

## DAFTAR PUSTAKA

- Aakash, N. A., & Aggarwal, A. G. (2018). Multi-criteria-based prioritisation of B2C e-commerce website. *International Journal of Society Systems Science*, 10(3), 201–222. <https://doi.org/10.1504/ijsss.2018.10015150>
- Ahn, T., Ryu, S., & Han, I. (2007). The impact of Web quality and playfulness on user acceptance of online retailing. *Information and Management*, 44(3), 263–275. <https://doi.org/10.1016/j.im.2006.12.008>
- Aladwani, A. M., & Palvia, P. C. (2002). Developing and validating an instrument for measuring user-perceived web quality. *Information and Management*, 39(6), 467–476. [https://doi.org/10.1016/S0378-7206\(01\)00113-6](https://doi.org/10.1016/S0378-7206(01)00113-6)
- An, S., Choi, Y., & Lee, C. K. (2021). Virtual travel experience and destination marketing: Effects of sense and information quality on flow and visit intention. *Journal of Destination Marketing and Management*, 19(November 2020), 1–10. <https://doi.org/10.1016/j.jdmm.2020.100492>
- APJII. (2020). Laporan Survei Internet APJII 2019 – 2020. *Asosiasi Penyelenggara Jasa Internet Indonesia, 2020*, 1–146. <https://apjii.or.id/survei>
- Bai, B., Law, R., & Wen, I. (2008). The impact of *website quality* on *customer satisfaction* and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27(3), 391–402. <https://doi.org/10.1016/j.ijhm.2007.10.008>
- Bitner, M. J. (1992). Servicescapes: The Impact of Physical Surroundings on Customers and Employees. *Journal of Marketing*, 56(2), 57. <https://doi.org/10.2307/1252042>
- Bovee, C.L. and Thill, J. V. (2013). *Excellence in Business Communication (10th Edition)*. USA: Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2016). Digital Marketing Strategy, Implementation and Practice Sixth Edition. In *Journal of Chemical Information and Modeling*.
- 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), 982–1003. <https://doi.org/10.1287/mnsc.35.8.982>
- Disztinger, P., Groth, A., & Work, D. (2017). Information and Communication Technologies in Tourism 2017. *Information and Communication Technologies in Tourism 2017, January*. <https://doi.org/10.1007/978-3-319-51168-9>
- Floh, A., & Madlberger, M. (2013). The role of atmospheric cues in online impulse-buying behavior. *Electronic Commerce Research and Applications*, 12(6), 425–439. <https://doi.org/10.1016/j.elerap.2013.06.001>
- Gao, L., Bai, X., & Park, A. (Tony). (2017). Understanding Sustained Participation in Virtual Travel Communities from the Perspectives of is Success Model and Flow Theory.

- Journal of Hospitality & Tourism Research*, 41(4), 475–509.  
<https://doi.org/10.1177/1096348014563397>
- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2014). A Primer on Partial Least Squares Structural Equation Modeling. In *Long Range Planning* (Vol. 46, Issues 1–2).  
<https://doi.org/10.1016/j.lrp.2013.01.002>
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial Least Squares Structural Equation Modeling (PLS-SEM): An Emerging Tool in Business Research. *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/EBR-10-2013-0128>
- Huizingh, E. K. R. E. (2000). The Content and Design of Web Sites: An Empirical Study. *Information and Management*, 37(3), 123–134. [https://doi.org/10.1016/S0378-7206\(99\)00044-0](https://doi.org/10.1016/S0378-7206(99)00044-0)
- Iriani, S. S., & Andjarwati, A. L. (2020). Analysis of Perceived Usefulness, Perceived *Ease of use*, and Perceived Risk Toward Online Shopping in the Era of Covid-19 Pandemic. *Systematic Reviews in Pharmacy*, 11(12), 313–320.
- Ives, B., Olson, M. H., & Baroudi, J. J. (1983). The Measurement of Satisfaction User Information. *Communications of the ACM*, 26(10), 785–793.
- Jacoby, J. (2002). *Stimulus-organism-response* reconsidered: An evolutionary step in modeling (consumer) behavior. *Journal of Consumer Psychology*, 12(1), 51–57.  
<https://doi.org/10.1207/153276602753338081>
- JLL. (2021). *More speculative modern warehouses are coming online in Greater Jakarta*.
- Khumalo-Ncube, S., & Motala, T. (2021). Hotel Booking *Website quality*, Travel Agent Satisfaction and Purchase Intention. *African Journal of Hospitality, Tourism and Leisure*, 10(6), 1932–1943. <https://doi.org/10.46222/AJHTL.19770720.201>
- Kim, H., & Niehm, L. S. (2009). The Impact of *Website quality* on Information Quality, Value, and Loyalty Intentions in Apparel Retailing. *Journal of Interactive Marketing*, 23(3), 221–233. <https://doi.org/10.1016/j.intmar.2009.04.009>
- Kim, J., & Lennon, S. J. (2013). Effects of reputation and *website quality* on online consumers' emotion, perceived risk and purchase intention: Based on the *stimulus-organism-response* model. *Journal of Research in Interactive Marketing*, 7(1), 33–56.  
<https://doi.org/10.1108/17505931311316734>
- Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring Consumer Behavior in *Virtual reality* Tourism Using an Extended *Stimulus-Organism-Response* Model. *Journal of Travel Research*, 59(1), 69–89. <https://doi.org/10.1177/0047287518818915>
- Kim, S., Williams, R., & Lee, Y. (2003). Journal of International Attitude Toward Online Shopping and Retail *Website quality*. *Journal of International Consumer Marketing*, 16(1), 89–111. <https://doi.org/10.1300/J046v16n01>
- Kim, T., & Biocca, F. (2006). Telepresence via Television: Two Dimensions of Telepresence

- May Have Different Connections to Memory and Persuasion. *Journal of Computer-Mediated Communication*, 3(2), 0–0. <https://doi.org/10.1111/j.1083-6101.1997.tb00073.x>
- Kotler, P. (2019). Marketing 4.0: Bergerak dari Tradisional ke Digital | Philip Kotler, Hermawan Kartajaya, Iwan Setiawan | download. In *Book*. <https://book.asia/book/5594406/b5bd48>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing*.
- Kotler, P., & Keller, K. L. (2017). Marketing Management (15th Edition). In *Pearson*.
- Larsson, P., Västfjäll, D., & Kleiner, M. (2001). The actor-observer effect in *virtual reality* presentations. *Cyberpsychology and Behavior*, 4(2), 239–246. <https://doi.org/10.1089/109493101300117929>
- Lee, K. C., & Chung, N. (2008). Empirical analysis of consumer reaction to the *virtual reality* shopping mall. *Computers in Human Behavior*, 24(1), 88–104. <https://doi.org/10.1016/j.chb.2007.01.018>
- Lee, K. M. (2004). Presence, Explicated (William). *Communication Theory*, 14(1), 27–50.
- Li, H., Daugherty, T., & Biocca, F. (2001). Characteristics of Virtual Experience in Electronic Commerce. *A Protocol Analysis*, 15(3), 13–30.
- Li, H., Daugherty, T., & Biocca, F. (2002). Impact of 3-D advertising on product knowledge, brand attitude, and purchase intention: The mediating role of presence. *Journal of Advertising*, 31(3), 43–57. <https://doi.org/10.1080/00913367.2002.10673675>
- Li, Y. N., Tan, K. C., & Xie, M. (2002). Measuring web-based service quality. *Total Quality Management*, 13(5), 685–700. <https://doi.org/10.1080/0954412022000002072>
- Lin, J. C. C., & Lu, H. (2000). Towards an understanding of the behavioural intention to use a web site. *International Journal of Information Management*, 20(3), 197–208. [https://doi.org/10.1016/S0268-4012\(00\)00005-0](https://doi.org/10.1016/S0268-4012(00)00005-0)
- Liu, C., & Arnett, K. P. (2000). Exploring the factors associated with Web site success in the context of electronic commerce. *Information and Management*, 38(1), 23–33. [https://doi.org/10.1016/S0378-7206\(00\)00049-5](https://doi.org/10.1016/S0378-7206(00)00049-5)
- Liu, C. L. (2010). The impact of goods-classification and landmarks for spatial knowledge and goods-finding in the elderly within a 3D virtual store. *Computers in Human Behavior*, 26(6), 1777–1786. <https://doi.org/10.1016/j.chb.2010.07.005>
- Lui, T. W., Piccoli, G., & Ives, B. (2007). Marketing Strategies in Virtual Worlds. *Data Base for Advances in Information Systems*, 38(4), 77–80. <https://doi.org/10.1145/1314234.1314248>
- Martínez-Navarro, J., Bigné, E., Guixeres, J., Alcañiz, M., & Torrecilla, C. (2019). The influence of *virtual reality* in e-commerce. *Journal of Business Research*, 100(July),

475–482. <https://doi.org/10.1016/j.jbusres.2018.10.054>

- Mirabi, V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention Case Study : the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, 2(1), 267–273.
- Moon, J. W., & Kim, Y. G. (2001). Extending the TAM for a World-Wide-Web context. *Information and Management*, 38(4), 217–230. [https://doi.org/10.1016/S0378-7206\(00\)00061-6](https://doi.org/10.1016/S0378-7206(00)00061-6)
- Padhiyar, R. (2019). *Fundamentals of Digital Marekting - (Theory, Practice, Assignments & Much More)*.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Peterson, R. A., Balasubramanian, S., & Bronnenberg, B. J. (1997). Exploring the implications of the internet for consumer marketing. *Journal of the Academy of Marketing Science*, 25(4), 329–346. <https://doi.org/10.1177/0092070397254005>
- Pizzi, G., Scarpi, D., Pichierri, M., & Vannucci, V. (2019). *Virtual reality*, real reactions?: Comparing consumers' perceptions and shopping orientation across physical and virtual-reality retail stores. *Computers in Human Behavior*, 96(April), 1–12. <https://doi.org/10.1016/j.chb.2019.02.008>
- Pleyers, G., & Poncin, I. (2020). Non-immersive *virtual reality* technologies in real estate: How customer experience drives attitudes toward properties and the service provider. *Journal of Retailing and Consumer Services*, 57, 102175. <https://doi.org/10.1016/j.jretconser.2020.102175>
- Qazzafi, S. (2019). Consumer Buting Decision Process Toward Products. *International Journal of Scientific Research and Engineering Development*, 2(5), 130–134.
- Qureshi, I., Fang, Y., Ramsey, E., McCole, P., Ibbotson, P., & Compeau, D. (2009). Understanding online customer repurchasing intention and the mediating role of trust- An empirical investigation in two developed countries. *European Journal of Information Systems*, 18(3), 205–222. <https://doi.org/10.1057/ejis.2009.15>
- Reid, D. (2004). A model of playfulness and flow in *virtual reality* interactions. *Presence: Teleoperators and Virtual Environments*, 13(4), 451–462. <https://doi.org/10.1162/1054746041944777>
- Schiffman, L., & Wisenblit, J. (2011). *Consumer Behavior Consumer behavior* (Issue 23).
- Schuemie, M. J., Van der Straaten, P., Krijn, M., & Van der Mast, C. A. P. G. (2001). Research on presence in *virtual reality*: A survey. *Cyberpsychology and Behavior*, 4(2), 183–201. <https://doi.org/10.1089/109493101300117884>

- Shin, J. I., Chung, K. H., Oh, J. S., & Lee, C. W. (2013). The effect of site quality on repurchase intention in Internet shopping through mediating variables: The case of university students in South Korea. *International Journal of Information Management*, 33(3), 453–463. <https://doi.org/10.1016/j.ijinfomgt.2013.02.003>
- Shneiderman, B., & Plaisant, C. (2005). Designing the User Interface (4th Edition). In *United States: Pearson*.  
[https://www.cambridge.org/core/product/identifier/S1481803500003730/type/journal\\_article](https://www.cambridge.org/core/product/identifier/S1481803500003730/type/journal_article)
- Sholiha, E. U., & Salamah, M. (2015). Structural Equation Modeling-Partial Least Square untuk Pemodelan Derajat Kesehatan Kabupaten/Kota di Jawa Timur (Studi Kasus Data Indeks Pembangunan Kesehatan Masyarakat Jawa Timur 2013). *Jurnal Sains Dan Seni ITS*, 4(2), 169–174.
- Slater, M. (1999). Measuring Presence: A Response to the Witmer and Singer Presence Questionnaire. *Presence: Teleoperators and Virtual Environments*, 8(5), 560–565. <https://doi.org/10.1162/105474699566477>
- Slater, M., Usoh, M., & Steed, A. (1994). Depth of Presence in Virtual Environments. *Presence: Teleoperators and Virtual Environments*, 3(2), 130–144. <https://doi.org/10.1162/pres.1994.3.2.130>
- Slater, M., & Wilbur, S. (1997). A framework for immersive virtual environments (FIVE): Speculations on the role of presence in virtual environments. *Presence: Teleoperators and Virtual Environments*, 6(6), 603–616. <https://doi.org/10.1162/pres.1997.6.6.603>
- Srinivasan, S. R., & Srivastava, R. K. (2010). Creating the futuristic retail experience through experiential marketing: Is it possible? An exploratory study. *Journal of Retail and Leisure Property*, 9(3), 193–199. <https://doi.org/10.1057/rlp.2010.12>
- Suh, A., & Prophet, J. (2018). The state of immersive technology research: A literature analysis. *Computers in Human Behavior*, 86, 77–90. <https://doi.org/10.1016/j.chb.2018.04.019>
- Sullivan, J. (1999). What are the functions of corporate home pages? *Journal of World Business*, 34(2), 193–210. [https://doi.org/10.1016/S1090-9516\(99\)00010-3](https://doi.org/10.1016/S1090-9516(99)00010-3)
- Sussmann, S., & Vanhegan, H. (2000). *Virtual reality* and the tourism product: substitution or complement. *Ecis*, 2000, 7. <http://hdl.handle.net/123456789/888>
- Tandon, A., Aakash, A., & Aggarwal, A. G. (2020). Impact of EWOM, *website quality*, and product satisfaction on *customer satisfaction* and repurchase intention: moderating role of shipping and handling. *International Journal of Systems Assurance Engineering and Management*, 11, 349–356. <https://doi.org/10.1007/s13198-020-00954-3>
- Ticoalu, V. (2015). the Analysis of Customer Purchase Intention of Houses Using Real Estate Agent in Manado Based on Psychological Factors. *Jurnal Berkala Ilmiah Efisiensi*, 16(1), 649–660. <https://doi.org/10.35794/emba.v3i4.11079>

- Tussyadiah, I. P., Wang, D., Jung, T. H., & tom Dieck, M. C. (2018). *Virtual reality, presence, and attitude change: Empirical evidence from tourism. Tourism Management, 66*, 140–154. <https://doi.org/10.1016/j.tourman.2017.12.003>
- Wang, L., & Law, R. (2020). Relationship between Hotels' *Website quality* and Consumers' Booking Intentions with Internet Experience as Moderator. *Journal of China Tourism Research, 16*(4), 585–605. <https://doi.org/10.1080/19388160.2019.1699484>
- Willems, K., Brengman, M., & Van Kerrebroeck, H. (2019). The impact of representation media on customer engagement in tourism marketing among millennials. *European Journal of Marketing, 53*(9), 1988–2017. <https://doi.org/10.1108/EJM-10-2017-0793>
- Wong, K. K. K.-K. (2013). Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS. *Marketing Bulletin, 24*(1), 1–32. [http://marketing-bulletin.massey.ac.nz/v24/mb\\_v24\\_t1\\_wong.pdf%5Cnhttp://www.researchgate.net/profile/Ken\\_Wong10/publication/268449353\\_Partial\\_Least\\_Squares\\_Structural\\_Equation\\_Modeling\\_\(PLS-SEM\)\\_Techniques\\_Using\\_SmartPLS/links/54773b1b0cf293e2da25e3f3.pdf](http://marketing-bulletin.massey.ac.nz/v24/mb_v24_t1_wong.pdf%5Cnhttp://www.researchgate.net/profile/Ken_Wong10/publication/268449353_Partial_Least_Squares_Structural_Equation_Modeling_(PLS-SEM)_Techniques_Using_SmartPLS/links/54773b1b0cf293e2da25e3f3.pdf)
- Yeh, C. H., Wang, Y. S., Li, H. T., & Lin, S. Y. (2017). The effect of information presentation modes on tourists' *responses* in Internet marketing: the moderating role of emotions. *Journal of Travel and Tourism Marketing, 34*(8), 1018–1032. <https://doi.org/10.1080/10548408.2016.1276509>
- Zarzuela, M. M., Pernas, F. J. D., Calzón, S. M., Ortega, D. G., & Rodríguez, M. A. (2013). Educational tourism through a *virtual reality* platform. *Procedia Computer Science, 25*, 382–388. <https://doi.org/10.1016/j.procs.2013.11.047>
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service quality delivery through web sites: A critical review of extant knowledge. *Journal of the Academy of Marketing Science, 30*(4), 362–375. <https://doi.org/10.1177/009207002236911>
- Zeng, W., & Richardson, A. (2016). Adding dimension to content: Immersive *virtual reality* for e-Commerce. *Proceedings of the 27th Australasian Conference on Information Systems, ACIS 2016*, 1–8.