

DAFTAR PUSTAKA

- Adiyatama, Fatih, Muhammad., Trianasari, Nurvita. (2022). *Pengaruh Ulasan Konsumen pada Media Sosial Twitter terhadap Keputusan Pembelian di Shopee*. Jurnal Ekonomi dan Teknik.
- Akbar, Fathoni, Rizki & Arianti, Maya. (2021). *Dampak Brand Image, Celebrity Endorsement dan E-WOM terhadap Keputusan Pembelian MS Glow for Men di Indonesia*. Jurnal Manajemen Teknologi, 20(3).
- Alma, Buchari. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Arkadia. (2022). *Penduduk Bandung Pengguna Internet Disebut 2,1 Juta Jiwa* [online]. Tersedia: <https://tantrum.suara.com/read/2022/08/06/005700/penduduk-bandung-pengguna-internet-disebut-21-juta-jiwa> [27 Mei 2023]
- Asnawati., Nadir, Maryam., Wardhani, Wirasmi., Setini, Made. (2021). *The Effects of Perceived Ease of Use, Electronic Word of Mouth and Content Marketing on Purchase Decision*. International Journal of Data and Network Science.
- Astuty, Eriana & Mardiansyah, Viddi. (2019). *The Influence of Electronic Word of Mouth and Brand Image on Buying Decisions*. Journal of Adv in Dynamical & Control Systems. Vol. 11, No. 3.
- Atika., Kusumawati, Andriani., Iqbal, Mohammad. (2016). *The Effect of Electronic Word of Mouth, Message Source Credibility, Information Quality on Brand Image and Purchase Intention*. Ekuitas: Jurnal Ekonomi dan Keuangan. Vol. 20, No. 1.
- Candiwan & CokroWibisono. (2021). *Analysis of the Influence of Website Quality to Customer's Loyalty on E-Commerce*. International Journal of Electronic Commerce Studies. Vol. 12, No. 1.
- Badan Pusat Statistik. (2021). *Persentase Penduduk yang Memiliki/Menguasai Telepon Seluler Menurut Provinsi dan Klasifikasi Daerah 2019-2021* [online]. Tersedia: <https://www.bps.go.id/indicator/2/395/1/persentase->

[penduduk-yang-memiliki-menguasai-telepon-seluler-menurut-provinsi-dan-klasifikasi-daerah.html](#) [30 September 2022]

Databoks. (2022). *Jumlah Pengguna Internet di Indonesia (2018-2022*)* [online].

Tersedia: <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022> [27 November 2022]

Djarwanto. (1994). *Pokok-pokok Metode Riset dan Bimbingan Teknis Penulisan Skripsi*. Yogyakarta: Liberty.

Djaslim, Saladin. 2012. *Manajemen Pemasaran Analisis, Perencanaan, Pelaksanaan dan Pengendalian*. Edisi Ketiga. Bandung: CV. Linda Karya

Fandy, Tjiptono. (2016). *Service, Quality & Satisfaction*. Yogyakarta.

Ghozali. (2014). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.

Ghozali. (2021). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 26*. Semarang: Badan Penerbit Universitas Diponegoro

Gruen, T. W., Osmonbekov, T., Czaplewski, A. J. (2006). *eWOM: The Impact of Customer-to-customer Online Know-how Exchange on Customer Value and Loyalty*. Journal of Business Research, 59(4), 449-456.

Hair, J., Black, W., Babin, B., Anderson, R. (2014). *Multivariate Data Analysis*. Pearson New International Edition.

Hair, J., Hult, M., Ringle, M., Sarstedt, M. (2013). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. SAGE Publications.

Handi, Handi., Hendratono, Tonny., Purwanto, Edi., Ihalauw, J. O. I. John. (2018). *The Effect of E-WOM and Perceived Value on The Purchase Decision of Foods by Using the Go-Food Application as Mediated by Trust*. Quality Innovation Prosperity.

Hendro, Hendro & Keni, Keni. (2020). *eWOM dan Trust sebagai Prediktor terhadap Purchase Intention: Brand Image sebagai Variabel Mediasi*. Jurnal Komunikasi. Vol. 12, No. 2.

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, 18(1), 38-52.
- Indradewa, Rhian. (2019). *How Product Quality, Brand Image, and Customer Satisfaction Affect The Purchase Decisions of Indonesian Automotive Customers*. International Journal Services, Economics and Management. Vol. 10, No. 2.
- Jalilvand, M. R. & Samiei, N. (2012). *The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Empirical Study in The Automobile Industry in Iran*. Marketing Intelligence & Planning. Vol. 30. No. 4.
- Kazmi, Anees & Mehmood, Shujaat, Qazi. (2016). *The Effect of Electronic Word of Mouth Communication and Brand Image on Purchase Intention: A Case of Consumer Electronics in Haripur, Pakistan*. Management Science Letters.
- Kotler & Armstrong. (2012). *Principles of Marketing*. New Jersey: Prentice Hall.
- Kotler & Keller. (2016). *Marketing Management*. Pearson. 15th Edition.
- Setiadi, Nugroho J. (2003). *Perilaku Konsumen*. Kencana. Jakarta.
- KumparanTech (2018). *Saingi Go-Food, Grab Perluas GrabFood ke 26 Kota di Indonesia* [online]. Tersedia: <https://kumparan.com/kumparantech/saingi-go-food-grab-perluas-grabfood-ke-26-kota-di-indonesia/> [30 September 2022]
- Litvin, Stephen W., Ronald E. Goldsmith., Bing Pan. (2008). *Electronic Word-Of-Mouth In Hospitality And Tourism Management*. Department of Hospitality and Tourism Management, College of Business and Economics, College of Charleston, 66 George Street, Charleston, SC 29424.
- Momentum Works (2021). *Food Delivery Platforms in South Asia* [online]. Tersedia: <https://thelowdown.momentum.asia/press-release-southeast-asia-online-food-delivery-spend-grows-30-to-hit-new-peak-in-2021-momentum-works/> [27 November 2022]
- Neolaka, Amos. (2014). *Metode Penelitian dan Statistik*. Bandung: Remaja Rosdakarya.

- Notoatmodjo, S. (2002). *Metodologi Penelitian Kesehatan*. Rineka Cipta. Jakarta.
- Nur, Laeli. (2020). *Mengenal Siapa Pendiri Grab dan Perkembangannya*. Gramedia Blog [online]. Tersedia: https://www.gramedia.com/literasi/pendiri-grab/#Perkembangan_Grab [30 September 2022]
- O'Brien, James, A. (2005). *Introduction to Information System*. McGraw-Hill.
- Plidtookpai, Napassorn & Yoopetch, Chanin. (2020). *The Electronic Word of Mouth (eWOM) Trustworthiness, Brand Image and Other Determinants of Purchase Intention of The Middle Class to Luxury Hotel Services*. Kasetsart Journal of Social Sciences.
- Prasetio, Adhi & Purnamawati, Dinar, Eko. (2022). *The Role of Brand Ambassador and Electronic Word-of-Mouth in Predicting Purchase Intention*. Jurnal Dinamika Manajemen, 14 (1).
- Rangkuti, Freddy. (2007). *Manajemen Persediaan: Aplikasi di Bidang Bisnis*. Edisi 2. Jakarta: PT. Raja Grafindo Persada.
- Priyatno, Dwi. (2014). *Mandiri Belajar Analisis Data dengan SPSS*. Yogyakarta: Mediakom.
- Rachmawati, Indira & Damayanti, Zoraidha, Nabila. (2022). *Analysis of The Effect of Electronic Word of Mouth (E-Wom), Brand Image, Perceived Quality, And Customer Satisfaction in The Millennial Generation (Study in Finpay Money in Pt Finned Indonesia)*. Proceedings of the 3rd Asia Pacific International Conference on Industrial Engineering and Operations Management.
- Schiffman & Kanuk. (2007). *Consumer Behavior*. 7th Edition. Jakarta: PT. Indeks.
- Schiffman & Kanuk. (2013). *Consumer Behavior*. 8th Edition. Jakarta: PT. Indeks.
- Sernovitz, Andy. (2009). *Word of Mouth Marketing: How Smart Companies Get People Talking (Revised Edition)*. New York: Kaplan Publishing.
- Sudaryono. (2016). *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta: ANDI.
- Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.