

DAFTAR PUSTAKA

Buku:

- Alisuf, S. (2010). Psikologi Pendidikan. Jakarta: Pedoman Ilmu Jaya.
- Andrews, J. C., & Shimp, T. A. (2018). Advertising, Promotion and other aspects of Integrated Marketing Communications, Tenth Edition. In *The Marketing Book: Sixth Edition*.
- Cakim, I. M. (2012). Implementing Word of Mouth Marketing: Online Strategies to Identify Influencers, Craft Stories and Draw Customers. John Wiley.
- Chaffey, D. F. E.-C. (2016). Digital Marketing Strategy, Implementation and Practice Sixth Edition. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions. In *SpringerBriefs in Business*.
- Kotler, P. and Armstrong, G. (2016) Principles of Marketing, Global edition edition, Pearson education limited.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*.
- Solomon, M.R., Bamossy, G.J., Askegaard, S.T. and Hogg, M.K. (2013) Consumer behaviour a european perspective, 5th edition, Harlow: Pearson education
- Sugiyono. (2013). Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Penerbit Alfabeta.

Suyitno. 2018. Metode Penelitian Kualitatif: Konsep, Prinsip dan Operasionalnya. Tulungangung: Akademia Pustaka.

Zarrella, D. (2010). *The Social Media Marketing Book*. Sebastopol. CA: O'Reilly Media.

Jurnal:

Alanko, P. (2018). *Mapping eWOM effectiveness for Generation Z consumers: an integrative approach HANKEN SCHOOL OF ECONOMICS Title of thesis: Mapping eWOM effectiveness for Generation Z consumers: an integrative approach.*

Amalia, A. C., & Sagita, G. (2019). Analisa Pengaruh Influencer Social Media Terhadap Keputusan Pembelian Konsumen Generasi Z di Kota Surabaya. *JURNAL SOSIAL : Jurnal Penelitian Ilmu-Ilmu Sosial*, 20(2), 51–59.
<https://doi.org/10.33319/sos.v20i2.42>

Andrews, J. C., & Shimp, T. A. (2018). Advertising, Promotion and other aspects of Integrated Marketing Communications, Tenth Edition. In *The Marketing Book: Sixth Edition*. <https://doi.org/10.4324/9780080942544>

Bandura, A. (1997). Self-efficacy: The exercise of control. In *Self-efficacy: The exercise of control* (p. 3).
<http://search.ebscohost.com/login.aspx?direct=true&db=a9h&AN=9703260522&site=ehost-live>

Bandura, A. (2002). *Social cognitive theory of mass communication*.

Belk, R. W. (2017). Qualitative Research in Advertising. *Journal of Advertising*, 46(1), 36–47. <https://doi.org/10.1080/00913367.2016.1201025>

- Bencsik, A., Juhász, T., & Horváth-Csikós, G. (2016). Y and Z Generations at Workplaces. *Journal of Competitiveness*, 6(3), 90–106.
<https://doi.org/10.7441/joc.2016.03.06>
- Cakim, I. M. (2012). Implementing Word of Mouth Marketing. In *Implementing Word of Mouth Marketing*. <https://doi.org/10.1002/9781119203407>
- Chaffey, D. F. E.-C. (2016). Digital Marketing Strategy, Implementation and Practice Sixth Edition. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9).
- Chaney, D., Touzani, M., & Ben Slimane, K. (2017). Marketing to the (new) generations: summary and perspectives. *Journal of Strategic Marketing*, 25(3), 179–189. <https://doi.org/10.1080/0965254X.2017.1291173>
- Chen, Y., Wang, Q., & Xie, J. (2010). *Online social interactions: A natural experiment on word of mouth versus observational learning*. 22(10), 488–493.
<https://doi.org/doi.org/10.1509/jmkr.48.2.238>
- Cheng, X., & Zhou, M. (2010). Empirical study on credibility of electronic word of mouth. *2010 International Conference on Management and Service Science, MASS 2010*, 0–3. <https://doi.org/10.1109/ICMSS.2010.5578458>
- Cheung, C. M. K., & Lee, M. K. O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, 53(1), 218–225. <https://doi.org/10.1016/j.dss.2012.01.015>
- Chiu, C. M., Hsu, M. H., & Wang, E. T. G. (2006). Understanding knowledge sharing in virtual communities: An integration of social capital and social cognitive theories. *Decision Support Systems*, 42(3), 1872–1888.
<https://doi.org/10.1016/j.dss.2006.04.001>

- Csobanka, Z. E. (2016). The Z Generation. *Acta Technologica Dubnicae*, 6(2), 63–76. <https://doi.org/10.1515/atd-2016-0012>
- Dholakia, U. M., Bagozzi, R. P., & Pearo, L. K. (2004). A social influence model of consumer participation in network- and small-group-based virtual communities. *International Journal of Research in Marketing*, 21(3), 241–263. <https://doi.org/10.1016/j.ijresmar.2003.12.004>
- Di Virgilio, F., & Antonelli, G. (2017). Consumer behavior, trust, and electronic word-of-mouth communication: Developing an online purchase intention model. *Social Media for Knowledge Management Applications in Modern Organizations*, I(May 2018), 58–80. <https://doi.org/10.4018/978-1-5225-2897-5.ch003>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61(March 2016), 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Gligor, D., Bozkurt, S., & Russo, I. (2019). Achieving customer engagement with social media: A qualitative comparative analysis approach. *Journal of Business Research*, 101(September 2018), 59–69. <https://doi.org/10.1016/j.jbusres.2019.04.006>
- Hardani, H., Medica, P., Husada, F., Andriani, H., Sukmana, D. J., & Mada, U. G. (2020). *Buku Metode Penelitian Kualitatif & Kuantitatif* (Issue March).
- Hifziati, L. (2016). Pembentukan Kultur Konsumtif Melalui Ewom Kuliner Di Instagram. *Jurnal Komunikator*, 9(2), 70–80.
- Indahingwati, A., Launtu, A., Tamsah, H., Firman, A., Putra, A. H. P. K., & Aswari,

- A. (2019). How digital technology driven millennial consumer behaviour in Indonesia. *Journal of Distribution Science*, 17(8), 25–34.
<https://doi.org/10.15722/jds.17.08.201908.25>
- Ismagilova, E., Dwivedi, Y. K., Slade, E., & Williams, M. D. (2017). Electronic Word of Mouth (eWOM) in the Marketing Context A State of the Art Analysis and Future Directions. In *SpringerBriefs in Business*.
<https://doi.org/10.1007/978-3-319-52459-7>
- Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011). Electronic word-of-mouth: Challenges and opportunities. *Procedia Computer Science*, 3, 42–46.
<https://doi.org/10.1016/j.procs.2010.12.008>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
<https://doi.org/10.1016/j.bushor.2009.09.003>
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from Traditional to Digital*.
- Lee, T. H., & Jaafar, N. I. (2011). Investigating customer satisfaction, loyalty and web usability concerning the use of Word-of-Mouth as a means of referral among internet banking users in Malaysia. *International Journal of Electronic Finance*, 5(4), 357–373. <https://doi.org/10.1504/IJEF.2011.043348>
- Mogaji, E., & Farinloye, T. (2017). Attitudes towards brands and advertisements: Qualitative and thematic analysis of social media data. *Contemporary Issues in Social Media Marketing*, May, 206–216. <https://doi.org/10.4324/9781315563312>
- Nair, S. (2018). Factors Influencing Electronic Word-of-Mouth Adoption by Consumers : An Investigation. *International Research Journal of Management*

Science & Technology, 9(3), 109–119.

Ngarmwongnoi, C., Oliveira, J. S., AbedRabbo, M., & Mousavi, S. (2020). The implications of eWOM adoption on the customer journey. *Journal of Consumer Marketing*, 37, 749–759. <https://doi.org/10.1108/JCM-10-2019-3450>

Putra, Y. S. (2016). THEORITICAL REVIEW : TEORI PERBEDAAN GENERASI. *Among Makarti*, 9(18), 1–12.

<https://ejournal.poltekegal.ac.id/index.php/siklus/article/view/298%0Ahttp://repositorio.unan.edu.ni/2986/1/5624.pdf%0Ahttp://dx.doi.org/10.1016/j.jana.2015.10.005%0Ahttp://www.biomedcentral.com/1471-2458/12/58%0Ahttp://ovidsp.ovid.com/ovidweb.cgi?T=JS&P>

Rastati, R. (2018). Media Literasi Bagi Digital Natives: Perspektif Generasi Z Di Jakarta. *Jurnal Kwangsan*, 6(1), 60. <https://doi.org/10.31800/jtp.kw.v6n1.p60--73>

Salim, & Syahrum. (2012). *Metodologi Penelitian Kualitatif Konsep dan Aplikasi dalam Ilmu Sosial, Keagamaan dan Pendidikan* (Haidir (ed.)). Citapustaka Media.

Sari, V. M. (2012). *PENGARUH ELECTRONIC WORD OF MOUTH (eWOM) DI SOCIAL MEDIA TWITTER TERHADAP MINAT BELI KONSUMEN (Studi Pada Restoran Holycowsteak).*

Sugiyono. (2013). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN R&D.*

Suyitno. (2018). *METODE PENELITIAN KUALITATIF.*

Trenz, M., & Berger, B. (2013). Analyzing online customer reviews - An

interdisciplinary literature review and research agenda. *ECIS 2013 - Proceedings of the 21st European Conference on Information Systems*.

Yoo, W. S., Suh, K. S., & Lee, M. B. (2002). Exploring the factors enhancing member participation in virtual communities. *Journal of Global Information Management*, 10(3), 55–71. <https://doi.org/10.4018/jgim.2002070104>

Zarrella, D. (2010). *The Social Media Marketing Book*.

Internet:

Adam. (2019). *Demografi Pengguna Twitter di Indonesia Paling Banyak Pria daripada Perempuan*. Diakses pada 10 Januari 2021, dari <https://www.itworks.id/19408/demografi-pengguna-twitter-di-indonesia-paling-banyak-pria-daripada-perempuan.html>

Ardiansah, D. (2019). *Cuitan tentang belanja meningkat 2x lipat pada momen harbolnas*. Diakses pada 10 Januari 2021, dari https://blog.twitter.com/in_id/topics/insights/2019/Cuitan-tentang-belanja-meningkat-2x-lipat-pada-momen-harbolnas.html

Beal, V. (2009). *Social Shopping*. Diakses pada 21 Desember 2020, dari https://www.webopedia.com/TERM/S/social_shopping.html

Clinten, B. (2019). Pengguna Aktif Harian Twitter Indonesia Diklaim Terbanyak. Diakses pada 30 Oktober 2020, dari <https://tekno.kompas.com/read/2019/10/30/16062477/pengguna-aktif-harian-twitter-indonesia-diklaim-terbanyak>

Kemp, S. (2021). *Digital in Indonesia: All the Statistics You Need in 2021 — Data Reportal – Global Digital Insights*. Diakses 20 Juli 2021, dari <https://datareportal.com/reports/digital-2021-indonesia>.

- Newman, Daniel. (2015). Research Shows Millennials Don't Respond To Ads. Diakses pada 13 Oktober 2020, dari <https://www.forbes.com/sites/danielnewman/2015/04/28/research-shows-millennials-dont-respond-to-ads/?sh=621435715dcb>
- Nielsen. (2015). *REKOMENDASI WORD-OF-MOUTH MASIH MENJADI IKLAN PALING DIPERCAYA OLEH KONSUMEN ASIA TENGGARA.* Diakses pada 13 Oktober 2020, dari <https://www.nielsen.com/id/en/press-releases/2015/rekomendasi-word-of-mouth-masih-menjadi-iklan-paling-dipercaya-oleh-konsumen-asia-tenggara/>
- Omnicore. (2021). *Twitter by the Number: Stats, Demographics & Fun Facts.* Diakses pada 20 Juli 2021, dari <https://www.omnicoreagency.com/twitter-statistics/>.
- Thau, B. (2012). *The 4 Types of 'Social Shopper': Which One Are You?* Diakses pada 13 Oktober 2020, dari <https://www.aol.com/2012/03/08/the-4-types-of-social-shopper-which-one-are-you/>
- Twijinarko, R. (2019). *Tiga Jenis Konten Favorit Pengguna Twitter di Indonesia.* Diakses pada 13 Oktober 2020, dari <https://marketeers.com/tiga-jenis-konten-favorit-pengguna-twitter-di-indonesia/>
- Winarso, B. (2015). *Pola Segmentasi Penggunaan Media Sosial di Indonesia.* Diakses pada 13 Oktober 2020, dari <https://dailysocial.id/post/peta-segmentasi-penggunaan-media-sosial-di-indonesia>