

## DAFTAR PUSTAKA

- Aisyah, A.R. (2014). The implementation of character education through contextual teaching and learning personality development unit in the Sriwijaya University Palembang. International Journal of Education and Research 2(10): 203–214.
- Amalia, S. (2010). Persepsi Pegawai Pajak Terhadap Pemanfaatan Teknologi Informasi Pada Kinerja Individual. Skripsi. Semarang: Fakultas Ekonomi Universitas Diponegoro.
- Awan, S., Imam, S., & Sumiyarsih, S. (2020). Digitalisasi Pasar Tradisional Di Masa Pandemi.
- B. rahini, N. Nadri, H. L Afhsar Dan T. Timka (2018). "A Systematic Review of the Technology Acceptance Model in Health Informatics," Applied Clinical Informatics, vol. 9, no. 3, pp 604-634.
- Badan Pusat Statistik (2021). Direktori Pasar dan Pusat Perdagangan 2020.
- Basgoze, P. (2015). Integration of Technology Readiness (TR) into the Technology Acceptance Model (TAM) for M-Shopping. International Journal of Scientific Research and Innovative Technology 2(3): 26–35.
- Chawla, R. N., & Goyal, P. (2021). Emerging trends in digital transformation. A Bibliometric Analysis. Benchmarking: An International Journal: Emerald Publishing Limited.
- Chen, K. nien, Lin, P. chun, & Chang, S.S. (2011). Integrating library instruction into a problem-based learning curriculum. Aslib Proceedings: New Information Perspectives 63(5): 517–532.
- Davis, F.D. (1989). Perceived usefulness, perceived ease of use, and user acceptance of information technology. MIS Quarterly 13(3), 319–341.
- 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), 982–1004.
- 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.

- Erdoğmu, N., & Esen, M. (2011). An Investigation of the Effects of Technology Readiness on Technology Acceptance in e-HRM. *Procedia - Social and Behavioral Sciences* 24: 487–495.
- Ghozali, Imam (2008). Model Persamaan Struktural : Konsep dan Aplikasi dengan Program AMOS 16.0, Badan Penerbit Universitas Diponegoro, Semarang.
- Ghozali, I. (2006). Aplikasi Analisis Multivariate dengan Program SPSS (4th ed.). Badan Penerbit UNDIP.
- Ghozali, I., & Latan, H. (2015). Partial Least Square (PLS) Konsep, Teknik dan Aplikasi menggunakan program SmartPLS 3.0. Badan Penerbit UNDIP.
- Hair, J.F., Black, W.C., Babin, B.J., & Anderson, R.E. (2010). Multivariate Data Analysis (Seventh Ed).
- Hinterhuber, A., & Nilles, M. (2021). Digital Transformation, the holy grail and the disruption of business models. *Business Horizons*. Journal Pre-proof.
- Kadek Arta Wiguna; I Komang Agus Ariana. (2021). Rancangan Model Digitalisasi Pasar Tradisional Pasar Rare Angon Di Desa Gunaksa. *Jurdimas.v4i3.1074*. Vol. 4 No. 3, hlm. 257 – 262
- Kronblad, C., & Pregmark, J. E. (2021). Responding To The COVID-19 Crisis: The Rapid Turn Toward Digital Business Model. *The TQM Journal*. Chalmers University of Technology, Gothenburg, Sweden and IMIT, The Intitute for Managment of Innovation and Technology, Gothenburg, Sweden.
- Lin, C.H., Shih, H.Y., & Sher, P.J. (2007). Integrating technology readiness into technology acceptance: The TRAM model. *Psychology & Marketing* 24(7): 641–657.
- Parasuraman, A. (2000). Technology readiness index (TRI): a multiple-item scale to measure readiness to embrace new technologies. *Journal of Service Research* 2(4), 307–320.
- Parasuraman, A., Colby, C. (2001). Techno-ready marketing: how and why your cutomers adopt technology. The Free Press, New York.
- Pasaribu, Rina. D. (2016). Model Rantai Pasok Strategik Broadband Dan Skema Pemecahan Masalah Terintegrasi Untuk Industri Fixed Broadband Indonesia. Fakultas Ekonomi Dan Bisnis Universitas Padjadjaran.
- Pearson Prentice Hall. Hallikainen, H., & Laukkanen, T. (2016). How technology

- readiness explains acceptance and satisfaction of digital services in B2B.
- Pires, P. J., da Costa Filho, B. A., & da Cunha, J. C. (2011). Technology readiness index (TRI) factors as differentiating elements between users and non users of internet banking, and as antecedents of the technology acceptance model (TAM). In International Conference on Enterprise Information Systems (pp. 215-229). Springer, Berlin, Heidelberg.
- Pramudyo, A. (2014). Menjaga eksistensi pasar tradisional di yogyakarta. *Jurnal Bisnis, Manajemen, dan Akuntansi*, 2(1). Universität München, Department of Informatics.
- Rahayu, Y. S. (2019). Strategi pedagang pasar tradisional Menghadapi Persaingan dengan retail modern Dan Preferensi Konsumen (studi Kasus Pada Pasar Legi Kota Blitar. *Academia.edu*. Fakultas Ekonomi Universitas Brawijaya,2019.
- Richter, D. (2015). Characterizing Approaches for the Implementation of Digital Business Strategies. Master's Thesis in Information Systems, Technische
- Santosa, A., Suharjo, I., & Sumiyarsih. (2020). Digitalisasi Pasar Tradisional di Masa Pandemi-Buku Digitalisasi Pasar FULL Version.pdf.
- Schwertner, K. (2017). Digital Transformation of Business. *Trakia Journal of Sciences*, Vol. 15, Suppl. 1, pp 388-393, 2017
- Shahi, C., & Sinha, M. (2020). Digital Transformation: Challenges Faced by Organizations And Their Potential Solutions. *International Journal of Innovation Science* Vol. 13 No. 1, 2021 pp. 17-33: Emerald Publishing Limited.
- Sousa-Zomer, T. T., Neely, A., & Martinez, V. (2020). Digital Transforming Capability and performance: A microfoundational perspective. *International Journal of Operations & Production Management* Vol. 40 No. 7/8, 2020 pp. 1095-1128.
- Urbach, N., & Ahlemann, F. (2010). Structural Equation Modeling in Information System Research Using Partial Least Squares. *Journal of Information Technology Theory and Application (JITTA)* 11(2): 5–40.
- Verina, N., & Titko, J. (2019). Digital Transformation: Conceptual Framework International Scientific Conference Contemporary Issues In Business, Management And Economic Engineering. healthcare sector? *PACIS 2016 Proceedings* 294.

- Walczuch, R., Lemmink, J., & Streukens, S. (2007). The effect of service employees' technology readiness on technology acceptance. *Information & Management* 44(2): 206–215.
- Widnyani, N. M., Astitiani, N. P., & Putri, B. C. (2021). Penerapan Transformasi Digital Pada Ukm Selama Pandemi Covid-19 Di Kota Denpasar. *Jurnal Ilmiah Manajemen dan Bisnis* Vol. 6 No. 1.
- Yamin, S., & Kurniawan, H. (2009). SPSS complete: Teknik analisis statistic terlengkap dengan software SPSS. Salemba Infotek.
- Zoppiello, A., Orlandi, L. B., & Rossignoli, C. (2020). Adopting a digital transformation strategy to Enhance Business Network Commons regeneration: An explorative case study. *The TQM Journal*. The TQM Journal Vol. 32 No. 4, pp. 561-585: Emerald Publishing Limited.