

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS): Alternatif Structural Equation Modelling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi.
- Almousa & Kurt. (2020). *THE IMPACT OF SOCIAL MEDIA MARKETING ON CUSTOMER SATISFACTION THROUGH BRAND IMAGE (STUDY CASE TURKEY TELECOMMUNICATION COMPANIES)*. International Research Journal of Modernization in Engineering Technology and Science, 2(9), 267-282.
- American Marketing Association. (2013). *Definition of Marketing*.
- Benoit, S., Kienzler, M., & Kowalkowski, C. (2020). *Intuitive pricing by independent store managers: Challenging beliefs and practices*. Journal of Business Research, 115(April), 70-84. <https://doi.org/10.1016/j.jbusres.2020.04.027>
- Camp. (2022, 15 Februari), *DIGITAL 2022: INDONESIA* [Online], Tersedia: <https://datareportal.com/reports/digital-2022-indonesia>. [Akses: 10 November 2022]
- Dân H.T., Nam L.,G. (2018). *Impact of social media influencer marketing on consumer at Ho Chi Minh City. The International Journal of Social Sciences and Humanities Invention*, 5(05), 4710-4714. doi: 10.18535/ijsshi/v5i5.10
- Daryanto, D. & Setiyabudi, I. (2014). *Masalah Pencemaran*. Bandung; Tarsito
- Dewing, M. (2012). *Social media: An Introduction. Parliamentary Information and Research Service, Social Affairs Division*. Canada: Library of Parliament
- Digital Economy. (2020), *Daftar Aplikasi E-Wallet Terbesar di Indonesia Berdasarkan Jumlah Pengguna Aktif Bulanan* [Online], Tersedia: <http://https://iprice.co.id/insights/id/digital-economy/aplikasi-e-wallet-indonesia-2020/>. [Akses: 15 November 2022]
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Universitas Diponegoro.

- Ghozali, I. (2016) *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23*. Edisi 8. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2014). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2020). *PARTIAL LEAST SQUARE Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris*. Semarang: Universitas Diponegoro.
- Giao, H. N. K. (2018). *Measuring Service Quality in Vietnam from the Customers Angle*. Hanoi, Vietnam: Finance Publishing. DOI: 10.31219/osf.io/cqh68.
- GoJek. (2022), *Apa Itu GoPay?* [Online], Tersedia: <https://www.gojek.com/id-id/help/gopay/apa-itu-go-pay/>. [Akses: 30, November 2022]
- Gunelius, S. (2011). *Social Media Marketing*. United States: McGraw- Hill Companies.
- Hair, J., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*, SAGE Publications (2nd Edition, Vol. 38). United States of America.: SAGE Publication.
- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). *We're all connected: The power of the social media*. *Business Horizons*, 54, 265-273.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi. Dalam Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi dan Komunikasi*. Bandung: PT. Rafika Aditama.

- Irawan, H. (2003). *10 Prinsip Kepuasan Pelanggan*. Jakarta: Elex Media Komputindo.
- Kazmi, A., & Mehmood, Q. (2016). *The effect of electronic word of mouth communication and brand image on purchase intention: A case of consumer electronics in Haripur, Pakistan*. *Management Science Letters*, 6(7), 499-508.
- Keller, K. P. dan. (2007). *Manajemen Pemasaran: Analisis, Perencanaan, Implementasi dan Pengendalian*. In Prentice Hall, Salemba Empat.
- Kim, A. J., & Ko, E. (2012). *Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand*. *Journal of Business Research*, 65(10), 1480-1486.
- Kim, Angella J and Ko, Eunju. (2011). “Do Social Media Marketing Activities Enhance Customer Equity?”. *An Empirical Study of Luxury Fashion Brand.* Journal of Business Research. doi.10.1016/j.jbusres.2011.10.014
- Kotler & Keller. (2006). *Manajemen Pemasaran*, Edisi 12 jilid 1, Terjemahan (Molan Benyamin). Indonesia: PT. Indeks
- Kotler dan Keller. (2009). “*Manajemen Pemasaran*”. Jilid I. Edisi ke 13 Jakarta: Erlangga.
- Kotler, P. & Keller, K.L. (2013). *Manajemen Pemasaran*. Edisi 13 Jilid satu. Jakarta: Erlangga
- Kotler, P. (2000). *Prinsip-prinsip Pemasaran. Edisi Ketiga*. PT Prenhallindo, Jakarta.
- Kotler, Phillip, et al. (2016). “*Marketing 4.0: Moving from Traditional to Digital*”. New Jersey: John Wiley & Sons, Ltd
- Kumaran (2022, 2 November), *Sejarah Gojek dan Perkembangannya dari Masa ke Masa* [Online], Tersedia: <https://kumaran.com/berita-terkini/sejarah-gojekdan-perkembangannya-dari-masa-ke-masa-1zAYkqSP4I8/full>. [Akses:5 November 2022]

- Laruan. (2022, 28 November), *Sejarah Gojek dari Awal Hingga Kisah Sukses Perkembangannya*[Online], Tersedia: <https://www.kreditpintar.com/education/sejarah-gojek>. [Akses: 30 November 2022]
- Mangold W G and Faulds D J (2009), “*Social Media: The New Hybrid Element of the Promotion Mix*”, *Business Horizons*, Vol. 52, No. 4, pp. 357-365.
- Mangold, W. G., & Faulds, D. J. (2009). *Social Media: The New Hybrid Element of the Promotion*. *Business Horizons*, 52(4), 357–365.
- Mangold, WG. and Faulds, DJ. (2009). “*Social Media: The New Hybrid Element of The Promotion Mix*”. Article *Business Horizons* DOI:10.1016/j.bushor.2009.03.002
- Mersey, R. D., Malthouse, E. C., & Calder, B. J. (2010). *Engagement with online media*. *Journal of Media Business Studies*, 7(2), 39–56.
- Neti, S. (2011). *Social media and its role in marketing*. *International Journal of Enterprise Computing and Business Systems*, 1(2), 1-15.
- Oliver, R. L. (1997). *Satisfaction A Behavioral Perspective of the Consumer*. New York, NY: McGraw-Hill.
- Opreana, Alin & Vinerean, Simona, (2015). *A New Development in Online Marketing: Introducing Digital Inbound Marketing*, *Expert Journal of Marketing*.
- Pramono, R., Sondakh, L. W., Bernarto, I., Juliana, J., & Purwanto, A. (2021). *Determinants of the small and medium enterprises progress: A case study of SME entrepreneurs in Manado. Indonesia. The Journal of Asian Finance, Economics, and Business*, 8(1), 881-889
- Rahi, S. (2015) ‘*Moderating role of brand image with relation to internet banking and customer loyalty: a case of branchless banking*’, *The Journal of Internet Banking and Commerce*, Vol. 20, No. 3, p.1.
- Rangkuti, F. (2012). *Studi Kelayakan Bisnis & Investasi*. Jakarta: Gramedia Pustaka Utam
- Sadya. (2022, 27 September), *Transaksi Digital, Konsumen Pilih E-Wallet atau Mobile Banking?* [Online], Tersedia:

<https://dataindonesia.id/digital/detail/transaksi-digital-konsumen-pilih-ewallet-atau-mobile-banking>. [Akses 11 November 2022]

- Safko, L. dan Brake, D. K. (2009) *The Social Media Bible: Tactics, Tools, Strategies For Business Success*. New Jersey: John Wiley & Sons, Inc. Canada: Simultaneously
- Salvatore, Dominick. (2005). “*Ekonomi Manajerial Buku 2*”. Jakarta: Salemba Empat.
- Sangadji, E.M., dan Sopiah. (2013). *Prilaku Konsumen: Pendekatan Praktis Disertai: Himpunan Jurnal Penelitian*. Yogyakarta: Penerbit Andi.
- Sarwono, J., & Narimawati, U. (2015). *Membuat Skripsi (Doctoral dissertation, Tesis dan Disertai dengan Partial Least Square SEM (PLS-SEM))*. Yogyakarta: Andi.
- Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta
- Sugiyono. (2018). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: CV Alfabeta.
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: Alfabeta.
- Sumarwan, U. (2004). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Bogor: Penerbit Ghalia Indonesia.
- Sunyoto, D. (2014). *Konsep Dasar Riset Pemasaran dan Perilaku Konsumen*. Yogyakarta: Center For Academic Publishing Service.
- Tiago & Verissimo, (2014). *Digital marketing and social media: Why bother?* Kelley School of Business, Indiana University.

- Tjiptono, F. (2014), *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset
- Top Brand Award. (2022), *Top Brand Index* [Online], Tersedia: <https://www.topbrand-award.com/top-brand-index/>. [Akses: 10 November 2022]
- Weber, L. (2007). *Marketing to the Social Web: How Digital Customer Communities Build Your Business*. New Jersey: Wiley.
- Yasa, Ni Nyoman Kerti, Putu Laksmi Dewi Rahmayanti, Ida Ayu Putu Widani, I. B. A. D. Sugianingrat, and Rahcmad Budi Suharto (2021). "*Peran perilaku inovatif dan komitmen organisasional memediasi pengaruh kebahagiaan kerja terhadap kinerja karyawan.*" *MIX: Jurnal Ilmiah Manajemen* 11, no. 2: 258-273.
- Zahoor, S. and Qureshi, I. (2017). *Social media marketing and brand equity: A literature review*. *IUP Journal of Marketing Management*, 16(1), 47-64