

REFERENCE

- Al Khattab, Suleiman & abu Rumman, as'ad & Abu-Rumman, H. & Zaidan, Ghadeer. (2015). E-Integrated Marketing Communication and Its Impact on Customers' Attitudes. *Journal of Marketing and Consumer Research*. Vol.14. 157-165. 10.4236/ajibm.2015.58053.
- Altstiel, Tom. Dan Jean Grow. 2006. Advertising Strategy: Creative Tactics From The Outside/ In. California: Sage Publications, Inc.
- Ardiansah, Achmad Setiawan & Sunarto, Dewiyani & Santoso, Rudi. (2017). Analisis Keseksian Rail Document System (RDS) Pada Pegawai PT.KAI DAOP 8 Surabaya Dengan Menggunakan Metode Delone dan McLean.
- Bauer, R. A. (1960). Consumer behaviour as risk taking. Dynamic marketing for a Changing world, 398.
- Beldad, A., de Jong, M., & Steehouder, M. (2010). How shall I trust the faceless and the intangible? A literature review on the antecedents of online trust. *Computers in Human Behavior*, 26(5), 857-869.
- Chaffey, Dave and Fiona Ellis-Chadwick. (2016). Digital Marketing: Strategy, Implementation and Practice. Sixth Edition. United Kingdom. Pearson.
- Chin, W. W. (1998). The Partial Least Squares Approach to Structural Equation Modeling. *Modern Methods for Business Research*, 295, 336
- D'Alessandro, Steven & Girardi, Antonia & Tiangsoongnern, Leela. (2012). Perceived Risk and Trust as Antecedents of Online Purchasing Behaviour in the USA Gemstone Industry. *Asia Pacific Journal of Marketing and Logistics*. 24. 433-460. 10.1108/13555851211237902.
- Davis, F. (1989) Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13, 319-340.10.2307/249008
- Dunn M., Murphy P., Skelly G., Research note: the influence of perceived risk on brand preference for supermarket products, *Journal of Retailing*, 1986, Vol. 62, No. 2

- Fardiansyah, F.-, Rater, S., & Putra, D. (2021). The Impact of E-Integrated Marketing Communication (E-IMC) on Brand Equity for New College. *Jurnal Inotera*, 6(1), 52-58.
- Featherman, dan Pavlou. 2002. Predicting E-Service Adoption: A Perceive Risk Facets Perspective. *International Journal of Human-Computer Studies*. Vol. 59 No. 4, p. 1034-1046.
- Indrawati. (2015). Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi, Bandung: Aditama
- Jensen, Morten & Jepsen, Anna Lund. (2006). Online Marketing Communications: Need for a New Typology for IMC?. *Journal of Website Promotion*. 2. 19-35. 10.1080/15533610802104083.
- Jogiyanto, H.M. 2007. Metode Penelitian Bisnis: Salah Kaprah dan Pengalaman–Pengalaman. Yogyakarta: BPFE
- Kim, Dan & Ferrin, Donald & Rao, Raghav. (2008). A Trust-Based Consumer Decision-Making Model in Electronic Commerce: The Role of Trust, Perceived Risk, and Their Antecedents. *Decision Support Systems*. 44. 544-564. 10.1016/j.dss.2007.07.001.
- Kolsaker A, Payne C. 2002. Engendering trust in e-commerce: a study of gender-based concerns. *Marketing Intellingence & Planning* 20(4):206-214. 10.1108/02634500210431595.
- Li, N., Zhang, P. (2002). Consumer online shopping attitude and behavior: An assessment of research. *Information system proceedings of English Americas Conference*. pp. 508-517
- Marafon, Daiane & Basso, Kenny & Espartel, Lélis & Barcellos, Marcia & Rech, Eduardo. (2018). Perceived risk and intention to use internet banking: The effects of self-confidence and risk acceptance. *International Journal of Bank Marketing*. 36. 00-00. 10.1108/IJBM-11-2016-0166.
- Peter, J. P. and L. X. Tarpey Sr (1975). "A comparative analysis of three consumer decision strategies." *Journal of Consumer Research*: 29-37.

- Roscoe, J. T. (1975). Fundamental research statistics for the behavioral sciences [by] John T. Roscoe.
- Sawaftah, Dima. (2020). The Effectiveness of Electronic Integrated Marketing Communications on Customer Purchase Intention of Mobile Service Providers: The mediating role of customer trust. *Journal of Sustainable Marketing*. 1. 10.51300/josm-2020-25.
- Stokes, R. (2013). eMarketing: The Essential Guide to Marketing in a Digital World. Quirk eMarketing
- Suci, Anggit Gunito. (2018). Dampak Inovasi Pelayanan Terhadap Kepuasan Pelanggan dan Peningkatan Nilai Pelanggan. *Jurnal Ekonomi*.
- Tiangsoongnern, Leela. (2021). An examination of perceived risk and trust as determinants of online purchasing behaviour: a study within the U.S.A. gemstone industry. PhD thesis, Murdoch University.
- Widyapraba, E., Susanto, T. D., & Herdiyanti, A. (2016). Analisis Faktor-Faktor yang Mempengaruhi Niat Pengguna untuk Menggunakan Aplikasi Daftar Online Rumah Sakit (Studi Kasus: RSUD Gambiran Kediri). SESINDO, 165.
- Zheng, Lili & Favier, Marc & Huang, Pei & Coat, Françoise. (2012). Chinese consumer perceived risk and risk relievers in e-shopping for clothing. *Journal of Electronic Commerce Research*. 13.