

DAFTAR PUSTAKA

- Adjei, M. T., Noble, S. M., & Noble, C. (2010). The Influence of C2C Communications in Online Brand Communities on Customer Purchase Behavior. *Journal of The Academy of Marketing Science*, 634-653.
- Adler, P. S., & Kwon, S.-W. (2002, January). Social Capital: Prospects for a New Concept. *The Academy of Management Review*, 27(1), 17-40.
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 179-211.
- APJII. (2014, Jan 15). *PRESS RELEASE - Profil Terkini Internet Industri Indonesia*. Dipetik Dec 2, 2014, dari <http://apjii.or.id>:
<http://www.apjii.or.id/v2/read/content/info-terkini/213/press-release-profil-terkini-internet-industri-ind.html>
- Awad, N. F., & Ragowsky, A. (2008). Establishing Trust in Electronic Commerce Through Online Word of Mouth: An Examination Across Genders. *Journal of Management Information Systems*, 101-121.
- Balea, J. (2016, 01 28). *The latest stats in web and mobile in Indonesia (INFOGRAPHIC)*. Diambil kembali dari Techinasia:
<https://www.techinasia.com/indonesia-web-mobile-statistics-we-are-social>
- Bourdieu, P. (2002). The Forms of Capital. Dalam N. W. Biggart, *Readings in Economic Sociology* (hal. 280-291). Oxford: Blackwell Publishers Ltd.
- Boyd, D. M., & Ellison, N. B. (2008). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.
- Broekhuizen, T., & Huizingh, E. K. (2009). Online Purchase Determinants: Is Their Effect Moderated by Direct Experience? *Management Research News*, 440-457.
- Brown, M., & Muchira, R. (2004). Investigating The Relationship Between Internet Privacy Concerns and Online Purchase Behavior. *Journal of Electronic Commerce Research*, 62-70.

- Bruner, G. C. (2012). *Marketing Scales Handbook V6*. Forth Worth, Texas: GCBII Productions, LLC.
- Burke, M., Kraut, R., & Marlow, C. (2011). Social Capital on Facebook: Differentiating Ises and Users. *In Proceedings of the SIGCHI Conference on Human Factors in Computing Systems* (hal. 571-580). ACM.
- Chadha, R. (2016, Dec 9). *Social Commerce Counts for 30% of Digital Sales in Southeast Asia*. Diambil kembali dari eMarketer: <https://www.emarketer.com/Article/Social-Commerce-Counts-30-of-Digital-Sales-Southeast-Asia/1014830>
- Chaffey, D. (2017, 04 27). *Global social media research summary 2017*. Diambil kembali dari Smart Insight: <http://www.smartinsights.com/social-media-marketing/social-media-strategy/new-global-social-media-research/>
- Cheung, C. M., Xiao, B. S., & Liu, I. L. (2014). Do actions speak louder than voices? The signaling role of social information cues in influencing consumer purchase decisions. *Decision Support Systems*, 50-58.
- Chevalier, J., & Mayzlin, D. (2006). The Effect of Word of Mouth on Sales: Online Book Reviews. *Journal of Marketing Research*, 345-354.
- Chiu, C.-M., Hsu, M.-H., & Wang, E. T. (2006). Understanding Knowledge Sharing in Virtual Communities: An Integration of Social Capital and Social Cognitive Theories. *Decision Support Systems*, 42(3), 1872-1888.
- Chiu, C.-M., Hsu, M.-H., Lai, H., & Chang, C.-M. (2012). Re-examining The Influence of Trust on Online Repeat Purchase Intention: The Moderating Role of Habit and Its Antecedents. *Decision Support System* 53, 835-845.
- Choi, J. H., & Scott, J. E. (2013, April). Electronic Word of Mouth and Knowledge Sharing on Social Network Sites: A Social Capital Perspective. *Journal of Theoretical and Applied Electronic Commerce Research*, 8(1), 69-82.
- Chu, S.-C., & Kim, Y. (2011). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking site. *International Journal of Advertising*, 30(1), 47-75.
- Coleman, J. S. (1988). Social Capital in the Creation of Human Capital. *American Journal of Sociology*, S95-S120.

- Constantinides, E., & Fountain, S. J. (2008). Web 2.0: Conceptual Foundation and Marketing Issues. *Journal of Direct, Data and Digital Marketing*, 231-244.
- Davis, A., & Khazanchi, D. (2008). An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales. *Electronic Markets*, 18(2), 130-141.
- eMarketer. (2013, Juni 27). *B2C Ecommerce Climbs Worldwide, as Emerging Markets Drive Sales Higher*. Dipetik Oktober 22, 2014, dari <http://www.emarketer.com: http://www.emarketer.com/Article/B2C-Ecommerce-Climbs-Worldwide-Emerging-Markets-Drive-Sales-Higher/1010004>
- eMarketer. (2015, 06 09). *In Indonesia, Social Networking Tops List of Digital Activities*. Diambil kembali dari eMarketer: <https://www.emarketer.com/Article/Indonesia-Social-Networking-Tops-List-of-Digital-Activities/1012582>
- eMarketer. (2016, Agustus 30). *Retail Ecommerce Sales in Southeast Asia: Opportunities and Challenges for Six Key Markets*. Diambil kembali dari eMarketer: <https://www.emarketer.com/Report/Retail-Ecommerce-Sales-Southeast-Asia-Opportunities-Challenges-Six-Key-Markets/2001880>
- Euromonitor. (t.thn.). *Indonesia Country Factfile*. Dipetik September 26, 2014, dari <http://www.euromonitor.com/: http://www.euromonitor.com/indonesia/country-factfile>
- Fowler, G. A. (2012, Oct 4). *Facebook: One Billion and Counting*. Diambil kembali dari The Wall Street Journal: <https://www.wsj.com/articles/SB10000872396390443635404578036164027386112>
- Global Indonesian Voices. (2014, Apr 7). *Social media craze in Indonesia*. Dipetik Sep 8, 2014, dari <http://sg.news.yahoo.com: https://sg.news.yahoo.com/social-media-craze-indonesia-053027589.html>
- Ha, H.-Y., & Janda, S. (2014). The effect of customized information on online purchase intentions. *Internet Research*, 496-519.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing theory and Practice*, 139-152.

- Hanna, R., Rohm, A., & Crittenden, V. L. (2011). We're all connected: The power of the social media ecosystem. *Business Horizon*, 265-273.
- Hansen, D., Shneiderman, B., & Smith, M. A. (2011). *Analyzing social media networks with NodeXL: Insights from a connected world*. Boston: Elsevier.
- Harris, L. C., & Goode, M. M. (2010). Online servicescapes, trust, and purchase intentions. *Journal of Service Marketing*, 230-243.
- Häuberer, J. (2011). The Founding Concepts of Social Capital - Bourdieu's Theory of Capital and Coleman's Rational-Choice Approach to Social Capital. Dalam *Social Capital Theory: Towards a Methodological Foundation* (hal. 35-51). Wiesbaden: VS Verlag für Sozialwissenschaften.
- Hawkins, D. I., & Mothersbaugh, D. L. (2013). *Consumer Behavior: Building Marketing Strategy/12E*. New York: McGraw-Hill.
- Henseler, J., Dijkstra, T. K., Sarstedt, M., Ringle, C. M., Diamantopoulos, A., Straub, D. W., . . . Calantone, R. J. (2014). Common Beliefs and Reality About PLS: Comments on Ronkko and Evermann (2013). *Organizational Research Methods*, 182-209.
- Hu, N., Liu, L., & Zhang, J. (2008). Do Online Reviews Affect Product Sales? The Role of Reviewer Characteristics and Temporal Effects. *Information Technology and Management*, 201-214.
- Hung, K. H., & Li, S. Y. (2007). The influence of eWOM on virtual consumer communities: Social capital, consumer learning and behavioral outcomes. *Journal of Advertising Research*, 485-495.
- Hurriyati, R. (2013). *Pedoman Penyusunan dan Penulisan Tesis & Disertasi*. Bandung: Sekolah Pascasarjana UPI.
- ICT, M. (2016, Desember). Government Delivered E-Commerce Roadmap. *Majalah ICT*, hal. 4-7.
- Internetworldstats. (2014). *Asia Marketing Research, Internet Usage, Population Statistics and Facebook Information*. Dipetik Sep 8, 2014, dari <http://internetworldstats.com>: <http://www.internetworldstats.com/asia.htm>
- Jalilvand, M. R., & Samiei, N. (2012). The Impact of Electronic Word of Mouth on a Tourism Destination Choice. *Internet Research*, 22(5), 591-612.

- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and Opportunities of Social Media. *Business Horizons*, 53(1), 59-68.
- Kementrian, B. (2013, November 07). *Kominfo: Pengguna Internet di Indonesia 63 Juta Orang*. Dipetik Desember 28, 2014, dari Kementrian Komunikasi dan Informatika Republik Indonesia:
http://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita_satker#.VJ_9Nsg_A
- Kietzmann, J., & Canhoto, A. (2013). Bittersweet! Understanding and Managing Electronic Word of Mouth. *Journal of Public Affairs*, 146-159.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A Trust-based Consumer Decision-making Model in Electronic Commerce: The Role of Trust, Perceived Risk, and Their Antecedents. *Decision Support System*, 544-564.
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Application*, 11, 241-252.
- Kock, N. (2015, Jan). WarpPLS 5.0 User Manual. Laredo, Texas, USA.
- Kompas. (2014, Aug 8). Rp 59 Triliun di Daring. *Kompas*.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing 15/E*. Upper Saddle River, New Jersey: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th Edition*. New Jersey: Prentice Hall.
- Kozinets, R. V., Valck, K. d., Wojnicki, A. C., & Wilner, S. J. (2010). Networked narratives: understanding word-of-mouth marketing in online communities. *Journal of Marketing*, 71-89.
- Kumar, S., West, R., & Leskovec, J. (2016). Disinformation on the web: Impact, characteristics, and detection of wikipedia hoaxes. *Proceedings of the 25th International Conference on World Wide Web* (hal. 591-602). International World Wide Web Conferences Steering Committee.
- Kusnendi. (2008). *Model-model Persamaan Struktural*. Bandung: Alfabeta.
- Lake, R. (2014, Feb 24). *Indonesia's Surprising Love Affair With Social Media*. Dipetik Sep 8, 2014, dari <http://www.thejakartaglobe.com/>:

<http://www.thejakartaglobe.com/features/indonesias-surprising-love-affair-with-social-media/>

- Latan, H., & Ghozali, I. (2012). *Partial Least Squares Konsep, Metode dan Aplikasi WarpPLS 2.0*. Semarang: Badan Penerbit - UNDIP.
- Lin, N. (1999). Building a network theory of social capital. *Connections*, 28-51.
- Lu, L. C., Chang, W. P., & Chang, H. H. (2014). purchase intention: The effect of sponsorship type, product type, and brand awareness. *Computers in Human Behavior*, 258-266.
- Lubis, M. (2014, Maret 09). *Konsumen Indonesia Mulai Menyukai Belanja Online*. Dipetik Oktober 11, 2014, dari www.nielsen.com:
<http://www.nielsen.com/id/en/press-room/2014/konsumen-indonesia-mulai-menyukai-belanja-online.html>
- Morgan, R. (2014). *Roy Morgan Single Source Indonesia : April 2013 - March 2014*. Roy Morgan.
- Mortazavi, M., Esfidani, M. R., & Barzoki, S. A. (2014). Influencing VSN Users' Purchase Intentions: The Roles of Flow, Trust and eWOM. *Journal of Research in Interactive Marketing*, 8(2), 102-123.
- Nahapiet, J., & Ghoshal, S. (1998). Social Capital, Intellectual Capital and the Organizational Advantage. *Academy of Management Review*, 23(2), 242-268.
- Nielsen. (2013). *Global Trust in Advertising and Brand Messages*. Nielsen.
- Nierhoff, M. H. (2013, May 7). *Facebook Country Statistics May 2013 – Rough Estimates Or Something?* Dipetik Sep 8, 2014, dari <http://www.quintly.com>:
<https://www.quintly.com/blog/2013/05/facebook-country-statistics-may-2013/>
- Ponte, E. B., Trujillo, E. C., & Rodriguez, T. E. (2015). Influence of Trust and Perceived Value on the Intention to Purchase Travel Online: Integrating the Effects of Assurance on Trust Antecedents. *Tourism Management*, 47, 286-302.
- Portes, A. (1998). Social Capital: Its Origins and Applications in Modern Sociaology. *Annual Reviews Sociology*, 1-24.
- Pratama, A. B. (2016, 12 29). *Ada 800 Ribu Situs Penyebar Hoax di Indonesia*. Diambil kembali dari CNN Indonesia:

<http://www.cnnindonesia.com/teknologi/20161229170130-185-182956/ada-800-ribu-situs-penyebar-hoax-di-indonesia/>

- Rodriguez, T. E., & Trujillo, E. C. (2013). Online purchasing tickets for low cost carriers: An application of the unified theory of acceptance and use of technology (UTAUT) model. *Tourism Management*, 43, 70-78.
- Scheufele, D. A. (2002). Web vs Campus Store? Why Students Buy Textbook Online. *Journal of Consumer Marketing*, 19(5), 409-423.
- Schiffman, L. G., Kanuk, L. L., & Wisenblit, J. (2010). *Consumer Behavior 10/E*. Upper Saddle River, New Jersey: Prentice Hall.
- See-To, E. W., & Ho, K. K. (2014). Value co-creation and purchase intention in social network sites: The role of electronic Word-of-Mouth and trust – A theoretical analysis. *Computers in Human Behavior* 31, 182-189.
- Shareef, M. A., Kumar, U., & Kumar, V. (2008). Role of Different Electronic-Commerce (EC) Quality Factors on Purchase Decision: A Developing Country Perspective. *Journal of Electronic Commerce Research*, 9(2), 92-113.
- Statista. (2014). *Number of social network users in Indonesia from 2011 to 2017 (in millions)*. Dipetik Sep 8, 2014, dari <http://www.statista.com/>:
<http://www.statista.com/statistics/247938/number-of-social-network-users-in-indonesia/>
- Statista. (t.thn.). *E-commerce share of total global retail sales from 2015 to 2020*. Diambil kembali dari Statista: <https://www.statista.com/statistics/534123/e-commerce-share-of-retail-sales-worldwide/>
- Sugiyono. (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Sugiyono. (2008). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Swartz, J. (2010, Juli 22). Small Firms Dive Into Social Media. USA Today.
- Tangkary, S. (2016, 10 27). *Siap Menjadi Raja Digital Asean?* Diambil kembali dari Kominfo:
<http://web.kominfo.go.id/sites/default/files/Ekonomi%20Digital.pdf>

- Thamizhvanan, A., & Xavier, M. (2013). Determinants of Customers' Online Purchase Intention: An Empirical Study in India. *Journal of Indian Business Research*, 17-23.
- Themba, G., & Mulala, M. (2013). Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students. *International Journal of Business and Management*.
- Valenzuela, S., Park, N., & Kee, K. F. (2009). Is There Social Capital in Social Network Site?: Facebook Use and College Student's Life Satisfaction, Trust, and Participation. *Journal of Computer-Mediated Communication*, 14(4), 875-901.
- Veritrans & DailySocial. (2012, Aug). *eCommerce in Indonesia*. Dipetik Sep 8, 2014, dari <http://dailysocial.net>: <http://api.dailysocial.net/en/wp-content/uploads/2012/08/eCommerce-in-Indonesia.pdf>
- Vojvodic, K., & Matic, M. (2012). Online Purchase Intentions of Croatian Customers. *Journal of Knowledge Management, Economics and Information Technology*.
- Wellman, B., & Wortley, S. (1990). Different Strokes from Different Folks: Community Ties and Social Support. *American Journal of Sociology*, 558-588.
- Wikipedia. (2017, 04 12). *Word of mouth*. Diambil kembali dari Wikipedia: https://en.wikipedia.org/wiki/Word_of_mouth
- Wolf, E. J., Harrington, K. M., Clark, S. L., & Miller, M. W. (2013). Sample Size Requirements for Structural Equation Models: An Evaluation of Power, Bias, and Solution Propriety. *Educational and Psychological Measurement*, 73, 913-934.
- World Bank. (2013). *Internet Users (per 100 people)*. Dipetik Sep 8, 2014, dari <http://worldbank.org>: http://data.worldbank.org/indicator/IT.NET.USER.P2?_ga=1.143410994.682587491.1410150106
- Wu, P. C., & Wang, Y.-C. (2011). The Influences of Electronic Word-of-Mouth Message Appeal and Message Source Credibility on Brand Attitude. *Asia Pacific Journal of Marketing and Logistic*, 23(4), 448-472.