DAFTAR PUSTAKA

- Abbasi, A. Z., et al (2024). Customer engagement in Saudi food delivery apps through social media marketing: Examining the antecedents and consequences using PLS-SEM and NCA. Journal of Retailing and Consumer Services, 81, 104001
- Abdalla, R. A. (2024). Examining awareness, social influence, and perceived enjoyment in the TAM framework as determinants of ChatGPT. Personalization as a moderator. Journal of Open Innovation: Technology, Market, and Complexity, 10(3), 100327.
- Abu-Taieh, et al (2022). Continued intention to use of M-Banking in Jordan by integrating UTAUT, TPB, TAM and service quality with ML. Journal of Open Innovation: Technology, Market, and Complexity, 8(3), 120.
- Aditya, I. A., Haryadi, F. N., Haryani, I., Rachmawati, I., Ramadhani, D. P., Tantra, T., & Alamsyah, A. (2023). *Understanding service quality concerns from public discourse in Indonesia state electric company. Heliyon*, 9(8).
- Alhassan, A., Li, L., et al (2020). Consumer acceptance and continuance of Mobile money: Secondary data insights from Africa using the technology acceptance model. Australasian Journal of Information Systems, 24.
- Alnemer, H. A. (2022). Determinants of digital banking adoption in the Kingdom of Saudi Arabia: A technology acceptance model approach. Digital Business, 2(2), 100037.
- Belmonte, Z. J. A., et al (2024). Factors influencing the intention to use e-wallet among generation Z and millennials in the Philippines: An extended technology acceptance model (TAM) approach. Acta Psychologica, 250, 104526.
- Chandra, Z. A. P. (2023). The Effect of Social Media Influencer on Purchase Intention with Brand Image and Customer Engagement as Intervening Variables. Quality-Access to Success, 24(192).
- Dahri, N. A., et al (2024). Extended TAM based acceptance of AI-Powered ChatGPT for supporting metacognitive self-regulated learning in education: A mixed-methods study. Heliyon, 10(8).
- Dingel, J., Kleine, A. K., Cecil, J., Sigl, A. L., Lermer, E., & Gaube, S. (2024). Predictors of Health Care Practitioners' Intention to Use AI-Enabled Clinical Decision Support Systems: Meta-Analysis Based on the Unified Theory of Acceptance and Use of Technology. *Journal of medical internet research*, 26, e57224.
- Elwitrisnasafitri, V. D., & Ariyanti, M. (2024). The Influence Of Instagram Social Media Communication On Purchase Intention Through Brand Equity In Seblak Preanger Jember. *Enrichment: Journal of Multidisciplinary Research and Development*, 2(7).
- Ezeudoka, B. C., & Fan, M. (2024). Determinants of Intention to Uses to use an *E-Pharmacy service: Insights from TAM theory and the moderating*

- influence of technological literacy. Research in Social and Administrative Pharmacy, 20(7), 605-617.
- Fachrizal, F., Sugiat, M. A., & Yunita, I. (2023). The Key of Customer's Satisfaction and Loyalty: E-Service Quality, Price, and Trust. Journal of Economics and Business UBS, 12(6), 3920-3930.
- Firdiyanti, S. I., et al (2022). Competition in Business: Analysis of Factors Affecting Customers Switching Intention of Conventional Banks To Islamic Banks in Central Java. Jurnal Alwatzikhoebillah: Kajian Islam, Pendidikan, Ekonomi, Humaniora, 8(2), 274-290.
- Hu, B., et al (2023). Should I scan my face? The influence of perceived value and trust on Chinese users' intention to use facial recognition payment. Telematics and Informatics, 78, 101951.
- Hua, C., Cole, S., & Xu, N. (2021). Rethinking trust in tourism apps: the moderating effect of age. *Journal of Hospitality and Tourism Technology*, 12(3), 548-562.
- Ibrahim, Daud, et al. (2021), "The effect of digital marketing, digital finance and digital payment on finance performance of indonesian smes." International Journal of Data and Network Science 6.1 37-44.
- Indrawati, P. D. (2015). Metode penelitian manajemen dan bisnis konvergensi teknologi komunikasi dan informasi. Bandung: PT Refika Aditama.
- Indrawati, P. D. (2024). Strengthening Digital Marketing and Social Ties for Sustainable
- Economic Growth and Community Well-being. Proceedings of The 3rd Adpebi International
- Conference on Management, Education, Social Science, Economics and Technology (AICMEST).
- Istatieh, H., et al (2024). The impact of digital marketing on the adoption of building information modeling system in Jordanian interior design companies: The moderating role of credibility. Uncertain Supply Chain Management, 12(2), 1267-1274.
- Lee, G., & Kim, Y. (2022). Effects of resistance barriers to service robots on alternative attractiveness and intention to use. Sage Open, 12(2), 21582440221099293.
- Li, G., et al (2025). Factors influencing car owners' intentions of using shared cars: An extension of the theory of planned behavior in China. Transportation Research Part F: Traffic Psychology and Behaviour, 110, 230-246.
- Li, Y., Jiang, et al (2025). A structural equation modeling approach to investigating the influence of smart kitchen appliance design features on older adults' technology acceptance. Archives of Gerontology and Geriatrics, 131, 105781.

- Mustofa, et al (2025). Extending the Technology Acceptance Model: The Role of Subjective Norms, Ethics, and Trust in AI Tool Adoption Among Students. Computers and Education: Artificial Intelligence, 100379
- Niu, Z., Hu, et al (2021). Determinants to parking mode alternatives: A model integrating technology acceptance model and satisfaction—loyalty model. Transportation Research Part A: Policy and Practice, 152, 216-234.
- Omar, A. M., & Atteya, N. (2021). The impact of digital marketing on consumer buying decision process in the Egyptian market. International Journal of Business and Management, 15(7), 120-120.
- Parhamnia, F. (2022). Investigating *Mobile* acceptance in academic library services based on Unified Theory of Acceptance and Use of Technology Model (UTAUT-2). *The Journal of Academic Librarianship*, 48(5), 102570.
- Putri, D. A. (2018, May). Analyzing factors influencing continuance intention of e-payment adoption using modified UTAUT 2 model. In 2018 6th international conference on information and communication technology (ICoICT) (pp. 167-173). IEEE.
- Putri, G. A., et al 2023). Analysis of financial technology acceptance of peer to peer lending (P2P lending) using extended technology acceptance model (TAM). Journal of Open Innovation: Technology, Market, and Complexity, 9(1), 100027.
- Rabaa'i, A. A., & Zhu, X. (2021). Understanding the determinants of wearable payment adoption: An empirical study. Interdisciplinary Journal of Information, Knowledge, and Management, 16, 173.
- Rachbini, W., et al (2019). Analisis Niat Pembelian Ulang E-Commerce Mobile Dengan Pendekatan Technology Acceptance Model (TAM). Jurnal Aplikasi Bisnis Dan Manajemen (JABM), 5(3), 530-530.
- Ramayanti, R., et al (2025). Factors influencing intentions to use QRIS: A twostaged PLS-SEM and ANN approach. Telematics and Informatics Reports, 17, 100185.
- Ramkissoon, H. (2023). Perceived social impacts of tourism and quality-of-life: A New conceptual model. Journal of sustainable tourism, 31(2), 442-459.
- Rejali, S., Aghabayk, K., & Shiwakoti, N. (2024). Assessing public a priori acceptance of fully automated vehicles using an extended technology acceptance model and importance-performance analysis. IATSS Research, 48(4), 537-549.
- Riskinanto, A., Kelana, B., & Hilmawan, D. R. (2017). The moderation effect of age on adopting e-payment technology. Procedia Computer Science, 124, 536-543.
- Sae-tae, K., & Wang, Q. (2024). Satisfied but no payment: The impact of perceived value on continuance intention and purchase intention in music streaming services. Telematics and Informatics Reports, 16, 100179.

- Sahliyah, F., et al (2024). Sosialisasi Digital Marketing Melalui Konten Sosial Media Sebagai Upaya Menumbuhkan Minat Wirausaha Siswa MA Assa'adah Bungah. TAAWUN, 4(01), 147-155.
- Salonen, A., et al (2024). Digital content marketing on social media along the B2B customer journey: The effect of timely content delivery on customer engagement. Industrial Marketing Management, 118, 12-26.
- Savari, M., & Khaleghi, B. (2025). Promoting safe and pro-environmental behaviors for sustainable forest management: Integrating technology acceptance model and the norm activation model. Socio-Economic Planning Sciences, 98, 102158.
- Sharma, L., et al (2025). Cognitive and cultural factors in metaverse acceptance: A TAM-based meta-analysis. Acta Psychologica, 254, 104855.
- Sharma, V., Et al (2024). Does service quality matter in FinTech payment services? An integrated SERVQUAL and TAM approach. International Journal of Information Management Data Insights, 4(2), 100252.
- Sharef, B. T. (2022). The usage of internet of things in agriculture: The role of size and perceived value. Informatica, 46(7).
- Suprayitno, D. (2024). Analysis of customer purchase interest in digital marketing content. Journal of Management, 3(1), 171-175.
- Sutia, S., et al (2023). Celebrity endorsement in social media contexts: understanding the role of advertising credibility, brand credibility, and brand satisfaction. International Journal of Data & Network Science, 7(1).
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). The influence of social media marketing and influencer endorsement through brand image and trust, and their impact on the purchase intention of the MS Glow brand through the TikTok application. International Journal of Professional Business Review, 8(10), 1-23. https://doi.org/10.26668/businessreview/2023.v8i10.3793.
- Wei, W., Prasetyo, et al (2025). Applying the technology acceptance model— Theory of planned behavior (TAM-TPB) model to study the acceptance of building information modeling (BIM) in green building in China. Acta Psychologica, 254, 104790.
- Wibisono, C. (2020). Analysis of the influence of website quality to customer's loyalty on ecommerce. International Journal of Electronic Commerce Studies, 11(2), 83-102.
- Wu, Y., & Huang, H. (2023). Influence of perceived value on consumers' continuous purchase intention in live-streaming e-commerce—mediated by consumer trust. Sustainability, 15(5), 4432.
- Yao, N., & Wang, Q. (2024). Factors influencing pre-service special education teachers' intention toward AI in education: Digital literacy, teacher self-efficacy, perceived ease of use, and perceived usefulness. Heliyon, 10(14).

- Yones, P. C. P., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of somethinc products. *Asia Pacific Management Review*, 28(2), 174-184.
- Zhang, Y. (2024). Impact of perceived privacy and security in the TAM model: the perceived trust as the mediated factors. International Journal of Information Management Data Insights, 4(2), 100270.
- Zhu, W., & Wei, J. (2025). Influence of information strategies on Intention to Use to adopt driverless vehicles: Based on a survey experiment. Energy, 134842.