

## DAFTAR RUJUKAN

- Azwar, S. 2000. *Sikap Manusia: Teori dan Pengukuran*. Yogyakarta: Liberty.
- Bahri, Syamsul dan Fahkry Zamzam. 2015. *Model Penelitian Kuantitatif Berbasis SEM-AMOS*. Deepublish.
- Bambauer-Sachse, S. & Mangold, S. 2011. *Brand equity dilution through negative online word-of-mouth communication*. Journal of Retailing and Consumer Services, 18, 38–45
- Belch and Belch. 2012. *Advertising and Promotin: An Integratde Marketing Communication Perspective*. 6<sup>th</sup> ed. McGraw – Hill, 168-169.
- Bickart, B. & Schindler, R.M. 2001. *Internet forums as influential sources of consumer information*. Journal of Interactive Marketing, 15, (3), 31–40.
- Brady, M.K dan Croning J.J.Jr. 2001. *Some New Thoughts on Conceptualizing perceived service quality : A Herarchical Approach*, , Journal of Marketing, Vol. 65, July, 34-49.
- Chan, Yolanda Y.Y. & E.W.T. Ngai. 2011. *Conceptualising electronic word of mouth activity An input-process-output perspective*. Marketing Intelligence & Planning Vol. 29 No. 5.
- Chang, M. K., Cheung, W., & Lai, V. S. 2005. *Literature derived reference models for the adoption of online shopping*. Information & Management, 42(4), 543–559.
- Chen, Y. and Xie, J. 2008. *Online consumer review: word-of-mouth as a new element of marketing communication mix*. Management Science, Vol. 54 No. 3, 477-91.
- Cheng, Koh Song. 2013. *Location Based Social Mobile Application For Food*. Universiti Tuanku Abdul Rahman.
- Cheung, C. M. K., & Thadani, D. R. 2012. *The impact of electronic word-of-mouth communication: A literature analysis and integrative model*. Decision Support Systems, 54(1), 461-470.
- Chua, Tat-Seng; Juanzi, Li; Moens, Marie-Francine. 2014. *Mining user generated content*. Chapman and Hall/CRC, 7.
- Dellarocas, C. 2003. *The digitization of word of mouth: promise and challenges of online feedback mechanisms*. Management Science, Vol. 49 No. 10, 14-24.
- Evans, Dave & Jack McKee. 2010. *Social Media Marketing*. Indianapolis: Wiley Publishing, Inc

- Hamouda, Manel dan Rym Srarfi Tabbane. 2013. *Impact of Electronic Word of Mouth Evaluation on Purchase Intention: The Mediating Role of Attitude Toward the Product*. International Journal of Online Marketing, 3(2), 20-37.
- Hawkins, Del I.; Mothersbaugh, David L.; Best, Roger J. 2014. *Consumer Behavior: Building Marketing Strategy 12th Edition*, New York: McGraw-Hill/Irwin.
- Godes, David dan Mayzlin, Dina. 2004. *Using Online Conversations to Study Word of Mouth Communication*. Marketing Science, Vol. 23, No. 4.
- Goldsmith, R. E. 2006. *Electronic word-of-mouth*, in *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*, Mehdi Khosrow-Pour, Ed., Hershey, PA: Idea Group Publishing.
- Goyette, I., Ricard, L., Bergeron, J. & Marticotte, F. 2010. *e-WOM Scale: Word of Mouth Measurement Scale for e-Services Context*, Canadian Journal of Administrative Sciences, Volume 27, Issue 1, 5–23,
- Gruen, T.W., Osmonbekov, T., Czaplewski, A.J. 2006. *eWOM: the impact of customer-to-customer online know-how exchange on customer value and loyalty*, Journal of Business Research, 59(4), 449-456.
- Gibbons FX, Gerrard M. 1991. *Downward comparison and coping with threat*. In: Suls J, Wills TA (eds) *Social comparison: contemporary theory and research*. Lawrence Erlbaum, Hillsdale, 317–345.
- H. Lee. 2009. *Consumer skepticism and online reviews: An elaboration likelihood model perspective*, *Social Behavior and Personality*, vol. 37, no. 1, 137-144.
- Hastina, Putri. 2017. *Pengaruh Dimensi Electronic Word Of Mouth (E-Wom) Di Media Sosial Instagram Terhadap Keputusan Pembelian Pada Café Grannysnest Di Bandar Lampung*. Universitas Lampung. Bandar Lampung.
- Hovland, C. and Weiss, W. 1951. *The influence of source credibility on communication effectiveness*, *Public Opinion Quarterly*, Vol. 15 No. 4, 635-650.
- Infante, Dominic A, Andrew S Rancer, Deanna F Womack. 2003. *Building Communication Theory*, Illinois: Waveland Press Inc.
- J. Lee, D. H. Park, and I. Han. 2008. *The effect of negative online consumer reviews on product attitude: An information processing view*. *Electronic Commerce Research and Applications*, vol. 7, no. 3, 341-352.
- Jansen, B.J. 2009. *Twitter power: Tweets as Electronic Word of Mouth*. *Journal of The American Society for Information Science and Technology*, 20.
- Khair, Hazmanan. 2011. *Analisis Faktor-Faktor Yang Mempengaruhi Keputusan Masyarakat Dalam Membeli Produk Mie Instan (Studi Pada Masyarakat Kecamatan Medan Kota)*. Seminar Internasional Dan Call For Papers Towards Excellent Small Business, 522 – 599.

- Kotler, Philip & Armstrong. 2001. *Dasar-Dasar Pemasaran*. Edisi Kesembilan. Jakarta: PT. Indeks.
- Kotler, Philip dan Kevin Keller. 2012. *Marketing Management 14<sup>th</sup> Edition*. Prentice Hall. New Jersey.
- Kusumawati, Iqbal Mohammad. 2012. *The Effect Of Electronic Word Of Mouth, Message Source Credibility, Information Quality On Brand Image And Purchase Intention*. Ekuitas: Jurnal Ekonomi dan Keuangan, 79.
- Lee, J., Park, D.H. and Han, I. 2008, *The effect of negative online consumer reviews on product attitude: an information processing view*, Electronic Commerce Research and Applications, Vol. 7 No. 3, 341-52.
- Li, J. and Zhan, L. 2011, *Online persuasion: how the written word drives WoM evidence from consumer-generated product reviews*, Journal of Advertising Research, Vol. 51 No. 1, 239-257.
- Lis, Bettina. 2013. *In eWOM We Trust A Frame work of Factors that Determine the eWOM Credibility*. Springer Fachmedien Wiesbaden, vol. 5, no 3, 129-140
- Littlejohn, S.W. 1996. *Theories of Human Communication*, Fifth edition. Belmont CA: Wadsworth.
- Littlejohn, Stephen W & Karen A. Foss. 2009. *Teori Komunikasi, edisi 9*. Jakarta: Salemba Humanika
- Liu, Young. 2006. *Word-of-Mouth for Movies: Its Dynamics and Impact on Box Office Revenue*. University of Arizona. Journal of Marketing, Vol. 70, No. 3, 74-89,
- Loudon, David L. and Albert J. Della Bitta 1988. *Consumer Behaviour: Concepts and Applications*. 3<sup>rd</sup> ed. McGraw – Hill. Singapore, 508 – 509.
- M. Williams and F. Buttle. 2011. *The Eight Pillars of WOM management: Lessons from a multiple case study*. Australasian Marketing Journal (AMJ), vol. 19, no. 2, 85-92.
- Miao, Yi-Feng and Fan, Yi-Wen 2012 . *Effect Of Electronic Word-Of-Mouth On Consumer Purchase Intention: The Perspective Of Gender Differences*. International Journal of Electronic Business Management, Vol. 10, No. 3, 175-181 .
- Ohanian, R. 1990. *Construction and validation of a scale to measure celebrity endorsers' perceived expertise, trustworthiness, and attractiveness*, Journal of Advertising, Vol. 19, 39-52.
- P. Heriyati and T. P. Siek. 2011. *Effects of word of mouth communication and perceived quality on decision making moderated by gender: Jakarta*

- blackberry smartphone consumer's perspective*, Contemporary Management Research, vol. 7, no. 4, 329-336.
- Peter, J.Paul. Jerry C. Olson. 2000. *Consumer Behaviour Perilaku Konsumen dan Strategi Pemasaran* Jilid 1. Jakarta: Penerbit Erlangga.
- Rakhmat, Jalaluddin. 2009. *Metode Penelitian Komunikasi*. Bandung: PT Remaja Rosdakarya.
- Robbins, Stephen. 2006. *Perilaku Organisasi*, PT Indeks, Kelompok Gramedia.
- Samuel, Hatane dan Lianto, Adi Suryanata. 2014. *Pengaruh Analisis eWOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya*. Jurnal Universitas Kristen Petra Surabaya. Vol. 8. No. 2.
- Sari, Vitranti Mustika. 2012. *Pengaruh Electronic Word of Mouth (eWOM) di Social Media Twitter Terhadap Minat Beli Konsumen: Studi Pada Restoran Holycowsteak*. Universitas Indonesia: Depok, 46.
- Schiffman, Leon G. dan Lesli Lazar Kanuk. 2010. *Consumer behavior*. 10<sup>th</sup> edition, New Jersey: Pearson Pearce Hall.
- Shimp, Terence. A. 2007. *Advertising, Promotion, and Other Aspects of Integrated Marketing Communications*. USA: Thomson Higher Education.
- Simamora, B. 2005. *Analitis Multivariate Pemasaran*. Jakarta: PT Gramedia Pustaka Umum.
- Singarimbun, Masri dan Sofian Effendi. 2008. *Metode Penelitian Survai*. Jakarta: LP3ES
- Sugiyono. 2012. *Metode Penelitian Kombinasi*. Bandung: Penerbit Alfabeta
- T. Hennig-Thurau, K. P. Gwinner, G. Walsh and D. D. Gremler. 2004. *Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet?.* Journal of Interactive Marketing, vol. 18, no. 1, 38-52.
- Trusov, M., Bucklin, R.E. & Pauwels, K. 2009. *Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site*. Journal of Marketing, 73, (5), 90–102.
- Wu, P.C. and Wang, Y.-C. 2011. *The influences of electronic word-of-mouth message appeal and message source credibility on brand attitude*, Asia Pacific Journal of Marketing and Logistics, Vol. 23 No. 4, 448-472.
- Zhang, Z.e. 2010. *The Impact of e-word-of-mouth on the online popularity of restaurant*: A. Elsevier, page 7.
- Zhu, F. & Zhang, X. 2010. *Impact of online consumer reviews on sales: The moderating role of product and consumer characteristics*. Journal of Marketing, 74, (2), 133–148.

Internet:

Sugiharto, Bintoro Agung. 2016. *Pengguna Internet di Indonesia Didominasi Anak Muda*. Diakses pada 28 April 2017 pukul 21.38 melalui <https://www.cnnindonesia.com/teknologi/20161024161722-185-167570/pengguna-internet-di-indonesia-didominasi-anak-muda/>

Widiartanto, Yoga Hastyadi. 2016. *Pengguna Internet di Indonesia Capai 132 Juta*. Diakses pada 10 Agustus 2017 pukul 10.58 melalui <http://tekno.kompas.com/read/2016/10/24/15064727/2016.pengguna.internet.di.indonesia.capai.132.juta>.

\_\_\_\_\_, 2016. *Industri Makanan dan Minuman Tumbuh 9,8 Persen Triwulan III*. Diakses pada 27 April 2017 Pukul 19.30 melalui <http://www.kemenperin.go.id/artikel/16650/Industri-Makanan-dan-Minuman-Tumbuh-9,8-Persen-Triwulan-III-2016>