

DAFTAR PUSTAKA

Adinda, Silvana, “Pengaruh Word of Mouth Communication terhadap Proses Pengambilan Keputusan pembelian ponsel Android”, *Jurnal Manajemen Bisnis Telekomunikasi dan Informatika Universitas Telkom*, Bandung 2015.

Agunh, “GOJEK :: Revolusi Pelayanan Ojek”. <http://googs.me/gojek-revolusi-pelayanan-ojek/> diunduh pada tanggal 3 februari 2015.

Ali Hasan, “Marketing”, *Media Presindo*, Yogyakarta, 2010.

Bendon, Olive. “Analisa Gonjang Ganjing GoJek”.

<http://www.kompasiana.com/oli3ve/analisa-gonjang-ganjing-gojek/>

diunduh pada tanggal 2 agustus 2022

DES Teknologi Informasi,PT “Internet Bagi Pertumbuhan Bisnis di Indonesia”

<http://des.net.id/internet-bagi-pertumbuhan-bisnis-di-indonesia/> diunduh

pada tanggal 2 agustus 2022.

GOJEK Indonesia.PT, “GOJEK”, 2015 <http://www.go-jek.com/faq.php>

diunduh pada tanggal 3 agustus 2022.

Iqbal, Muhammad, “Google : 67 Persen Pengguna Smartphone di Indonesia,

“Doyan” Belanja Online”, [http://selular.id/news/2015/08/google-67-](http://selular.id/news/2015/08/google-67-persen-pengguna-smartphone-di-indonesia-doyan-belanja-online/)

[persen-pengguna-smartphone-di-indonesia-doyan-belanja-online/](http://selular.id/news/2015/08/google-67-persen-pengguna-smartphone-di-indonesia-doyan-belanja-online/)

diunduh pada tanggal 05 Agustus 2022.

Nadiem, “Pengunduh Gojek”, <http://beritanet.co.id/isi/14834/> diunduh pada

tanggal 06 agustus 2022.

Najwa, “Pemenang Penghargaan ICS Award 2015, Gojek Raih Best Mobile Apps”, <http://www.indoberita.com/2015/06/1517661/pemenang-penghargaan-ics-award-2015-gojek-raih-best-mobile-apps/> diakses pada tanggal 07 Agustus 2022

Sumardy, Marlin Silviana, Melina Melone. “The Power of Word of Mouth Marketing”, *Gramedia Pustaka Utama*, Jakarta, 2011.

Motahari Nejad, F., Samadi, S., Tolabi, Z., & Allah pour A. Y., (2014). Investigation of brand-consumer relationship: Study item: Electrical appliances. *Market management magazine*, 23, 24-38.

Tuskej, U., Golob, U., & Podnar, K. (2013). The role of consumer–brand identification in building brand relationships. *Journal of Business Research*, 66(1), 53–59. doi:10.1016/j.jbusres.2011.07.022

Bachman, K., & Wilkins, S. (2014). Brand commitment and consumer--brand Identification as Determinants of consumers’ brand loyalty and repurchase intentions. *Research with Plymouth University*, 11-32.

Kropp, F., Lavack, A. M., & Silvera, D. H. (2003). Values and collective self-esteem as predictors of consumer susceptibility to interpersonal influence among university students. *International Marketing Review*, 22(1), 7-33. doi:10.1108/02651330510581154

Unal, S., Aydin, H. (2013). An Investigation on the Evaluation of the Factors Affecting Brand Love. *Procedia - Social and Behavioral Sciences*, 92, 76–85. doi:10.1016/j.sbspro.2013.08.640

- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266.
doi:10.1108/07363761311328928
- Ogba, I., & Tan, Z. (2009). Exploring the impact of brand image on customer loyalty and commitment in China. *Journal of Technology Management in China*, 4(2), 132-144. doi:10.1108/17468770910964993
- Sernovitz, Andy, “Word of Mouth Marketing”, *Green Leaf book group press, Austin, TX*, 2012.
- Sweeny, J. C., Soutar, G. N., & Mazzarol, T. (2007). Factors influencing word of mouth effectiveness: receiver perspectives. *European Journal of Marketing*, 42(3/4), 344-364. doi:10.1108/03090560810852977
- Obamiro, J. K., Ogunnaike O. O., & Osibanjo. O. A., (2014). Organizational Citizenship Behaviour, Hospital Corporate Image and Performance. *Journal of Competitiveness*, 6(1), 36 – 49. doi:10.7441/joc.2014.01.0