

DAFTAR PUSTAKA

- Aflagaly, D., Kusumowati, D., & Listyowati, L. (2025). Pengaruh e-wallet dan digital marketing terhadap kinerja keuangan UMKM. *Jurnal Ilmiah Bisnis Dan Perpajakan (Bijak)*, 7(1), 36–43. <https://doi.org/10.26905/j.bijak.v7i1.15086>
- Aggarwal, P., Jun, S. Y., & Huh, J. H. (2011). Scarcity messages and their impact on consumers' purchase intentions. *Journal of Advertising*, 40(3), 55-67
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211.
- Alagoz, S. M., & Hekimoglu, H. (2012). A study on tam: Analysis of customer attitudes in online food ordering system. *Procedia - Social and Behavioral Sciences*, 62, 1138–1143. <https://doi.org/10.1016/j.sbspro.2012.09.195>
- Angraini, N., Yeni, Y. H., Yulihastri, Y., & Syafrizal, S. (2024). Understanding the jastip business model phenomenon in Indonesia. *AMAR (Andalas Management Review)*, 8(2), 21–34. <https://doi.org/10.25077/amar.8.2.21-34.2024>
- APJII. (2022). *Laporan Survei Internet Indonesia 2022*.
- Aprelyani, D., & Suryani, N. (2024). Analysis of price sensitivity in consumer purchasing decisions in e-commerce. *Marketing Insights Journal*.
- Arikunto, S. (2010). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Ayu, H. D., Alfianda, F. V., & Sabrina, F. (2023). Systematic literature review: Project-based learning terintegrasi dengan STEM. *Wiyata Dharma*.
- Barbosa, F., & Sousa, L. (2025). Exploring the role of scarcity in consumer purchase decisions. *Journal of Consumer Behavior*.
- Becker, S., & Meyners, M. (2021). The influence of pricing strategies on consumer behavior. *International Journal of Marketing Studies*
- Bhattacharjee, A. (2001). Understanding information systems continuance: *An expectation-confirmation model*. *MIS quarterly*, 25(3), 351-370.
- BPS. (2022, December 19). *Statistik karakteristik usaha 2022*. Badan Pusat Statistik. https://www.bps.go.id/id/publication/2022/12/19/3220c5de821adde8bd6c7f87/statistics-of-business-characteristics-2022-.html?utm_source
- Carlton, D.W., & Perloff, J.M. 2005. *Modern Industrial Organization*. 4th ed. Pearson Addison Wesley.

- Chamberlin, E.H. 1933. *The Theory of Monopolistic Competition*. Harvard University Press.
- Chien, T. H., Qian, S. X., Wai, K. T., & Meng, C. L. *Exploring the Factors Influencing Customers' Repurchase Intention on E-commerce Platforms: A Cognitive-Affective-Conative Model Approach*.
- Cialdini, R. B. (2001). *Influence: Science and Practice* (4th ed.). *Allyn & Bacon*.
- Cuong, T. C., & Dam, T. C. (2025). The influence of utilitarian value, hedonic value, and *online* review on consumers' satisfaction, trust, and repurchasing intention in *e-commerce* platforms. *Innovative Marketing*, 21(2), 112–115.
- Davis, F. D. (1989). *Perceived usefulness*, perceived ease of use, and user acceptance of information technology. *MIS Quarterly*, 13(3), 319–340.
- ECDB. (2023). *Indonesia E-commerce Report 2023–2028*.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1992). *Consumer Behavior* (6th ed.). Dryden Press.
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Perilaku konsumen* (2nd ed.). Binarupa Aksara.
- Frank, R. H., & Bernanke, B. S. (2022). *Principles of Economics* (8th ed.). McGraw-Hill.
- Gao, L., & Bai, X. (2022). Perceived value, price fairness, and their effects on repurchase intention. *Electronic Commerce Research and Applications*, 54, 101–151.
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of *e-commerce* customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7, 329–340
- Ghozali, I. (2020). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Universitas Diponegoro .
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis* (7th ed.). Pearson Prentice.
- Handayani, P. W., & Santosa, P. W. (2020). Pengaruh harga dan promosi dalam memengaruhi keputusan pembelian ulang produk *fashion* melalui Shopee. *Jurnal Ilmu Manajemen*, 8(2), 154–167.
- Harisatul, A., Saktia, A. D., & Adinta, S. T. (2023). Consumer repurchase intention model in Lazada *e-commerce*. *Eksis: Jurnal Riset Ekonomi dan Bisnis*, 18(2).

- Jian, J., Lv, L., & Wan, L. (2023). Exploring consumer purchase intention in cross-border *e-commerce*: evidence from 'belt and road' countries. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 625–644. <https://doi.org/10.1108/APJML-12-2021-0934>
- Jung, N. Y., & Seock, Y.-K. (2016). The impact of corporate reputation on brand attitude and purchase intention. *Fashion and Textiles*, 3(1), 1–15.
- Kidane, T. T., & Sharma, R. R. K. (2016). Factors affecting consumers' purchasing decision through *e-commerce*. *Proceedings of the 2016 International Conference on Economic Management and Social Sciences*, 159–165.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2009). Trust and satisfaction, two stepping stones for successful *e-commerce* relationships: A longitudinal exploration. *Information systems research*, 20(2), 237-257. <https://doi.org/10.1287/isre.1080.0188>
- Kotler, P., & Armstrong, G. (2016). *Prinsip-Prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (16th ed.). Pearson Education.
- Kristanto, A., & Rahmanto, B. (2025). Fenomena jasa titip dalam perspektif ekonomi modern. *Jurnal Ekonomi Dan Bisnis Digital*, 12(1), 34–49.
- Krugman, P. R. (2008). *International economics: Theory and policy*, 8/E. Pearson Education India.
- Kumar, R., Jain, V., Eastman, J. K., & Ambika, A. (2025). The components of perceived quality and their influence on *online* re-purchase intention. *Journal of Consumer Marketing*, 42(1), 38–55. <https://doi.org/10.1108/JCM-04-2024-6798>
- Lee, S., Kim, J., & Park, H. (2021). The role of price in cross-border *e-commerce* repurchase decisions. *International Journal of Electronic Commerce*, 25(3), 89–110.
- Lynn, M. (1991). Scarcity effects on value: A quantitative review of the commodity theory literature. *Psychology & Marketing*, 8(1), 43–57.
- Madsen, P. T. (2013). The financial crisis and principles of economics textbooks. *The Journal of Economic Education*, 44(3), 197-216.
- Manafe, L. A., Puspitasari, F. D., & Fatchurrohman, M. (2025). Enhancing *online* shopping: Factors influencing repurchase intentions among University students. *International Journal of Economics, Business, and Entrepreneurship*, 8(2), 168–187.
- Mankiw, N. G. (2019). *Principles of Economics* (9th ed.). Cengage Learning.

- Moore Rowland. (2024, February). *E-commerce growth, digital business expectations for 2024, and related issues*. Moores-Rowland.Com. . <https://www.moore-rowland.com/articles/Ecommerce-Growth-Digital-Business-Expectationsfor-2024-and-Related-Issues>
- Moriuchi, E., & Takahashi, I. (2023). An empirical study on repeat consumer's shopping satisfaction on C2C *e-commerce* in Japan: the role of value, trust and engagement. *Asia Pacific Journal of Marketing and Logistics*, 35(3), 560–581. <https://doi.org/10.1108/APJML-08-2021-0631>
- Nugroho, B. (2015). *Perilaku Konsumen: Teori dan Penerapan*. Andi Publisher.
- Perloff, J. M. (2021). *Microeconomics* (9th ed.). Pearson.
- Pham, Q. T., Tran, X. P., Misra, S., Maskeliūnas, R., & Damaševičius, R. (2018). Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability*, 10(1), 156.
- Pindyck, R. S., & Rubinfeld, D. L. (2013). *Microeconomics* (8th ed.). Pearson.
- Rialita, T., & Risdiansyah, M. (2022). Tren penggunaan jasa titip di era digital: Analisis konsumen menengah atas. *Jurnal Ekonomi Dan Bisnis*, 15(2), 87–99.
- Riani, M. D., & Untoro, U. (2023). The Implications in Implementation of the Acquisition of TikTok Shop with Tokopedia based on Regulation of Business Law in Indonesia. *Law Development Journal*, 6(2), 285–292.
- Rifa'i, M., Diana, E., Saad, M., & Nada, E. K. (2021). Perencanaan Efektif Dalam Layanan Jasa. *Indonesian Journal of Intellectual Publication*, 1(3), 136–141. <https://doi.org/10.51577/ijipublication.v1i3.75>
- Salvatore, D. (2006). *Managerial Economics* (7th ed.). McGraw-Hill.
- Samuelson, P. A. (2003). *Economics* (17th ed.). McGraw-Hill.
- Samuelson, P.A., & Nordhaus, W.D. 2010. *Economics*. 19th ed. McGraw-Hill Education.
- Saputro, R., & Hakim, L. (2020). Jejak inovasi teknologi *e-commerce* pada wilayah Indonesia. *Journal of Information Systems and Technology (JIST)*, 2(1), 45–56.
- Savastano, M., Anagnoste, S., Biclesanu, I., & Amendola, C. (2025). The impact of *e-commerce* platforms' quality on customer satisfaction and repurchase intention in post COVID-19 settings. *The TQM Journal*, 37(7), 2074–2093. <https://doi.org/10.1108/TQM-04-2024-0143>
- Shahzad, M. A., Razzaq, A., Qing, P., Rizwan, M., & Faisal, M. (2022). Food availability and shopping channels during the disasters: Has the COVID-19 pandemic changed

peoples' online food purchasing behavior? *International Journal of Disaster Risk Reduction*, 83, 103443. <https://doi.org/10.1016/j.ijdrr.2022.103443>

Sitanggang, R., & Fachira, I. (2025). Exploring Psychological Determinants in Using Jasa Titip with an Approach of Theory of Planned Behavior and Perceived Trust. *Management Analysis Journal*, 14(3), 353-363.

Statista. (2023, July 14). *E-commerce in Indonesia: statistics & facts*. Statista.Com.

Sudarsono. (1998). *Pengantar Ekonomi Mikro*. LP3ES.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (19th ed.). ALFABETA.

Sukarja, D. (2022). Contract law aspects of buying service arrangements outside e-commerce platforms: Between convenience and risks. *BiLD Law Journal*, 7(2), 102–111.

Sukirno, S. (2019). *Makroekonomi : teori pengantar*. Rajawali Press.

Tjiptono, F. (2015). *Brand Management & Strategy*. Andi Publisher.

Tran, L. T. T. (2021). Managing the effectiveness of e-commerce platforms in a pandemic. *Journal of Retailing and Consumer Services*, 58, 102287. <https://doi.org/10.1016/j.jretconser.2020.102287>

Trideta, R. A., Maulani, A. T., Wulandari, T., Harmono, H., & Permana, D. Y. (2024). Implementation of Permendag No. 31 Of 2023 on the merger of Tiktok Shop Social Commerce with Tokopedia e-commerce and the Impact on UMKM actors. *Edunity Kajian Ilmu Sosial Dan Pendidikan*, 3(7), 514–521. <https://doi.org/10.57096/edunity.v3i7.267>

Varian, H.R. 2019. *Intermediate Microeconomics: A Modern Approach*. 9th ed. W.W. Norton & Company.

Venkatesh, V., & Davis, F. D. (2000). A theoretical extension of the technology acceptance model: Four longitudinal field studies. *Management science*, 46(2), 186-204.

Wilson, N. (2019). The impact of *perceived usefulness* and perceived ease-of-use toward repurchase intention in the Indonesian e-commerce industry. *Jurnal Manajemen Indonesia*, 19(3), 241–249.

Wilson, N., Alvita, M., & Wibisono, J. (2021). The effect of perceived ease of use and perceived security toward satisfaction and repurchase intention. *Jurnal Muara Ilmu Ekonomi dan Bisnis*, 5(1), 145

Yoga, I. M. S., & Triami, N. P. S. (2021). The *Online Shopping Behavior* of Indonesian

Generation X. *Journal of Economics, Business, & Accountancy Ventura*, 23(3), 441–451. <https://doi.org/10.14414/jebav.v23i3.2455>

Zhang, M., Liang, X., & Zhuo, L. (2018). Study on the Driving Factors of Cross-Border Online Consumer Purchase Behaviour. *2018 4th International Conference on Innovative Development of E-commerce and Logistics (ICIDEL 2018)*, 477–488. <https://doi.org/10.23977/icidel.2018.062>

