

DAFTAR PUSTAKA

- Albright, D. (2019). Benchmarking Average Session Duration: what it Means and How to Improve it. <https://databox.com/average-session-duration-benchmark>. (Accessed 20 December 2020)
- Adwan, A.S., Debei, M.M., & Dwivedi, Y.K. (2022). *E-commerce in high uncertainty avoidance cultures: The driving forces of repurchase and word-of-mouth intentions*. *Technology in Society* 71
- Bag, S. et al. (2021). Journey of customers in this digital era: Understanding the role of artificial intelligence technologies in user engagement and conversion. *Benchmarking: An International Journal* Vol. 29 , pp. 2074-2098.
- Cappa, F. (2022). Big Data from Customers and Non-customers Through Crowdsourcing, Citizen science and Crowdfunding. *Journal of Knowledge Management* Vol 26, pp 308-323.
- Croxen, J. & Tonder, V. (2020), E-commerce website optimization: why 95% of your website visitors don't buy, and what you can do about it. *Kogan Page Publishers*.
- Ettis, S.A. (2017). Examining the relationships between online store atmospheric color, flow experience and consumer behavior. *J. Retailing Consum. Serv.* 37, 43–55.
- Fakarilmi, P. & Prasetyo, A. (2019). The Effect Of Usability, Information Quality And Service Interaction On Customer Satisfaction And Repeat Purchase Intention At Tiket.Com Website
- Fatta, D.D., Patton, D., & Viglia, G. (2017). The determinants of conversion rates in SME e-commerce websites. *Journal of Retailing and Consumer Services*, Vol.41 pp. 161–168.
- Gopay (2020). *Gopay Digital Outlook 2020*. [online]. <https://gopay.co.id/blog/riset-donasi-online> [20 januari 2022]

- Gilroy, H. (2020). *Non-profit organization's innovative donor management-the identification of salient factors that drive donor loyalty*
- Gina, D. & Jajang, W. (2021). Society's Intention in Distribution of Zakat, Infaq and Shadaqah (ZIS) through the Use of Crowdfunding Platform. *Journal of Sharia Economic*, Vol.6.
- Habibah, S. (2022). Islamic crowdfunding practices in Malaysia: a case study on Nusa Kapital. *Asian Journal of Accounting Research*,
- Hamid, R.S. & Anwar, S.M. (2019). *Structural Equation Modeling (SEM) Berbasis Varian: Konsep Dasar dan Aplikasi dengan Program SmartPLS 3.2.8 dalam Riset Bisnis*. PT Inkubator Penulis Indonesia.
- Hajli, N. (2015). Social commerce constructs and consumer's intention to buy. *International Journal of Information Management*, 35, 183–191.
- Hajli, N., Sims, J., Zadeh, A. H., & Richard, M.-O. (2017). A social commerce investigation of the role of trust in a social networking site on purchase intentions. *Journal of Business Research*, 71, 133–141.
- Haryono, S. (2016). *Metode SEM Untuk Penelitian Manajemen dengan AMOS LISREL PLS*. PT. Intermedia Personalia Utama.
- Harmoko, M.T. & Noviaristanti, S. (2020), Pengembangan model transformasi digital Rumah Zakat menuju *world digital philanthropy*
- Huda, Y.M. & Noviaristanti, S. (2022). Factor Affecting E-Marketplace Adoption on MSMEs in Bandung, Indonesia. *European International Conference on Industrial Engineering and Operations Management Rome, Italy*
- Indrawati. (2017). *Perilaku Konsumen Individu Dalam Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. Bandung: PT Refika Aditama

- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informatika*. Bandung: Reflika Aditama.
- Katadata. [2022]. Indonesia Kembali dinobatkan sebagai negara paling dermawan di dunia . [online]. <https://databoks.katadata.co.id/datapublish/2022/10/24/indonesia-kembali-dinobatkan-sebagai-negara-paling-dermawan-di-dunia> [20 september 2022]
- Lores, S.H., Bonillo, M.A.I., & Ramon, A.E. (2022). Weaknesses and strengths of online marketing websites. *Spanish Journal of Marketing*, vol.26, p.189-209.
- Li, B. (2022). *The use of social media for a better world: roles of social experience, empathy and personal impulsiveness in charitable crowdfunding*
- Mane, A. (2022). *A Study of Donation-Based Crowd Funding Platforms*
- McDowell, W.C., Wilson, R.C., Kile Jr., C.O. (2016). An examination of retail website design and conversion rate. *J. Bus. Res.* 69 (11), 4837–4842.
- Meilatinova, N. (2020). Social commerce: Factors affecting customer repurchase and word-of-mouth intentions. *International Journal of Information Management*, Vol.57, 102300.
- Moneta, G.B., Csikszentmihalyi, M. (1996). The effect of perceived challenges and skills on the quality of subjective experience. *J. Pers.* 64 (2), 275–310.
- Pakkala, H., Presser, K., & Christensen, T. (2012). Using Google Analytics to measure visitor statistics: The case of food composition websites. *International Journal of Information Management*, vol. 32, p.504-512.
- Rossolini, M., Pedrazzoli, A. & Ronconi, A. (2021). Greening crowdfunding campaigns: an investigation of message framing and effective communication strategies for funding success. *International Journal of Bank Marketing*, vol.39, pp. 1395-1419.

Roy, G. & Sharma, S. (2021). Measuring the role of factors on website effectiveness using vector autoregressive model. *Journal of Retailing and Consumer Services*, vol.62, p.102656.

Sugiyanto, E. et al. (2022). *Konsep dan Praktik Ekonometrika Menggunakan Eviews*. Academia Publication.

Syafitri, C. et al. (2021). *Statistik Multivariat dalam Riset*. Widina Bhakti Persada: Bandung.

Wang, L. et al. (2015). Impact of hotel website quality on online booking intentions: eTrust as a mediator. *International Journal of Hospitality Management*, vol.47, p.108-115.