DAFTAR PUSTAKA

Buku:

Bourdieu, Pierre & Loïc J. D. Wacquant. 1992. An invitation to Reflextive Sociology. Cambridge: Polity Press.

Del I. Hawkins dan David L. Mothersbaugh.2010. Consumer Behavior: Building Marketing Strategy. Elevent Edition. New York: McGraw-Hill

Djarwanto, dan Subagyo, Pangestu. 2000. Statistik Induktif, Edisi 4. Yogyakarta: BPFE.

Engel, J.; Blackwell,R; Winiard, P., 1993, *Consumer Behavior*, The Dryden Press Kotler, P., 1995, *Manajemen Pemasaran, Analisis, Perencanaan, Implementasi dan*

F.L,Whitney.1960.*The Elements of Resert.Asian Eds*. Osaka: Overseas Book Co

Idrus, Muhammad. 2009. *Metode Penelitian Ilmu Sosial*. Yogyakarta : Erlangga.

Jonathan, Sarwono. 2006. *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta : Graha Ilmu

Kotler, Philip & Amstrong, Gary. 2001. Prinsip-prinsip Pemasaran (Principles of Marketing), Edisi Bahasa Indonesia, Jilid I. Jakarta: Penerbit Erlangga.

Kotler, Philip. 2005. Manajamen Pemasaran, Jilid 1 dan 2. Jakarta: PT. IndeksKelompok Gramedia

Masri, Singarimbun. 2011. Metode Penelitian Survai. Jakarta: LP3ES.

Mayer,R.R & Greenwood, E. 1984. *Rancangan Penelitian Kebijaksanaan Sosial*. Jakarta : Rajawali.

Myers, David G. 2005. *Social Psychology*. (5th*ed*). USA: McGraw-Hill Companies, Inc.

Nasiry, J., & Popescu, I. 2009. The price of consumer regret. *Social Science Research Network*, *42*. Diakses di https://sites.insead.edu/facultyresearch/research/doc.cfm?did=42564. Pada 22 Agustus 2016 pukul 09.00 WIB

Oxford Advanced Learner' s Dictionary. 2005.Oxford: Oxford University Press

Rakhmat, Jalaluddin. 2005. *Metode penelitian Komunikasi*. Bandung: PT. Remaja Rosda Karya

Sarwono, S.W. 2004. Psikologi Remaja. Jakarta: PT. Raja Grafindo Persada.

Sears, David O., Jonathan L Freedman & L. Anne Peplau. 1985. *Psikologi Sosial*, diterjemahkan oleh Michael Adryanto. Jakarta: Erlangga.

Singarimbun, Masri dan Sofian Effendi. 1989. *Metode Penelitian Survai*.Jakarta : LP3S

Solomon, Michael. 2006. *Consumer Behavior 3rd ed*. New Jersey: Prentice Hall, Inc.

Sugiyono.2011.*Metode Penelitian Pendidikan*. Bandung:Alfabeta

Sukandarrumidi. 2004. *Metode Penelitian Petunjuk Praktis untuk Penelitian Pemula*. Yogyakarta: Gadjah Mada Yogyakarta Press

Taylor, S.E., Peplau, L.A & Sears, D.O. 2009. *Psikologi Sosial Edisi XII*. Jakarta: Kencana

Winarno, Sigit & Sujana Ismaya. 2007. *Kamus Besar Ekonomi*. Bandung: Pustaka Grafika.

Jurnal:

Ames, M., and Naaman, M. 2007. *Why we tag: motivations for annotation in mobile and online media*. In *Proceedings of the SIGCHI Conference on Human Factors in Computing Systems*, 971–980. ACM.

APJII. 2016. *Penetrasi & Perilaku Pengguna Internet Indonesia 2016 (survei)*. Diunduh di http://internetmarketingcenter.web.id/download/?did=7. Diakses pada 15 November 2016 pukul 23.44 WIB.

Bray, Jeff. 2008. *Consumer Behaviour Theory: Approaches and Models*. Diakses di http://eprints.bournemouth.ac.uk/10107/1/Consumer_Behaviour_Theory_-_Approaches_%26_Models.pdf pada 6 September 2016 pukul 09.00 WIB.

Cheung, Christy M.K., & Thadani, Dimple R. 2012. The Impact of Electronic Word-of-Mouth Communication: A literature analysis and integrative model, Decision Support Systems. Diakses dari http://www.sciencedirect.com/science/article/pii/S0167923612001911. pada 29 September 2016 pukul 15.00 WIB.

Cialdini, R. B., Wosinska, W., Barrett, D. W., Butner, J., Gornik-Durose, M. 1999. *Compliance with a request in two cultures: The differential influence of social proof and commitment/consistency on collectivists and individualists. Personality and Social Psychology Bulletin, 25, 1242-1253*. Diakses dari *http://www.business.illinois.edu/shavitt/BA_531/Cialdini%20-%20Compliance.pdf*. Pada 4 Agustus 2016 pukul 14.00 WIB

Hennig-Thurau, T., André Marchand. 2013. Value Creation in the Video Game Industry: Industry Economics, Consumer Benefits, and Research Opportunities. Journal of Interactive Marketing, pp. 141-157. Pada 2 Februari 2017 pukul 22.10 WIB.

Hennig-Thurau, T., Gwinner, K.P., Walsh, G. & Gremler, D.D. 2004. Electronic word-of-mouth via consumer-opinion platforms: what motivates consumers

to articulate themselves on the internet? Journal of Interactive Marketing. Pada 18 Agustus 2016 pukul 22.00 WIB

Hirschman, Elizabeth C. and Morris B. Holbrook.1982. "Hedonic Consumption: Emerging Concepts, Methods and Propositions," Journal of Marketing, 46, 3, 92–101.

J. Lee, J.N. Lee. 2009. Understanding the product information inference process in electronic word-of-mouth: an objectivity–subjectivity dichotomy perspective Information Management, 46 (5), pp. 302–311.

Jansen, B. J. 2009. "Twitter Power: Tweet as Electronic Word Of Mouth". Journal of The American Society for Information Science and Technology. Pada 5 September 2016 pukul 19.30 WIB

King, R., Racherla, P. and Bush, V. 2014. What We Know and Don't Know About Online Word-of-Mouth: A Review and Synthesis of the Literature. Journal of Interactive Marketing, 28(3), pp.167-183. Diakses dari http://www.sciencedirect.com/science/article/pii/S1094996814000139. Pada 20 Agustus 2016 pukul 19.00 WIB

Lee, C. S., and Ma, L. 2012. *News sharing in social media: The effect of gratifications and prior experience*. Computers in Human Behavior 28(2):331–339.

Lubis, Evawani Elysa. 2014. *Potret Media Sosial dan Perempuan*, Jurnal Parallela: Gender, Pemberdayaan Perempuan, dan Perlindungan Anak Vol 1, 2, hal 99-106. Pekanbaru: FISIP Universitas Riau. Diakses dari https://ejournal.unri.ac.id/index.php/JPRL/article/view/2864/2805.

Luzzani, Luca. 2015. Determinants Of The Perceived Ewom Review Credibility Part 2. Diakes dari http://www.brandba.se/blog/determinants-of-the-perceived-ewom-review-credibility-part-2. pada 29 September 2016 pukul 12.00 WIB.

Voss, Kevin E., Eric R. Spangenberg, and Bianca Grohmann.2003."Measuring the Hedonic and Utilitarian Dimensions of Consumer Attitude," Journal of Marketing Research, 40, 3, 310–20.

Watson, J. B. 1913. *Psychological Review*: *Psychology as the Behaviorist Views it*. 158–177. Diakses dari https://chasqueweb.ufrgs.br/~slomp/edu01011/watson-behaviorist.pdf. Pada 2 September 2016 pukul 21.30 WIB

Wilson, TD. 1999. *On User and Information Need, Journal of Documentation*. Diakses di http://information.net/tdw/publ/papers/1999JDoct.html. Diakses pada tanggal 20 Maret 2017 pukul 21.34 WIB.

Situs:

Bolen, Alison. *Seven characteristics of the modern consumer*. Diakses dari http://www.sas.com/en_my/insights/articles/marketing/modern-consumer.html pada 15 Maret 2017 pukul 11.21 WIB

Donahue, Kate. 2016. *Fast Facts on Pokémon GO: 2016's Biggest Mobile Hit*. Diakses di https://www.appannie.com/en/insights/top-trending-apps/fast-facts-pokemon-go-2016s-biggest-mobile-hit/ pada 15 Juli 2017, pukul 19.00 WIB.

Curtis, Sophie. 2016. *Has Pokemon Go already peaked? Cult game loses almost 15 million users in a month*. Diakses di http://www.mirror.co.uk/tech/pokemon-go-already-peaked-cult-8691358. Pada 5 September 2016 pukul 23.00 WIB

Danil. 2017. *Sejarah Teknologi Virtual Reality dan Augmented Reality*. Diakses di https://initu.id/sejarah-teknologi-virtual-reality-vr-dan-augmented-reality-ar/ pada 21 Maret 2016 pukul 19.12 WIB

Devumi. *Social Proof in Digital Success*. Diakses di https://devumi.com/social-proof-in-digital-success/. Pada 15 Juli 2016 pukul 16.54 WIB.

Gartner. 2016. *Gartner Hype Cycle*. Diakses di rhttp://www.gartner.com/technology/research/methodologies/hype-cycle.jsp. Di akses pada 20 Agustus 2016 pukul 19.18 WIB.

Generasi Y dan Pola Sharing. Dikutip dari http://geotimes.co.id/generasi-y-dan-pola-sharing/. Pada 30 Juli 2016 pukul 22.00 WIB.

Goodwin, Nicholas. 2016. Pokemon Go Penyelamat Kehidupan. https://tulodo.com/2016/08/03/pokemon-go-penyelamat-kehidupan/. Diakses pada 10 Juli 2017 pukul 18.30 WIB.

Herlangga, Kresna Galuh. 2016. *Virtual Reality dan Perkembangannya*. Diakses di https://www.codepolitan.com/virtual-reality-dan-perkembangannya. Pada 12 April 2017 pukul 19.20 WIB.

IDC. 2016. *Smartphone Market Share 2016*. Diakses di http://www.idc.com/promo/smartphone-market-share/os pada 20 Maret 2017 pukul 23.00 WIB.

Khusuma, Erwanto. 2016. *Dunia Mempertanyakan Mengapa Pokemon Go Bisa Dimainkan di Indonesia*. Diakses di https://news.idntimes.com/indonesia/erwanto/dunia-mempertanyakan-pokemon-go-yang-baru-bisa-dimainkan-di-indonesia/full pada 20 April 2017 pukul 21.00 WIB

Lee, Terence. 2016. *Pokemon Go is a major milestone for augmented reality*. Diakses di https://www.techinasia.com/pokemon-go-augmented-reality pada 18 Meret 2017 pukul 16.00 WIB

Low, Aloysius. 2016. *Pokemon Go is strangely working in one Asian country: Indonesia*. Diakses di https://www.cnet.com/news/pokemon-go-is-strangely-working-in-one-unannounced-country-indonesia/ pada 18 April 2017 pukul 22.31 WIB.

Maulana, Risky. 2016. *Sebuah Survei Beberkan Fakta Menarik tentang Pemain Pokémon GO Indonesia*. Diakses di https://id.techinasia.com/survei-

pokemon-go-di-indonesia-ungkap-fakta-menarik pada 13 Maret 2017 pukul 22.30 WIB

Media Hypes. Diakses di http://www.svj.hvu.nl/mediahype/mchype/hype2.html. Pada 17 September 2016 pukul 15.00 WIB.

Mutis, Rinda. 2015. *Insight from Alibaba's User Experience Department on Content Marketing in Indonesia*. Diakses dari http://review.content-science.com/2015/09/understanding-content-marketing-from-indonesian-internet-users/. Pada 27 Juli 2016 pukul 20.00 WIB

Palceit Blog. *4 Apss With Great Viral Loops: Case Study*. Diakses dri https://blog.placeit.net/apps-great-viral-loops/ pada 17 April 2017 pukul 22.25 WIB.

Praprog.com. 2008. *Augmented Reality: A Practical Guide*. Diunduh dari https://media.pragprog.com/titles/cfar/intro.pdf pada 20 Maret 2017 pukul 22.00 WIB.

Sterling, Greg. 2012. *Survey: 91 Percent Have Gone Into Stores Because Of Online Promotion*. Diakses di http://marketingland.com/survey-91-percent-have-gone-into-stores-because-of-online-promotion-28796. Diakses pada 15 Desember 2016 pukul 17.00 WIB

Tuten, Tracy. 2011. *5 Types of Social Proof & Why It's the "New Marketing"*. Diakses di http://tracytuten.com/5-types-of-social-proof-why-its-the-new-marketing/. Di akses pada 20 Agustus 2016 pukul 21.58 WIB.

Utomo, Riandanu. 2016. *Melihat Perkembangan Virtual Reality, Augmented Reality, dan Mixed Reality*. Diakses di http://teknologi.metrotvnews.com/read/2016/12/05/623630/melihat-perkembangan-virtual-reality-augmented-reality-. pada 13 Maret 2017 pukul 15.00 WIB.

Vocabulary. *Trend*. Diakses dari https://www.vocabulary.com/dictionary/trend. Pada 15 Juli 2016 pukul 16.00 WIB.

Wijaya, K, Krisna. *Indonesia Ternyata Pengguna Instagram Terbanyak Ketiga di Dunia*. 2016. Diakses di https://id.techinasia.com/jumlah-pengguna-instagram-indonesia, pada 1 Mei 2017 pukul 20.30 WIB.

Wisesa, Yoga.2014. Lima Fakta Menaik Industri Gaming. Diakses di https://dailysocial.id/post/lima-fakta-menarik-industri-gaming. Diakses pada 18 Mei 2016 pukul 22.00 WIB