

DAFTAR PUSTAKA

- Abdillah, Willy dan Jogiyanto Hartono.2017.Partial Least Square (PLS) - Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis.Edisi 1,. Andi: Yogyakarta
- Agmita, Clara Rosa, Hastha, Sunardi, Herri Setiawan.2019. Rekayasa Augmented Reality Planet dalam Tata Surya sebagai Media Pembelajaran Bagi Siswa SMP Negeri 57 Palembang. Palembang: Program Studi Informatika Universitas Indo Global Mandiri Palembang.
- Davis, F. D. 1985. A technology acceptance model for empirically testing new end-user information systems: Theory and results. *Management, Ph.D.* (January 1985), 291.
- Fandy, Tjiptono dan Dian, Anastasya.2016.Pemasaran Esesi dan Aplikasi.Andy offset: Yogyakarta
- Ghozali, Imam. 2020. Aplikasi Analisis Multivariate dengan Program IBM SPSS 21. Semarang: Badan Penerbit UNDIP
- Haryani, Prita.2017.Augmented Reality (AR) Sebagai Teknologi Interaktif Dalam Pengenalan Benda Cagar Budaya Kepada Masyarakat.Vol.8.No.2. Fakultas Teknologi Industri IST AKPRIN: Yogyakarta
- Kotler, Philip. Keller, K Lane. 2016. Manajemen Pemasaran. Jilid 1 dan 2. Erlangga: Jakarta
- Kotler, Phlip dan Keller, K Lane.2018.*Principle Of Marketing*.Jilid I. Erlangga: Jakarta

- Kurniawan, M. H., Suharjito, Diana & Witjaksono, G. 2018. Human Anatomy Learning Systems Using Augmented Reality on Mobile Application. *Procedia Computer Science*, 135 (January), 80 – 88.
- Ma, Qingxiong and Liu, Liping.2017.*The Technology Acceptance Model: A – Meta Analysis of Emprical Finding*.16(1).59-72.Journal of Organizational and End User Computing.University of Akron: USA
- McLean, G., & Wilson, A. 2019. Shopping in the digital world: Examining customer engagement through augmented reality mobile applications. *Computers in Human Behavior*, 101(November 2018), 210–224.
- Pantano, E., Rese, A., & Baier, D. 2017. Enhancing the online decision-making process by using augmented reality: A two country comparison of youth markets. *Journal of Retailing and Consumer Services*, 38(May), 81–95.
- Sabira, Fasya Dita.Chan,Arianis dan Arifianti, Ria.2022.Analisis Technology Acceptance Model pada Fitur Aplikasi Shopee Berbasis Augmented Reality.Vol.IV.No.2.Jurnal Sekretaris dan Administrasi Bisnis: Universitas Padjajaran
- Safitri, Jenisa Laras Galh dan Oktafani, Farah.2022.Analisis Penerimaan Augmented Reality Pada Wardah Virtual Try On Dengan Pendekatan Technology Acceptance Model (TAM).Universitas Telkom: Bandung
- Sugiyono.2013.Metode Penelitian.Alfabeta: Bandung
- Sugiyono.2017.Metode Penelitian.Alfabeta: Bandung

Umar, Husein. 2016. Metode Riset Manajemen Perusahaan. Jakarta: Gramedia Pustaka Utama

Utami, Sri. 2019. Penerapan METODE Technology Acceptance Model Pada Penilaian Kinerja Karyawan. Vol. VII. No. 2. Universitas Bina Sarana Informatika

Vallino, James R. 1998. Interactive Augmented Reality. Rochester, New York: University of Rochester. hlm. 6–8.

Venkatesh, V., & Bala, H. 2008. Technology acceptance model 3 and a research agenda on interventions. *Decision Sciences*, 39 (2), 273 – 315.