DAFTAR PUSTAKA

Agrebi, S., & Jallais, J. (2015). Explain the intention to use smartphones for mobile shopping . *Journal of Retailing and Consumer Services*.

Benlian, A. (2015). Web Personalization Cues and Their Differential Effect on User Cues and Their Differential Effect on usser Assesment of Website Value. *Journal of Management Information Systems*.

Chen, K. H., Shen, K. S., & Ma, M. Y. (2012). The functional and usable appeal of facebook sns games. *Internet Research*.

Clement, J. (2019, November 1). *Most popular global mobile messaging apps 2019*. Retrieved from Statista.com: https://www.statista.com/statistics/258749/most-popular-global-mobile-messenger-apps/

Clutch. (2017, Oktober 3). *15 App Metrics More Important Than Number of Downloads*. Retrieved from clutch.co: https://clutch.co/app-developers/resources/15-metrics-more-important-than-number-downloads

cnnindonesia.com. (2018, Agustus 10). *Banyak Konten Terorisme, Kominfo Kembali akan Blokir Telegram*. Retrieved from https://www.cnnindonesia.com/: https://www.cnnindonesia.com/teknologi/20180810060824-185-321112/banyak-konten-terorisme-kominfo-kembali-akan-blokir-telegram

databoks. (2019, oktober 11). *Inilah 8 Aplikasi Pesan Paling Populer di Dunia*. Retrieved from databoks.katadata.co.id: https://databoks.katadata.co.id/datapublish/2019/11/08/8-aplikasi-layanan-pesan-terpopuler

Deliusno. (2017, Juli 15). *Telegram dan WhatsApp Sama-sama Pakai Enkripsi, Apa Bedanya?* Retrieved from tekno.kompas.com: https://tekno.kompas.com/read/2017/07/15/11110067/telegram-dan-whatsapp-sama-sama-pakai-enkripsi-apa-bedanya-?page=2

Dikdok. (2016, November 17). *Harus Dicoba, Permainan Seru dengan Bot di Telegram!* Retrieved from jurnalapps.co.id: https://jurnalapps.co.id/harus-dicoba-permainan-seru-dengan-bot-di-telegram-1721

Eka, R. (2017, October 5). *Video on Demand dan Penerimaannya oleh Masyarakat Indonesia*. Retrieved from DailySocial.id: https://dailysocial.id/post/video-on-demand-dan-penerimaannya-oleh-masyarakat-indonesia

Friedrich, T., Schlauderer, S., & Overhage, S. (2019). The impact of social commerce feature richness on website stickiness through cognitive and affective factors. *Electronic Commerce Research and Applications*.

Galerinfo. (2018, Juli 21). *Pengertian Youtube, Fitur, Manfaat, Kekurangan dan Kelebihannya*. Retrieved from galerinfo.com: https://www.galerinfo.com/pengertian-youtube/

Holbrook, M. B., & Batra, R. (1987). Assessing the Role of Emotions as Mediators of Consumer Responses to Advertising. *Journal of Consumer Research*.

Hsu, C. L., & Lin, J. C. (2016). Effect of Perceived Value and social influences on mobile app stickiness and in-app purchase intention. *Technological Forecasting & Social Change*.

Hung, S.-Y., Tsai, J. C.-A., & Chou, S.-T. (2016). Decomposing perceived playfulness: A contextual examination of two social networking sites. *Information & Management*.

Indonesia, C. (2020, Januari 03). *Simak Nih, Fitur Baru Telegram yang Tak Dimiliki WhatsApp*. Retrieved from CNBC Indonesia: https://www.cnbcindonesia.com/tech/20200103175738-37-127538/simak-nih-fitur-baru-telegram-yang-tak-dimiliki-whatsapp

Jarvinen, A. (2009). Game Design for Social Networks: Interaction Design for Playful Dispositions. 95-102.

Jr, B., & W, H. (2000). *Manajemen Pemasaran "suatu pendekatan strategis dengan orientasi global"*. Jakarta: Erlangga.

Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate Data Analysis*. Pearson.

Kaonang, G. (2015, Ocotober 22). *YouTube Red Tawarkan Video Tanpa Iklan Seharga $10 Per Bulan*. Retrieved from Dailysocial.id: https://dailysocial.id/post/youtube-red-tawarkan-video-tanpa-iklan-seharga-10-per-bulan

Kim, S., Baek, T. H., Kim, Y. K., & Yoo, K. (2016). stickiness and word of mouth in mobile applications. *Journal of Research in Interactive Marketing*.

kompas.com. (2017, Agustus 10). *Blokir Telegram di Indonesia Resmi Dicabut*. Retrieved from tekno.kompas.com: https://tekno.kompas.com/read/2017/08/10/18153257/blokir-telegram-di-indonesia-resmi-dicabut

Kompas.com. (2017, Juli 14). *Ini Alasan Pemerintah Blokir Telegram*. Retrieved from tekno.kompas.com: https://tekno.kompas.com/read/2017/07/14/20495927/ini-alasan-pemerintah-blokir-telegram

Koo, D. M. (2009). The moderating role of locus of control on the links between experiential motives and intention to play online games. *Computers in Human Behavior*.

Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip Pemasaran.* Jakarta: Erlangga.

Kotler, P., & Armstrong, G. (2012). *Principles of Marketing.* United States: Pearson.

Kotler, P., & Armstrong, G. (2014). *Principles of Marketing.* United States: Pearson.

Kotler, P., & Armstrong, G. (2014). *Principles of Marketing.* United States: Pearson.

Kurniawan, F. (2019, Juli 3). *Konten Paling Populer di YouTube Indonesia: Vlog Keluarga*. Retrieved from tirto.id: https://tirto.id/konten-paling-populer-di-youtube-indonesia-vlog-keluarga-edwU

Lin, Y. C., Tseng, K. H., Chung, P., Lou, S. J., & Chen, Y. C. (2013). Why Do People Stick to Play Social Network Sites? An Extension of Expectation-Confirmation Model with Perceived Interpersonal Values and Playfulness Perspectives. *Studies in Computational Intelligence*.

Lin, Y.-H., Lee, W.-H., & Giang, C. M. (2016). THE FORMATION OF FACEBOOK STICKINESS: THE PRESPECTIVES OF MEDIA RICHNESS THEORY, USE& GRATIFICATION THEORY AND INITMACY. *Association for Information Systems*.

Lind, D. A., & William G. Marchal, S. A. (2012). *Statistical Techniques in Business & Economics.* McGraw-Hill Irwin.

Litman, J. A., & D.Spielberger, C. (2003). Measuring Epistemic Curiosity and Its Diversive and Specific Components. *Journal of Personality Assessment*.

Lu, X., Phang, C. W., & Yu, J. (2011). Encouraging Participation in Virtual Communities through Usability and Sociability Development: An Empirical Investigation.

Ludwianto, B. (2019, April 15). *7 Perusahaan Teknologi Indonesia yang Berkembang Cepat*. Retrieved from Kumparan.com: https://kumparan.com/kumparantech/7-perusahaan-teknologi-indonesia-yang-berkembang-cepat-1qtE2whFtDe

Malhotra, N. K. (2010). *Marketing Research: An Applied Orientation. Sixth Edition.* Pearson Education, Inc.

MU, S. C. (2018, Juni 27). *5 Alasan Kenapa Orang Indonesia, Mungkin Juga Seluruh Dunia Jatuh Cinta Pada WhatsApp di Banding Media Chat Lainnya*. Retrieved from hipwee.com: https://www.hipwee.com/opini/5-alasan-kenapa-orang-indonesia-mungkin-juga-seluruh-dunia-jatuh-cinta-pada-whatsapp-di-banding-media-chat-lainnya/

Pandey, S., & Chawla, D. (2018). Engaging m-commerce adopters in India Exploring the two ends of the adoption continuum across four m-commerce categories . *Journal of Enterprise Information Management*.

Petty, R. E., & Cacioppo, J. T. (1986). The Elaboration Likelihood Model of Persuasion. *Springer Series in Social Psychology*.

Qi, Y., & Fu, C. (2011). The effects of flow and attachment on the e-Loyalty of SNS Websites. *International Conference on Management and Service Science*.

Rao, V. (2008). Facebook Applications and Playful Mood: the construction of Facebook as a " third place". *MindTrek '08*.

Riset CupoNation : Whatsapp Jadi Aplikasi Chatting Terpopuler di Indonesia. (2019, Juni 26). Retrieved from jogja.tribunnews.com: https://jogja.tribunnews.com/2019/06/26/riset-cuponation-whatsapp-jadi-aplikasi-chatting-terpopuler-di-indonesia

Romdlon, N. (2016, Mei 05). *Aplikasi chatting bernama Telegram yang punya karakteristik mirip banget dengan WhatsApp.* Retrieved from brilio.net: https://www.brilio.net/gadget/10-keunggulan-telegram-dibandingkan-whatsapp-yang-jarang-orang-tahu-1605055.html

Sari, F. M. (2019, Maret 31). *Dunia Serba Digital, Ini 7 Fakta Menariknya*. Retrieved from liputan6.com: https://www.liputan6.com/bisnis/read/3928604/dunia-serba-digital-ini-7-fakta-menariknya

Stanton, W. J. (1984). *Fundamentals of Marketing.* Singapore: Mc Grawhill Book Company.

Wardani, A. S. (2019, Juni 27). *Ini 5 Aplikasi Chatting Terpopuler di Indonesia*. Retrieved from liputan6.com: https://www.liputan6.com/tekno/read/3998745/ini-5-aplikasi-chatting-terpopuler-di-indonesia

Widowati, H. (2019, Mei 23). *Ini 10 Keunggulan Telegram, Aplikasi Perpesanan Pesaing Whatsapp*. Retrieved from katadata.co.d: https://katadata.co.id/berita/2019/05/23/ini-10-keunggulan-telegram-aplikasi-perpesanan-pesaing-whatsapp

Winarso, B. (2016, Mei 11). *Sejarah dan Fitur-fitur Andalan Aplikasi Telegram*. Retrieved from dailysocial.id: https://dailysocial.id/post/apa-itu-telegram

Wu, Y., Cui, T., Liu, N., Deng, Y., & Guo, J. (2018). Demystifying continuous participation in game applications at social. *Internet Research*.

Wu, Y., Wang, Z., & Chang, K. (2011). Exploring Continuous Participation On Entertainment Applications Of Social Network Sites. *Association for Information Systems*.

Wu, Y., Wang, Z., Chang, K., & Xu, Y. (2010). Why People Stick to Play Social Network Site Based Entertainment Applications: Design Factors and Flow Theory Perspective. *Association For Information Systems*.

Zaenudin, A. (2019, Februari 14). *Sejarah YouTube Merevolusi Layanan Video di Internet*. Retrieved from Tirto.id: https://tirto.id/sejarah-youtube-merevolusi-layanan-video-di-internet-dgFD

Zhang, L., Zhu, J., & Liu, Q. (2012). A meta-analysis ofmobile commerce adoption and the moderating effect of culture. *Computers in Human Behavior*.