

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: capitalizing on the value of a brand name*. The Free Press.
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand Equity Dilution Through Negative Online Word- of-mouth Communication. *Journal of Retailing and Consumer Services*, 18(1), 38– 45.
- Berthon, P. R., Pitt, L. F., Plangger, K., & Shapiro, D. (2012). Marketing meets Web 2.0, social media, and creative consumers: Implications for international marketing strategy. *Business Horizons*(55), 261—271.
- Bhuiyan, S. (1997). Marketing cues and perceived quality: Perceptions of Saudi consumers toward products of the U.S., Japan, Germany, Italy, U.K. and France. *Journal of Quality Management*, 2(2), 217-235.
- Brodie, R. J., Ilic, A., & Hollebeek, L. (2013, Agustus). Consumer Engagement in a Virtual Brand Community: An Exploratory Analysis. *Journal of Business Research* 66, 8, 105– 114.
- Bruhn, M., Schoenmueller, V., & Schafer, D. B. (2012). Are social media replacing traditional media in terms of brand equity creation? *Management Research Review Vol. 35 No. 9, 2012, 770-790*.
- Burmann, C., & Arnhold, I. (2008). *User Generated Branding: State of the Art of Research* (Vol. 8). LIT.
- Chauhan, K., & Pillai, A. (2013). Role of content strategy in social media brand communities: a case of higher education institutes in India. *Journal of Product & Brand Management Vol. 22 Issue: 1, 40-51*.
- Chi, H. K., Yeh, H. R., & Yang, Y. T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and

Brand Loyalty. *The Journal of International Management Studies*, Volume 4, Number 1, February, 2009.

Chin, W. W. (2000). *Frequently Asked Questions – Partial Least Squares & PLS-Graph*. Retrieved from Frequently Asked Questions – Partial Least Squares & PLS-Graph: <http://disc-nt.cba.uh.edu/chin/plsfaq.htm>

Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual foundations and marketing issues. *Journal of Direct, Data and Digital Marketing Practice*, 9(3), 231–244.

Daugherty, T., Eastin, M. S., & Bright, L. (2008). Exploring Consumer Motivations For Creating User- Generated Content . *Journal of Interactive Advertising*, 16.

Garvin, D. (1983, 09). Quality on the Line. *Harvard Business Review*, 65-73.

Ghozali, I. (2011). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: BP Universitas Diponegoro.

..... (2012). *Analisis Multivariate Lanjutan dengan Program SPSS*. Semarang: BP Universitas Diponegoro.

Gordhamer, S. (2009, 09 22). *4 Ways Social Media is Changing Business*. Retrieved 06 14, 2017, from Mashable Asia: <http://mashable.com/2009/09/22/Social-Media-Business/>

Henseler, J., & Fassott, G. (2010). Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures. In V. E. Vinzi, W. W. Chin, J. Henseler, & H. Wang, *Handbook of Partial Least Squares Concepts, Methods, and Application* (pp. 713-735). Berlin: Springer.

Indonesia. (2001). Undang-Undang Republik Indonesia Nomor 15 Tahun 2001 Tentang Merek .

Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Bandung.

- (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. Bandung: Refika Aditama.
- Kaplan, A. M., & Haenlein, M. (2010, January). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53, 59-68.
- Keller, K. L. (2009, April–July). Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15, 139–155.
- Kemp, S. (2017, 02 16). *Digital In Southeast Asia In 2017* . Retrieved 03 29, 2017, from WeAreSocial Blog: <http://wearesocial.com/blog/2017/02/digital-southeast-asia-2017>
- Kompas.com. (2015, 03 26). *Kompas Tekno*. Retrieved 03 23, 2017, from Kompas.com: <http://tekno.kompas.com/read/2015/03/26/16465417/Pengguna.Twitter.di.Indonesia.Capai.50.Juta>
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Prentice Hall.
- Li, C., & Bernoff, J. (2011). *Groundswell: Winning in a World Transformed by Social Technologies*. Boston M.A.: *Harvard Business Review Press*.
- Mangold, G., & Faulds, D. J. (2009). Social media: The new hybrid element of the promotion mix. *Business Horizons*, 52, 357-365.
- Nielsen. (2014). *The Digital Consumer Report* . Nielsen. The Digital Consumer.
- Organisation for Economic Co-operation and Development. (2007). *Participative web and user-created content: Web 2.0*. Organisation for Economic Co-operation and Development, Paris.
- PT Telekomunikasi Indonesia, T. (2015, 01 01). *Product & Package*. Retrieved from Indihome Fiber: <http://www.indihome.co.id/>
- (2015, 12 18). *Siaran Pers*. Retrieved from PT Telekomunikasi Indonesia, Tbk Official Site.

- (2015). *Telkom Group CSS 2016-2020*. PT Telekomunikasi Indonesia, Tbk.
- (2016, 11). Retrieved from Consumer Bussiness Dashboard:
<http://mydashboard.telkom.co.id/ms2/>
- (2016). *Survei Kualitatif Pelanggan Indihome 2016 – Tahap 2*. PT Telekomunikasi Indonesia, Tbk.
- Pusat Kajian Komunikasi Universitas Indonesia & APJII. (2014). *Profil pengguna internet Indonesia 2014*.
- Schivinski, B. (2013). Effects Of Social Media Communication On Brand Equity And Brand Purchase Intention.
- Schivinski, B., & Dąbrowski, D. (2013). The Effect Of Social Media Communication On Consumer Perceptions Of Brands.
- (2015). The impact of brand communication on brand equity through Facebook. *Journal of Research in Interactive Marketing, Vol. 9 Iss 1*, 31 - 53.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach, 7th Edition*. John Wiley & Sons Ltd.
- Shojaee, S., & Azreen bin Azman. (2013). An Evaluation of Factors Affecting Brand Awareness in the Context of Social Media in Malaysia. *Asian Social Science; Vol. 9, No. 17; 2013*, 72.
- Smith, A. N., Fischer, E., & Yongjian, C. (2012). How Does Brand-related User-generated Content Differ across YouTube, Facebook, and Twitter. *Journal of Interactive Marketing, 26*, 102–113.
- Soewandi, M. (2015). The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention. *iBuss Management, 3(2)*, 204-213.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.

Twitter. (2016, Juni 30). *Twitter Usage / Company Facts* . Retrieved Mei 04, 2017, from Twitter Company: <https://about.twitter.com/company>

Zai, R. Y. (2015, January). Social Media -A New Trend in e-Marketing. *Business Dimensions*, 2, 27-32.

Zeithaml, V. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*(52), 2-22.