

DAFTAR PUSTAKA

- Adrianingrum, Novita Indah, 2010, "Faktor – Faktor Yang Mempengaruhi Kepercayaan (*Trust*) Konsumen Terhadap Partisipasi (*Participation*) Dalam *E-Commerce*", *Skripsi* (tidak dipublikasikan), Universitas Katolik Soegijapranata Semarang.
- Ajzen, I. 1991, "*The Theory Of Planned Behavior*", *Organizational Behavior and Human Decision Processes*, 50(2): hal. 179-211.
- Ajzen, I. 2002, "*Perceived Behavioral Control, Self-Efficacy, Locus Of Control, and The Theory Of Planned Behavior*", *Journal Of Applied Social Psychology*, 32(4): hal. 665-683.
- Bhattacharjee, A. 2002, "*Individual Trust In Online Firms: Scale Development and Initial Test*", *Journal Of Management Information Systems*, 19(1): hal. 211-241.
- Dan J. Kim dan Young Hoon, Kim. 2005, "*A Study Of Online Transaction Self Efficacy, Consumer Trust, and Uncertainty Reduction In Electronic Commerce Transaction*". *Journal Of Sistem Sciences*.
- Davis, F.D. 1989, "*Perceived Usefulness, Perceived Ease Of Use, and User Acceptance Of Information Technology*", *MIS Quarterly*. Vol. 13 No. 3: hal. 319-40.
- Ferdinand, Augusty. 2002, *Structural Equation Modeling Dalam Penelitian Manajemen: Aplikasi Model-Model Rumit Dalam Penelitian Untuk Tesis Magister dan Disertasi Doktor*. Semarang: BP UNDIP.
- Ghozali, Imam. 2008, *Model Persamaan Struktural: Konsep dan Aplikasi Dengan Program AMOS 16.0*. Semarang: BP UNDIP.
- Gurung, Anil. 2006, "*Empirical Investigation of The Relationship of Privacy Security, and Trust With Behavioral Intention to Transact in E-Commerce*", *Thesis, The University Of Texas at Arlington*.
- Hartono, Jogiyanto, 2004, *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*. Yogyakarta: BPFE UGM.
- Jarvenpaa, S. L., Tractinsky, N., Saarinen, L., dan Vitale, M. 1999, "*Consumer Trust In An Internet Store: A Cross-Cultural Validation*", *Journal Of Computer-Mediated Communication*, 5(2).
- Malhotra, N. K., Kim, S. S., dan Agarwal, J. 2004, "*Internet Users' Information Privacy Concerns (Iuipc): The Construct, The Scale, and A Causal Model*", *Information Systems Research*, 15(4): hal. 336-355.
- Miyazaki, A. D., dan Fernandez, A. 2001, "*Consumer Perceptions Of Privacy and Security Risks For Online Shopping*", *Journal Of Consumer Affairs*, 35(1): hal. 27-44.
- Nazar, M. Rafki. 2008, "Pengaruh Privasi, Keamanan, Kepercayaan, dan Pengalaman Terhadap Niat Untuk Bertransaksi Secara *Online*", *Simposium Nasional Akuntansi XI*.
- Pavlou, P. A., dan Fygenson, M. 2005, "*Understanding and Predicting Electronic Commerce Adoption: An Extension Of The Theory Of Planned Behavior*", *Mis Quarterly*, 30.

- Salisbury, W. D., Pearson, R. A., A. W., dan Miller, D. W. 2001, "*Perceived Security and World Wide Web Purchase Intention*", *Industrial Management and Data Systems*, 101 (3-4): hal. 165-176.
- Sugiyono. 1999, "*Metode Penelitian Bisnis*", Bandung: Alfabeta.
- Wang *et al.*, 1998, "*Consumer Privacy Concerns About Internet Marketing*", *Communication Of The Acm*, Vol. 41: hal. 63-70.

