



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Achadinha, L. J. (2014). The drivers of consumers' intention to redeem a push. *Behaviour & Information Technology*, 33, 1306-1316.
- Adrian. (2019, Maret 14). *Bagaimana Zomato Gold Bisa Untung?* Retrieved from Catatan Tulisan Adrian: <https://adriansiaril.com/2019/03/14/bagaimana-zomato-gold-bisa-untung/>
- Ajzen, I. (1991). The Theory of Planned Behavior. *Organizational Behavior and Human Decision Processes*, 179-211.
- Ajzen, I. (2005). *Attitudes, Personality and Behavior*. New York.
- Aruman, E. (2014, November 15). *Pemasaran Tradisional Vs Modern*. Retrieved from Mix: <https://mix.co.id/marcomm/news-trend/pemasaran-tradisional-vs-modern/>
- Bawa, K., Srinivasan, S. S., & Srivastava, R. K. (1997). Coupon Attractiveness and Coupon Proneness: A Framework for Modeling Coupon Redemption. *Journal of Marketing Research*, 517-525.
- Bharadwaj, A., Sawy, O. A., Pavlou, P. A., & Venkatraman, N. (2013). DIGITAL BUSINESS STRATEGY: TOWARD A NEXT GENERATION OF INSIGHTS. *MIS Quarterly*, 471-482.
- Blundo, C., Cimato, S., & Bonis, A. D. (2005). Secure E-Coupons. *Electronic Commerce Research*, 117-139.
- Bortolato, I. (2004). *Digital marketing influence in the food sector - A case study: Eataly and its associated companies' analysis*. Venice: Università Ca' Foscari Venezia.
- Calvin, & Samuel, H. (2014). ANALISA PENGARUH BRAND IMAGE, BRAND TRUST DAN ECONOMIC BENEFIT TERHADAP NIAT PEMBELIAN POLIS ASURANSI PT. SEQUISLIFE DI SURABAYA. *Jurnal Manajemen Pemasaran Petra*, 1-11.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods*. New York: McGraw-Hill/Irwin.
- Dahri, M., Riski, M., & Ariansyah. (2018). ANALISIS SIKAP MAHASISWA TERHADAP MATA KULIAH PANCASILA.
- Dazki, A. (2019). Marketing. *Marketing*, 56-62.
- Dickinger, A., & Kleijnen, M. (2008). Coupons Going Wireless: Determinants of Consumer Intentions to Redeem Mobile Coupons. *Journal of Interactive Marketing*, 23-39.

- Fishbein, M., & Ajzen, I. (1975). *Belief, Attitude, Intention, and Behavior: An Introduction to Theory and Research*. Reading: MA; Addison-Wesley.
- Gartner. (n.d.). *Gartner IT Glossary*. Retrieved from Gartner: <https://www.gartner.com/it-glossary/digital-business/>
- Gass, R. H. (2015). Social Influence, Sociology of. *International Encyclopedia of the Social & Behavioral Sciences*, 348-354.
- Holbrook, M. B. (2000). The Millennial Consumer in the Texts of Our Times: Experience and Entertainment. *Journal of Macromarketing*, 178-192.
- Indonesia, C. (2019, Juli 18). *Perkembangan Platform Digital Zomato*. Retrieved from CNBC Indonesia: <https://www.cnbcindonesia.com/tech/20190715111558-39-84942/perkembangan-platform-digital-zomato>
- Indrawani, S. N., Mailani, L., & Nilawati, N. (2014). INTENSI BERHENTI MEROKOK: PERAN SIKAP TERHADAP PERINGATAN PADA BUNGKUS ROKOK DAN PERCEIVED BEHAVIORAL CONTROL . *Psikologia*, 65-73.
- JR., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis*. Harlow: Pearson Education Limited.
- Jung, K., & Lee, B. Y. (2010). Online vs. Offline Coupon Redemption Behaviors. *International Business & Economics Research Journal*, 23-36.
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing*. New Jersey: NJ: Pearson Prentice Hall.
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing*. Harlow: Pearson Education Limited.
- Lu, H.-P., & Lee, M.-R. (2011). Experience differences and continuance intention of. *Behaviour & Information Technology*, 1081–1095.
- Lu, H.-P., & Lee, M.-R. (2011). Experience differences and continuance intention of blog sharing. *Behaviour & Information Technology*, 1081-1095.
- Malhotra, N. K., & Birks, D. F. (2006). *Marketing Research: An Applied Approach*. Harlow: Pearson Education Limited 2006.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research: An Applied Approach*. Harlow: Pearson Education Limited.
- Maskur, F. (2019, Februari 19). *Industri Makanan dan Minuman Jadi Sektor Kampiun*. Retrieved from bisnis.com: <https://ekonomi.bisnis.com/read/20190219/257/890539/industri-makanan-dan-minuman-jadi-sektor-kampiun>

- Naquita Maria-Jose Achadinha, L. J. (2014). The drivers of consumers' intention to redeem a push. *Behaviour & Information Technology*, 33, 1306-1316.
- Narang, U., & Shankar, V. (2019). Mobile Marketing 2.0: State of the Art and Research Agenda. *Marketing in a Digital World (Review of Marketing Research, Vol. 16)*, 97-119.
- Newswire, A. (2015, November 6). *Zomato Membawa Info Kuliner Terlengkap Ke Komunitas Residensial*. Retrieved from dailysocial.id: <https://dailysocial.id/post/zomato-membawa-info-kuliner-terlengkap-ke-komunitas-residensial>
- Nielsen. (2018, Augustus 7). *The Quest for Convenience*. Retrieved from Nielsen: <https://www.nielsen.com/jo/en/insights/report/2018/the-quest-for-convenience/>
- Odiri, O. E. (2011). THE INFLUENCE OF TEACHERS' ATTITUDE ON STUDENTS' LEARNING OF MATHEMATICS IN NIGERIAN SECONDARY SCHOOLS. *Journal of Research in Education and Society*, 15-21.
- Perdana, J. (2017, Desember 31). *Delapan Tren Marketing di Asia Tahun 2018*. Retrieved from Marketeers: <http://marketeers.com/delapan-tren-marketing-di-asia-tahun-2018/>
- Permata, M. (2017). Model Komunikasi Online Review Pada Restaurant Finder Service Di Kalangan Foodie (Studi Kasus Pada Aplikasi Zomato Indonesia).
- Peter, J., & Olson, J. (2008). *Consumer Behavior & Marketing Strategy*. New York: The McGraw-Hill Companies, Inc.
- Phau, I., & Teah, M. (2009). Young consumers' motives for using SMS and perceptions towards SMS advertising. *Direct Marketing: An International Journal*, 97-108.
- Putra, A. N. (2010). *SUATU TINJAUAN PELAKSANAAN MENGENAI KEANEKARAGAMAN PRODUK PADA PERUSAHAAN AJB BUMIPUTERA*. Retrieved from Widyatama Repository: <http://repository.widyatama.ac.id/xmlui/handle/123456789/4341>
- Rihanto, D. (2019, Agustus 1). *Pertumbuhan Industri Makanan dan Minuman Sumbang 6,35% terhadap PDB Nasional*. Retrieved from Pikiran Rakyat: <https://www.pikiran-rakyat.com/ekonomi/2019/08/01/pertumbuhan-industri-makanan-dan-minuman-sumbang-635-terhadap-pdb-nasional>
- Sehgal, J. (2016). Impact of Service Convenience on Customer Satisfaction. *SOPAAN-II*, 1-6.

- Setiawan, R. (2018, Juli 21). *Kreatorial 21 Juli 2018 : Dorong Pertumbuhan Bisnis Kuliner*. Retrieved from Bekraf: <https://www.bekraf.go.id/berita/page/17/kreatorial-21-juli-2018-dorong-pertumbuhan-bisnis-kuliner>
- Situmorang, J. (2012). Pemanfaatan internet sebagai new media dalam bidang politik, bisnis, pendidikan dan sosial budaya. *Jurnal Administrasi Bisnis*, 73-87.
- Sutejo, B. S. (2006). INTERNET MARKETING: KONSEP DAN PERSOALAN PEMASARAN. *Jurnal Manajemen*, 6, 41-57.
- Syahrul, Y. (2016, Maret 11). *Bank Dunia: Manfaat Teknologi Digital di Indonesia Masih Timpang*. Retrieved from Kata Data: <https://katadata.co.id/berita/2016/03/11/bank-dunia-manfaat-teknologi-digital-di-indonesia-masih-timpang>
- Tamara, N. K. (2018, Oktober 1). *PENGARUH PROCESS, SERVICE CONVENIENCE, DAN PEOPLE TERHADAP KEPUASAN PELANGGAN DAN DAMPAKNYA PADA LOYALITAS PELANGGAN PENGGUNA ANGKUTAN KOTA TRAYEK CICAHEUM-LEDENG DI KOTA BANDUNG*. Retrieved from Unpas Repository: <http://repository.unpas.ac.id/37015/>
- Wells, K. (2015). *Economic Benefits: Definition & Concept*. Retrieved from study.com: <https://study.com/academy/lesson/economic-benefits-definition-lesson-quiz.html#transcriptHeader>
- Wijanto, S. H. (2008). *Structural Equation Model dengan LISREL 8.8: Konsep dan Tutorial*. Yogyakarta: Graha Ilmu.
- Yuliana, O. Y. (2000). PENGGUNAAN TEKNOLOGI INTERNET DALAM BISNIS. *Jurnal Akuntansi & Keuangan*, 35-52.