

## DAFTAR PUSTAKA

- [1] N.Imam. 2021. Pengertian, Sejarah dan Jenis-jenis E-commerce. [Online] Available at : <https://dailysocial.id/post/apa-itu-e-commerce> [Accessed 3 Jun 2022]
- [2] Hasanudin. 2021. Dampak Pandemi Covid-19 Pada Penjualan E-Commerce Di Media Sosial. *Jurnal Ekonomi Bisnis Universitas Bina Sarana Informatika*. 20:1 41-50
- [3] Sugiyanto, U.B. Haryoko. 2020. Manajemen Pemasaran. Yayasan Pendidikan dan Sosial Indonesia Maju (YPSIM) Banten Hal.3.
- [4] Y. Xu dan J. S. Huang. 2015. Factors influencing cart abandonment in the online shopping process. *Social Behavior and Personality*. 43:10 1617-1628.
- [5] G. H. Huang, N. Korfiatis dan C. T. Chang. 2018. Mobile shopping cart abandonment: The roles of conflicts, ambivalence, and hesitation. *Journal of Business Research*.
- [6] Cooper, A., Reimann, R., Cronin, D., Noessel, C. 2014. About Face: The Essentials of Interaction Design. Germany: Wiley.
- [7] A.Mujahidin, I.Khoirianingrum. 2019. Analisis Segmentasi, Targeting, Positioning (STP) pada Zakiyya House Bojonegoro. *Prosiding Seminar Nasional Unimus*. Vol 2 284-294
- [8] A.Triantoro, H. Tolle dan H. M. Az-zahra. 2019. Evaluasi dan Perbaikan Desain Antarmuka Pengguna Situs Web Patten Goods dengan Menggunakan Metode Goal-Directed Design (GDD). *Universitas Brawijaya*. 7:3 6997-7005
- [9] A.Muliawati, T. Rahayu, dkk. 2021. Desain Tampilan Aplikasi Sistem Pelayanan Masyarakat Desa Dengan Metode Goal-Directed Design. *Universitas Pembangunan Nasional Veteran Jakarta* 23:2 229-238
- [10] S.A. Pribadi, R.I. Rokhmawati, K.C. Brata. 2019. Perancangan User Experience Situs Web Tanoto Scholars Association Brawijaya Malang menggunakan Metode Goal-Directed Design(GDD). *Jurnal Pembangunan Teknologi Informasi dan Ilmu Komputer*. 3:8 7583-7593
- [11] A. Achmadi, D. Junaedi and E. Darwiyanto. 2017. Rekomendasi user interface pada website dikti menggunakan metode goal directed design. *E-proceeding*. 4:3 5063-5069
- [12] [ISO] the International Organization for Standardization. 2011. ISO/IEC 25010:2011. Systems and software engineering — Systems and software Quality Requirements and Evaluation (SQuaRE) — System and software quality models
- [13] A.A. Suhendra, G.A.A. Putri, G. M.A. Sasmita. 2021. Evaluasi Usability User Interface Website Menggunakan Metode Usability Testing Berbasis ISO 9241-11 (Studi Kasus PT.X). *Jurnal ilmiah teknologi dan komputer universitas udayana*. 2:3

- [14] J. Nielson 2010. Mental Models. [Online] Available at: <https://www.nngroup.com/articles/mental-models/> [Accessed 10 Jun 2022]
- [15] P. Hornsby. 2010. Hierarchical Task Analysis. [Online] Available at : <https://www.uxmatters.com/mt/archives/2010/02/hierarchical-task-analysis.php> [Accessed 10 Jun 2022]
- [16] W.A. Guspara, W. T. Satwikasanti, L.Jian. 2018. Hierarchical Task Analysis Dalam pengembangan gagasan produk. Jurnal desain dan produk (pengetahuan dan perancangan produk). 3:4 133-140
- [17] Gamastatistika. 2019. Jenis Jenis Teknik Sampling dalam Penelitian. [Online] Available at : <https://gamastatistika.com/2019/09/20/jenis-jenis-teknik-sampling-dalam-penelitian/> [Accessed 22 Jul 2022]
- [18] Tanjung.A.A, Mulyani. 2021.Metodologi Penelitian : Sederhana, Ringkas, Padat dan Mudah Dipahami. *Scopindo Media Pustaka. 60*
- [19] S.Arikunto.2010. Prosedur Penelitian Pendekatan Praktek. Rineka Cipta. Jakarta
- [20] A.Sidik. 2018. Penggunaan System Usability Scale (SUS) Sebagai Evaluasi Website Berita Mobile. Jurnal online Universitas Islam Kalimantan Muhammad Arsyad Al-Banjari. 9:2 83-88
- [21] E.N. Kamilah.2015.Pengaruh Keterampilan Mengajar Guru Terhadap Hasil Belajar Siswa Pada Mata Pelajaran Akuntansi. Universitas Pendidikan Indonesia [Online] Available at : [http://repository.upi.edu/14867/16/S\\_PEA\\_1005771\\_Appendix7.pdf](http://repository.upi.edu/14867/16/S_PEA_1005771_Appendix7.pdf) [Accessed 10 Jun 2022]
- [22] P.Hariprasad. 2015. Competitor Analysis : A Simple How-To Guide to Get Started. [online] Available at : <https://www.linkedin.com/pulse/competitor-analysis-simple-how-to-guide-get-started-hariprasad/> [Accessed 17 Jul 2022]
- [23] U. Ambarwati. 2020. Mengenal calon pengguna lebih dekat #1 — User Persona. [Online] Available at : <https://medium.com/belajar-desain/mengenal-calon-pengguna-lebih-dekat-1-user-persona-699414e20270> [Accessed 18 Jul 2022]
- [24] Dei. 2021. Mental Model Itu Apa Ya?. [Online] Available at : <https://blognadei.com/mental-model-itu-apa-ya/> [Accessed 19 Jul 2022]
- [25] V. Desire. 2021. Style Guide UI Kit. [Online] Available at : <https://www.figma.com/community/file/1000026521402926606> [Accessed 22 Jul 2022]
- [26] J. Nielsen. 2012. How Many Test Users in a Usability Study?. [Online] Available at : <https://www.nngroup.com/articles/how-many-test-users/> [Accessed 26 Jul 2022]