

DAFTAR PUSTAKA

- Aaker, D. (2022). *Building Strong Brands*. New York: The Free Press.
- Alfanur, F., & Kadono, Y. (2019). Analysis on E-commerce Purchase Intention . *International Conference on Information Management and Technology (ICIMTech)*, 635.
- Annur, C. M. (2021). *Indonesia Kini Punya 8 Unicorn, Berikut Daftarnya*. Retrieved from Katadata: <https://databoks.katadata.co.id/datapublish/2021/11/17/indonesia-kini-punya-8-unicorn-berikut-daftarnya>
- Assael, H. (2012). *Consumer Behavior and Marketing Action*. South-Western.
- Aziz. (22, November 30). *Ungguli Pesaing, GoPay dan GoFood Bakal Jadi Tambang Cuan GOTO*. Retrieved from PasarDana: <https://pasardana.id/news/2022/11/30/ungguli-pesaing-gopay-dan-gofood-bakal-jadi-tambang-cuan-goto/>
- Belch, G., & Belch, M. (2021). *Advertising and Promotion: An Integrated Marketing Communications Perspective, 12th Edition*. McGraw Hill.
- Beuker, R. (2005). Online Purchase Intention. *An Analysis of Antecedents. Journal of Marketing Research*, 35(2), 123-132.
- Burhan, F. A. (2022, Maret). *Total Transaksi Rp325 T, Bos GoTo Ungkap Prospek Bisnis Pasca-IPO*. Retrieved from Katadata: <https://katadata.co.id/desysetyowati/digital/62305d8b8b12e/total-transaksi-rp325-t-bos-goto-ungkap-prospek-bisnis-pasca-ipo>
- Chen, Y., & Javalgi, R. (2016). *Online Social Media and Networking*. Routledge.
- Daugherty, T., & Hoffman, D. (2014). *Communicating in the Online Era: Understanding and Designing Social Media*. Routledge.
- Dian, S., & Husniati, L. (2018). Pengaruh Word of Mouth Minat Beli Konsumen dan Brand Image Terhadap Kepuasan Konsumen. *Jurnal Ekonomi Universitas Kadiri*, 2(1), 37-44.
- East, R. (2019). *Consumer behaviour*. London: Routledge.
- Ghozali, I. (2011). *Structural Equation Modeling: Metode Alternatif dengan Partial Least Squares*. Semarang: Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi analisis multivariate dengan program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.

- Hair, J., Black, W., Babin, B., & Anderso. (2011). *Multivariate data analysis (7th ed.)*. Upper Saddle River, NJ: Prentice Hall.
- Harnita, P., & Widya, S. (2016). Pengaruh Electronic Word of Mouth (E-WOM) Melalui Twitter Terhadap Minat Beli Konsumen Pada Steak Ranjang Bandung. *Jurnal Manajemen Pemasaran*, 7(2), 81-91.
- Haryono, T. (2017). *Metode Penelitian Kuantitatif*. Yogyakarta: Pustaka Pelajar.
- Hasan, A. (2010). The impact of word of mouth on purchase intention: A study of consumers in the United Arab Emirates. *Journal of Business Research*, 63(9-10), 966-974.
- Hasan, Z. (2013). The impact of electronic word-of-mouth on consumer purchase intention: A conceptual framework. *Journal of Business Research*, 66(9), 1415-1421.
- Hestanto, R. (2020). *Perkembangan Transportasi Online dalam Menunjang Pembangunan Ekonomi*. Jakarta: Penerbit Prenada Media Group.
- Hussain, M., & Ahmed, S. (2017). *Online Social Media Networks*. Springer.
- Indonesia, S. (2018). *Sering Membandingkan Harga Transportasi Online? Aplikasi Ini Akan Memudahkan Penggunaanya* . Retrieved from KataShopback: <https://www.shopback.co.id/katashopback/transportasi-online-makin-digemari>
- Indrawati, D. (2015). *Metode Penelitian Manajemen dan Bisnis*. Bandung: Refika Aditama.
- Jalilvand., M., & Samei., N. (2013). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: Study in The Automobile Industry In Iran. *Marketing Intelligence & Planning Vol. 30*, 460-476.
- Johnson, M., & Christensen, L. (2019). *Research Methods in Education*. Sage.
- Kietzmann, J., & Canhoto, A. (2013). Managing electronic word-of-mouth communication: A social media perspective. *Journal of Interactive Marketing*, 27(4), 225-237.
- Kotler, P., & Armstrong, G. (2020). *Principles of marketing (18th ed.)*. Pearson Education.
- Kotler, P., & Keller, K. L. (2022). *Marketing management (17th ed.)*. Prentice Hall.
- Lavelock, C. W., & Mussry, J. (2017). *Pemasaran Jasa: Perspektif Indonesia (7th Vol.1)*. Jakarta: Erlangga.
- Maxim. (2020, Juli). *Pengguna Terus Naik, Bertambah Lebih dari 2 Juta Pengguna di Kuartal 2 Tahun 2020, Apa Yang Menarik dari Maxim di Tahun Ini?* Retrieved from Maxim: <https://id.taximaxim.com/blog/2020/07/1856-pengguna-terus-naik->

bertambah-lebih-dari-2-juta-pengguna-di-kuartal-2-tahun-2020-apa-yang-menarik-dari-maxim-di-tahun-ini/

Nurdin, A. &. (2019). Data: Kumpulan informasi yang dapat dibuat, diproses, dikirim, dan dianalisis. *Jurnal Ilmiah Data*, 2(3), 1-5.

Prasetio, A., Hurriyati, R., Sari, P., & Sary, F. (2018). Social capital and electronic word-of-mouth (eWOM) effect toward online purchase intention. *Ingenta Connect*, 10822.

Prayustika, N. (2016). Paradigma baru dalam berkomunikasi: munculnya istilah electronic word of mouth. *Jurnal Ilmu Komunikasi*, 6(2), 87-96.

R1. (2019, Agustus). *Daftar Penyedia Jasa Transportasi Online di Indonesia*. Retrieved from reaktor: <https://reaktor.co.id/daftar-penyedia-jasa-transportasi-online-di-indonesia/>

Rahman, M. A., Abir, T., Yazdani, D. M., Hamid, A. B., & Mamun, A. A. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Consumers. . *Journal of Internet Commerce and Management*, 18(2), 1-13.

Riduwan, & Akdon, R. (2010). *Dasar-Dasar Teknik Sampling*. Bandung: Alfabeta.

Riset, T. (2022, May 18). *Serius Deh, Sulit Sepertinya Hidup Tanpa Gojek*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/market/20220517233218-17-339659/serius-deh-sulit-seperti-hidup-tanpa-gojek>

Sadya, S. (2022, Desember). *Survei Indef: Gojek Pimpin Pasar Ojek Online di Indonesia*. Retrieved from <https://dataindonesia.id/Ragam/detail/survei-indef-gojek-pimpin-pasar-ojek-online-di-indonesia>

Santoso, B. (2018). *Structural Equation Modeling (SEM) dalam Penelitian*. Jakarta: RajaGrafindo Persada.

Sari, P. K., & Prasetio, A. (2018). Customer Awareness towards Digital . *Proceedings of the 3rd International Conference on Informatics and Computing, IEEE*.

Schiffman, L. G., & Kanuk, L. L. (2019). *Consumer behavior*. Upper Saddle River, NJ: Prentice Hall.

Septiani, L. (2022, Agustus 31). *Transaksi Pengguna Rp 29,8 Triliun, Pendapatan Gojek Melonjak*. Retrieved from Katadata: <https://katadata.co.id/desyetyowati/digital/630f45fbc71d/transaksi-pengguna-rp-29-8-triliun-pendapatan-gojek-melonjak>

- Setiadi, B. (2019). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi*. Jakarta: Gramedia Pustaka Utama.
- Solomon, M. R. (2019). *Consumer behavior: Buying, having, and being, 13th edition*. Pearson Education.
- Sorogan. (2021, Desember). *Grab amblas di Nasdaq*. Retrieved from Sorogan: <https://sorogan.id/grab-amblas-di-nasdaq-34192/>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Tariq, M., Abbas, T., Abrar, M., & Iqbal, A. (2017). E-WOM and brand awareness impact on consumer purchase intention: Mediating role of brand image. *Journal of Business and Technical Communication*, 31(4), 1-20.
- Tjiptono, F. (2005). *Brand Management & Strategy*. Yogyakarta.
- Torlak, O., Ozkara, B. Y., Tiltay, M. A., Cengiz, H., & Dulger, M. F. (2014). The effect of electronic word of mouth on brand image and purchase intention: An application concerning cell phone brands for youth consumers in Turkey. *Journal of Business Research*, 67(8), 1669-1678.
- Turban, E. K. (2019). *Electronic Commerce: A Managerial and Social Networks Perspective*. Springer.
- Umamy, C., Kumadji, S., & Yulianto, E. (2016). Pengaruh electronic word of mouth terhadap brand image Serta dampaknya pada minat beli (survei pada mahasiswa universitas Brawijaya malang angkatan 2015/2016 pengguna smartphone). *Jurnal Ilmu dan Teknologi Kelautan*, 14(2), 108-114.
- Wang, G. H. (2010). Online Purchase Intention: A Study of Consumer Behavior on E-commerce Websites. *Journal of Business Research*, 63(9), 923-929.
- Wang, Y., & Tsai, D. (2014). The impact of brand image on purchase intention: A study of consumer perceptions of a premium brand. *Journal of Business Research*, 67(6), 1299-1307.
- Whittemore, R., & Knafl, K. (2005). Review Topics: A Method for Integrating and Analyzing Data from Multiple Sources. *Journal of Advanced Nursing*, 52(5), 546–553.
- Yap, C. S., Ang, S. H., & Lee, C. K. (2013). The Impact of E-WOM on Online Purchase Intentions. *Journal of Computer Information Systems*, 53(4), 123-132.
- Yunus, N., Ariff, M. S., Som, N. M., Zakuan, N., & Sulaiman, Z. (2016). The Impact of Electronic Word-of-Mouth (eWOM) on Brand Image and Purchase Intention: A

Study of Social Media Users in Malaysia. *International Journal of Economics, Commerce and Management*, 4(7), 1-8.