

DAFTAR PUSTAKA

- Aaker, David A. (1991). *Managing Brand Equity: Capitalizing on The Value of Brand Name*. New York. The Free Press. Mc. Millan Inc.
- Agusli, D. (2013). Analisa pengaruh dimensi ekuitas merek terhadap minat beli konsumen Midtown Hotel Surabaya. *Jurnal Strategi Pemasaran*, 1(2), 1-8.
- Assael, Henry. (1992). *Consumer Behavior and Marketing Action, 4th ed*, Boston. PWS-KENT Publishing Company.
- Barwise, P., & Meehan, S. (2010). The one thing you must get right when building a brand. *Harvard Business Review*, 88(12).
- Bernoff, J., & Li, C. (2008). Harnessing the power of the oh-so-social web. *MIT Sloan management review*, 49(3), 36.
- Berthon, P., Pitt, L., & Campbell, C. (2008). When customers create the ad. *California management review*, 50(4), 6-30.
- Brandt, C., Dessart, L., & Pahud de Mortanges, C. (2011). The impact of brand pages on brand page commitment and brand commitment in the context of Social Networking Sites.
- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of direct, data and digital marketing practice*, 9(3), 231-244.
- Databoks. Media Sosial Paling Populer di Indonesia. <https://databoks.katadata.co.id/datapublish/2018/02/01/media-sosial-apa-yang-paling-sering-digunakan-masyarakat-indonesia>. Diakses tanggal 11 Februari 2018.
- Dianoux, C., Linhart, Z., & Vnoucková, L. (2014). Attitude toward Advertising in General and Attitude Toward a Specific Type of Advertising-A First Empirical Approach. *Journal of Competitiveness*, 6(1).
- Divol, R., Edelman, D., & Sarrazin, H. (2012). Demystifying social media. *McKinsey Quarterly*, 2(12), 66-77.
- Duffett, Rodney G. (2015). Facebook advertising's influence on intention-to-purchase and purchase amongst Millennials. *Internet Research*, 25(4), 498-526.
- Edelman, D. C. (2010). Branding in the digital age. *Harvard business review*, 88(12), 62-69.

- Fauziah, A., & Trenggana, A. F. (2016). Pengaruh Penggunaan Social Media Terhadap Tingkat Brand Awareness HijUp.com di Kota Bandung. *eProceedings of Management*, 3(2), 1768-1775.
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Edisi 7*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam (2014). *Model Persamaan Struktural Konsep dan Aplikasi Dengan Program AMOS 22.0*. Semarang: Badan Penerbit Universitas Diponegoro Semarang.
- Ghozali, I. (2016). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 24*. Semarang: Badan Penerbit UNDIP.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (1998). *Multivariate data analysis* (Vol. 5, No. 3, pp. 207-219). Upper Saddle River, NJ: Prentice hall.
- Hinz, O., Skiera, B., Barrot, C., & Becker, J. U. (2011). Seeding strategies for viral marketing: An empirical comparison. *Journal of Marketing*, 75(6), 55-71.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, 22(5/6), 342-351.
- Hoffman, D. L., & Fodor, M. (2010). Can you measure the ROI of your social media marketing?. *MIT Sloan Management Review*, 52(1), 41.
- Kamtarin, M. (2012). The effect of electronic word of mouth, trust and perceived value on behavioral intention from the perspective of consumers. *International journal of academic research in economics and management sciences*, 1(4), 56.
- Kamus Internasional. Definisi *annoyance*. http://kamus-internasional.com/definitions/?indonesian_word=annoyance. Diakses tanggal 11 Februari 2018.
- Kim, H., & Song, J. (2010). The quality of word-of-mouth in the online shopping mall. *Journal of Research in Interactive Marketing*, 4(4), 376-390.
- Kim, J.W., Choi, J., Qualls, W. and Han, K. (2008), "It takes a marketplace community to raise brand commitment: the role of online communities", *Journal of Marketing Management*, 24(3), 409-431.
- Kurnia, D. (2013). Pengaruh Iklan Dan Word Of Mouth (WOM) Terhadap Minat Beli Mahasiswa Universitas Negeri Padang Atas Kartu Perdana IM3. *Jurnal Manajemen*, 2(02).

- Kotler, Philip dan Kevin Lane Keller. (2008). *Manajemen Pemasaran Jilid 1*. Jakarta: Penerbit Erlangga.
- _____. (2008). *Manajemen Pemasaran Jilid 2*. Jakarta: Penerbit Erlangga.
- Kozinets, R. V., Hemetsberger, A., & Schau, H. J. (2008). The wisdom of consumer crowds: Collective innovation in the age of networked marketing. *Journal of Macromarketing*, 28(4), 339-354.
- Lee, J. and McGowan, K.M. (1998). "Direct marketing solicitations: do they generate sales or consumer annoyance?". *Journal of Marketing Management* (10711988). 8, 63-71.
- McCoy, S., Everard, A., Polak, P., & Galletta, D. F. (2007). The effects of online advertising. *Communications of the ACM*, 50(3), 84-88.
- Menkominfo. Laporan Tahunan Kementerian Komunikasi dan Informatika tahun 2016. https://www.kominfo.go.id/content/detail/10294/laporan-tahunan-kementerian-komunikasi-dan-informatika-tahun-2016/0/laporan_tahunan. Diakses tanggal 11 Februari 2018.
- Merz, M. A., He, Y., & Vargo, S. L. (2009). The evolving brand logic: a service-dominant logic perspective. *Journal of the Academy of Marketing Science*, 37(3), 328-344.
- Morgan, R.M. and Hunt, S.D. (1994). "The commitment-trust theory of relationship marketing". *Journal of Marketing*, 58(3), 20-38.
- Muslimawati, C., & Wardani, D. K. (2017). Pengaruh Promosi Melalui Media Sosial dan Kesadaran Merek Terhadap Minat Beli Air Minum Dalam Kemasan dengan Merek Aqua pada Mahasiswa Pendidikan Ekonomi FKIP UNS. *Jurnal Pendidikan Bisnis dan Ekonomi*, 3(2).
- Prisgunanto, Ilham. (2006). *Komunikasi Pemasaran, Strategi, dan Taktik*. Jakarta: Ghalia Indonesia.
- Reza Jalilvand, M., & Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence & Planning*, 30(4), 460-476.
- Sekaran, U. (2006). *Research Methods for Business Buku 2*. Jakarta: Salemba Empat.
- Shahid, Z., Hussain, T., & Zafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing & Consumer Research*, 33, 34-38.

- Silverman, George. (2001). *The Secret of Word of-Mouth Marketing: How to Trigger Exponential Sales through Runaway Word-of-Mouth*. AMACOM (American Management Assosiation) Books. New York.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Syafaruddin, Z. (2016). Pengaruh Komunikasi Electronicword of Mouth Terhadap Kepercayaan (Trust) Dan Niat Beli (Purchase Intention) Serta Dampaknya Pada Keputusan Pembelian (Survey Pada Konsumen Online Shopping Zafertech. com). *Jurnal Bisnis dan Manajemen*, 3(1).
- Song, M., Wang, N., & Jin, Y. (2017). Social Network Site (SNS) Brand Page Participation and Commitment: A Comparison between China and Korea.
- Widhiarso, W. (2010). *Pengembangan Skala Psikologi: Lima Kategori Respon ataukah Empat Kategori Respon*. Yogyakarta: Fakultas Psikologi UGM.
- Wulandari, Nina R (2017). Pengaruh Gangguan (Annoyance) dalam Penggunaan Media Sosial pada Kesadaran Merek dan Niat Beli Konsumen Studi Toko Kue Online Nina's Cake pada Instagram. Universitas Lampung.