahun 2023	10
Gambar 2.1	Model Adopsi Berbasis Nilai (<i>Value-Based Adoption Model</i>) pada Teknologi	48
Gambar 2.2	Model Konfirmasi Harapan (<i>Expectation-Confirmation Model</i>)..	50
Gambar 2.3	Kerangka Pemikiran	55
Gambar 2.4	Paradigma Penelitian	56
Gambar 3.1	Garis Kontinum Penelitian Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi, Kepuasan, dan Niat Penggunaan Berkelanjutan	77
Gambar 3.2	Model Pengukuran Persepsi Manfaat.....	79
Gambar 3.3	Model Pengukuran Persepsi Pengorbanan	79
Gambar 3.4	Model Pengukuran Persepsi Nilai	80
Gambar 3.5	Model Pengukuran Konfirmasi	80
Gambar 3.6	Model Pengukuran Kepuasan.....	80
Gambar 3.7	Model Pengukuran Niat Penggunaan Berkelanjutan.....	81
Gambar 3.8	Model Struktural Pengaruh Persepsi manfaat, Persepsi pengorbanan, Persepsi nilai, Konfirmasi, dan Kepuasan terhadap Niat Penggunaan Berkelanjutan	81
Gambar 3.9	Model Hipotesis Penelitian Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, dan Konfirmasi terhadap Persepsi Nilai... ..	90
Gambar 3.10	Model Hipotesis Penelitian Pengaruh Persepsi Manfaat dan Konfirmasi terhadap Kepuasan	91
Gambar 3.11	Model Hipotesis Penelitian Pengaruh Konfirmasi dan Persepsi Manfaat terhadap Niat Penggunaan Berkelanjutan	91
Gambar 3.12	Model Hipotesis Penelitian Pengaruh Persepsi Nilai dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	92
Gambar 3.13	Model Hipotesis Penelitian Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, dan Konfirmasi terhadap Niat Penggunaan Berkelanjutan yang Dimediasi oleh Persepsi Nilai dan Kepuasan.....	94
Gambar 4.1	Logo TikTok Shop	96
Gambar 4.2	Garis Kontinum Variabel Persepsi Manfaat.....	107
Gambar 4.3	Garis Kontinum Variabel Persepsi Percobaan	114
Gambar 4.4	Garis Kontinum Variabel Persepsi Nilai	120
Gambar 4.5	Garis Kontinum Variabel Konfirmasi	128
Gambar 4.6	Garis Kontinum Variabel Kepuasan.....	134
Gambar 4.7	Garis Kontinum Variabel Niat Penggunaan Berkelanjutan.....	142

Gambar 4.8	Spesifikasi Model	152
Gambar 4.9	<i>Confirmatory Factor Analysis</i> pada Model Pengukuran Menyeluruh (<i>Full Measurement Model</i>)	155
Gambar 4.10	Model Pengukuran Konstruk Persepsi Manfaat	157
Gambar 4.11	Model Pengukuran Konstruk Persepsi Pengorbanan	159
Gambar 4.12	Model Pengukuran Konstruk Persepsi Nilai	160
Gambar 4.13	Model Pengukuran Konstruk Konfirmasi	162
Gambar 4.14	Model Pengukuran Konstruk Kepuasan.....	163
Gambar 4.15	Model Pengukuran Konstruk Niat Penggunaan Berkelanjutan...	165
Gambar 4.16	Model Struktural Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi dan Kepuasan terhadap Niat Penggunaan Berkelanjutan	167
Gambar 4.17	Respesifikasi Model Struktural Pengaruh Persepsi Manfaat, Persepsi Pengorbanan, Persepsi Nilai, Konfirmasi dan Kepuasan terhadap Niat Penggunaan Berkelanjutan.....	170

DAFTAR PUSTAKA

- Abdullah, D., Jayaraman, K., & Kamal, S. B. M. (2016). A Conceptual Model of Interactive Hotel Website: The Role of Perceived Website Interactivity and Customer Perceived Value Toward Website Revisit Intention. *Procedia Economics and Finance*, 37, 170–175. [https://doi.org/https://doi.org/10.1016/S2212-5671\(16\)30109-5](https://doi.org/https://doi.org/10.1016/S2212-5671(16)30109-5)
- Acharya, N., Sassenberg, A.-M., & Soar, J. (2022). Effects of cognitive absorption on continuous use intention of AI-driven recommender systems in e-commerce. *Foresight*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/FS-10-2021-0200>
- Ajzen, I. (1980). Understanding attitudes and predicting social behavior. *Englewood Cliffs*.
- Ajzen, I. (1985). *From intentions to actions: A theory of planned behavior*. Springer.
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/https://doi.org/10.1016/0749-5978(91)90020-T)
- Akmal, A. (2017). Influence of Perceived Usefulness and Ease of Use on Students' Continuous Intention in Learning on-Line English Lessons: an Extended Tam. *UAD TEFL International Conference*, 1, 28. <https://doi.org/10.12928/utic.v1.146.2017>
- Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services*, 63, 102669. <https://doi.org/https://doi.org/10.1016/j.jretconser.2021.102669>
- Al-Debei, M. M., Akroush, M. N., & Ashouri, M. I. (2015). Consumer attitudes towards online shopping. *Internet Research*, 25(5), 707–733. <https://doi.org/10.1108/IntR-05-2014-0146>
- Al-Marouf, R. S., Alhumaid, K., & Salloum, S. (2021). The continuous intention to use e-learning, from two different perspectives. *Education Sciences*, 11(1), 1–20. <https://doi.org/10.3390/educsci11010006>
- Alfianto, R., & ARM. (2023). Jadi Pilihan Utama Pengguna E-Commerce, Fitur Live Streaming Shopee Ungguli Rival-rivalnya. *JawaPos.Com*. <https://www.jawapos.com/ekonomi/01942115/jadi-pilihan-utama-pengguna-e-commerce-fitur-live-streaming-shopee-ungguli-rival-rivalnya>
- Ali, B. J., Saleh, P. F., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). Impact of Service Quality on the Customer Satisfaction: Case Study at Online Meeting Platforms. *European Journal of Marketing*, 18(4), 36–44. <https://doi.org/10.1108/EUM0000000004784>
- Ali, M., Raza, S. A., Khamis, B., Puah, C. H., & Amin, H. (2021). How perceived

- risk, benefit and trust determine user Fintech adoption: a new dimension for Islamic finance. *Foresight*, 23(4), 403–420. <https://doi.org/10.1108/FS-09-2020-0095>
- Aljukhadar, M., & Senecal, S. (2016). The user multifaceted expertise: Divergent effects of the website versus e-commerce expertise. *International Journal of Information Management*, 36(3), 322–332. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2015.11.006>
- Alsheikh, L., & Bojei, J. (2014). *Determinants Affecting Customer's Intention to Adopt Mobile Banking in Saudi Arabia*.
- Ambalov, I. A. (2021). An investigation of technology trust and habit in IT use continuance: a study of a social network. *Journal of Systems and Information Technology*, 23(1), 53–81. <https://doi.org/10.1108/JSIT-05-2019-0096>
- Anderson, E. W., & Sullivan, M. W. (1993). The Antecedents and Consequences of Customer Satisfaction for Firms. *Marketing Science*, 12(2), 125–143. <http://www.jstor.org/stable/184036>
- Arifin, Z. (2014). *Penelitian Pendidikan: Metode dan Paradigma Baru*. PT Remaja Rosdakarya.
- Ashari, F., & Satyagraha. (2023, January 25). Pedagang sebut tren berjualan “online” di Tiktok mulai menurun. *ANTARA*. <https://www.antaranews.com/berita/3365178/pedagang-sebut-tren-berjualan-online-di-tiktok-mulai-menurun>
- Avcilar, M. Y., & Özsoy, T. (2015). Determining the effects of perceived utilitarian and hedonic value on online shopping intentions. *International Journal of Marketing Studies*, 7(6), 27.
- Baker-Eveleth, L., & Stone, R. W. (2015). Usability, expectation, confirmation, and continuance intentions to use electronic textbooks. *Behaviour & Information Technology*, 34(10), 992–1004. <https://doi.org/10.1080/0144929X.2015.1039061>
- Bambang, W., & Kenny, R. O. Z. (2021). Hedonic Shopping Motivation and Impulse Buying: The Effect of Website Quality on Customer Satisfaction. *The Journal of Asian Finance, Economics and Business*, 8(1), 395–405. <https://doi.org/10.13106/JAFEB.2021.VOL8.NO1.395>
- Baron, R. M., & Kenny, D. A. (1986). The moderator–mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. In *Journal of Personality and Social Psychology* (Vol. 51, Issue 6, pp. 1173–1182). American Psychological Association. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bayu, D. (2023). *Media Sosial yang Digunakan Gen Z Sebagai Sumber Informasi*. Data Indonesia. <https://dataindonesia.id/ragam/detail/tiktok-jadi-medsos-utama-gen-z-untuk-cari-informasi-pada-2022>
- Bearden, W. O., & Teel, J. E. (1983). Selected Determinants of Consumer

- Satisfaction and Complaint Reports. *Journal of Marketing Research*, 20(1), 21–28. <https://doi.org/10.2307/3151408>
- Belk, R. W. (1988). Possessions and the Extended Self. *Journal of Consumer Research*, 15(2), 139–168. <https://doi.org/10.1086/209154>
- Bestari, N. P. (2023, November 30). TikTok Gabung Tokopedia, Medsos Lain Diajak Jadi Afiliasi. *CNBC Indonesia*. <https://www.cnbcindonesia.com/tech/20231130153940-37-493402/tiktok-gabung-tokopedia-medsos-lain-diajak-jadi-afiliasi>
- Bhattacharjee, A. (2001a). An empirical analysis of the antecedents of electronic commerce service continuance. *Decision Support Systems*, 32(2), 201–214. [https://doi.org/https://doi.org/10.1016/S0167-9236\(01\)00111-7](https://doi.org/https://doi.org/10.1016/S0167-9236(01)00111-7)
- Bhattacharjee, A. (2001b). Understanding Information Systems Continuance: An Expectation-Confirmation Model. *MIS Quarterly*, 25(3), 351–370. <https://doi.org/10.2307/3250921>
- Bhattacharjee, A., & Lin, C.-P. (2015). A unified model of IT continuance: three complementary perspectives and crossover effects. *European Journal of Information Systems*, 24(4), 364–373. <https://doi.org/10.1057/ejis.2013.36>
- Biesok, G., & Wyród-Wróbel, J. (2011). Customer satisfaction-Meaning and methods of measuring. *Marketing and Logistic Problems in the Management of Organization*, 23–41.
- Bihanta, H., Jayashree, S., Rezaei, S., Okumus, F., & Rahimi, R. (2017). Dual pillars of hotel restaurant food quality satisfaction and brand loyalty. *British Food Journal*, 119(12), 2597–2609. <https://doi.org/10.1108/BFJ-07-2016-0344>
- Bojanic, D. C. (1996). Consumer Perceptions of Price, Value and Satisfaction in the Hotel Industry: *Journal of Hospitality & Leisure Marketing*, 4(1), 5–22. https://doi.org/10.1300/J150v04n01_02
- Boksberger, P. E., & Melsen, L. (2011). Perceived value: A critical examination of definitions, concepts and measures for the service industry. *Journal of Services Marketing*, 25(3), 229–240. <https://doi.org/10.1108/08876041111129209/FULL/PDF>
- Bölen, M., & Özen, Ü. (2020). Understanding the factors affecting consumers' continuance intention in mobile shopping: the case of private shopping clubs. *International Journal of Mobile Communications*, 18, 101. <https://doi.org/10.1504/IJMC.2020.104423>
- Bollen, K. A., & Long, J. S. (1993). Testing structural equation models. In *Testing structural equation models*. Sage Publications, Inc.
- Bolton, R. N., & Drew, J. H. (1991). A Multistage Model of Customers' Assessments of Service Quality and Value. *Journal of Consumer Research*, 17(4), 375–384. <http://www.jstor.org/stable/2626833>
- Borg, D., Mont, O., & Schoonover, H. (2020). Consumer Acceptance and Value

- in Use-Oriented Product-Service Systems: Lessons from Swedish Consumer Goods Companies. *Sustainability* 2020, Vol. 12, Page 8079, 12(19), 8079. <https://doi.org/10.3390/SU12198079>
- Boyd, D. (2013). White flight in networked publics? How race and class shaped american teen engagement with myspace and facebook. *Race After The Internet*, 203–222. <https://doi.org/10.4324/9780203875063>
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210–230. <https://doi.org/10.1111/j.1083-6101.2007.00393.x>
- Boyer, K. K., Hallowell, R., & Roth, A. V. (2002). E-services: operating strategy—a case study and a method for analyzing operational benefits. *Journal of Operations Management*, 20(2), 175–188.
- Brusch, I., Schwarz, B., & Schmitt, R. (2019). David versus Goliath - Service quality factors for niche providers in online retailing. *Journal of Retailing and Consumer Services*, 50, 266–276. <https://doi.org/https://doi.org/10.1016/j.jretconser.2019.05.008>
- Busalim, A. H., & Hussin, A. R. C. (2016). Understanding social commerce: A systematic literature review and directions for further research. *International Journal of Information Management*, 36(6), 1075–1088. <https://doi.org/10.1016/J.IJINFOMGT.2016.06.005>
- ByteDance. (n.d.). *History of ByteDance*. Retrieved July 23, 2023, from <https://www.bytedance.com/>
- Casper, E. S. (2007). The theory of planned behavior applied to continuing education for mental health professionals. *Psychiatric Services*, 58(10), 1324–1329.
- Ceci, L. (2023, April 6). TikTok in-app purchase revenues worldwide from 1st quarter of 2018 to 1st quarter 2023. *Statista*. <https://www.statista.com/statistics/1377090/tiktok-worldwide-in-app-revenues-quarterly/>
- Çelik, H., & Yilmaz, V. (2011). Extending the technology acceptance model for adoption of e-shopping by consumers in Turkey. *Journal of Electronic Commerce Research*, 12, 152–164.
- Chairunisa. (2022). *Apa itu TikTok Shop: Platform Jualan yang Kian Populer*. *Dailysocial.Id*. <https://dailysocial.id/post/apa-itu-tiktok-shop>
- Chandon, P., Wansink, B., & Laurent, G. (2000). A Benefit Congruency Framework of Sales Promotion Effectiveness. *Journal of Marketing*, 64(4), 65–81. <https://doi.org/10.1509/jmkg.64.4.65.18071>
- Chang, C.-C., Hung, S.-W., Cheng, M.-J., & Wu, C.-Y. (2015). Exploring the intention to continue using social networking sites: The case of Facebook. *Technological Forecasting and Social Change*, 95, 48–56.
- Chea, S., & Luo, M. M. (2007). Cognition, Emotion, Satisfaction, and Post-

- Adoption Behaviors of E-Service Customers. *2007 40th Annual Hawaii International Conference on System Sciences (HICSS'07)*, 154b-154b. <https://doi.org/10.1109/HICSS.2007.126>
- Chen, M., Adams, B., & Dea, I. (2017, September 13). Tik Tok, a Global Music Video Platform and Social Network, Launches in Indonesia. *PR Newswire*. https://web.archive.org/web/20180615111648/https://en.prnasia.com/releases/apac/Tik_Tok_a_Global_Music_Video_Platform_and_Social_Network_Launches_in_Indonesia-187963.shtml
- Chen, Q., Yuan, Y., Feng, Y., & Archer, N. (2021). A decision paradox: benefit vs risk and trust vs distrust for online dating adoption vs non-adoption. *Internet Research*, *31*(1), 341–375. <https://doi.org/10.1108/INTR-07-2019-0304>
- Chen, T., Peng, L., Yin, X., Rong, J., Yang, J., & Cong, G. (2020). Analysis of User Satisfaction with Online Education Platforms in China during the COVID-19 Pandemic. In *Healthcare* (Vol. 8, Issue 3). <https://doi.org/10.3390/healthcare8030200>
- Chen, W. (2013). Perceived value in community supported agriculture (CSA). *British Food Journal*, *115*(10), 1428–1453. <https://doi.org/10.1108/BFJ-01-2011-0013>
- Chen, Y.-Y., Huang, H.-L., Hsu, Y.-C., Tseng, H.-C., & Lee, Y.-C. (2010). Confirmation of expectations and satisfaction with the Internet shopping: The Role of Internet self-efficacy. *Computer and Information Science*, *3*(3), 14.
- Cheng, J. M.-S., Wang, E. S.-T., Lin, J. Y.-C., Chen, L. S. L., & Huang, W. H. (2008). Do extrinsic cues affect purchase risk at international e-tailers: The mediating effect of perceived e-tailer service quality. *Journal of Retailing and Consumer Services*, *15*(5), 420–428. <https://doi.org/https://doi.org/10.1016/j.jretconser.2007.11.001>
- Chiang, H. Sen. (2013). Continuous usage of social networking sites: The effect of innovation and gratification attributes. *Online Information Review*, *37*(6), 851–871. <https://doi.org/10.1108/OIR-08-2012-0133>
- Childers, T. L., Carr, C. L., Peck, J., & Carson, S. (2001). Hedonic and utilitarian motivations for online retail shopping behavior. *Journal of Retailing*, *77*(4), 511–535. [https://doi.org/https://doi.org/10.1016/S0022-4359\(01\)00056-2](https://doi.org/https://doi.org/10.1016/S0022-4359(01)00056-2)
- Chiu, C.-M., Hsu, M.-H., Sun, S.-Y., Lin, T.-C., & Sun, P.-C. (2005). Usability, quality, value and e-learning continuance decisions. *Computers & Education*, *45*(4), 399–416.
- Chiu, C.-M., Wang, E. T. G., 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. <https://doi.org/https://doi.org/10.1111/j.1365-2575.2012.00407.x>

- Chohan, S. R., Hu, G., Khan, A. U., Pasha, A. T., Saleem, F., & Sheikh, M. A. (2021). IoT as societal transformer: improving citizens' continuous usage intention in digital society through perceived public value. *Library Hi Tech, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/LHT-05-2021-0156>
- Chu, C., & Lu, H. (2007). Factors influencing online music purchase intention in Taiwan. *Internet Research, 17*(2), 139–155. <https://doi.org/10.1108/10662240710737004>
- Cleff, T. (2014). Exploratory data analysis in business and economics: An introduction using spss, stata, and excel. In *Exploratory Data Analysis in Business and Economics: An Introduction Using Spss, Stata, and Excel*. <https://doi.org/10.1007/978-3-319-01517-0>
- CNBC. (2023, October 4). TikTok Shop Resmi Tutup, Pedagang Diminta Pindah ke Sini. *CNBC Indonesia*. <https://www.cnbcindonesia.com/tech/20231004145912-37-477866/tiktok-shop-resmi-tutup-pedagang-diminta-pindah-ke-sini>
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Method : 12th Edition*.
- Cronin, J. J., Brady, M. K., Brand, R. R., Hightower, R., & Shemwell, D. J. (1997). A cross-sectional test of the effect and conceptualization of service value. *Journal of Services Marketing, 11*(6), 375–391. <https://doi.org/10.1108/08876049710187482>
- Cronin, J. J., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioral intentions in service environments. *Journal of Retailing, 76*(2), 193–218. [https://doi.org/https://doi.org/10.1016/S0022-4359\(00\)00028-2](https://doi.org/https://doi.org/10.1016/S0022-4359(00)00028-2)
- Cucu, E. (2023, April 12). New Social Media Data Indicates TikTok's Engagement is Entering a Decreasing Phase. *Cision PRWeb*. <https://www.prweb.com/releases/2023/04/prweb19272628.htm#:~:text=According to a recent study,major platforms against historical records.>
- Cutshall, R., Changchit, C., & Pham, A. (2022). Factors Influencing Consumers' Participation in Social Commerce. *Journal of Computer Information Systems, 62*(2), 290–301. <https://doi.org/10.1080/08874417.2020.1802790>
- Cutshall, R., Changchit, C., Pham, H., & Pham, D. (2022). Determinants of Social Commerce Adoption: An Empirical Study of Vietnamese Consumers. *Journal of Internet Commerce, 21*(2), 133–159. <https://doi.org/10.1080/15332861.2021.1907274>
- Dai, H. M., Teo, T., & Rappa, N. A. (2020). Understanding continuance intention among MOOC participants: The role of habit and MOOC performance. *Computers in Human Behavior, 112*, 106455. <https://doi.org/https://doi.org/10.1016/j.chb.2020.106455>
- Daragmeh, A., Sági, J., & Zéman, Z. (2021). Continuous intention to use e-wallet in the context of the covid-19 pandemic: Integrating the health belief model

- (hbm) and technology continuous theory (tct). *Journal of Open Innovation: Technology, Market, and Complexity*, 7(2). <https://doi.org/10.3390/joitmc7020132>
- Davis, F. (1985). *A Technology Acceptance Model for Empirically Testing New End-User Information Systems*.
- Davis, F. D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. *MIS Quarterly: Management Information Systems*, 13(3), 319–339. <https://doi.org/10.2307/249008>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1989). User Acceptance of Computer Technology: A Comparison of Two Theoretical Models. *Management Science*, 35(8), 982–1003. <http://www.jstor.org/stable/2632151>
- Davis, F. D., Bagozzi, R. P., & Warshaw, P. R. (1992). Extrinsic and Intrinsic Motivation to Use Computers in the Workplace1. *Journal of Applied Social Psychology*, 22(14), 1111–1132. <https://doi.org/https://doi.org/10.1111/j.1559-1816.1992.tb00945.x>
- Delone, W., & McLean, E. (1992). Information Systems Success: The Quest for the Dependent Variable. *Information Systems Research*, 3, 60–95. <https://doi.org/10.1287/isre.3.1.60>
- Dirgantari, P. D., Hidayat, Y. M., Machmud, A., & Fachrulamry, D. M. R. (2020). Intention to use mobile commerce in Indonesia with technology acceptance model approach. *Journal of Engineering Science and Technology*, 15(6), 4171–4181.
- Dirgantari, P. D., Hidayat, Y. M., Mahphoth, M. H., & Nugraheni, R. (2020). Level of use and satisfaction of e-commerce customers in covid-19 pandemic period: An information system success model (ISSM) approach. *Indonesian Journal of Science and Technology*, 261–270.
- Dirgantari, P. D., Hidayat, Y. M., Nugraheni, R., & Mahphoth, M. H. (2022). Response to Covid-19 Pandemic in Indonesia Regarding Consumer Purchasing Patterns. *ASEAN Journal of Economic and Economic Education*, 1(2), 61–66.
- Doll, W. J., Hendrickson, A., & Deng, X. (1998). Using Davis's Perceived Usefulness and Ease-of-use Instruments for Decision Making: A Confirmatory and Multigroup Invariance Analysis. *Decision Sciences*, 29(4), 839–869. <https://doi.org/https://doi.org/10.1111/j.1540-5915.1998.tb00879.x>
- Eid, M. (2011). Determinants of E-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research*.
- Ek Styvén, M., Wallström, Å., Engström, A., & Salehi-Sangari, E. (2011). "IT's Complicated...": Influence of Perceived Sacrifice and Trust on eService Adoption BT - *Electronic Government* (M. Janssen, H. J. Scholl, M. A. Wimmer, & Y. Tan (eds.); pp. 112–121). Springer Berlin Heidelberg.
- Featherman, M. S., & Pavlou, P. A. (2003). Predicting e-services adoption: a

- perceived risk facets perspective. *International Journal of Human-Computer Studies*, 59(4), 451–474. [https://doi.org/https://doi.org/10.1016/S1071-5819\(03\)00111-3](https://doi.org/https://doi.org/10.1016/S1071-5819(03)00111-3)
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Firat, A. F., & Venkatesh, A. (1993). Postmodernity: The age of marketing. *International Journal of Research in Marketing*, 10(3), 227–249. [https://doi.org/https://doi.org/10.1016/0167-8116\(93\)90009-N](https://doi.org/https://doi.org/10.1016/0167-8116(93)90009-N)
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention: An introduction to theory and research. *Reading, PA: Addison Wesley*.
- Foroughi, B., Iranmanesh, M., & Hyun, S. S. (2019). Understanding the determinants of mobile banking continuance usage intention. *Journal of Enterprise Information Management*, 32(6), 1015–1033. <https://doi.org/10.1108/JEIM-10-2018-0237>
- 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. <https://doi.org/10.1002/DIR.20061>
- Franque, F. B., Oliveira, T., Tam, C., & Santini, F. de O. (2021). A meta-analysis of the quantitative studies in continuance intention to use an information system. *Internet Research*, 31(1), 123–158. <https://doi.org/10.1108/INTR-03-2019-0103>
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785. <https://doi.org/10.1108/IntR-06-2016-0164>
- Gao, L., Waechter, K. A., & Bai, X. (2015). Understanding consumers' continuance intention towards mobile purchase: A theoretical framework and empirical study – A case of China. *Computers in Human Behavior*, 53, 249–262. <https://doi.org/10.1016/J.CHB.2015.07.014>
- Gaskin, J. (2016). Specific Indirect Effect. *Gaskination's Statistics [Internet]*.
- Gaskin, J. (2021). *Plugins*. Gaskination's StatWiki. <https://statwiki.gaskination.com/index.php?title=Plugins>
- Gaskin, J., & Lim, J. (2018). Indirect effects. *AMOS Plugin*. *Gaskination's StatWiki*.
- Ghozali, I. (2014). *Model Persamaan Struktural. Konsep dan Aplikasi dengan Program AMOS 24. Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.
- Gibbons, F. X., & Gerrard, M. (1995). Predicting young adults' health risk behavior. *Journal of Personality and Social Psychology*, 69(3), 505.
- Gibbs, J., & Kraemer, K. (2004). A Cross-Country Investigation of the Determinants of Scope of E-commerce Use: An Institutional Approach.

Electronic Markets, 14, 124–137.

- Glover, S., & Benbasat, I. (2010). A Comprehensive Model of Perceived Risk of E-Commerce Transactions. *International Journal of Electronic Commerce*, 15(2), 47–78. <https://doi.org/10.2753/JEC1086-4415150202>
- Gulfranz, M. B., Sufyan, M., Mustak, M., Salminen, J., & Srivastava, D. K. (2022). Understanding the impact of online customers' shopping experience on online impulsive buying: A study on two leading E-commerce platforms. *Journal of Retailing and Consumer Services*, 68, 103000. <https://doi.org/https://doi.org/10.1016/j.jretconser.2022.103000>
- Gummerus, J. (2013). Value creation processes and value outcomes in marketing theory: Strangers or siblings? *Marketing Theory*, 13(1), 19–46. <https://doi.org/10.1177/1470593112467267>
- Gunawan, F., Santoso, A. S., Yustina, A. I., & Rahmiati, F. (2022). Examining the effect of radical innovation and incremental innovation on leading e-commerce startups by using expectation confirmation model. *Procedia Computer Science*, 197, 393–402. <https://doi.org/https://doi.org/10.1016/j.procs.2021.12.155>
- Guo, X., Ling, K., & Liu, M. (2012). Evaluating Factors Influencing Consumer Satisfaction towards Online Shopping in China. *Asian Social Science*, 8. <https://doi.org/10.5539/ass.v8n13p40>
- Gupta, A., Dhiman, N., Yousaf, A., & Arora, N. (2021). Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective. *Behaviour & Information Technology*, 40(13), 1341–1354. <https://doi.org/10.1080/0144929X.2020.1748715>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). Multivariate data analysis. In *TA - TT - (8. edition)*. Cengage Learning, EMEA. <https://doi.org/LK> - <https://worldcat.org/title/1040662996>
- Haistead, D., Hartman, D., & Schmidt, S. L. (1994). Multisource effects on the satisfaction formation process. *Journal of the Academy of Marketing Science*, 22(2), 114–129. <https://doi.org/10.1177/0092070394222002>
- Hajli, N., & Featherman, M. S. (2017). Social commerce and new development in e-commerce technologies. *International Journal of Information Management*, 3(37), 177–178.
- Halilovic, S., & Cicic, M. (2013). Antecedents of information systems user behaviour – extended expectation-confirmation model. *Behaviour & Information Technology*, 32(4), 359–370. <https://doi.org/10.1080/0144929X.2011.554575>
- Han, H., & Hwang, J. (2013). Multi-dimensions of the perceived benefits in a medical hotel and their roles in international travelers' decision-making process. *International Journal of Hospitality Management*, 35, 100–108. <https://doi.org/10.1016/j.ijhm.2013.05.011>

- Han, M., Wu, J., Wang, Y., & Hong, M. (2018). A Model and Empirical Study on the User's Continuance Intention in Online China Brand Communities Based on Customer-Perceived Benefits. In *Journal of Open Innovation: Technology, Market, and Complexity* (Vol. 4, Issue 4). <https://doi.org/10.3390/joitmc4040046>
- Hansemark, O. C., & Albinsson, M. (2004). Customer satisfaction and retention: the experiences of individual employees. *Managing Service Quality: An International Journal*, 14(1), 40–57. <https://doi.org/10.1108/09604520410513668>
- Harlan, J. (2017). *Perhitungan Ukuran Sampel: Power dan Ukuran Efek*. Gunadarma.
- Heinonen, K. (2004). Reconceptualizing customer perceived value: the value of time and place. *Managing Service Quality: An International Journal*, 14(2/3), 205–215. <https://doi.org/10.1108/09604520410528626>
- Heskett, J. L. (1990). *Service breakthroughs*. Simon and Schuster.
- Hew, J.-J., Lee, V.-H., Ooi, K.-B., & Lin, B. (2016). Mobile social commerce: The booster for brand loyalty? *Computers in Human Behavior*, 59, 142–154. <https://doi.org/https://doi.org/10.1016/j.chb.2016.01.027>
- Holbrook, M. B., & Hirschman, E. C. (1982). The Experiential Aspects of Consumption: Consumer Fantasies, Feelings, and Fun. *Journal of Consumer Research*, 9(2), 132–140. <http://www.jstor.org/stable/2489122>
- Hong, J., Lee, O. K., & Suh, W. (2013). A study of the continuous usage intention of social software in the context of instant messaging. *Online Information Review*, 37(5), 692–710. <https://doi.org/10.1108/OIR-08-2011-0144>
- Hossain, M. N., Talukder, M. S., Khayer, A., & Bao, Y. (2021). Investigating the factors driving adult learners' continuous intention to use M-learning application: a fuzzy-set analysis. *Journal of Research in Innovative Teaching & Learning*, 14(2), 245–270. <https://doi.org/10.1108/jrit-09-2019-0071>
- Hozhabri, A., Raeesi, R., Nor, K. M., Salimianrizi, H., & Tayebiniya, J. (2014). Online re-purchase intention: Testing expectation confirmation model ECM on online shopping context in Iran. *8th International Conference on E-Commerce in Developing Countries: With Focus on e-Trust*, 1–7. <https://doi.org/10.1109/ECDC.2014.6836757>
- Hsu, C.-L., & Lin, J. C.-C. (2015). What drives purchase intention for paid mobile apps?—An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57.
- Hsu, C.-L., & Lin, J. C.-C. (2020). Understanding continuance intention to use online to offline (O2O) apps. *Electronic Markets*, 30(4), 883–897. <https://doi.org/10.1007/s12525-019-00354-x>
- Hu, X., Chen, Z., Davison, R. M., & Liu, Y. (2022). Charting consumers' continued social commerce intention. *Internet Research*, 32(1), 120–149.

<https://doi.org/10.1108/INTR-07-2020-0397>

- Huang, Y.-M. (2016). The factors that predispose students to continuously use cloud services: Social and technological perspectives. *Computers & Education*, 97, 86–96. <https://doi.org/https://doi.org/10.1016/j.compedu.2016.02.016>
- Huang, Y.-M. (2019). Examining students' continued use of desktop services: Perspectives from expectation-confirmation and social influence. *Computers in Human Behavior*, 96, 23–31. <https://doi.org/https://doi.org/10.1016/j.chb.2019.02.010>
- Hwang, J., & Youn, S. (2023). From brick-and-mortar to livestream shopping: product information acquisition from the uncertainty reduction perspective. *Fashion and Textiles*, 10(1), 7. <https://doi.org/10.1186/s40691-022-00327-3>
- Inan, D. I., Hidayanto, A. N., Juita, R., Soemawilaga, F. F., Melinda, F., Puspacinantya, P., & Amalia, Y. (2021). Service quality and self-determination theory towards continuance usage intention of mobile banking. *Journal of Science and Technology Policy Management*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/JSTPM-01-2021-0005>
- Isalman, I., Ramadhani, F., Ilyas, I., & Sahdarullah, S. (2022). Investigasi Faktor Pendukung Dan Penghambat Belanja Online Di Kota Kendari. *Jurnal Ilmiah Manajemen Dan Bisnis*, 7(1).
- Islam, M. T., Talukder, M. S., Khayer, A., & Islam, A. K. M. N. (2021). Exploring continuance usage intention toward open government data technologies: an integrated approach. *VINE Journal of Information and Knowledge Management Systems*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/VJIKMS-10-2020-0195>
- Izaak, W. C., & Alit, R. (2018). The Role of Servicescape and Perceived Sacrifice on Loyalty Intentions University Students. *Nusantara Science and Technology Proceedings*, 2019, 38–48. <https://doi.org/10.11594/NSTP.2019.0406>
- Jahan, N., & Kim, S. W. (2021). Understanding online community participation behavior and perceived benefits: a social exchange theory perspective. *PSU Research Review*, 5(2), 85–100. <https://doi.org/10.1108/PRR-12-2019-0036>
- Jahng, J., Jain, H., & Ramamurthy, K. (2000). Effective design of electronic commerce environments: a proposed theory of congruence and an illustration. *IEEE Transactions on Systems, Man, and Cybernetics - Part A: Systems and Humans*, 30(4), 456–471. <https://doi.org/10.1109/3468.852439>
- Jain, N., & Raman, T. V. (2022). The interplay of perceived risk, perceive benefit and generation cohort in digital finance adoption. *EuroMed Journal of Business*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/EMJB-09-2021-0132>
- Jang, H., Ko, I., & Kim, J. (2013). The effect of group-buy social commerce and coupon on satisfaction and continuance intention: Focusing on the

- expectation confirmation model (ECM). *Proceedings of the Annual Hawaii International Conference on System Sciences*, 2938–2948. <https://doi.org/10.1109/HICSS.2013.516>
- Jang, S., & Liu, Y. (2020). Continuance use intention with mobile augmented reality games. *Information Technology & People*, 33(1), 37–55. <https://doi.org/10.1108/ITP-05-2018-0221>
- Jiang, Q., Gu, C., Feng, Y., Wei, W., & Tsai, W.-C. (2022). Study on the continuance intention in using virtual shoe-try-on function in mobile online shopping. *Kybernetes, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/K-12-2021-1346>
- Jobber, D., & Ellis-Chadwick, F. (2020). *Principles and practice of marketing*. McGraw-Hill Education.
- Jogiyanto, H. M. (2007). Sistem informasi keperilakuan. *Yogyakarta: Andi Offset*.
- Joo, S., & Choi, N. (2016). Understanding users' continuance intention to use online library resources based on an extended expectation-confirmation model. *The Electronic Library*, 34(4), 554–571. <https://doi.org/10.1108/EL-02-2015-0033>
- Juliana, H. (2023). Pengaruh Siaran Langsung dan Manfaat yang Dirasakan terhadap Niat Beli Melalui Kepercayaan Konsumen pada Aplikasi Tiktok Shop. *SINOMIKA Journal: Publikasi Ilmiah Bidang Ekonomi Dan Akuntansi*, 1(6 SE-Articles), 1517–1538. <https://doi.org/10.54443/sinomika.v1i6.754>
- Kahneman, D., & Tversky, A. (1979). Prospect Theory: An Analysis of Decision under Risk. *Econometrica*, 47(2), 263–291. <https://doi.org/10.2307/1914185>
- Kakar, A. kumar S. (2017). Why do users prefer the hedonic but choose the Utilitarian? Investigating user dilemma of hedonic–utilitarian choice. *International Journal of Human-Computer Studies*, 108, 50–61. <https://doi.org/10.1016/J.IJHCS.2017.07.003>
- Khalil, A.-A., Meyliana, Hidayanto, A. N., & Prabowo, H. (2020). Identification of Factor Affecting Continuance Usage Intention of mHealth Application : A Systematic Literature Review. *2020 4th International Conference on Informatics and Computational Sciences (ICICoS)*, 1–6. <https://doi.org/10.1109/ICICoS51170.2020.9299038>
- Khayer, A., & Bao, Y. (2019). The continuance usage intention of Alipay: Integrating context-awareness and technology continuance theory (TCT). *Bottom Line*, 32(3), 211–229. <https://doi.org/10.1108/BL-07-2019-0097>
- Kim, C., Zhao, W., & Yang, K. H. (2008). An empirical study on the integrated framework of e-CRM in online shopping: evaluating the relationships among perceived value, satisfaction, and trust based on customers' perspectives. *Journal of Electronic Commerce in Organizations (JECO)*, 6(3), 1–19.
- Kim, D. J. (2012). An investigation of the effect of online consumer trust on

- expectation, satisfaction, and post-expectation. *Information Systems and E-Business Management*, 10(2), 219–240. <https://doi.org/10.1007/s10257-010-0136-2>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008a). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/https://doi.org/10.1016/j.dss.2007.07.001>
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008b). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/J.DSS.2007.07.001>
- Kim, H. W., Chan, H. C., & Gupta, S. (2007). Value-based Adoption of Mobile Internet: An empirical investigation. *Decision Support Systems*, 43(1), 111–126. <https://doi.org/10.1016/j.dss.2005.05.009>
- Kim, J., & Kim, C. (2010). E-service quality perceptions: a cross-cultural comparison of American and Korean consumers. *Journal of Research in Interactive Marketing*, 4(3), 257–275. <https://doi.org/10.1108/17505931011070604>
- Kim, J., Lee, H., & Lee, J. (2020). Smartphone preferences and brand loyalty: A discrete choice model reflecting the reference point and peer effect. *Journal of Retailing and Consumer Services*, 52(August 2019), 101907. <https://doi.org/10.1016/j.jretconser.2019.101907>
- Kim, M., & Lennon, S. (2008). The effects of visual and verbal information on attitudes and purchase intentions in Internet shopping. *Psychology & Marketing*, 25(2), 146–178. <https://doi.org/10.1002/mar.20204>
- Kim, S. H., Bae, J. H., & Jeon, H. M. (2019). Continuous intention on accommodation apps: Integrated value-based adoption and expectation-confirmation model analysis. *Sustainability (Switzerland)*, 11(6), 1–17. <https://doi.org/10.3390/su11061578>
- Kim, S., & Park, H. (2013). Effects of various characteristics of social commerce (s-commerce) on consumers' trust and trust performance. *International Journal of Information Management*, 33(2), 318–332. <https://doi.org/10.1016/j.ijinfomgt.2012.11.006>
- Kinanti, A. P. (2022). TikTok Luncurkan TikTok Shop, Apa Sih Itu? *Campus Digital*. <https://campusdigital.id/artikel/tiktok-luncurkan-tiktok-shop-apa-sih-itu-?ref=farisfanani>
- Kirana, I. D. A. I., & Kerti Yasa, N. N. (2013). *Peran Gender dalam Memoderasi Pengaruh Perceived Benefit dan Perceived Cost terhadap Niat Menggunakan Kartu Kredit di Kota Denpasar*. Udayana University.
- Ko, H. C., & Chang, J. H. (2017). Exploring the motivations of social commerce: A perspective of consumer shopping value. *Proceedings - 2017 IEEE 8th International Conference on Awareness Science and Technology, ICAST*

- 2017, 2018-Janua, 394–399. <https://doi.org/10.1109/ICAwST.2017.8256486>
- Komlan, G., Koffi, D., & Kingsford, K. M. (2016). MCDM technique to evaluating mobile banking adoption in the togolese banking industry based on the perceived value: perceived benefit and perceived sacrifice factors. *International Journal of Data Mining & Knowledge Management Process (IJDKP)*, 6(3), 38. <https://doi.org/10.5121/ijdkp.2016.6304>
- Kotler, P., & Armstrong, G. (2021). *Principles of Marketing* (18th ed.). Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Pearson.
- Kuan, K. K. Y., & Chau, P. Y. K. (2001). A perception-based model for EDI adoption in small businesses using a technology–organization–environment framework. *Information & Management*, 38(8), 507–521. [https://doi.org/https://doi.org/10.1016/S0378-7206\(01\)00073-8](https://doi.org/https://doi.org/10.1016/S0378-7206(01)00073-8)
- Kupfer, A., Schöb, S., Ableitner, L., & Tiefenbeck, V. (2016). Technology adoption vs. continuous usage intention: Do decision criteria change when using a technology? *AMCIS 2016: Surfing the IT Innovation Wave - 22nd Americas Conference on Information Systems*, 2, 1–10.
- Kusnendi. (2008). *Model-model Persamaan Structura*. Alfabeta.
- Laudon, K. C., & Laudon, J. P. (2016). *Management Information System* (14th ed.). Pearson Education Limited.
- Laukkanen, M., & Tura, N. (2022). Sustainable value propositions and customer perceived value: Clothing library case. *Journal of Cleaner Production*, 378, 134321. <https://doi.org/10.1016/J.JCLEPRO.2022.134321>
- Law, M. (2020). Continuance intention to use Facebook: understanding the roles of attitude and habit. *Young Consumers*, 21(3), 319–333. <https://doi.org/10.1108/YC-10-2019-1054>
- Lee, D. (2018, August 2). The popular Musical.ly app has been rebranded as TikTok. *The Verge*. <https://web.archive.org/web/20201230132224/https://www.theverge.com/2018/8/2/17644260/musically-rebrand-tiktok-bytedance-douyin>
- Lee, G., & Lin, H. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Management*, 33(2), 161–176. <https://doi.org/10.1108/09590550510581485>
- Lee, J., & Kim, Y.-K. (2020). Online Reviews of Restaurants: Expectation-Confirmation Theory. *Journal of Quality Assurance in Hospitality & Tourism*, 21(5), 582–599. <https://doi.org/10.1080/1528008X.2020.1712308>
- Lee, M.-C. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*, 8(3), 130–141. <https://doi.org/https://doi.org/10.1016/j.elerap.2008.11.006>
- Lee, M. C. (2010). Explaining and predicting users' continuance intention toward

- e-learning: An extension of the expectation–confirmation model. *Computers & Education*, 54(2), 506–516. <https://doi.org/10.1016/J.COMPEDU.2009.09.002>
- Lee, S., & Kim, B. G. (2017). The impact of qualities of social network service on the continuance usage intention. *Management Decision*, 55(4), 701–729. <https://doi.org/10.1108/MD-10-2016-0731>
- Lemon, K. N., & Verhoef, P. C. (2016). Understanding Customer Experience Throughout the Customer Journey. <https://doi.org/10.1509/Jm.15.0420>, 80(6), 69–96. <https://doi.org/10.1509/JM.15.0420>
- Leung, Y. (2013). *Perceived Benefits BT - Encyclopedia of Behavioral Medicine* (M. D. Gellman & J. R. Turner (eds.); pp. 1450–1451). Springer New York. https://doi.org/10.1007/978-1-4419-1005-9_1165
- Li, H., Gupta, A., Zhang, J., & Flor, N. (2020). Who will use augmented reality? An integrated approach based on text analytics and field survey. *European Journal of Operational Research*, 281(3), 502–516. <https://doi.org/https://doi.org/10.1016/j.ejor.2018.10.019>
- Li, Y., & Zhao, M. (2021). A Study on the Influencing Factors of Continued Intention to Use MOOCs: UTAUT Model and CCC Moderating Effect. *Frontiers in Psychology*, 12(August), 1–13. <https://doi.org/10.3389/fpsyg.2021.528259>
- Lian, J.-W., Yen, D. C., & Wang, Y.-T. (2014). An exploratory study to understand the critical factors affecting the decision to adopt cloud computing in Taiwan hospital. *International Journal of Information Management*, 34(1), 28–36. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2013.09.004>
- Liao, S. H., Widowati, R., & Hsieh, Y. C. (2021). Investigating online social media users' behaviors for social commerce recommendations. *Technology in Society*, 66, 101655. <https://doi.org/10.1016/J.TECHSOC.2021.101655>
- Lin, C.-P., Tsai, Y. H., & Chiu, C.-K. (2009). Modeling Customer Loyalty from an Integrative Perspective of Self-Determination Theory and Expectation–Confirmation Theory. *Journal of Business and Psychology*, 24(3), 315–326. <https://doi.org/10.1007/s10869-009-9110-8>
- Lin, C. S., Wu, S., & Tsai, R. J. (2005). Integrating perceived playfulness into expectation-confirmation model for web portal context. *Information & Management*, 42(5), 683–693. <https://doi.org/https://doi.org/10.1016/j.im.2004.04.003>
- Lin, H.-F. (2007). The Impact of Website Quality Dimensions on Customer Satisfaction in the B2C E-commerce Context. *Total Quality Management & Business Excellence*, 18(4), 363–378. <https://doi.org/10.1080/14783360701231302>
- Lin, T. C., Wu, S., Hsu, J. S. C., & Chou, Y. C. (2012). The integration of value-based adoption and expectation-confirmation models: An example of IPTV

- continuance intention. *Decision Support Systems*, 54(1), 63–75.
<https://doi.org/10.1016/j.dss.2012.04.004>
- Linardi, K., & Anggono, A. H. (2019). An Empirical Study on User's Continuous Usage Intention of Mobile Payment Services Among Generation Z in Bandung City. *Proceeding Book of The 4th ICMEM 2019 and The 11th IICIES, August*, 7–9.
- Liu, A. H., Leach, M. P., & Bernhardt, K. L. (2005). Examining customer value perceptions of organizational buyers when sourcing from multiple vendors. *Journal of Business Research*, 58(5), 559–568.
<https://doi.org/https://doi.org/10.1016/j.jbusres.2003.09.010>
- Lovejoy, B. (2022, July 5). TikTok shopping plans for US abandoned after disastrous UK experiment. *9To5Mac*.
<https://9to5mac.com/2022/07/05/tiktok-shopping/>
- Lyytinen, K., & Hirschheim, R. (1988). Information Systems Failures – a Survey and Classification of the Empirical Literature. *Oxford Surveys in Information Technology*, 4, 257–309.
- Malhotra, N. K. (2015). *Essentials of Marketing Research* (Global Edi). Pearson Education Limited.
- Malhotra, N. K., Birks, D. F., & Nunan, D. (2017). *Marketing Research: An Applied Approach*. Pearson.
<https://books.google.co.id/books?id=NT85vgAACAAJ>
- Malhotra, N. K., & Birks, D. S. (2013). *Marketing Research: An Applied Approach*.
- Malik, A. (2022). *TikTok tests a dedicated Shop feed that highlights products you can buy now*. https://techcrunch.com/2022/06/30/tiktok-dedicated-shop-feed-that-highlights-products-buy-now/?guccounter=1&guce_referrer=aHR0cHM6Ly93d3cuZ29vZ2xlLmNvbS8&guce_referrer_sig=AQAAALoQLDvuVhLiyUmbj6CFAHXpPHIU5RPjL_3tSwO6zGdcDVPkQyjGEQLdC35zKykDCwm47-bU5TqXzmKy
- McDaniel, & Gates. (2015). *Marketing Research* (10th ed.).
- Merhi, M. I. (2016). Towards a framework for online game adoption. *Computers in Human Behavior*, 60, 253–263.
<https://doi.org/https://doi.org/10.1016/j.chb.2016.02.072>
- Mimouni-Chaabane, A., & Volle, P. (2010). Perceived benefits of loyalty programs: Scale development and implications for relational strategies. *Journal of Business Research*, 63(1), 32–37.
<https://doi.org/10.1016/J.JBUSRES.2009.01.008>
- Mindari, E. (2022). Pengaruh Service Quality, Food Quality dan Perceived Sacrifice terhadap Behavioral Intention melalui Customer Experience Sebagai Mediasi pada Majestic Cafe Sekayu. *Jurnal Ilmiah Universitas Batanghari Jambi*, Vol 22, No 1 (2022): Februari, 92–99.

<http://ji.unbari.ac.id/index.php/ilmiah/article/downloadSuppFile/1825/176>

- Mohammadyari, S., & Singh, H. (2015). Understanding the effect of e-learning on individual performance: The role of digital literacy. *Computers & Education*, 82, 11–25. <https://doi.org/https://doi.org/10.1016/j.compedu.2014.10.025>
- Monroe, K. B. (2003). *Pricing: Making Profitable Decisions*. McGraw-Hill/Irwin. <https://books.google.co.id/books?id=oIe-QgAACAAJ>
- Moore, G. C., & Benbasat, I. (1991). Development of an Instrument to Measure the Perceptions of Adopting an Information Technology Innovation. *Https://Doi.Org/10.1287/Isre.2.3.192*, 2(3), 192–222. <https://doi.org/10.1287/ISRE.2.3.192>
- Morse, J. M., Barrett, M., Mayan, M., Olson, K., & Spiers, J. (2002). Verification Strategies for Establishing Reliability and Validity in Qualitative Research. *International Journal of Qualitative Methods*, 1(2), 13–22. <https://doi.org/10.1177/160940690200100202>
- Mou, X., Xu, F., & Du, J. T. (2021). Examining the factors influencing college students' continuance intention to use short-form video APP. *Aslib Journal of Information Management*, 73(6), 992–1013. <https://doi.org/10.1108/AJIM-03-2021-0080>
- Mulia, K. (2021, May 7). Here's what to expect when you shop on TikTok's new ecommerce portal. *Tech in Asia*. <https://www.techinasia.com/heres-expect-shop-tiktoks-ecommerce-portal>
- Mustajab, R. (2023, June 25). Shopee Sumbang GMV E-Commerce Terbesar di Indonesia pada 2022. *DataIndonesia.Id*. <https://dataindonesia.id/ekonomi-digital/detail/shopee-sumbang-gmv-ecommerce-terbesar-di-indonesia-pada-2022>
- Naumann, E., & Kordupieski, R. (1994). *Creating Customer Value: The Path to Sustainable Competitive Advantage*.
- Ngah, A. H., Kamalrulzaman, N. I., Mohamad, M. F. H., Rashid, R. A., Harun, N. O., Ariffin, N. A., & Osman, N. A. A. (2022). The sequential mediation model of students' willingness to continue online learning during the COVID-19 pandemic. *Research and Practice in Technology Enhanced Learning*, 17(1), 13. <https://doi.org/10.1186/s41039-022-00188-w>
- Nikhashemi, S. R., Knight, H. H., Nusair, K., & Liat, C. B. (2021). Augmented reality in smart retailing: A (n) (A) Symmetric Approach to continuous intention to use retail brands' mobile AR apps. *Journal of Retailing and Consumer Services*, 60(June 2020), 102464. <https://doi.org/10.1016/j.jretconser.2021.102464>
- Nikhashemi, S. R., Tarofder, A. K., Gaur, S. S., & Haque, A. (2016). The Effect of Customers' Perceived Value of Retail Store on Relationship between Store Attribute and Customer Brand Loyalty: Some Insights from Malaysia. *Procedia Economics and Finance*, 37, 432–438. [https://doi.org/https://doi.org/10.1016/S2212-5671\(16\)30148-4](https://doi.org/https://doi.org/10.1016/S2212-5671(16)30148-4)

- Nisaputra, R. (2023). *E-commerce Masih Jadi Pilihan untuk Belanja Produk Elektronik Hingga Kesehatan, Ini Alasannya*. <https://infobanknews.com/e-commerce-masih-jadi-pilihan-untuk-belanja-produk-elektronik-hingga-kesehatan-ini-alasannya/>
- Nugroho, M. A., Setyorini, D., & Novitasari, B. T. (2019). The Role of Satisfaction on Perceived Value and E-Learning Usage Continuity Relationship. *Procedia Computer Science*, *161*, 82–89. <https://doi.org/https://doi.org/10.1016/j.procs.2019.11.102>
- Oghuma, A. P., Chang, Y., Libaque-Saenz, C. F., Park, M.-C., & Rho, J. J. (2015). Benefit-confirmation model for post-adoption behavior of mobile instant messaging applications: A comparative analysis of KakaoTalk and Joyn in Korea. *Telecommunications Policy*, *39*(8), 658–677. <https://doi.org/https://doi.org/10.1016/j.telpol.2015.07.009>
- Oghuma, A. P., Libaque-Saenz, C. F., Wong, S. F., & Chang, Y. (2016). An expectation-confirmation model of continuance intention to use mobile instant messaging. *Telematics and Informatics*, *33*(1), 34–47. <https://doi.org/https://doi.org/10.1016/j.tele.2015.05.006>
- Oktania, D. E., & Indarwati, T. A. (2022). Pengaruh Perceived Usefulness, Perceived Ease of Use, dan Compatibility Lifestyle terhadap Intention to Use Fitur Social Commerce (Studi Pada Pengguna Media Sosial TikTok). *Jurnal Ilmu Manajemen*, *10*(1), 255–267.
- Oliver, R., & Desarbo, W. (1988). Response Determinants in Satisfaction Judgments. *Journal of Consumer Research*, *14*, 495–507. <https://doi.org/10.1086/209131>
- Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. *Journal of Marketing Research*, *17*(4), 460–469. <https://doi.org/10.2307/3150499>
- Oliver, R. L. (1993). Cognitive, affective, and attribute bases of the satisfaction response. *Journal of Consumer Research*, *20*, 418–430. <https://doi.org/10.1086/209358>
- Oliver, R. L. (2010a). *Satisfaction: A Behavioral Perspective on the Consumer* (2nd ed.). Routledge.
- Oliver, R. L. (2010b). Customer Satisfaction. In *Wiley International Encyclopedia of Marketing*. <https://doi.org/https://doi.org/10.1002/9781444316568.wiem03008>
- Osatuyi, B., Qin, H., Osatuyi, T., & Turel, O. (2020). When it comes to Satisfaction ... It depends: An empirical examination of social commerce users. *Computers in Human Behavior*, *111*(April), 106413. <https://doi.org/10.1016/j.chb.2020.106413>
- Ou, C. X., Pavlou, P. A., & Davison, R. M. (2014). Swift Guanxi in Online Marketplaces. *MIS Quarterly*, *38*(1), 209–230. <https://www.jstor.org/stable/26554875>

- Parthasarathy, M., & Bhattacharjee, A. (1998). Understanding Post-Adoption Behavior in the Context of Online Services. *Information Systems Research*, 9(4), 362–379. <http://www.jstor.org/stable/23011032>
- Patterson, P. G., & Spreng, R. A. (1997). Modelling the relationship between perceived value, satisfaction and repurchase intentions in a business-to-business, services context: an empirical examination. *International Journal of Service Industry Management*, 8(5), 414–434. <https://doi.org/10.1108/09564239710189835>
- Peter, J. P., & Donnelly, J. H. (2015). *A preface to marketing management* (14th ed.). Irwin/McGraw-Hill.
- Petrick, J. F. (2002). Development of a Multi-Dimensional Scale for Measuring the Perceived Value of a Service. *Journal of Leisure Research*, 34(2), 119–134. <https://doi.org/10.1080/00222216.2002.11949965>
- Pizam, A., Shapoval, V., & Ellis, T. (2016). Customer satisfaction and its measurement in hospitality enterprises: a revisit and update. *International Journal of Contemporary Hospitality Management*, 28(1), 2–35. <https://doi.org/10.1108/IJCHM-04-2015-0167>
- Pomery, E. A., Gibbons, F. X., Reis-Bergan, M., & Gerrard, M. (2009). From Willingness to Intention: Experience Moderates the Shift From Reactive to Reasoned Behavior. *Personality and Social Psychology Bulletin*, 35(7), 894–908. <https://doi.org/10.1177/0146167209335166>
- Pramita, M. W., & Danibrata, A. (2021). Hedonic value dan utilitarian value terhadap customer satisfaction serta dampaknya terhadap behavior intentions. *E-Jurnal Manajemen Trisakti School of Management (TSM)*, 1(1), 1–8.
- Priyono. (2016). *Metode Penelitian Kuantitatif*. ZIFATAMA.
- Pura, M. (2005). Linking perceived value and loyalty in location-based mobile services. *Managing Service Quality: An International Journal*, 15(6), 509–538. <https://doi.org/10.1108/09604520510634005>
- Rahi, S., & Abd. Ghani, M. (2019). Integration of expectation confirmation theory and self-determination theory in internet banking continuance intention. *Journal of Science and Technology Policy Management*, 10(3), 533–550. <https://doi.org/10.1108/JSTPM-06-2018-0057>
- Ram, J., & Xu, D. (2019). Live Streaming Video E-commerce: Examining the Operational Strategies. *Journal Européen Des Systèmes Automatisés*, 52(1).
- Ramadhanty, A. P., Handayani, P. W., Pinem, A. A., & Hilman, M. H. (2021). Virtual Tour Actual Usage: The Influence of Perceived Benefits and Sacrifices. *Journal of Information System*, 17(2), 62–76.
- Raman, P. (2019). Understanding female consumers' intention to shop online. *Asia Pacific Journal of Marketing and Logistics*, 31(4), 1138–1160. <https://doi.org/10.1108/APJML-10-2018-0396>
- Rifqi, V. A., & Endratno, H. (2015). Pengaruh perceived quality, perceived

sacrifice, perceived value, dan price fairness terhadap customer satisfaction taman sari rasa waterpark cilacap. *Media Ekonomi*, 15(2), 89–100.

- Rintamäki, T., Kanto, A., Kuusela, H., & Spence, M. (2006). Decomposing the value of department store shopping into utilitarian, hedonic and social dimensions: Evidence from Finland. *International Journal of Retail & Distribution Management*, 34, 6–24. <https://doi.org/10.1108/09590550610642792>
- Robbins, S. P., & Coulter, M. (2017). *Management 13E*. Pearson India Noida, India.
- Rogers, E. (2003). *Diffusion of Innovations 5th ed. A division of Macmillan Publishing Co. Inc.* Free Press.
- Rogers, E. M. (2003). *Diffusion of Innovations (5th ed.)*. Free Press.
- Ross, I., & Bettman, J. R. (1979). An Information Processing Theory of Consumer Choice. *Journal of Marketing*, 43(3), 124. <https://doi.org/10.2307/1250155>
- Sánchez-Fernández, R., & Iniesta-Bonillo, M. Á. (2007). The concept of perceived value: a systematic review of the research. *Marketing Theory*, 7(4), 427–451. <https://doi.org/10.1177/1470593107083165>
- Sánchez-Fernández, R., Iniesta-Bonillo, M. Á., & Holbrook, M. B. (2009). The Conceptualisation and Measurement of Consumer Value in Services. *International Journal of Market Research*, 51(1), 1–17. <https://doi.org/10.1177/147078530905100108>
- Santos, J. (2003). E-service quality: a model of virtual service quality dimensions. *Managing Service Quality: An International Journal*, 13(3), 233–246. <https://doi.org/10.1108/09604520310476490>
- Santoso, S. (2011). *Structural Equation Modeling (Konsep dan Aplikasi dengan AMOS 18)*. PT Elex Media Komputindo.
- Saputro, D. K., & Samuel, H. (2013). Pengaruh Perceived Quality, Perceived Sacrifice dan Perceived Value terhadap Customer Satisfaction di Informa Innovative Furnishing Pakuwon City Surabaya. *Jurnal Manajemen Pemasaran Petra*, 1(1), 1–12. <https://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/68/33>
- Sarjono, H., & Julianita, W. (2015). *Structural Equation Modeling (SEM). Sebuah Pengantar, Aplikasi untuk Penelitian Bisnis*. Salemba Empat.
- Sarkar, S., & Khare, A. (2019). Influence of Expectation Confirmation, Network Externalities, and Flow on Use of Mobile Shopping Apps. *International Journal of Human-Computer Interaction*, 35(16), 1449–1460. <https://doi.org/10.1080/10447318.2018.1540383>
- Sarwono, Y. (2010). Pengertian Dasar Structural Equation Modeling (SEM). *Jurnal Ilmiah Manajemen Bisnis Ukrida*, 10(3), 98528.

- Sawitri, S., & Alhasin, A. (2022). Online music business: The relationship between perceived benefit, perceived sacrifice, perceived value, and purchase intention. *International Journal of Research in Business and Social Science* (2147- 4478), 11(5), 111–126. <https://doi.org/10.20525/IJRBS.V11I15.1900>
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson Education.
- Sebayang, R. (2018, August 2). Demi TikTok, Perusahaan China Ini Tutup Musical.ly. *CNBC Indonesia*. <https://www.cnbcindonesia.com/tech/20180802154604-37-26668/demi-tiktok-perusahaan-china-ini-tutup-musically>
- Seddon, P. B. (1997). A respecification and extension of the DeLone and McLean model of IS success. *Information Systems Research*, 8(3), 240–253.
- Sekaran, U., & Bougie, R. (2016). *Research Methods for Business*.
- Shao, J., & Lee, S.-K. (2020). *The Effect of Chinese Adolescents' Motivation to Use Tiktok on Satisfaction and Continuous Use Intention*.
- Shen, L., Zhang, Y., Fan, Y., Chen, Y., & Zhao, Y. (2022). Improving consumer stickiness in livestream e-commerce: A mixed-methods study . In *Frontiers in Psychology* (Vol. 13). <https://www.frontiersin.org/articles/10.3389/fpsyg.2022.962786>
- Shen, X.-L., Li, Y.-J., Sun, Y., Chen, Z., & Wang, F. (2019). Understanding the role of technology attractiveness in promoting social commerce engagement: Moderating effect of personal interest. *Information & Management*, 56(2), 294–305. <https://doi.org/https://doi.org/10.1016/j.im.2018.09.006>
- Shukla, P. (2010). Effects of Perceived Sacrifice, Quality, Value, and Satisfaction on Behavioral Intentions in the Service Environment. *Services Marketing Quarterly*, 31(4), 466–484. <https://doi.org/10.1080/15332969.2010.510730>
- Siyoto, S. (2015). *Dasar Metodologi Penelitian*. Literasi Media Publishing.
- Snapcart. (2023, March 16). No Memasuki Bulan Ramadan, E-Commerce Mana Yang Unggul Jadi No.1 Pilihan Pengguna? *Snapcart*. <https://snapcart.global/memasuki-bulan-ramadan-e-commerce-mana-yang-unggul-jadi-no-1-pilihan-pengguna/>
- Solomon, M. (1983). The Role of Products as Social Stimuli. *Journal of Consumer Research*, 10. <https://doi.org/10.1086/208971>
- Stamenkov, G., & Zhaku-Hani, R. (2021). Perceived benefits and post-adoption usage of education management information system. *Library Hi Tech, ahead-of-p*(ahead-of-print). <https://doi.org/10.1108/LHT-06-2021-0185>
- Starr, L. (2022). *TikTok launches its first in-app shop + the latest social media news you may have missed*. Plann. <https://www.planthat.com/the-latest-social-media-news-you-may-have-missed-nov-2022/>
- Stephen, A. T., & Toubia, O. (2010). Deriving Value from Social Commerce

- Networks. *Journal of Marketing Research*, 47(2), 215–228. <https://doi.org/10.1509/jmkr.47.2.215>
- Sudjana. (2005). *Metode Statistika* (6th ed.). Tarsito.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sukmadinata, N. S. (2012). *Metode Penelitian Pendidikan*. Rosda Karya.
- Sumaedi, S., Bakti, G., & Yarmen, M. (2012). The empirical study of public transport passengers' behavioral intentions: The roles of service quality, perceived sacrifice, perceived value, and satisfaction (case study: Paratransit passengers in Jakarta, Indonesia). *International Journal for Traffic and Transport Engineering*, 2, 83–97.
- Swaid, S. I., & Wigand, R. T. (2007). Key Dimensions of E-commerce Service Quality and Its Relationships to Satisfaction and Loyalty. *Bled EConference*. <https://api.semanticscholar.org/CorpusID:14094183>
- Swarjana, I. K. (2022). *Populasi-sampel, teknik sampling & bias dalam penelitian*. Penerbit Andi.
- Sweeney, J. C., & Soutar, G. N. (2001). Consumer perceived value: The development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220. [https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Sweeney, J. C., Soutar, G. N., & Johnson, L. W. (1997). Retail service quality and perceived value: A comparison of two models. *Journal of Retailing and Consumer Services*, 4(1), 39–48.
- Syifaa, A. (2022, September 29). TikTok Shop Menjadi Pilihan Destinasi Belanja Generasi Muda. *Thephrase.Id*. <https://thephrase.id/tiktok-shop-menjadi-pilihan-destinasi-belanja-generasi-muda/>
- Szajna, B. (1996). Empirical Evaluation of the Revised Technology Acceptance Model. *Management Science*, 42(1), 85–92. <http://www.jstor.org/stable/2633017>
- Szymanski, D. M., & Henard, D. H. (2001). Customer satisfaction: A meta-analysis of the empirical evidence. *Journal of the Academy of Marketing Science*, 29(1), 16–35. <https://doi.org/10.1177/0092070301291002>
- Tam, J. L. M. (2004). Customer Satisfaction, Service Quality and Perceived Value: An Integrative Model. *Journal of Marketing Management*, 20(7–8), 897–917. <https://doi.org/10.1362/0267257041838719>
- Taylor, S., & Todd, P. A. (1995). Understanding Information Technology Usage: A Test of Competing Models. *Information Systems Research*, 6(2), 144–176. <http://www.jstor.org/stable/23011007>
- Tekaqnetha, G., & Rodhiah, R. (2020). Faktor Yang Mempengaruhi Continuance Intention GO-PAY Di Jakarta. *Jurnal Manajerial Dan Kewirausahaan*, 2(1), 173. <https://doi.org/10.24912/jmk.v2i1.7457>

- Tharenou, P., Donohue, R., & Cooper, B. (2007). *Management Research Methods*. Cambridge University Press. <https://books.google.co.id/books?id=vnK9e0Acd3gC>
- Thong, J. Y. L., Hong, S. J., & Tam, K. Y. (2006). The effects of post-adoption beliefs on the expectation-confirmation model for information technology continuance. *International Journal of Human-Computer Studies*, 64(9), 799–810. <https://doi.org/10.1016/J.IJHCS.2006.05.001>
- TikTok. (2022). *An infinite loop of shoppertainment: TikTok's e-commerce path to purchase*. <https://www.tiktok.com/business/en-US/blog/shoppertainment-tiktok-e-commerce-path-to-purchase?redirected=1>
- Tingchi Liu, M., Brock, J. L., Cheng Shi, G., Chu, R., & Tseng, T. (2013). Perceived benefits, perceived risk, and trust. *Asia Pacific Journal of Marketing and Logistics*, 25(2), 225–248. <https://doi.org/10.1108/13555851311314031>
- Tingchi Liu, M., Chu, R., Wong, I. A., Angel Zúñiga, M., Meng, Y., & Pang, C. (2012). Exploring the relationship among affective loyalty, perceived benefits, attitude, and intention to use co-branded products. *Asia Pacific Journal of Marketing and Logistics*, 24(4), 561–582. <https://doi.org/10.1108/13555851211259025>
- Turits, M. (2023). *Mengapa TikTok sangat efektif mendorong orang-orang berbelanja?* BBC News Indonesia. <https://www.bbc.com/indonesia/articles/c1exwzv9lwko>
- Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customers' e-service quality perception, satisfaction and intention. *International Journal of Information Management*, 30(6), 481–492. <https://doi.org/https://doi.org/10.1016/j.ijinfomgt.2010.03.005>
- Ulaga, W., & Eggert, A. (2006). Value-Based Differentiation in Business Relationships: Gaining and Sustaining Key Supplier Status. *Journal of Marketing*, 70(1), 119–136. <https://doi.org/10.1509/jmkg.70.1.119.qxd>
- van der Heijden, H. (2004). User Acceptance of Hedonic Information Systems. *MIS Quarterly*, 28(4), 695–704. <https://doi.org/10.2307/25148660>
- van Riel, A., Liljander, V., & Jurriens, P. (2001). Exploring Consumer Evaluations of e-Services: A Portal Site. *International Journal of Service Industry Management*, 12, 359–377. <https://doi.org/10.1108/09564230110405280>
- Vasić, N., Kilibarda, M., & Kaurin, T. (2019). The Influence of Online Shopping Determinants on Customer Satisfaction in the Serbian Market. *J. Theor. Appl. Electron. Commer. Res.*, 14(2), 70–89.
- Venkatesh, V. (1999). Creation of Favorable User Perceptions: Exploring the Role of Intrinsic Motivation. *MIS Quarterly*, 23(2), 239–260. <https://doi.org/10.2307/249753>

- Von Neumann, J., & Morgenstern, O. (2007). *Theory of games and economic behavior (60th Anniversary Commemorative Edition)*. Princeton university press.
- Wan, X., Wang, T., Zhang, W., & Cao, J. (2017). Perceived value of online customization experience in China: Concept, measurement, and consequences. *The Journal of High Technology Management Research*, 28(1), 17–28. <https://doi.org/10.1016/J.HITECH.2017.04.002>
- Wang, C., & Zhang, P. (2012). The evolution of social commerce: The people, management, technology, and information dimensions. *Communications of the Association for Information Systems*, 31(1), 105–127. <https://doi.org/10.17705/1cais.03105>
- Wang, L. W., & Le, Q. L. (2015). Customer satisfaction towards online shopping at electronics shopping malls in Vietnam-A conceptual model to enhance business success through efficient websites and logistics services. *The Evidence from Chinese Stock Market. J Stock Forex Trad*, 5(164), 2.
- Wang, Y. J., Minor, M. S., & Wei, J. (2011). Aesthetics and the online shopping environment: Understanding consumer responses. *Journal of Retailing*, 87(1), 46–58. <https://doi.org/https://doi.org/10.1016/j.jretai.2010.09.002>
- Wang, Y., Po Lo, H., Chi, R., & Yang, Y. (2004). An integrated framework for customer value and customer-relationship-management performance: a customer-based perspective from China. *Managing Service Quality: An International Journal*, 14(2/3), 169–182. <https://doi.org/10.1108/09604520410528590>
- Widjajanta, B. (2008). Pengaruh Marketing Public Relation terhadap Keputusan Mengunjungi Objek Wisata (Survei pada Wisatawan Nusantara Pasca Tsunami). *Strategic: Jurnal Pendidikan Manajemen Bisnis*, 8(1), 65–76.
- Widjajanta, B., Lisnawati, L., Rahayu, A., Wibowo, L. A., & Hartono, C. M. (2022). *Online Consumer Review in Building Willingness to Buy for Consumers of Food Products in Marketplaces during the Covid-19 Pandemic BT - Proceedings of the 6th Global Conference on Business, Management, and Entrepreneurship (GCBME 2021)*. 363–372. <https://doi.org/10.2991/aebmr.k.220701.070>
- Widjajanta, B., Senen, S., Masharyono, M., Lisnawati, & Anggraeni, C. (2018). The impact of social media usage and self-esteem on conspicuous consumption: Instagram user of Hijabers Community Bandung member. *International Journal of EBusiness and EGovernment Studies*, 10, 1–13.
- Wijanto, S. (2007). *Structural Equation Modeling dengan LISREL 8.80*. Graha Ilmu.
- Wijanto, S. H. (2008). *Structural equation modeling dengan Lisrel 8.8. Yogyakarta: Graha Ilmu*.
- Wirtz, J., & Mattila, A. (2001). Exploring the Role of Alternative Perceived Performance Measures and Needs-Congruency in the Consumer Satisfaction

- Process. *Journal of Consumer Psychology*, 11(3), 181–192. https://doi.org/https://doi.org/10.1207/S15327663JCP1103_04
- Wixom, B. H., & Todd, P. A. (2005). A Theoretical Integration of User Satisfaction and Technology Acceptance. *Information Systems Research*, 16(1), 85–102. <http://www.jstor.org/stable/23015766>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153. <https://doi.org/10.1007/BF02894350>
- Wu, S. (2003). The relationship between consumer characteristics and attitude toward online shopping. *Marketing Intelligence & Planning*, 21(1), 37–44. <https://doi.org/10.1108/02634500310458135>
- Yahia, I. Ben, Al-Neama, N., & Kerbache, L. (2018). Investigating the drivers for social commerce in social media platforms: Importance of trust, social support and the platform perceived usage. *Journal of Retailing and Consumer Services*, 41(March 2017), 11–19. <https://doi.org/10.1016/j.jretconser.2017.10.021>
- Yang, S., Jiang, H., Yao, J., Chen, Y., & Wei, J. (2018). Perceived values on mobile GMS continuance: A perspective from perceived integration and interactivity. *Computers in Human Behavior*, 89, 16–26. <https://doi.org/10.1016/J.CHB.2018.07.032>
- Yang, Z., & Fang, X. (2004). Online service quality dimensions and their relationships with satisfaction. *International Journal of Service Industry Management*, 15(3), 302–326. <https://doi.org/10.1108/09564230410540953>
- Yi, M. Y., Jackson, J. D., Park, J. S., & Probst, J. C. (2006). Understanding information technology acceptance by individual professionals: Toward an integrative view. *Information & Management*, 43(3), 350–363. <https://doi.org/https://doi.org/10.1016/j.im.2005.08.006>
- Yi, Y. (1990). A critical review of consumer satisfaction. *Review of Marketing*, 4(1), 68–123.
- Yi, Y., & La, S. (2004). What influences the relationship between customer satisfaction and repurchase intention? Investigating the effects of adjusted expectations and customer loyalty. *Psychology & Marketing*, 21(5), 351–373. <https://doi.org/https://doi.org/10.1002/mar.20009>
- Yvonne, A., & Kristaung, R. (2013). *Metodologi Penelitian Bisnis dan Akuntansi*. Dian Rakyat.
- Zeithaml, V. (1988). Consumer Perceptions of Price, Quality and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52, 2–22. <https://doi.org/10.1177/002224298805200302>
- Zeithaml, V., Bitner, M. J., & Gremler, D. D. (2018). *Services Marketing: Integrating Customer Focus Across the Firm* (7th ed.). McGraw-Hill Education.

- Zhang, L. Y., Shi, Y. J., & Lu, Q. (2014). Consumer's decision-making behavior in online shopping: An integrated analysis. *Applied Mechanics and Materials*, 519, 422–429.
- Zhou, Z., Jin, X. L., & Fang, Y. (2014). Moderating role of gender in the relationships between perceived benefits and satisfaction in social virtual world continuance. *Decision Support Systems*, 65(C), 69–79. <https://doi.org/10.1016/J.DSS.2014.05.004>