

DAFTAR PUSTAKA

- Ap̃AṽAloaie, E.-I., (2014), “The Impact Of The Internet On The Business Environment”, *Procedia Economics And Finance*, 15:951-958.
- Armstrong, A. dan J. Hagel, (1996), “The Real Value of Online Communities”, *Havard Business Review*, 134-141.
- Benson, V., F. Filippaios dan S. Morgan, (2010), “Changing The Face of Business Education and Career Planning”, *International Journal of eBusiness Management*, 4(1):20-33.
- Cordiaz, M. dan Prahasto, T., (2013), Analisis Faktor Kredibilitas Website *E-commerce* Indonesia Studi Pada Online Purchasing, *Jurnal Sistem Informasi Bisnis*, 1:41-47.
- Davis, F., (1986), “A Technology Acceptance Model for Empirically Testing New End-User Information Systems: Theory and Results”, *Doctoral Dissertation*, Sloan School Of Management, Massachusetts Institute of Technology, Cambridge, MA.
- Davis, F., (1989), “Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology”, *MIS Quarterly*, 13(3):319-340.
- Fatmawati, E., (2015), “*Technology Acceptance Model (TAM) Untuk Menganalisis Penerimaan Terhadap Sistem Informasi Perpustakaan*”, *Jurnal Iqra*, 9(1):1-13.
- Fishbein, M. dan I. Ajzen, (1975), *Belief, Attitude, Intention and Behaviour: An Introduction to Theory and Research*, Addison-Wesley, Reading, MA.
- Sugiyono, (2010), *Metode Penelitian Kuantitatif dan Kualitatif*, CV.Alfabeta: Bandung.
- Ghozali, I., (2015), *Aplikasi Analisis Multivariate dengan Program SPSS*, Semarang: Badan Penerbit Universitas Diponegoro.
- Hartono, J., (2013), *Metodologi Penelitian Bisnis: Salah Kaprah Dan Pengalaman-Pengalaman*, Yogyakarta: BPFPE.
- Kaplan, A. M., dan M. Haenlein, (2010), “Users of The World, Unite! The Challenges and Opportunities of Social Media,” *Business Horizons*,

53(1):59-68.

Khang, H., E. J. Ki dan L. Ye, (2012), "Social Media Research in Advertising, Communication, Marketing, and Public Relations, 1997-2010," *Journalism & Mass Communication Quarterly*, 89(2):279-298.

Krishnamurthy, S. dan W. Dou, (2008), "Advertising With User-Generated Content: A Framework and Research Agenda", *Journal of Interactive Advertising*, 8:1-4.

Lenhart, A., K. Purcell, A. Smith dan K. Zickuhr, (2010), "Social Media & Mobile Internet Use Among Teens and Young Adults", *Pew Internet American Life Project*. 1-51.

Papagiannidis, S. dan M. Bourlakis, (2013), "Social Media: A Revolution in Communication,"

Pinho, J. C. M. R. dan A. M. Soares, (2011), "Examining The Technology Acceptance Model in The Adoption of Social Networks", *Journal of Research in Interactive Marketing*, 5(2/3):116-129.

Quinton, S. dan S. Harridge-March, (2010), "Relationships in Online Communities: The Potential for Marketers", *Journal of Research in Interactive Marketing*, 4(1):59-73.

Sung, Y., Y. Kim, O. Kwon dan J. Moon, (2010), "An Explorative Study of Korean Consumer Participation in Virtual Brand Communities in Social Network", *Journal of Global Marketing*, 23(5):230-445.

Venkatesh, V., M. G. Moris, G. B. Davis dan F. D. Davis, (2003), "User Acceptance of Information Technology: Toward a Unifed View", *MIS Quertery*, 27(3):425-475.

Wida, P. A. M. W., N. N. K. Yasa dan I. P. G. Sukaatmadja, (2014), "Aplikasi Model TAM (Technology Acceptance Model) Pada Perilaku Pengguna Instagram", *Penelitian*, Universitas Udayana, Bali.

Wirtz, B. W. dan V. Göttel, (2016), "Technology Acceptance in Social Media: Review, Synthesis and Directions For Future Empirical Research", *Journal of Electronic Commerce Research*, 17(2):97-115.