

## DAFTAR PUSTAKA

- Aaker, David A. (1996). *Building Strong Brand*. New York : The Free Press
- Devito, Joseph. (1997). *Komunikasi Antarmanuia*. Jakarta : Profesional Books
- Effendy, Onong Uchajana. (2003). *Ilmu, Teori, dan Filsafat Komunikasi*, Bandung :  
PT. Citraditya Bakti
- Griffin, Em.( 2012). *A First Look at Communication Theory*. MC Grew Hill : USA
- Ghozali, Imam. (2006). *Structural Equation Modeling Metode Alternatif dengan  
Partial Least Square*, Semarang : Universitas Diponegoro
- Guba, E.G. and Lincoln, Y.S. (1994). *Competing Paradigms in Qualitative  
Research. In: Denzin, N.K. and Lincoln, Y.S., Eds., Handbook of Qualitative  
Research*. California (Thousand Oaks): SAGE Publications
- Ismagilova, Elvira et.al (2017). *Electronic Word of Mouth (e-WOM) in Marketing  
Context* .Switzerland : Spriger .
- Kartajaya, Hermawan dan Iwan Setiawan. (2014). *WOW Marketing*. Jakarta : PT  
Gramedia Putaka Utama
- Kung, Lucy .(2008).*Strategic Mangement in The Media* . California : Sage  
Publication
- Kuhn, Thomas S. (1970). *The Structure of Scientific Revolution*. USA :The  
Univerity of Chicgo Press
- Kriyantono, Rachmat.(2008). *Teknik Praktis Riset Komunikasi*. Jakarta : Kencana  
Prenada Media Group

- Lemeshow, Stanley, J.r, Hosmer, David, W., Klar Janelle & Lwanga, Stepher, K.(1997). *Besaran Sampel dalam Penelitian Kesehatan (terjemahan Pramono, D)*. Yogyakarta: Gadjah Mada University Press
- Littlejohn, W Stephen, Karen A. Foss, (2016) *Ensiklopedia Teori Komunikasi*. Kencana:Jakarta.
- Liliweri, Alo. (2011). *Makna Budaya dalam Komunikasi Antarbudaya* . PT Pelangi Aksara :Yogyakarta
- Margono (2004). *Metodologi Penelitian Pendidikan* Jakarta : Rieka Cipta
- Mowen, John dan Minor, Michael .(2002). *Perilaku Konsumen*. Jakarta : Erlangga
- Neuman, W. Lawrence. (2016). *Metodologi Penelitian Sosial: Pendekatan Kualitatif dan Kuantitatif, edisi 7*. Jakarta: PT Indeks.
- Ngatno.(2015), *Analisis Data Variabel Mediasi dan Moderasi dala Riset Bisnis*. Farisma Indonesia : Yogyakarta
- Rakhmat, Jalaluddin. (2014), *Metode Penelitian Komunikasi*. Bandung : Remaja Rosdakarya
- Ramdhan, Hendry E. (2016). *Startup Bussiness Model*. Jakarta :Penebar Plus.
- Rangkuti, Freddy. (2004). *Manajemen Persediaan Aplikasi Bisnis*. Jakarta : PT Raja Grafndo Persada
- Salim, Agus. (2001). *Teori dan Paradigma Peelitian Sosial* . Yogyakarta : PT Tiara Wacana Yogya
- Shimp, A. Terence. *Periklanan, promosi Aspek Tambahan Komunikasi Terpadu Jilid 5*.(2003). Erlangga : Jakarta

- Sewnovitz.( 2009). *Word of Mouth Marketing*. Jakarta : Gramedia Pustaka Utama.
- Sutisna.(2003).*Perilaku Konsumen dan Komunikasi Pemasaran,Cetakan ketiga*,  
Bandung : PT Remaja Rosdakarya
- Sugiyono (2001). *Metode Penelitian Administrasi*, Bandung : Alfabeta
- Temporal, Paul dan K.C.Lee.( 2002).*Hi-Tech Hi-Touch Branding (Menciptakan kekuatan merek dalam Era Teknologi)*. Jakarta : Salemba Empat
- Travis, Daryl . (2000). *Emotional Branding: How Succesfull Gain The Irrational Edge*.
- Weitzl, Wolfgang. (2014). *Measuring Electronic Word-of Mouth Effectiveness*.  
Austria :Springer Gabler
- West, Richard dan Turner, Lynn H. (2008). *Pengantar Teori Komunikasi : Analisis dan Aplikasi*, Jakarta :Salemba Humanik

**Jurnal :**

- Bayunitri , Bunga Indah dan Savitri Putri. (2015). *The Effectiveness of Visualization the Logo towards Brand Awareness* . 3rd Global Conference on Bussines and Social-Science: Kuala Lumpur.
- Akrou, H., & Nagy, G. (2018). Information & Management Trust and commitment within a virtual brand community : The mediating role of brand relationship quality. *Information & Management*, (April), 0–1. <https://doi.org/10.1016/j.im.2018.04.009>

- Barreda, A. A., Bilgihan, A., Nusair, K., & Okumus, F. (2015). Computers in Human Behavior Generating brand awareness in Online Social Networks. *Computers in Human Behavior*, 50, 600–609. <https://doi.org/10.1016/j.chb.2015.03.023>
- Chu, S., & Kim, Y. (n.d.). Determinants of consumer engagement in electronic word - of - mouth ( eWOM ) in social networking sites, 30(1), 47–75. <https://doi.org/10.2501/IJA-30-1-047-075>
- González-benito, Ó., Martos-partal, M., & San, S. (2015). Journal of Retailing and Consumer Services Brands as substitutes for the need for touch in online shopping. *Journal of Retailing And Consumer Services*, 27, 121–125. <https://doi.org/10.1016/j.jretconser.2015.07.015>
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome , brand equity , and the marketing mix ☆. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>
- Keputusan, M., & Wisatawan, B. (2016). ANALISIS FAKTOR ELEKTRONIK WORD OF MOUTH ( EWOM ) DALAM, VI(2), 1049–1060.
- Killian, G., & McManus, K. (2015). A marketing communications approach for the digital era: Managerial guidelines for social media integration. *Business Horizons*, 58(5), 539–549. <https://doi.org/10.1016/j.bushor.2015.05.006>

- Kundu, S., & Rajan, C. R. S. (2017). Word of Mouth : A Literature Review International Journal of Economics &, 6(6). <https://doi.org/10.4172/2162-6359.1000467>
- Leeflang, P. S. H., Verhoef, P. C., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1–12. <https://doi.org/10.1016/j.emj.2013.12.001>
- Naz, F. (2014). Word of Mouth and Its Impact on Marketing, 4(1), 1–4.
- Pambudi, M., & Wicaksono, A. (2016). Pengaruh iklan dan, 5(8), 5098–5127.
- Park, M., Shin, J., & Ju, Y. (2017). Attachment styles and electronic word of mouth ( e-WOM ) adoption on social networking sites. *Journal of Business Research*, (November 2016), 0–1. <https://doi.org/10.1016/j.jbusres.2017.09.020>
- Septiari, E. D., Manajemen, P. S., Ekonomi, F., Atma, U., & Yogyakarta, J. (2009).  
 PENGARUH DIMENSI INFORMASI EWOM DAN PENERIMAAN INFORMASI TERHADAP KEINGINAN UNTUK MENGIRIMKAN ULANG PESAN Vincent Ricardo, 1–15.
- Wang, Y., Hsiao, S., Yang, Z., & Hajli, N. (2016). Industrial Marketing Management The impact of sellers ’ social influence on the co-creation of innovation with customers and brand awareness in online communities. *Industrial Marketing Management*, 54, 56–70. <https://doi.org/10.1016/j.indmarman.2015.12.008>

Woo, C., Sanders, G. L., & Moon, J. (2013). Exploring the effect of e-WOM participation on e-Loyalty in e-commerce. *Decision Support Systems*, 55(3), 669–678. <https://doi.org/10.1016/j.dss.2013.02.001>

Yan, Q., Wu, S., Wang, L., Wu, P., Chen, H., & Wei, G. (2016). Electronic Commerce Research and Applications E-WOM from e-commerce websites and social media : Which will consumers adopt ? *Electronic Commerce Research and Applications*, 17, 62–73. <https://doi.org/10.1016/j.elerap.2016.03.004>

Website :

Hadijah, Siti (2018). *7 Perusahaan Startup Lokal yang terkenal di dunia*. diambil dari <https://www.cermati.com/artikel/7-perusahaan-startup-lokal-yang-terkenal-di-dunia>. Diunduh pada tanggal 25 September 2018, pukul 21.00 WIB

Pratama, Aditya Hadi. (2016). *Inilah 88 startup yang Memperoleh pendanaan di tahun 2016*. Diambil dari dari <https://id.techinasia.com/infografis-87-startup-indonesia-yang-meraih-pendanaan-di-tahun-2016>. diunduh pada tanggal 23 September 2018, pukul 21.15 WIB

Widirtanto, Yoga H. (2016). *Dua Bantuan Startup yang disiapkan Pemerintah*. diambil dari <https://tekno.kompas.com/read/2016/04/27/19140007/Ini.Dua.Bantuan.untuk.Startup.ya.ng.Disiapkan.Pemerintah>. Diunduh pada tanggal 23 September , pukul 22.00 WIB

Tim Tumbasin.id (2017) *Profile Tumbasin.id* . diambil dari <https://Tumbasin.id/>  
diunduh pada tanggal 21 November 2018, pukul 16.48 WIB

Dokumen :

Hasil Survey APJII tahun 2017