

Reference

- Ada 204,7 Juta Pengguna internet di indonesia awal 2022: Databoks*. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from <https://databoks.katadata.co.id/datapublish/2022/03/23/ada-2047-juta-pengguna-internet-di-indonesia-awal-2022>
- Ahmad, Mohd & Abdul Lasi, Masri. (2020). *The Attitudes on Consumer Perceptions towards Viral Marketing: A Study on Foodpanda Food Delivery in Malaysia*. VII. 129-135.
- Aisya, T. R., & wibowo, S. (2020). *PENGARUH METODE PEMASARAN ONLINE PADA INSTAGRAM &WHATSAPP DAN OFFLINE PADA DOOR TO DOOR DAN EVENT TERHADAP KEPUTUSAN PEMBELIAN TRANSVISION BANDUNG TAHUN 2020*.
- Azis, A., & Syarifah, I. (2022). Pengaruh viral marketing terhadap purchase intention Dan Keputusan Pembelian. *LITERATUS*, 4(2), 471–476.
- Bin Ismail, M. F., Tai, C. J., Syed Othman, S. N., Yuan, Y. W., Yee, K. Y., & Kanapathipillai, K. (2022). A study of the key elements in viral marketing towards consumers' purchase intention in Klang Valley, Malaysia. *European Journal of Social Sciences Studies*, 7(4).
- Chaffey, D., & Ellis-Chadwick, F. (2022). In *Digital Marketing: Strategy, implementation and practice* (pp. 271–271). essay, Pearson.
- Chaffey, D., & Ellis-Chadwick, F. (2022). In *Digital Marketing: Strategy, implementation and practice* (pp. 444–444). essay, Pearson.
- Definitions of marketing*. American Marketing Association. (2023, January 10). Retrieved March 6, 2023, from <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>

- Hendijani Fard, M., & Marvi, R. (2019). Viral marketing and purchase intentions of mobile applications users. *International Journal of Emerging Markets*, 15(2), 287–301. <https://doi.org/10.1108/ijoem-06-2018-0291>
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/eb-11-2018-0203>
- Indonesia, D. (n.d.). *Pengguna Tiktok Indonesia Terbesar kedua di Dunia*. Dataindonesia.id. Retrieved March 6, 2023, from <https://dataindonesia.id/Digital/detail/pengguna-tiktok-indonesia-terbesar-kedua-di-dunia>
- Indonesia, D. (n.d.). *Berebut ceruk pasar potensial streaming video di Indonesia*. Dataindonesia.id. Retrieved March 6, 2023, from <https://dataindonesia.id/digital/detail/berebut-ceruk-pasar-potensial-streaming-video-di-indonesia>
- Indrawati. (2015). *Manajemen dan Bisnis: Konvergensi Teknologi Komunikasi dan Informasi*. Refika Aditama.
- Indrawati. (2017). *Perilaku konsumen individu dalam mengadopsi layanan berbasis teknologi informasi dan komunikasi*. Bandung: Refika Aditama.
- Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2022). EWOM via the TikTok application and its influence on the purchase intention of Somethinc Products. *Asia Pacific Management Review*.
- Jumlah Pengguna Tiktok Terus Bertambah, Ini Data Terbaru: Databoks*. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from <https://databoks.katadata.co.id/datapublish/2022/09/06/jumlah-pengguna-tiktok-terus-bertambah-ini-data-terbaru>

- Kemp, S. (2022, February 15). *Digital 2022: Indonesia - DataReportal – global digital insights*. DataReportal. Retrieved March 6, 2023, from <https://datareportal.com/reports/digital-2022-indonesia>
- Kotler, P., & Keller, K. L. (2016). *A framework for Marketing Management*. Pearson.
- Kotler, P., Armstrong, G., & Agnihotri, P. (2018). *Principles of Marketing*. Pearson India Education Services Pvt. Ltd.
- Kim, Y. J., & Han, J. (2014). Computers in Human Behavior Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256–269. <https://doi.org/10.1016/j.chb.2014.01.015>
- Marketing definitions*. American Marketing Association. (n.d.). Retrieved March 6, 2023, from <https://www.ama.org/topics/marketing-definition/>
- Muala, A. A. (2018). Influence of viral marketing dimensions on customer satisfaction in fast food restaurants in Jordan. *Journal of Management and Sustainability*, 8(1), 149
- Ningtyas, S. (2022, December 7). *Viral marketing: Cara promosi Terbaik Untuk bisnis*. Niagahoster Blog. Retrieved March 6, 2023.
- Published by Statista Research Department, & 19, O. (2021, October 19). *Indonesia: Leading Online Travel Agencies 2020*. Statista. Retrieved March 6, 2023, from <https://www.statista.com/statistics/1200620/indonesia-most-used-online-travel-agencies/>
- Pengguna Tiktok Mayoritas Berusia Muda, Ini Rinciannya: Databoks*. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from <https://databoks.katadata.co.id/datapublish/2022/07/20/pengguna-tiktok-mayoritas-berusia-muda-ini-rinciannya>

Pengguna Tiktok Indonesia GEMPAR, potensi Cuan Menggelegar! Ginee. (2021, November 8). <https://ginee.com/id/insights/pengguna-tiktok/>

Rukuni, T. F., Shaw, G., Chetty, Y., Kgama, P., Kekana, P., & Rogers, K. (2017). Viral marketing strategies and customer buying behavioural intentions at retail store in Johannesburg. *Business Management and Strategy*, 8(1), 59. <https://doi.org/10.5296/bms.v8i1.10676>

Sekaran, U., & Bougie, R. J. (2016). *Research methods for business: A skill building approach Seventh Edition*. John Wiley & Sons.

Salem, M. Z. Y. (2016). Factors Affecting Consumer Attitudes, Intentions and Behaviors toward SMS Advertising in Palestine. *Indian Journal of Science and Technology*, 9(4). <https://doi.org/10.17485/ijst/2016/v9i4/80216>

Sari, D. K., Suziana, S., & Games, D. (2020). An evaluation of social media advertising for Muslim millennial parents. *Journal of Islamic Marketing*, 12(9), 1835–1853. <https://doi.org/10.1108/JIMA-02-2020-0055>

Sekawan, M. (2020). Pengaruh Penggunaan Media Sosial dan Manfaat untuk Bisnis. Media Sekawan. Retrieved August 4 2021, from <https://www.sekawanmedia.co.id/media-sosial-untuk-bisnis/>

Tashandra, N. (2022, May 25). *Riset: Pengeluaran Turis Kini lebih banyak untuk beli Pengalaman Daripada Barang Halaman all*. KOMPAS.com. Retrieved March 31, 2023, from

Transaksi Tiket Online di indonesia diperkirakan MENCAPI RP 125 triliun pada 2018: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from <https://databoks.katadata.co.id/datapublish/2018/12/12/transaksi-tiket-online-di-indonesia-diperkirakan-mencapai-rp-125-triliun-pada-2018>

- Tricahyono, D., Utami, L. W., & Safitri, W. (2019). The impact of viral marketing on consumers' intention to use (case study: Spotify Indonesia). *Proceedings of the 1st International Conference on Economics, Business, Entrepreneurship, and Finance (ICEBEF 2018)*.
- Trivedi, Jay. (2017). Trivedi, J.(2017).The Effect of Viral Marketing Messages on Consumer Behaviour. *Journal of Management Research*.Vol.17, 2, pp- 84-98. *Journal of Management Research*. 17. 84-98.
- Warga Dunia rata-rata nonton TikTok Lebih Dari 1,5 jam per Hari: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from <https://databoks.katadata.co.id/datapublish/2022/08/02/warga-dunia-rata-rata-nonton-tiktok-lebih-dari-15-jam-per-hari>
- Wang, S. L., & Lan, N. T. N. (2018). *A Study on the Attitude of Customer towards Viral Video Advertising on social media: A Case Study in Viet Nam*.
- Wei, Ler S. (2014). The Attitudes of Consumers towards Viral Marketing in Malaysia. (Disertai Doktor) (Tersedia di Database Universitas Tunku Abdul Rahman)
- Winanto, A. (2017, December 23). *Sejarah Dan Fakta tentang Aplikasi Tiktok*. TAGAR. Retrieved March 6, 2023, from <https://www.tagar.id/sejarah-dan-fakta-tentang-aplikasi-tiktok>
- Wirakanda, G. G., Pringgabayu, D., & Widyana, S. F. (2021). How sales promotion can effect on consumer's purchase decisions. *Advanced International Journal of Banking, Accounting and Finance*, 3(7), 59–71. <https://doi.org/10.35631/aijbaf.37005>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods*. South-Western.
- Zebua, F. (2018, February 22). *Laporan DailySocial: Survei Online Travel Agencies 2018*. Laporan DailySocial: Survei Online Travel Agencies 2018 | DailySocial.id. Retrieved March 6, 2023, from <https://dailysocial.id/post/laporan-dailysocial-survey-online-travel-agencies-ota-2018>
- Zernigah, K. I., & Sohail, K. (1970, January 1). *[pdf] consumers'attitude towards viral marketing in Pakistan: Semantic scholar*. Management and Marketing. Retrieved March 6, 2023.
- 10 agen perjalanan online terpopuler: Databoks. Pusat Data Ekonomi dan Bisnis Indonesia. (n.d.). Retrieved March 6, 2023, from

<https://databoks.katadata.co.id/datapublish/2019/11/12/10-agensi-perjalanan-online-pilihan-konsumen>

- 27, O. C. A. pada D., & Tentang kami CekAja. (2021, August 16). *5 situs penyedia Layanan Tiket paling Banyak Dikunjungi Sepanjang 2018*. @CekAja. Retrieved March 6, 2023, from <https://www.cekaja.com/info/5-situs-penyedia-layanan-tiket-paling-banyak-dikunjungi-sepanjang-2018>