

DAFTAR PUSTAKA

- Abdillah, W., & Jogiyanto. (2015). *Partial Least Square Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Yogyakarta: Andi.
- Advertorial (Ed.). (2016). *Traveloka Berhasil Pertahankan Gelar Top Brand Dua Tahun Berturut-turut*. Retrieved 2019, from Tribunnews: <http://www.tribunnews.com/nasional/2016/09/01/traveloka-berhasil-pertahankan-gelar-top-brand-dua-tahun-berturut-turut>
- Alalwan, A. A. (2018). Investigating the impact of social media advertising features on customer purchase intention. *International Journal of Information Management*, 65-77.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 1177-1190.
- Amstrong, G., & Kotler, P. (2015). *Marketing an Introducing Prentice Hall twelfth Edition*. England: Pearson Education.
- APJII. (2017, Desember 30). *apjii.or.id*. Retrieved from Hasil Survei Penetrasi dan Perilaku Pengguna Internet Indonesia 2017: <https://apjii.or.id/content/read/39/342/Hasil-Survei-Penetrasi-dan-Perilaku-Pengguna-Internet-Indonesia-2017>
- Cannon, J. P., William, D. P., & McCarthy, E. J. (2014). *Basic Marketing (19th Edition)*. New York: The McGraw-Hill.
- Chang, Y.-T., Yu, H., & Lu, H.-P. (2015). Persuasive messages, popularity cohesion, and message diffusion in social media marketing. *Journal of Business Research*, 777-782.
- Darmawan, D. (2013). *Metode Penelitian Kuantitatif* (Vol. 1). Bandung: Remaja Rosdakarya.

- Dwivedi, Y. K., Rana, N. P., Janssen, M., Lal, B., Williams, M. D., & Clement, M. (2017). An empirical validation of a unified model of electronic government adoption (UMEGA). *Government Information Quarterly*, 211-230.
- Dwivedi, Y. K., Rana, N. P., Jeyaraj, A., Clement, M., & Williams, M. D. (2017). Re-examining the Unified Theory of Acceptance and Use of Technology (UTAUT): Towards a Revised Theoretical Model. *Information Systems Frontiers*, 1-16.
- Dwivedi, Y. K., Rana, N., Tajvidi , M., & Lal, B. (2017). Exploring the Role of Social Media in e-Government: an Analysis of Emerging Literature. *Proceedings of the 10th international conference on theory and practice of electronic*, 97-106.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*. Semarang: BPFE Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Square Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 3.0 Edisi 2*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasil Survei Tahunan APJII*. (2016). Retrieved 2019, from Idea Asosiasi e-Commerce Indonesia: <https://www.idea.or.id/berita/detail/hasil-survei-internet-tahunan-apjii-2016>
- Henseler, J., & Sartdet, M. (2013). Goodness-of-fit indices for partial least squares path modeling. *Comput Stat.* , 565-580.
- Hsiao, C.-H., Chang, J.-J., & Tang, K.-Y. (2016). Exploring the influential factors in continuance usage of mobile social Apps: Satisfaction, habit, and customer value perspectives. *Telematics and Informatics*, 342-355.
- Imam Ghozai, H. L. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0* (Vol. 2). Semarang: Undip.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis*. Bandung: Refika Aditama.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: PT Refika Aditama.

- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi dan Komunikasi*. Bandung: PT Refika Aditama.
- Indrawati, P. (2015). *Metode Penelitian* (1st ed.). (D. Sumayyah, Ed.) Bandung, Indonesia: Refika.
- Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia 2017*. (2017). Retrieved 2019, from WebKominfo: https://web.kominfo.go.id/sites/default/files/Laporan%20Survei%20APJII_2017_v1.3.pdf
- Irawan, J., & dkk. (2013). Pengaruh kegunaan gadget terhadap kemampuan. *jurnal An-nafs*, Vol. 08 No. 02.
- Jonathan, H. (2013). Analisis Pengaruh e-Service Quality terhadap Customer Satisfaction yang Berdampak pada Customer Loyalty PT Bayu Buana Travel TBK. *14*.
- Julianto, A. P. (2017, Oktober 13). *Kompas*. Retrieved from Kemenkop Minta UMKM Lebih Agresif Berpromosi di Sosial Media: <https://ekonomi.kompas.com/read/2017/10/13/113711226/kemenkop-minta-umkm-lebih-agresif-berpromosi-di-sosial-media>
- Jung, A.-R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, 303-309.
- Jung, J., Shim, S. W., Jin, H. S., & Khang, H. (2015). Factors affecting attitudes and behavioural intention towards social networking advertising: a case of Facebook users in South Korea. *International Journal of Advertising*, 248-265.
- Junia, M., & Rosyad, U. N. (2015). Kajian Hubungan antara Iklan di Media Sosial dengan Minat Beli Konsumen. *Prosiding Manajemen Komunikasi*.
- Kapoor, K. K., Tamilmani, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur Sridhar. (2017). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 531-558.
- Kotler, P., & Amstrong, G. (2018). *Principles of marketing*. Hokoben: Pearson Higher Education.

- Kotler, P., & Keller, K. L. (2016). *Marketing Management 14th edition*. New Jersey: Pearson Prentice Hall.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management, 15th Global Edition*. England: Pearson Education.
- Laksamana, P. (2018). Impact of Social Media Marketing on Purchase Intention and Brand Loyalty: Evidence from Indonesia's Banking Industry. *International Review of Management and Marketing*, 13-18.
- LaRose, R., Conolly, R., Lee, H., Li, K., & Hales, K. D. (2013). Connection Overload? A Cross Cultural Study of the Consequences of Social Media Connection. *Information Systems Management*, 59-73.
- Lazuardi, Y. (2017, Desember 7). *Exabytes*. Retrieved from 10 Bisnis Online Omzet Milyaran Berawal dari Instagram: <https://www.exabytes.co.id/blog/10-bisnis-online-omzet-milyaran-berawal-dari-instagram/>
- Lee, J., & Hong, I. B. (2016). Predicting positive user responses to social media advertising: The roles of emotional appeal, informativeness, and creativity. *International Journal of Information Management*, 360-373.
- Lin, C. A., & Kim, T. (2016). Predicting user response to sponsored advertising on social media via. *Computers in Human Behavior*, 710-718.
- Logan, K., Bright, L. F., & Gangadharbatla, H. (2012). Facebook versus television: advertising value perceptions among females. *Journal of Research in Interactive Marketing*, 164-179.
- Melani, A. (2017, December 12). *Belanja Iklan dari Bisnis Tiket Online Tembus Rp 1 Triliun*. Retrieved from Liputan6: <https://www.liputan6.com/bisnis/read/3193616/belanja-iklan-dari-bisnis-tiket-online-tembus-rp-1-triliun>
- Myunghee Mindy Jeon, M. J. (2017). Customers' Perceived Website Service Quality and its Effects of e-Loyalty.
- Penjualan e-Commerce Indonesia Mencapai US\$ 16 Miliar*. (2018). Retrieved 2019, from Katadata:

- <https://databoks.katadata.co.id/datapublish/2018/02/12/2022-penjualan-e-commerce-indonesia-mencapai-rp-16-miliar>
- Perdana, P. P. (2018, Oktober 16). *Kompas*. Retrieved from Pemkot Bandung Ajak Pengusaha Bikin Pasar Digital Khusus Produk Lokal: <https://regional.kompas.com/read/2018/10/16/14085601/pemkot-bandung-ajak-pengusaha-bikin-pasar-digital-khusus-produk-lokal>
- Philip Kotler, H. K. (2019). *Marketing 4.0*. (A. Tarigan, Ed.) Jakarta: Gramedia Pustaka Utama.
- Plume, C. J., Dwivedi, Y. K., & Slade, E. L. (2016). *Social media in the marketing context: A state of the art analysis and future directions*. Amsterdam: Chandos Publishing.
- Rahadi, R. D., & Abdillah, A. L. (2013). The Utilization of Social Networking As Promotion Media. *Jurnal Sosial dan Informasi*, Vol. 3, No. 1, Hal: 1-6.
- Ramdhani, B. (2018, Februari 6). *Good News From Indonesia*. Retrieved from Inilah Perkembangan Digital Indonesia Tahun 2018: <https://www.goodnewsfromindonesia.id/2018/02/06/inilah-perkembangan-digital-indonesia-tahun-2018>
- Rully Indrawan, P. Y. (2014). Bandung: Refika Aditama.
- Santoso, S. (2018). *Konsep Dasar dan Aplikasi SEM dengan AMOS 24*. Jakarta: Elex Media Komputindo.
- Saxena, A., & Khanna, U. (2013). Advertising on Social Network Sites: A Structural Equation Modelling Approach. *Vision: The Journal of Business Perspective*, 17-25.
- Sejarah Singkat Berdirinya Traveloka*. (2017). Retrieved 2018, from Ilmu: <https://www.ilmu.com/sejarah-singkat-berdirinya-traveloka/>
- Shareef, M. A., Mukerji, B., Ali Alryalat, M. A., Wright, A., & Dwivedi, K. Y. (2018). Advertisements on Facebook: Identifying the persuasive elements in the development of positive attitudes in consumers. *Journal of Retailing and Consumer Services*, 258-268.

- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2017). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*.
- Silalahi, U. (2015). *Metode Penelitian Sosial Kuantitatif*. Bandung: PT Refika Aditama.
- Siswanto, T. (2013). Optimalisasi Sosial Media sebagai Media Pemasaran Usaha Kecil Menengah. *Jurnal Liquidity*, 80-86.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D* . Bandung: Alfabeta.
- Sugiyono. (2015). *Metode Penelitian dan Pengembangan*. Bandung: Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif* (Vol. 1). Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi penilitian bisnis dan ekonomi*. Yogyakarta: Pustaka baru press.
- Sukamta. (2018, Agustus 29). *nasional.sindonews.com*. Retrieved from Menghadapi Era Digital: <https://nasional.sindonews.com/read/1234725/18/menghadapi-era-digital-1503955719>
- Sundar, S. S., Bellur, S., Oh, J., Xu, Q., & Jia, H. (2013). User Experience of On-Screen Interaction Techniques: An Experimental Investigation of Clicking, Sliding, Zooming, Hovering, Dragging, and Flipping. *Human–Computer Interaction*, 109-152.
- Teori Lengkap tentang Electronic Service Quality*. (2018). Retrieved 2018, from Idtesis: <https://idtesis.com/teori-lengkap-tentang-electronic-service-quality-menurut-para-ahli-dan-contoh-tesis-electronic-service-quality/>
- Top Brand Award FAQ*. (2019). Retrieved 2019, from Top Brand Award: <http://www.topbrand-award.com/faq>
- Top Brand Index 2016 Fase 2*. (2016). Retrieved 2019, from Top Brand Award: http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2016_fase_2

- Top Brand Index 2017 Fase 2.* (n.d.). Retrieved 2019, from Top Brand Award:
http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2017_fase_2
- Top Brand Index 2017 Fase 2.* (n.d.). Retrieved 2019, from Top Brand Award:
http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2018_fase_2
- Top Brand Index Fase 2 2015.* (n.d.). Retrieved 2019, from Top Brand Award:
http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_2
- Traffic Overview Misteraladin.* (2019). Retrieved 2019, from Similar Web:
<https://www.similarweb.com/website/misteraladin.com>
- Traffic Overview Pegipegi.* (2019). Retrieved 2019, from Similar Web:
<https://www.similarweb.com/website/pegipegi.com>
- Traffic Overview Traveloka.* (2019). Retrieved 2019, from Similar Web:
<https://www.similarweb.com/website/traveloka.com>
- Traffic Overview Trivago.* (2019). Retrieved 2019, from Similar Web:
<https://www.similarweb.com/website/trivago.com>
- Traveloka. (2018). *About Traveloka*. Retrieved from Traveloka:
<https://www.traveloka.com/en/about-us>
- Tukiran Taniredja, H. M. (2011). *Penelitian Kuantitatif (Sebuah Pengantar)*. Bandung: Alfabeta.
- Venkatesh, V., Morris, M. G., Davis, G. B., & Davis, G. B. (2003). User Acceptance of Information Technology: Toward a Unified View. *MIS Quarterly*, 425-478.
- Venkatesh, V., Thong, J. Y., & Xu, X. (2012). Consumer Acceptance and Use of Information Technology: Extending the Unified Theory of Acceptance and Use of Technology. *MIS Quarterly*, 157-178.
- Wang, C., Lee, M. K., & Hua, Z. (2015). A theory of social media dependence: Evidence from microblog users. *Decision Support Systems*, 40-49.

- Wardhani, S. (2017, September 12). *Perkembangan E-commerce di Indonesia (1)*. Retrieved from Validnews.co: <https://www.validnews.id/Perkembangan-E-commerce-di-Indonesia--1--YXAiJ>
- William G. Zikmund, B. J. (2013). *Business Research Methods* . South Westerm: CENGAGE Learning Custom Publishing.
- Wu, Y.-L., Li, E. Y., & Chang, W.-L. (2016). Nurturing user creative performance in social media networks: An integration of habit of use with social capital and information exchange theories. *Internet Research*, 869-900.
- Zhu, Y.-Q., & Chang, J.-H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*, 442-447.