

## DAFTAR PUSTAKA

- Agesti, N., Ridwan, M. S., & Budiarti, E. (2021). Comparative Study of Post-Marriage Nationality Of Women in Legal Systems of Different Countries The Effect of Viral Marketing, Online Customer Review, Price Perception, Trust on Purchase Decisions with Lifestyle as Intervening Variables in the Marketplace. *International Journal of Multicultural and Multireligious Understanding*, Volume 8(Issue 3), 496–507.
- Arjunita, I., Sam, U., & Manado, R. (2021). *I. Arjunita ., S. L. H. V. J. Lapien ., R . Y . Lumantow . Terhadap Keputusan Pembelian Produk Kopi Tuya Manado The Influence Of Viral Marketing , Store Atmosphere And Brand Trust On Purchasing Decisions Of Kopi Tuya ' S Product In Manado Oleh : Fak. 9(3), 437–446.*
- Assael H. (2001). *Consumers Behavior and Marketing Action*. Edisi 3. South Western College Publishing. Cincinnati.OH.
- Bilson, Simamora. 2001. *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*, Edisi Pertama, Jakarta: PT. Gramedia Pustaka Utama
- Camarero, C., & San José, R. (2011). Social and attitudinal determinants of viral marketing dynamics. *Computers in Human Behavior*, 27(6), 2292–2300.
- Chaffey, D. (2000). Achieving Internet marketing success. *The Marketing Review*, 1(1), 35–59.
- Chevalier JA, Mayzlin D. 2003. The Effect of Word of Mouth on Sales: Online Book Reviews. NBER Working Paper Series.
- Chiu, H.-C., Hsieh, Y.-C., Kao, Y.-H., & Lee, M. (2007). The determinants of email receivers' disseminating behaviors on the Internet. *Journal of Advertising Research*, 47(4), 524–534.
- Cocrill, A. and Goode, MM (2010) Percieved Price And Price Decay In The DVD Marke. *The Journal Of Product And Brand Management* .19 (5)
- Cruz, D., & Fill, C. (2008). Evaluating viral marketing: isolating the key criteria. *Marketing Intelligence & Planning*.
- Doney, P. M., & Cannon, J. P. (1997). An examination of the nature of trust in buyer–seller relationships. *Journal of Marketing*, 61(2), 35–51.

- Eckler, P., & Bolls, P. (2011). Spreading the virus: Emotional tone of viral advertising and its effect on forwarding intentions and attitudes. *Journal of Interactive Advertising*, 11(2), 1–11.
- Ferguson, R. (2008). Word of mouth and viral marketing: taking the temperature of the hottest trends in marketing. *Journal of Consumer Marketing*.
- Ghozali, I. (2018). Aplikasi Analisis Multivariate dengan Program IBM SPSS 25. Semarang: Universitas Diponegoro
- Hamdani, M. Y., & Mawardi, M. K. (2018). In Pengaruh Viral Marketing Terhadap Kepercayaan Konsumen.
- Ibnu, Widiyanto, 2008. Pointers: Metodologi Penelitian. Semarang: BP Undip.
- Khasanah, Imroatul. 2013. Analisis Pengaruh Ekuitas Merek Terhadap Keputusan Pembelian Mie Instan Sedaap Di Semarang. *Jurnal Dinamika Manajemen* 4(1): 93–102.
- Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732–742.
- Kotler, Philip, 2002, “Marketing Management: Analysis, Planning, Implementation, and Control, Tenth Edition”, Prentice Hall International, Inc., New Jersey.
- \_\_\_\_\_. 2005. Manajemen Pemasaran. Jilid II. Edisi Kesebelas. Alih Bahasa Benyamin Molan. Jakarta. : Indeks
- \_\_\_\_\_. 2008. Manajemen Pemasaran. Jilid I. Edisi 10. Jakarta: PT. Prebalindo.
- Kotler Philip, dan Nancy Lee. 2015. Social Marketing, Global Edition 5th Edition, Pearson Education
- Lau, G. T., & Lee, S. H. (1999). Consumers’ trust in a brand and the link to brand loyalty. *Journal of Market-Focused Management*, 4(4), 341–370.
- Libert, K. and Tynski, K. (2013) ‘Research: The Emotions that Make Marketing Campaigns Go Viral’, *Harvard Business Review*, 1(1), pp. 2–13. Available at: <https://hbr.org/2013/10/research-the-emotions-that-make-marketing-campaigns-go-viral>.
- Lichtenstein, D.R., Ridgway, N. M., 1993. Price perceptions and consumer shopping behavior: a field study. *Journal of Marketing Research*

- Loudon, D.L, dan Della Bitta, A.J. 1993. *Consumer Behavior: Concepts and Application*. Singapore: Mc.Grow-Hill, Inc. Mahnudin.
- MindComet (2006) *Viral Marketing: Understanding the Concepts and Benefits of Viral Marketing*, Whitepaper.
- Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site. *IOP Conference Series: Materials Science and Engineering*, 1071(1), 012017. <https://doi.org/10.1088/1757-899x/1071/1/012017>
- Rayport, Jeffrey F. "The Virus of Marketing." *Fast Company* (December–January 1997), 68–69.
- Rufaida, Tawisku Galuh (2020) *Pengaruh EWOM, Brand Image dan Brand Trust terhadap Keputusan Pembelian (Studi Kasus Pelanggan Video On Demand Netflix)*. Tesis (S2) - thesis, UNIVERSITAS BAKRIE.
- Schiffman dan Kanuk. 2008. *Perilaku konsumen*. Edisi 7. Jakarta: Indeks
- \_\_\_\_\_. 2011. *Consumer Behavior*. Edisi 8. Jakarta: Indeks
- Sekaran, U., & Bougie, R. (2017). *Metode Penelitian Untuk Bisnis\_Pendekatan Pengembangan Keahlian Buku 2*.
- \_\_\_\_\_. (2019). *Research methods for business: A skill building approach*. John Wiley & sons.
- Solomon, Michael dkk. 2012. *Marketing: Real People, Real Choices: 7th edition*. New Jersey: Prentice Hall.
- Suantara, E. (2014). "Pengaruh Selera dan Harga terhadap Keputusan Konsumen Dalam Pembelian Sepeda Motor Honda di Kabupaten Buleleng". Volume 4,.
- Sugiyono, P. D. (2013). *Metode penelitian manajemen*. Bandung: Alfabeta, CV.
- Suprpto, Haddy. (2020). *Penerapan Metodologi Penelitian Dalam Karya Ilmiah*. Yogyakarta: Gosyen Publishing
- Tjiptono, Fandy. 2012. *Manajemen Jasa*. Penerbit Andi Edisi Kedua : Yogyakarta

Wiludjeng SP, S., & Nurlela, T. S. (2013). *Pengaruh Viral Marketing Terhadap Keputusan Pembelian Pada PT" X"*.

Woerdl, M., Papagiannidis, S., Bourlakis, M. A., & Li, F. (2008). Internet-induced marketing techniques: Critical factors in viral marketing campaigns. *Journal of Business Science and Applied Management*, 3(1), 35–45.