

## DAFTAR PUSTAKA

- [1] F. Hilma, Raihan, and R. A. Sekarini, “POLA KONSUMSI GENERASI MILENIAL DALAM BELANJA ONLINE (E-COMMERCE) PADA MASA PANDEMIC COVID 19,” vol. 4, no. 2, pp. 167–186, 2021.
- [2] K. Wisnuadi, “Statistik Menarik Industri Digital di Indonesia Tahun 2025,” dipstrategy. Accessed: Sep. 25, 2025. [Online]. Available: <https://dipstrategy.co.id/blog/statistik-menarik-industri-digital-di-indonesia-tahun-2025/>
- [3] P. Sarker, L. Hughes, T. Malik, and Y. K. Dwivedi, “Examining consumer adoption of social commerce: An extended META-UTAUT model,” *Technol. Forecast. Soc. Change*, vol. 212, no. March 2024, p. 123956, 2025, doi: 10.1016/j.techfore.2024.123956.
- [4] I. H. Kenang and D. M. Kasetty, “Shaping Trust through Argument Quality: Exploring its Impact on Purchase Intentions in Social Commerce,” *J. Winners*, vol. 25, no. 1, pp. 59–67, 2024, doi: 10.21512/tw.v25i1.11705.
- [5] S. Kemp, “Digital 2025: Indonesia,” datareportal. [Online]. Available: [https://datareportal.com/reports/digital-2025-indonesia?utm\\_source=chatgpt.com](https://datareportal.com/reports/digital-2025-indonesia?utm_source=chatgpt.com)
- [6] “The Social Commerce Landscape in Indonesia,” populix. [Online]. Available: <https://info.populix.co/data-hub/reports/2022-09-the-social-commerce-in-indonesia>
- [7] “TikTok Affiliate,” Revoupedia. [Online]. Available: <https://www.revou.co/kosakata/tiktok-affiliate>
- [8] X. Anastasya and N. Muthia Sahira, “Eksplorasi Pengaruh Pemasaran Melalui TikTok Shop terhadap Keputusan Pembelian Konsumen Gen Z di UPN ‘Veteran’ Jawa Timur,” *Prosenama*, vol. 5, no. November, pp. 157–168, 2025.
- [9] I. Sells, “TikTok Shop Affiliate: Your Complete Guide to Success,” joinbrands. [Online]. Available: <https://joinbrands.com/blog/tiktok-shop-affiliate/>
- [10] Jorge, “27+ TikTok Affiliate Marketing Statistics: Ads, Revenue, And Trends,” wecantrack. [Online]. Available:

[https://wecantrack.com/insights/tiktok-affiliate-marketing-statistics/?utm\\_source=chatgpt.com](https://wecantrack.com/insights/tiktok-affiliate-marketing-statistics/?utm_source=chatgpt.com)

- [11] V. Venkatesh, J. Y. L. Th, and XinXu, “Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology,” *MIS Quart.*, vol. 34, no. 3, pp. 567–594, 2012.
- [12] Z. Shoheib and E. A. Abu-Shanab, “Adapting the UTAUT2 Model for Social Commerce Context,” *Int. J. E-bus. Res.*, vol. 18, no. 1, pp. 1–20, 2022, doi: 10.4018/IJEER.293293.
- [13] A. Arista, Tjahjanto, I. Ernawati, R. H. Purabaya, and E. F. H. S. Abdullah, “The Extension of the UTAUT2 Model: A Case Study of Indonesian SMEs Acceptance of Social Commerce,” *Int. J. Informatics Vis.*, vol. 7, no. 4, pp. 2404–2414, 2023, doi: 10.30630/joiv.7.4.1847.
- [14] Y. Kartikasari, S. Sunaryo, and A. Yuniarinto, “the Intention To Use E-Commerce To Purchase Green Cosmetics With a Modified Utaut2 Approach,” *J. Apl. Manaj.*, vol. 19, no. 3, pp. 605–615, 2021, doi: 10.21776/ub.jam.2021.019.03.13.
- [15] F. S. Meta, A. I. Suroso, and A. Nurhalim, “Factors Influencing E-Commerce Purchases of Halal Cosmetics: A UTAUT2 Approach,” *J. Apl. Bisnis dan Manaj.*, vol. 11, no. 2, p. 536, 2025, doi: 10.17358/jabm.11.2.536.
- [16] K. C. L. • J. P. Laudon, *Management information systems: managing the digital firm, 8th Edition*, vol. 24, no. 2. 2021.
- [17] R. D. Galliers and M. K. Stein, *The Routledge Companion to Pragmatism*. 2022. doi: 10.4324/9781315149592.
- [18] F. Amry Kurniawan, A. A. Rizqina, U. Pembangunan Nasional, and J. Timur, “Penerapan Sistem Reservasi Digital Untuk Meningkatkan Efisiensi Layanan Restoran: Studi Kasus Restoran Rasa Nusantara,” vol. 5, no. November, pp. 209–225, 2025.
- [19] P. T. Cao, “E-commerce behavioral intention of Vietnam Gen Z by using the UTAUT2 model,” *J. Adv. Manag. Res.*, vol. 22, no. 2, pp. 323–337, 2025, doi: 10.1108/JAMR-10-2023-0302.
- [20] T. Huang, “Expanding the UTAUT2 framework to determine the drivers of mobile shopping behaviour among older adults,” *PLoS One*, vol. 18, no. 12

- December, pp. 1–29, 2023, doi: 10.1371/journal.pone.0295581.
- [21] M. Ashoer, M. H. Syahnur, J. S. Tjan, A. Junaid, A. Pramukti, and A. Halim, “The Future of Mobile Commerce Application in a Post Pandemic Period; An Integrative Model of UTAUT2,” *E3S Web Conf.*, vol. 359, pp. 1–8, 2022, doi: 10.1051/e3sconf/202235905005.
- [22] M. M. Khosasih, “Analisis Faktor-Faktor Yang Memengaruhi Konsumen Indonesia Membeli Produk Pakaian Pada Aplikasi E-commerce Indonesia Menggunakan Model UTAUT-2,” *Teknika*, vol. 12, no. 1, pp. 83–89, 2023, doi: 10.34148/teknika.v12i1.593.
- [23] A. J. Swaharani and A. R. Qastharin, “Analyzing the Influence of UTAUT2 Constructs and E- Commerce Usage Frequency on Gen Z ’ s Purchase Intention Toward AR Virtual Try-On Shade Filters,” 2024.
- [24] A. Kusumaningrum and W. Meiranto, “Analisis Metode Utaut2 Untuk Menjelaskan Perilaku Konsumen Dalam Menggunakan E-Commerce Di Kalangan Mahasiswa Akuntansi Universitas Diponegoro,” *Diponegoro J. Account.*, vol. 12, no. 3, pp. 1–14, 2023, [Online]. Available: <http://ejournal-s1.undip.ac.id/index.php/accounting>
- [25] A. Meiriza and R. Sawitri, “Analisis Faktor Penerimaan TikTok Shop berdasarkan Model UTAUT2 dan SCC,” *J. Nas. Teknol. dan Sist. Inf.*, vol. 9, no. 1, pp. 33–44, 2023.
- [26] S. W. Hadi and I. Alfarobi, “Analisis Faktor-Faktor Yang Mempengaruhi Penggunaan Aplikasi Tiktok Dengan Metode Utaut 2,” *J. Inf. Syst. Applied, Manag. Account. Res.*, vol. 7, no. 1, p. 103, 2023, doi: 10.52362/jisamar.v7i1.1011.
- [27] R. Aprianto, N. E. Retno Wuryandari, and . R. I., “The UTAUT2 to Explains How Tiktok Shop Application Affects Consumers’ Behavior,” *KnE Soc. Sci.*, vol. 2023, no. January 2022, pp. 493–508, 2023, doi: 10.18502/kss.v8i12.13698.
- [28] D. F. R. Dewi, D. J. A. Kusuma, and P. R. Diovianto, “Analysis of Interest and Behavior in Using Shopee E-Commerce Using the Unified Theory of UTAUT 2 Method,” *J. FASILKOM (teknologi Inf. dan Ilmu KOMputer)*, vol. 13, no. 2, pp. 293–298, 2023, [Online]. Available:

- <https://ejurnal.umri.ac.id/index.php/JIK/article/view/5549>
- [29] Lila Setiyani, I. Natalia, and G. T. Liswadi, “Analysis of Behavioral Intentions of E-Commerce Shopee Users in Indonesia Using UTAUT2,” *Manag. Sustain.*, vol. 3, no. 3, pp. 340–360, 2024, doi: 10.1108/MSAR-04-2023-0022.
- [30] S. R. Hidayah and C. E. Putri, “Factors affecting interest in utilization and use of online shop (study on shopee customers),” *J. Soft Comput. Explor.*, vol. 2, no. 2, 2021, doi: 10.52465/josce.v2i2.45.
- [31] P. R. Maulidina, R. Sarno, K. R. Sungkono, and T. A. Giranita, “Using extended UTAUT2 Model to Determine Factors Influencing the Use of Shopee E-commerce,” *Proc. - 2020 Int. Semin. Appl. Technol. Inf. Commun. IT Challenges Sustain. Scalability, Secur. Age Digit. Disruption, iSemantic 2020*, pp. 493–498, 2020, doi: 10.1109/iSemantic50169.2020.9234255.
- [32] G. Firellsya, A. S. Kembau, D. Y. Bernanda, and L. Christin, “Tren Belanja Online Wanita Gen-Z: Eksplorasi Faktor-Faktor di Balik Dominasi Wanita Gen-Z pada Platform Shopee Menggunakan Model UTAUT2,” *J. Inform. Ekon. Bisnis*, vol. 6, no. 2023, pp. 184–196, 2024, doi: 10.37034/infeb.v6i1.826.
- [33] N. S. Desvira and M. F. Aransyah, “Analysis of Factors Influencing Interest and Behavior in Using ShopeePay Features Using the Unified Theory of Acceptance and Use of Technology (UTAUT2) Model,” *J. Sisfokom (Sistem Inf. dan Komputer)*, vol. 12, no. 2, pp. 178–191, 2023, doi: 10.32736/sisfokom.v12i2.1594.
- [34] D. Solihin and A. Furyanah, “PERAN UTAUT2 DALAM MEMBENTUK BEHAVIORAL INTENTION PADA PENGGUNA TOKOPEDIA DI KALANGAN GENERASI Z,” *J. Ekon. dan Bisnis*, vol. 5, no. 1, pp. 206–213, 2025, [Online]. Available: <https://ejurnal.stiepii.ac.id/index.php/ekonomibisnis/article/view/317>
- [35] T. Wu, N. Jiang, S. P. Sharif, and M. Chen, “Explaining subscription intention for video streaming platforms in China: Integrating the UTAUT2 model, perceived value theory, and S-O-R theory,” *PLoS One*, vol. 20, no. 5 May, pp. 1–28, 2025, doi: 10.1371/journal.pone.0322860.

- [36] X. Sun, "Customer satisfaction and intention to recommend among live-streaming shopping customers: An extension of the unified theory of acceptance and use of technology 2," *Kasetsart J. Soc. Sci.*, vol. 45, no. 1, pp. 313–324, 2024, doi: 10.34044/j.kjss.2024.45.1.32.
- [37] M. R. Pratama, A. S. Slamet, and J. M. Munandar, "TECHNOLOGY ACCEPTANCE MODEL IN TIKTOK SHOP ADOPTION," vol. 7, no. 3, pp. 167–186, 2021.
- [38] V. Kumalasari and Sumiyana, "Faktor-Faktor yang Memengaruhi Behavioral Intention untuk Menggunakan Tiktok Shop pada Gen Z," vol. 12, no. 1, 2024.
- [39] K. Klarissa, A. Josephine, and M. Kristanti, "Pemilihan destinasi kuliner melalui TikTok bagi Generasi Z di Indonesia: Model UTAUT2," 2024. doi: 10.24912/jmbk.v8i3.28675.
- [40] L. T. H. Hutami, "Analysis of Millennial Purchase Intention Using Modified UTAUT2 in Yogyakarta City," *Inovbiz J. Inov. Bisnis*, vol. 9, no. 1, p. 101, 2021, doi: 10.35314/inovbiz.v9i1.1793.
- [41] N. Q. A, W. Susilawati, H. Laxmi, and D. Septiani, "Analisis Penerimaan Layanan Spaylater Menggunakan Model UTAUT 2 dan Dampaknya Terhadap Perilaku Online Impulse Buying," vol. 9, no. 2, pp. 654–665, 2025, doi: 10.29408/jpek.v9i2.31160.
- [42] F. Indriyani and A. S. Agam, "Analisa Minat Fitur Paylater Pada Aplikasi Shopee Menggunakan Metode UTAUT 2 Di Kalangan Remaja," *J. Komput. dan Inform.*, vol. 12, no. 1, pp. 83–90, 2024, doi: 10.35508/jicon.v12i1.14933.
- [43] H. P. Rahima, B. T. Hanggara, W. Hayuhardhika, and N. Putra, "Layanan Pembayaran Gopay Di Aplikasi Tokopedia Menggunakan Analyzing Factors Influencing Youth Adoption of Gopay Payment Service in Tokopedia Using Utaut2 & Ttf," *J. Teknol. Inf. dan ilmu Komput.*, vol. 10, no. 7, pp. 1151–1157, 2023, doi: 10.25126/jtiik.2024118053.
- [44] S. Gupta, R. Kiran, and R. K. Sharma, "Factors impacting online shopping in India: an empirical approach to extending UTAUT2 with the digital payment mode and attitudes toward technology," *Glob. Knowledge, Mem.*

- Commun.*, 2024, doi: 10.1108/GKMC-03-2023-0107.
- [45] Tanwir, “DASAR-DASAR DAN RUANG LINGKUP EVALUASI PENDIDIKAN Tanwir,” *Stain Parepare*, pp. 47–59, 2021, [Online]. Available: <https://ejurnal.iainpare.ac.id/index.php/alislah/article/view/490>
- [46] Sugiyono, *Metodologi Penelitian Kuantitatif, Kualitatif dan R & D*. 2020.
- [47] C. Wang *et al.*, “An empirical evaluation of technology acceptance model for Artificial Intelligence in E-commerce,” *Heliyon*, vol. 9, no. 8, p. e18349, 2023, doi: 10.1016/j.heliyon.2023.e18349.
- [48] Britannica editors, “TikTok,” britannica. [Online]. Available: <https://www.britannica.com/topic/TikTok>
- [49] D. D’souza, “TikTok: What It Is, How It Works, and Why It’s Popular,” investopedia. [Online]. Available: <https://www.investopedia.com/what-is-tiktok-4588933?>
- [50] S. Kemp, “TikTok Users, Stats, Data & Trends for 2025,” datareportal. [Online]. Available: <https://datareportal.com/essential-tiktok-stats?>
- [51] M. Bariq and M. Muthohar, “The Role of TikTok Application as A Marketing Media and Sales Increase at PT . Kakha Berdaya Bersama,” vol. 02, no. 04, pp. 122–135, 2023.
- [52] M. Gu, D. Liu, and S. Kumar, “Navigating Platform-Led Affiliate Marketing: Implications for Content Creation and Platform Profitability Forthcoming in Information Systems Research Navigating Platform-Led Affiliate Marketing: Implications for Content Creation and Platform Profitability,” *Inf. Syst. Res.*, pp. 1–40, 2024.
- [53] N. Hidayah, N. kartika Kusmayati, and A. kartika Sari, “Pengaruh Content Marketing Serta Affiliate Marketing Dalam Meningkatkan Penjualan,” *RIGGS J. Artif. Intell. Digit. Bus.*, vol. 4, no. 2, pp. 994–998, 2025, doi: 10.31004/riggs.v4i2.606.
- [54] A. I. Dermawan and Management, “ANALYSIS OF THE ROLE OF TIKTOK SHOP AFFILIATE PROGRAM IN INCREASING DIGITAL PRODUCT SALES,” vol. 1, no. 1, pp. 1689–1699, 2025, [Online]. Available: [http://www.biblioteca.pucminas.br/teses/Educacao\\_PereiraAS\\_1.pdf%0Aht](http://www.biblioteca.pucminas.br/teses/Educacao_PereiraAS_1.pdf%0Aht)

[tp://www.anpocs.org.br/portal/publicacoes/rbcs\\_00\\_11/rbcs11\\_01.htm%0A  
http://repositorio.ipea.gov.br/bitstream/11058/7845/1/td\\_2306.pdf%0Ahttp  
s://direitoufma2010.files.wordpress.com/2010/](http://www.anpocs.org.br/portal/publicacoes/rbcs_00_11/rbcs11_01.htm%0Ahttp://repositorio.ipea.gov.br/bitstream/11058/7845/1/td_2306.pdf%0Ahttps://direitoufma2010.files.wordpress.com/2010/)

- [55] V. Venkatesh, M. G. Morris, G. B. Davis, and F. D. Davis, "User acceptance of information technology: Toward a unified view," *MIS Q. Manag. Inf. Syst.*, vol. 27, no. 3, pp. 425–478, 2003, doi: 10.2307/30036540.
- [56] N. M. Sahira, Y. Pradhana, and K. M. Dewantoro, "Pengaruh Brand Image Dan Brand Awareness Pada Shopee Terhadap Purchase Intention Colorbox ( Studi Mahasiswa UPN ‘ Veteran ’ Jawa Timur )," vol. 5, no. November, pp. 169–186, 2025.
- [57] R. Januar Reza and H. Rusdi, "PENGARUH E-SERVICE QUALITY, BRAND IMAGE dan HARGA TERHADAP MINAT BELI KONSUMEN ONLINE SHOP BLIBLI.COM (Studi Kasus Konsumen Blibli.com UPN ‘Veteran’ Jawa Timur)," *J. Bisnis Indones.*, vol. 12, no. 1, 2021, doi: 10.33005/jbi.v12i1.2596.
- [58] A. Wicaksana, S. Purwanto, U. Pembangunan, N. Veteran, and J. Timur, "Inovasi sebagai faktor kunci dalam peningkatan daya saing umkm kopi di indonesia," vol. 5, no. November, pp. 21–26, 2025.
- [59] N. Singh, R. Misra, W. Quan, A. Radic, S. M. Lee, and H. Han, "An analysis of consumer’s trusting beliefs towards the use of e-commerce platforms," *Humanit. Soc. Sci. Commun.*, vol. 11, no. 1, pp. 1–18, 2024, doi: 10.1057/s41599-024-03395-6.
- [60] G. K. S. Lee, "Trust in Social Commerce: Challenges and Opportunities for Building Consumer Confidence and Shaping Purchase Intention," *Int. J. Appl. Res. Bus. Manag.*, vol. 6, no. 1, 2025, doi: 10.51137/wrp.ijarbm.2025.gltt.45761.
- [61] S. Handoyo, "Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce," *Helicon*, vol. 10, no. 8, p. e29714, 2024, doi: 10.1016/j.helicon.2024.e29714.
- [62] G. Davina, Y. Albion, and K. M. Dewantoro, "Pengaruh Content Marketing TikTok terhadap Purchase Intention pada Produk Skintific di Surabaya," vol. 5, no. November, pp. 187–209, 2025.

- [63] D. I. Lastri, E. P. Wulandari, and A. A. Nurrahma, “Sinergi Halal dan ESG dalam Era Omni-Channel: Kajian Literatur tentang Penciptaan Nilai Berkelanjutan,” vol. 5, no. November, pp. 91–97, 2025.
- [64] A. B. Wijaya, R. K. Putera, and A. L. Anakku, “Strategi Kolaborasi Brand dan Influencer untuk Meningkatkan Citra Merek: Studi Kasus Rolex di Instagram,” *Prosenama*, vol. 5, no. November, pp. 138–156, 2025.
- [65] S. S. Jasrotia, A. P. K. Kwok, and S. Koul, “Exploring the impact of social relationships and system experiences on consumers’ acceptance of social commerce in the fashion sector: an empirical study,” *Int. J. Inf. Manag. Data Insights*, vol. 5, no. 1, p. 100333, 2025, doi: 10.1016/j.jjime.2025.100333.
- [66] R. H. Salsabila and X. Anastasya, “MAHASISWA UPN VETERAN JATIM MENJADI,” vol. 5, no. November, pp. 125–137, 2025.
- [67] I. A. Malik, M. A. Raza, N. U. Hadi, M. J. Khan, and F. Hameed, “Social commerce constructs and purchase intention on social commerce sites: investigating the role of affective and cognitive attitudes in managing digital marketing challenges,” *Manag. Mark.*, vol. 18, no. s1, pp. 474–495, 2023, doi: 10.2478/mmcks-2023-0026.
- [68] T. I. Prihandini and S. Sunaryo, “Structural Equation Modelling (SEM) Dengan Model Struktural Regresi Spasial,” *Sewindu Stat. FMIPA UNDIP*, pp. 161–170, 2011, [Online]. Available: <http://stat.undip.ac.id>
- [69] R. Ramadiani, “Untuk Analisis Multivariate Menggunakan LISREL,” *J. Inform. Mulawarman*, vol. 5 no.1, no. April, pp. 14–18, 2018, doi: 10.30872/jim.v5i1.48.
- [70] R. Hariharan, R. Vedapradha, E. Sudha, K. Subramani, and V. R. Divyashree, “Service Robots—An Innovative Sustainability in Rural Banking,” *J. Serv. Sci. Manag.*, vol. 16, no. 04, pp. 477–500, 2023, doi: 10.4236/jssm.2023.164026.
- [71] H. Sofyani, “Penggunaan Teknik Partial Least Square (PLS) dalam Riset Akuntansi Berbasis Survei,” *Reviu Akunt. dan Bisnis Indones.*, vol. 9, no. 1, pp. 80–94, 2025, doi: 10.18196/rabin.v9i1.26199.
- [72] J. Henseler, C. M. Ringle, and R. R. Sinkovics, “The use of partial least squares path modeling in international marketing,” *Adv. Int. Mark.*, vol. 20,

- pp. 277–319, 2009, doi: 10.1108/S1474-7979(2009)0000020014.
- [73] J. F. Hair, B. J. Babin, C. M. Ringle, M. Sarstedt, and J.-M. Becker, “Covariance-based structural equation modeling (CB-SEM): a SmartPLS 4 software tutorial,” *J. Mark. Anal.*, no. 0123456789, 2025, doi: 10.1057/s41270-025-00414-6.
- [74] N. Naceva, “Top 13 TikTok Shop Stats for 2024,” Influencer MarketingHub. [Online]. Available: [https://influencermarketinghub.com/tiktok-shop-stats/?utm\\_source=chatgpt.com](https://influencermarketinghub.com/tiktok-shop-stats/?utm_source=chatgpt.com)
- [75] H. Hamdani and H. Sa’diyah, “Konsep Dasar Penyusunan Hipotesis dan Kajian Teori dalam Penelitian,” *J. Linguist. Soc. Stud.*, vol. 2, no. 2, pp. 64–73, 2025, doi: 10.52620/jls.v2i2.93.
- [76] N. Alfianti, A. M. Sadat, and D. P. Kusumaningtyas, “Pengaruh Performance Expectancy dan Effort Expectancy Terhadap Continuance Intention to Use Melalui Mediasi Attitude Towards Use pada Aplikasi Netflix,” *PENG J. Ekon. dan Manaj.*, vol. 3, no. 1, pp. 423–446, 2026.
- [77] A. C. Napitupulu and W. A. HR, “The Effect of Interest Rate, Effort Expectancy, and Performance Expectancy on Interest in Using Online Loans,” *Talent. Conf. Ser. ...*, vol. 8, no. 2, pp. 1–6, 2025, doi: 10.32734/lwsa.v8i1.2413.
- [78] et. a. Agustianti, *Metode penelitian kuantitatif & kualitatif*, no. Mi. 2022.
- [79] M. M. Willie, “Population and Target Population in Research Methodology,” *Golden Ratio Soc. Sci. Educ.*, vol. 4, no. 1, pp. 75–79, 2024, [Online]. Available: <https://doi.org/10.52970/grsse.v4i1.405>
- [80] S. Lemeshow, D. W. H. Jr, J. Klar, and S. K. Lwanga, “Adequacy of Sample Size in Health Studies”.
- [81] P. Slater and F. Hasson, “Data Measurement, Instruments and Sampling,” *J. Psychiatr. Ment. Health Nurs.*, vol. 32, no. 3, pp. 680–685, 2025, doi: 10.1111/jpm.13142.
- [82] N. M. Haifa, I. Nabilla, V. Rahmatika, and R. Hidayatullah, “Identifikasi Variabel Penelitian , Jenis Sumber Data dalam Penelitian Pendidikan Pendidikan Bahasa Arab / Universitas Islam Negeri Imam Bonjol Padang berubah tergantung situasi tertentu . ( Arib , M . F . , dkk , 2024 ),” *J.*

- Pendidik. dan Bhs.*, vol. 2, no. 2, pp. 256–270, 2025.
- [83] J. F. H. Jr, W. C. Black, B. J. Babin, R. E. Anderson, W. C. Black, and R. E. Anderson, *Multivariate Data Analysis*. 2018. doi: 10.1002/9781119409137.ch4.
- [84] Hasrizal and Donard Games, “Pengaruh Kompetensi Dan Budaya Organisasi Terhadap Kinerja Pegawai Dengan Motivasi Kerja Sebagai Mediasi Pada Sekretariat Daerah Kabupaten Pasaman,” *JEMSI (Jurnal Ekon. Manajemen, dan Akuntansi)*, vol. 9, no. 5, pp. 1847–1863, 2023, doi: 10.35870/jemsi.v9i5.1395.
- [85] Arifin, Magito, D. H. Perkasa, and W. D. Febrian, “Pengaruh Kompensasi, Kompetensi dan Konflik Kerja terhadap Kinerja PT. Karina Jakarta Utara.Karyawan,” *Glob. J. Lentera BITEP*, vol. 1, no. 1, pp. 24–33, 2023, [Online]. Available: <https://jurnal.lenteranusa.id/index.php/global/article/view/130>
- [86] M. C. Tocan, “Knowledge management success factors,” *Bus. Transform. through Innov. Knowl. Manag. An Acad. Perspect. - Proc. 14th Int. Bus. Inf. Manag. Assoc. Conf. IBIMA 2010*, vol. 3, no. 1, pp. 1625–1634, 2010.
- [87] J. Cohen, *Statistical Power Analysis for the Behavioral Sciences*.
- [88] Fajriah Alifatul Laili, Idris Ahmad, and Nadhiroh Umi, “Pengaruh Pertumbuhan Penjualan, Pertumbuhan Perusahaan, Dan Ukuran Perusahaan Terhadap Nilai Perusahaan,” *J. Ilm. Manaj. dan Bisnis*, vol. 7, no. 1, p. 1, 2022, [Online]. Available: <https://journal.undiknas.ac.id/index.php/manajemen>
- [89] J. F. H. Jr., G. T. M. Hult, C. M. Ringle, M. Sarstedt, N. P. Danks, and S. Ray, *Partial Least Squares Structural Equation Modeling ( PLS-SEM ) Using R*. 2025.
- [90] J. F. Hair, G. T. M. Hult, and C. M. Ringle, *A Primer on Partial Least Squares Structural Equation Modeling ( PLS-SEM )*.