

DAFTAR PUSTAKA

- Agung Ayu Puty Andrina, A., Jordan Kurniadi, C., Hendrika Kenang, I., & FCW Sutrisno, T. (2022). The role of technology acceptance model factors on *Purchase Intention* in e-commerce. *BISMA (Bisnis Dan Manajemen)*, 14(2), 160–176. <https://doi.org/10.26740/bisma.v14n2.p160-176>
- APJII, A. P. J. I. I. (2025). *Profil Internet Indonesia 2025*. Asosiasi Penyelenggara Jasa Internet Indonesia (APJII).
- Badan Pusat Statistik. (2025). Tranformasi Digital: Menelusuri Asosiasi Digitalisasi dengan Pendidikan dan Kesehatan. In *Cerita Data Statistik Untuk Indonesia* (Vol. 2, Number 4). Badan Pusat Statistik. <https://www.bps.go.id>
- Bank Indonesia. (2025). FEKDI x IFSE 2025: Digitalisasi Ekonomi Keuangan Kunci Pertumbuhan Ekonomi Masa Depan. *Berita Terkini (Siaran Pers)*, (No.27/257/DKom). https://www.bi.go.id/id/publikasi/ruang-media/news-release/Pages/sp_2725725.aspx
- Capital One Shopping. (2026). AI Shopping Statistics. *Capital One Shopping*. <https://capitaloneshopping.com/research/ai-shopping-statistics/>
- Chaffey, Dave., & Ellis-Chadwick, Fiona. (2019). *Digital marketing*. Pearson.
- Chidambaram, V., Rana, N. P., & Parayitam, S. (2024). Antecedents of consumers' online apparel *Purchase Intention* through Virtual Try On technology: A moderated moderated-mediation model. *Journal of Consumer Behaviour*, 23(1), 107–125. <https://doi.org/10.1002/cb.2158>
- Chika Retno Astriani, & Janfry Sihite. (2025). Analysis of *Perceived usefulness* Perceived Convenience and Social Influence by Mediating *Attitudes* Towards Intention to Purchase Excess Food Through Surplus Application. *Indonesian Journal of Business Analytics*, 5(4), 2831–2850. <https://doi.org/10.55927/ijba.v5i4.14876>
- Christianto, D., & Lahindah, L. (2025). Analysis of the Influence of *Perceived usefulness*, Perceived Ease of Use, *Attitude*, Subjective Norm, Perceived Behavioral Control and Price Sensivity *Purchase Intention* of Consumers on Two-Wheeled Electric Vehicles. *American Journal of Economic and Management Business* (AJEMB), 4(8). <https://doi.org/10.58631/ajemb.v4i8.322>
- Dr. Pahmi, S. E. M. S. (2024). *KUALITAS PRODUK DAN HARGA MEMPENGARUHI MINAT BELI MASYARAKAT*. Nas Media Pustaka. <https://books.google.co.id/books?id=H9T9EAAAQBAJ>
- Feng, H., & Wei, Y. (2023). Drivers of *Purchase Intention* in E-Commerce Live Streaming in China: Assessing the Mediating Role of Perceived Value Using the Modified Vam Model. *Journal of Law and Sustainable Development*, 11(12), e1983. <https://doi.org/10.55908/sdgs.v11i12.1983>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*. Badan Penerbit Universitas Diponegoro.

- GoodStats. (2023). Produk Fashion Jadi Produk yang Paling Banyak Dibeli di Online Shop. *GoodStats*. <https://data.goodstats.id/statistic/produk-fashion-jadi-produk-yang-paling-banyak-dibeli-di-online-shop-WNrZx>
- GoodStats. (2025a). Daftar E-commerce Paling Sering Diakses 2025, Shopee Masih Juara. *GoodStats*. <https://goodstats.id/article/e-commerce-paling-sering-diakses-2025-shopee-masih-juara-wyZqk>
- GoodStats. (2025b). Nilai Transaksi E-Commerce Indonesia Capai Rp487 Triliun pada 2024. *GoodStats*. <https://goodstats.id/article/nilai-transaksi-e-commerce-indonesia-capai-rp487-triliun-pada-2024>
- GoodStats. (2025c). *Simak Frekuensi Transaksi E-Commerce Indonesia 2025*. <https://data.goodstats.id/statistic/simak-frekuensi-transaksi-e-commerce-indonesia-2025-2LaOa>
- Hair, J. F. . (2019). *Multivariate data analysis*. Cengage.
- Hair, J. F. ., Hult, G. T. M. ., Ringle, C. M. ., & Sarstedt, Marko. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)*. SAGE Publications, Inc.
- Hair, J. F. ., Ortinau, D. J. ., & Harrison, D. E. . (2024). *Essentials of marketing research*. McGraw Hill LLC.
- Hasan, A. A.-T., Sumon, S. M., Islam, Md. T., & Hossain, M. S. (2021). Factors influencing online shopping intentions: The mediating role of *Perceived enjoyment*. *Turkish Journal of Marketing*, 6(3), 239–253. <https://doi.org/10.30685/tujom.v6i3.132>
- Hidayat, D. (2023). PENGARUH *PERCEIVED USEFULNESS* TERHADAP *PURCHASE INTENTION* PADA SHOPEE DENGAN CUSTOMER ATTITUDE SEBAGAI VARIABEL MEDIASI. *Jurnal Manajemen Dan Bisnis Performa*, 20(1), 97–109. <https://doi.org/10.29313/performa.v20i1.11506>
- Hoyer, W. D. ., MacInnis, D. J. ., Pieters, Rik., Chan, Eugene., & Northey, Gavin. (2021). *Consumer behaviour*. Cengage Learning Australia.
- Inayatullah Fatmawati M, & Hapzi Ali. (2021). DETERMINATION ATTITUDE TOWARD USING AND *PURCHASE INTENTIONS*: ANALYSIS OF *PERCEIVED EASE OF USE* AND *PERCEIVED USEFULNESS* (CASE STUDY OF INSTAGRAM SHOP'S FEATURES ON SOCIAL MEDIA INSTAGRAM). *Dinasti International Journal of Management Science*, 3(1), 119–133.
- Jundiy, A. A., & Ridanasti, E. (2024). UNDERSTANDING THE INFLUENCE OF *PERCEIVED USEFULNESS*, *PERCEIVED EASE OF USE*, AND *PERCEIVED ENJOYMENT* ON ATTITUDE AND BUYING INTENTION USING BUY NOW PAY LATER SERVICE. *Journal of Economic, Bussines and Accounting (COSTING)*, 7(6), 887–904. <https://doi.org/10.31539/costing.v7i6.12639>
- Kotler, Philip., Armstrong, Gary., & Opresnik, M. O. . (2021). *Principles of marketing*. Pearson Education Limited.

- Kumparan. (2025). Shopee 11.11 Big Sale 2025 Jadi Ruang Kolaborasi Fashion Lokal dan Teknologi. *KumparanBISNIS*. <https://kumparan.com/kumparanbisnis/shopee-11-11-big-sale-2025-jadi-ruang-kolaborasi-fashion-lokal-dan-teknologi-26CLUHk77VT>
- Kusumastuti, A., Khoiron, A. M., & Achmad, T. A. (2021). *Metode Penelitian Kuantitatif*. Deepublish. <https://books.google.co.id/books?id=AU5PEQAAQBAJ>
- Kusumawati, T. S., & Satmoko, A. (2023). PENGARUH ELECTRONIC WORD OF MOUTH (eWOM), *PERCEIVED ENJOYMENT*, DAN SUBJECTIVE NORM TERHADAP *PURCHASE INTENTION* JASA SUBSCRIPTION VIDEO ON DEMAND (SVoD) NETFLIX DENGAN VARIABEL *PERCEIVED USEFULNESS* SEBAGAI VARIABEL MEDIASI (SURVEI PADA GENERASI Z DI DAERAH ISTIMEWA YOGYAKARTA). *Indonesian Marketing Journal*, 3(1), 1. <https://doi.org/10.19166/imj.v3i1.6754>
- Lamb, C. W. ., Hair, J. F. ., & McDaniel, Carl. (2021). *MKTG13 : principles of marketing*. Cengage.
- Le, H. T., Ngo, G. T. H., Vu, C. M., Pham, D. P., Pham, T. T. T., Dinh, A. T. Van, & Nham, T. P. (2025). Research on the impact of augmented reality technology on consumers' online shopping intention in Hanoi city of Vietnam. *Strategic Business Research*, 1(1), 100004. <https://doi.org/10.1016/j.sbr.2025.100004>
- May, T., & Immanuel, D. M. (2022). PENGARUH PERCEIVED EASE OF USE, *PERCEIVED USEFULNESS*, *PERCEIVED ENJOYMENT*, PERCEIVED RISK, DAN E-WOM TERHADAP *PURCHASE INTENTION* PADA INSTAGRAM COMMERCE. *PERFORMA*, 7(3), 302–318. <https://doi.org/10.37715/jp.v7i3.2900>
- McKinsey. (2023). Generative AI: Unlocking the future of *fashion*. *McKinsey*. <https://www.mckinsey.com/industries/retail/our-insights/generative-ai-unlocking-the-future-of-fashion>
- Miller, Allan., & Bryer, Donald. (2020). *Social media marketing for business 2021 : beyond 2020! : the ultimate mastery workbook for beginners, make money online with affiliate programs, use your branding on Facebook, Twitter, Instagram and YouTube*. [publisher not identified].
- Musnaini, Suherman, Hadion Wijoyo, & Irjus Indrawan. (2020). *DIGITAL MARKETING*. CV. Pena Persada.
- Nguyen, Q. H., Hanh, T. T., Hanh, N. L. M., Nhi, N. D. L., Anh, D. N., & Linh, H. T. (2025). The impacts of *virtual try-on* for online shopping on consumer *Purchase Intention*: the moderating role of technology experience. *Cogent Business & Management*, 12(1). <https://doi.org/10.1080/23311975.2025.2500774>
- Nguyen, T. T., Thi Thu Truong, H., & Le-Anh, T. (2023). Online *Purchase Intention* Under the Integration of Theory of Planned Behavior and Technology Acceptance Model. *Sage Open*, 13(4). <https://doi.org/10.1177/21582440231218814>

- OECD. (2024a). *Explanatory Memorandum on the Updated OECD Definition of an AI System*. OECD Publishing. https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/03/explanatory-memorandum-on-the-updated-oecd-definition-of-an-ai-system_3c815e51/623da898-en.pdf
- OECD. (2024b). *OECD Digital Economy Outlook 2024: Volume 1*. OECD Publishing. https://www.oecd.org/content/dam/oecd/en/publications/reports/2024/05/oecd-digital-economy-outlook-2024-volume-1_d30a04c9/a1689dc5-en.pdf
- OECD. (2025). *Generative AI*. OECD. <https://www.oecd.org/en/topics/generative-ai.html>
- Peter, J. Paul., & Olson, J. C. . (2010). *Consumer behavior & marketing strategy*. McGraw-Hill Irwin.
- Purwianti, L., Nurjanah, L., Katherine, K., & Chen, R. (2024). The Impact of TAM, Social Influence, and Information Quality on *Purchase Intention* in E-commerce. *Jurnal Organisasi Dan Manajemen*, 20(2), 187–206. <https://doi.org/10.33830/jom.v20i2.9123.2024>
- Rachmad, Y. E., Rahman, A., Judijanto, L., Pudjiarti, E. S., Runtunuwu, C. H., Lestari, N. E., Wulandari, D., Suhirman, L., Rahmawati, F. A., & Mukhlis, I. R. (2024). *Integrasi Metode Kuantitatif dan Kualitatif: Panduan Praktis Penelitian Campuran*. PT. Green Pustaka Indonesia. <https://books.google.co.id/books?id=hu4CEQAAQBAJ>
- Ryan, Damian. (2014). *The best digital marketing campaigns in the world II: mastering the art of customer engagement*. Kogan Page.
- Salsabila, G. A., MS, M., & . R. (2025). The Influence of Perceived Ease of Use, *Perceived usefulness* of Technology, And Social Factors on *Attitudes and Purchase Intentions* Toward the Shopee E-Commerce Application Among Generation Z. *Journal of Economics, Finance And Management Studies*, 08(05). <https://doi.org/10.47191/jefms/v8-i5-48>
- Shopee. (2026). *Shopee adalah platform belanja online terdepan di Asia Tenggara dan Taiwan*. Shopee Karir. <https://careers.shopee.co.id/about>
- Shopify. (2024). *Augmented Reality Fashion: How Fashion Brands Use AR*. Shopify. <https://www.shopify.com/uk/blog/augmented-reality-fashion>
- Shopify. (2025). *Virtual Fitting Rooms: A Retailer's Guide for 2026*. Shopify. <https://www.shopify.com/id/enterprise/blog/virtual-fitting-rooms>
- Sintia, L., Siagian, Y. M., & Kurniawati, K. (2023). The Determinants of *Purchase Intention* in Social Commerce. *Jurnal Manajemen Bisnis*, 14(1), 214–237. <https://doi.org/10.18196/mb.v14i1.15754>
- Snapchat for Business. (2025). *Invest in AR, Invest in Your Brand*. Snapchat for Business. <https://forbusiness.snapchat.com/blog/long-term-ar>
- Solomon, M. R. . (2020). *Consumer behavior : buying, having, and being*. Pearson.

- Sugiyono. (2023). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* (Sutopo, Ed.; 2nd ed.). ALFABETA.
- Venkatesh, V., & Davis, F. D. (2000). A Theoretical Extension of the Technology Acceptance Model: Four Longitudinal Field Studies. *Management Science*, 46(2), 186–204. <https://doi.org/10.1287/mnsc.46.2.186.11926>
- Vogue Business dan Snap Inc. (2023). *What luxury fashion consumers want from augmented reality*. Vogue Business Dan Snap Inc. <https://www.vogue.com/article/what-luxury-fashion-consumers-want-from-augmented-reality-snap>
- Wardhana, A. (2024). *Perilaku Konsumen di Era Digital*. Eureka Media Aksara.
- Yang, H., & Kim, Y. (2024). Southeast Asian consumer acceptance of 3D virtual fitting technologies in cross-border online shopping. *Fashion and Textiles*, 11(1), 6. <https://doi.org/10.1186/s40691-024-00372-0>