

DAFTAR PUSTAKA

- _____ (2013), “Pengguna Internet di Indonesia 63 Juta Orang,” *Kominfo*. Tersedia di https://www.kominfo.go.id/content/detail/3415/kominfo-pengguna-internet-di-indonesia-63-juta-orang/0/berita_satker, diakses pada 19 Mei 2017.
- _____ (2013), “Riset: tingkat kepercayaan pada media di Indonesia tinggi,” *Antara News*. Tersedia di <https://www.antaraneews.com/berita/356063/riset-tingkat-kepercayaan-pada-media-di-indonesia-tinggi>, diakses pada 24 Desember 2017.
- _____ (2015), “Indonesia Raksasa Teknologi Digital Asia,” *Kominfo*. Tersedia di https://www.kominfo.go.id/content/detail/6095/indonesia-raksasa-teknologi-digital-asia/0/sorotan_media, diakses pada 16 Oktober 2017.
- _____ (2015), “Laporan Tahunan 2015,” *Kemkominfo*. Tersedia di https://web.kominfo.go.id/sites/default/files/_1_Laporan%20Tahunan%20KEMKOMINFO%202015.pdf, diakses pada 25 Agustus 2017.
- _____ (2015), “TrenSosial: Warga kota di Indonesia 'mengakses ponsel 5,5 jam per hari,’” *BBC Indonesia*. Tersedia di http://www.bbc.com/indonesia/majalah/2015/09/150903_trensosial_google, diakses pada 16 Oktober 2017.
- _____ (2016), “Indonesia Pengguna Twitter Terbesar Ketiga di Dunia,” *Databoks*. Tersedia di <http://databoks.katadata.co.id/datapublish/2016/11/22/indonesia-pengguna-twitter-terbesar-ketiga-di-dunia>, diakses pada 19 Mei 2017.

_____ (2016), “Statistik Internet Indonesia,” *Asosiasi Penyelenggara Jasa Internet Indonesia (APJII)*. Tersedia di <http://www.banyumurti.my.id/2016/01/statistik-internet-indonesia-2016.html>, diakses pada 19 Mei 2017.

_____ (2017). BKPM: E-Commerce Buat Produk Indonesia Mendunia. Kominfo. Tersedia di https://www.kominfo.go.id/content/detail/10979/bkpm-e-commerce-buat-produk-indonesia-mendunia/0/sorotan_media, diakses pada 16 Oktober 2017.

_____ (2017), “Jaringan Sosial Terpopuler di Indonesia,” *We Are Social*. Tersedia di <http://forumteknologi.com/thread-jaringan-sosial-terpopuler-di-indonesia>, diakses pada 19 Mei 2017.

_____ (2017), “Perkembangan Pengguna Internet di Indonesia Tahun 2016 Terbesar di Dunia,” *TechinAsia*. Tersedia di <https://id.techinasia.com/pertumbuhan-pengguna-internet-di-indonesia-tahun-2016>, diakses pada 2 September 2017.

_____ (2018), “Sekilas Tentang KASKUS,” *Kaskus*. Tersedia di <https://bantuan.kaskus.co.id/hc/id/articles/214603718-Sekilas-Tentang-KASKUS>, diakses pada 17 Januari 2018.

Awad, N.F. and Ragowsky, A. (2008). Establishing trust in electronic commerce through online word of mouth: an examination across genders. *Journal of Management Information Systems*. Vol. 24, no. 4, pp. 101-121.

Bargh, John A. and McKenna, Katelyn Y. A. (2004). The Internet and Social Life. *Annual Review Physocology*. Vol. 55, pp. 573–90.

- Chan, Y and Ngai. (2011). Conceptualising electronic word of mouth activity: An input-process-output perspective. *Marketing Intelligence and Planning*. Vol 29, no. 5, pp. 488 - 516.
- Chen, S. S and Coons, J. (2014). Social Network Analysis for Facebook: Locating Cliques and Visualizing Sociability. *Journal Symbolic Interaction and New Social Media*. Vol. 43, pp. 43 – 61.
- Cheung, Christy M.K; Chiu, Pui-Yee; and Lee, Matthew K.O. (2010). Online social networks: Why do students use facebook?. *Computers in Human Behavior*. Vol. 27, pp. 1337–1343.
- Cheung, Christy M.K and Lee, Matthew K.O. (2008). Online Consumer Reviews: Does Negative Electronic Word-of-Mouth Hurt More?. *Americas Conference on Information Systems (AMCIS)*. No. 143.
- Cooper, D.R. and Schindler, P.S. (2014). *Business Research Method*, 12th ed. New York: McGraw-Hill.
- Croft, Charlene. (2007), “A Brief History of a Facebook,” *Wordpress*. Tersedia di <https://charlenegagnon.files.wordpress.com/2008/02/a-brief-history-of-the-facebook.pdf>, diakses pada 2 September 2017.
- Csikszentmihalyi, Mihali. (2014). *Flow and the Foundations of Positive Psychology*. Claremont Graduate University. London: New York.
- Erkan, Ismail and Evans, Chris. (2016). The influence of eWOM in social media on consumers’ purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*. Vol. 61, pp. 47-55.

- Furner, C.P; Zinko, R; Zhu, Zhen. (2016). Electronic word-of-mouth and information overload in an experiential service industry. *Journal of Service Theory and Practice*. Vol. 26, no. 6, pp. 788-810.
- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hair, J.F; Black, W; Babin, B; Anderson, R; and Tatham, R. (2010). *Multivariate data analysis*, 7th ed. Upper Saddle River, NJ: Pearson Prentice Hall.
- Hale, Benjamin. (2015), "The History of Social Media: Social Networking Evolution!," *History Cooperative*. Tersedia di <http://historycooperative.org/the-history-of-social-media/>, diakses pada 2 September 2017.
- Hennig-Thurau, T; Gwinner, K.P; Walsh, G; and 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*. Vol. 18, no. 1, pp. 38–52.
- Hermansyah, Ferry Dev. (2012). Sejarah Handphone dan Perkembangannya," *Teknologi-Mu*. Tersedia di <http://teknologi-mu.blogspot.co.id/2012/09/sejarah-handphone-dan-perkembangannya.html>, diakses pada 24 Desember 2017.
- Jackson, Susan A. and Marsh, Herbert W. (1996). Development and Validation of a Scale to Measure Optimal Experience: The Flow State Scale. *Journal of Sport & Exercise Psychology*. Vol. 18, pp 17-35.

- Jepsen, Anna Lund. (2006). Information Search in Virtual Communities: Is it Replacing Use of Off-Line Communication?. *Journal of Marketing Communications*. Vol. 12, issue 4, pp 247-261.
- Kabadayi, S. and Gupta, R. (2005). Website loyalty: an empirical investigation of its antecedents. *International Journal of Internet Marketing and Advertising*. Vol. 2, no. 4, pp. 321-345.
- Kim, J.U; Kim, W.J; and Park, S.C. (2010). Consumer perceptions on web advertisements and motivation factors to purchase in the online shopping. *Computers in Human Behavior*. Vol. 26, no. 1, pp. 1208-1222.
- Koh, Joon; Kim Young-Gul; Butler, Brian; and Bock Gee-Woo. (2007). Encouraging Participation in Virtual Communities. *Communications of the ACM*. Vol. 50, no. 2, pp. 69-73.
- Kotler, P. and Keller, K.L. (2016). *Marketing Management*. 15th ed. Upper Saddle River. New Jersey: Pearson Education, Inc.
- Latan, Hengky. (2014). *Aplikasi Analisis Data Statistik untuk Ilmu Sosial Sains dengan IBM SPSS*. Alfabeta: Bandung.
- Levy, Kristen. (2012). *Consumer Decision Making and Word of Mouth Communication*. Thesis or the degree of Master of Arts in Recreation and Leisure Studies. Waterloo, Ontario, Canada.
- Lu, Y., Zhao, L., and Wang, B. (2010). From virtual community members to C2C e-commerce buyers: trust in virtual communities and its effect on consumers' purchase intention. *Electronic Commerce Research and Applications*. Vol. 9, no. 4, pp. 346-360.

- Malhotra, N. K. (2004). *Marketing Research: An Applied Orientation*. 3rd ed. Upper Saddle River. New Jersey: Prentice-Hall, Inc.
- Mathwick, C. and Rigdon, E. (2004). Play, flow, and the online search experience. *The Journal of Consumer Research*. Vol. 31, no. 2, pp. 324-332.
- Mortazavi, M; Esfidani, M.R; Barzoki, A.S. (2014). Influencing VSN users' purchase intentions: The roles of flow, trust and eWOM. *Journal of Research in Interactive Marketing*. Vol. 8, no. 2, pp.102-123.
- Nielsen. (2015), "Rekomendasi Word-of-Mouth Masih Menjadi Iklan Paling Dipercaya Oleh Konsumen Asia Tenggara," *Press Room*. Tersedia di <http://www.nielsen.com/id/en/press-room/2015/REKOMENDASI-WORD-OF-MOUTH-MASIH-MENJADI-IKLAN-PALING-DIPERCAYA-OLEH-KONSUMEN-ASIA-TENGGARA.html>, diakses 16 Oktober 2017.
- Noori, A. S; Hashim, K. F; and Yusof, S. A. M. (2016). Marketing The Conceptual Relation of Electronic Word-of-mouth, Commitment and Trust in Influencing Continuous Usage of Social Commerce. *International Review of Management and Marketing*. Vol. 6, no. 7, pp. 226-230.
- Novak, T. P.; Hoffman, D. L.; and Yung, Y. F. (2000) Measuring the Customer Experience in Online Environments: A Structural Modeling Approach. *Marketing Science*. Vol. 19, no. 1, pp. 22-42.
- O'Cass, A. and Carlson, J. (2010). Examining the effects of website-induced flow in professional sporting team websites". *Internet Research*. Vol. 20, no. 2, pp. 115-134.

- Pattynama, R. A. (2015), "Pengguna Path Terbanyak Berasal dari Indonesia," *Esquire Indonesia*. Tersedia di <http://www.esquire.co.id/article/2015/2/1534-Pengguna-Path-Terbanyak-Berasal-dari-Indonesia>, diakses pada 25 Agustus 2017.
- Pratama, Aditya H. (2017), "Perkembangan Pengguna Internet di Indonesia Tahun 2016 Terbesar di Dunia," *Tech in Asia*. Tersedia di <https://id.techinasia.com/pertumbuhan-pengguna-internet-di-indonesia-tahun-2016>, diakses pada 19 Mei 2017.
- Putri, Winda Destiana. (2016), "Media Sosial Lebih Pengaruhi Tingkat Kepercayaan Dibanding Pikiran," *Republika.co.id*. Tersedia di <http://www.republika.co.id/berita/trendtek/internet/16/05/17/o7bboq359-media-sosial-lebih-pengaruhi-tingkat-kepercayaan-dibanding-pikiran>, diakses pada 24 Desember 2017.
- Ridings, Catherine M.; Gefen, David; Arinze, Bay. (2002). Some antecedents and effects of trust in virtual communities. *Journal of Strategic Information Systems*. Vol. 11, pp. 271–295.
- Sa'ait, N; Agnes, K; and Nazrin, M. F. (2016). The Effect of E-WOM on Customer Purchase Intention. *International Academic Research Journal of Social Science*. Vol. 2, no. 1, pp. 73-80.
- Sangwan, S., Guan, C. and Siguaw, J.A. (2009). Virtual social networks: Towards a research agenda. *International Journal of Virtual Communities and Social Networking*. Vol. 1, no. 1, pp. 1-13.

- Sekaran, U. and Bougie, R. (2013). *Research Methods for Business: A Skill Building Approach*. 6th ed. New York: John Wiley and Sons, Inc.
- SeriouslySimpleMarketing. (2015). Traditional vs. Online Marketing. Tersedia di <https://seriouslysimplemarketing.com/traditional-vs-online-marketing/>, diakses pada 8 April 2007.
- Soares, A.M; Pinho, J.C; and Nobre, H. (2012). From social to marketing interactions: the role of social networks. *Journal of Transnational Management*. Vol. 17, no. 1, pp. 45-62.
- Smith, Russel and Deppa, Brand. (2009). Two dimensions of attribute importance. *Journal of Consumer Marketing*. Vol. 26, issue 1, pp. 28-38.
- Walker. (2011), "The History of Social Networking," *Web Master*. Tersedia di <http://www.webmasterview.com/2011/08/social-networking-history/>, diakses pada 1 September 2017.
- Zhou, T. (2012). Examining mobile banking user adoption from the perspectives of trust and flow experience. *Information Technology Management*. Vol. 13, no. 1, pp. 27-37.
- Zhou, T., Li, H. and Liu, Y. (2010), The effect of flow experience on mobile SNS users' loyalty. *Industrial Management and Data Systems*. Vol. 110, no. 6, pp. 930-946.