



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

A.Y.L. Chong., F.T.S. Chan.,& K.B. Ooi. (2012), "Predicting consumer decisions to adopt mobile commerce: cross country empirical examination between China and Malaysia", *Decision Support Systems*, Vol. 53, pp. 34-43.

Akturan, Ulun and Tezcan, Nuray. (2012), "Mobile banking adoption of the youth market", *Marketing Intelligence & Planning*, Vol. 30, pp. 444-459.

APJII. (12 Desember 2012). *2012, Pengguna Internet di Indonesia Tembus 63 Juta*. Dipetik, 20 Maret 2015 dari Apjii.or.id:

<http://www.apjii.or.id/v2/read/article/apjii-at-media/133/2012-pengguna-internet-di-indonesia-tembus-63-juta.html>

APJII. (15 Januari 2015). *Number of RI Internet users increases to 71.19 million in 2013: APJII*. Dipetik, 20 maret 2015 dari Apjii.or.id:

<http://www.apjii.or.id/v2/read/article/apjii-at-media/217/number-of-ri-internet-users-increases-to-7119-mill.html>

Ayu. "Aplikasi mobile fresh seksi misterius" Jumat, 3 April 2015

<http://www.marketing.co.id/aplikasi-mobile-fresh-seksi-misterius/>

Barkhi, Reza dan Wallace, Linda, (2007), "The impact of personality type on purchasing decisions in virtual stores", *Information Technology Manage*, Vol. 8, pp. 313-330.

Bock GW, dan Kim YG , (2002), "Breaking the myths of rewards: an exploratory study of attitudes about knowledge sharing", *Info. Resour Manage*, Vol. 15, pp. 14-21.

Chaffey, Dave dan Smith, PR (2008), *Emarketing Excellence Planning and Optimizing Your Digital Marketing* 3rd Edition. Slovenia: ELSEVIER.

Chemingui, Hella and Lallouna, H.B. (2013), “Resistance, motivations, trust and intention to use mobile financial services”, International Journal of Banking Marketing, Vol. 31, Iss , pp. 574-592.

Chen, Ming Yi dan Teng, Ching-I, (2013), “A comprehensive model of the effects of online store image on purchase intention in an e-commerce”, Electronic Commerce, pp. 1-23.

Cheung, Chisty M.K., Lee, Matthew K.O dan Rabjohn, Neil, (2008), “The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities”, Internet Research, Vol. 18, No. 3, pp. 229-247.

Cheung, Man-Yee Cindy *et al.*,(2012), “ Is This Review Believable? A Study of Factors Affecting the Credibility of Online Consumer Reviews from an ELM Perspective”, Journal of Association for Information Systems, Vol. 13, No. 8, pp. 618-635.

Chiu *et al.*, (2009), “ Determinants of customer repurchase intention in online shopping”, Online Information Review, Vol. 33, No. 4, pp. 761-784.

Chiu, Chao-Min, (2009), “Determinants of customer repurchase intention in online shopping”, Online Information Review, Vol. 33, No. 4, pp. 761-784.

Choi, Jeewon *et al.*, (2008), “ Customer satisfaction factors of mobile commerce in Korea”, Internet Research, Vol. 18 No. 3, pp. 313-335.

Clemons, E., Gao, G., and Hitt, L. (2006). “When Online Reviews Meet Hyperdifferentiation: A Study of the Craft Beer Industry”, Journal of ManagementInformation Systems, pp. 149-171.

Curran, James M. dan Meuter , Matthew L., (2005), "Self-service technology adoption: comparing three technologies", Journal of Services Marketing, Vol. 19, No. 2, pp. 103 – 113.

Davis, F.D. (1989), "Perceived usefulness, Perceived ease of use, and user Acceptance of information technology", MIS Quarterly, Vol. 13, No.13, pp.319-340.

Davis, F.D., Bogazzi, R.P, and Warshaw, P.R. (1989), " User acceptance of computer technology: a comparison of two theoretical models", Management Science, Vol. 35 No. 8, pp. 982-1003.

DeLone, W.H. and McLeann, E.R. (2003), " The DeLone and McLean model of information systems success: a ten-year update", Journal of Management Information Systems, Vol. 19 No. 4, pp. 9-30.

GAIKINDO.(2013). *Entering the world mobility through building competitive automotive industry*. GAIKINDO.

Fakhryan, Meysam *et al.*, (2012), "The influence of online word of mouth communications on tourists' attitudes toward Islamic destinations and travel intention: Evidence from Iran", African Journal of Business Management, Vol.6, pp. 10381-10388.

Ha, Hong-Yul dan Janda, Swinder, (2014), " The effect of customized information on online purchase intentions", Internet Research, Vol. 24, No. 4, pp. 496-519.

Hair, J.F, Jr., Black, W. C., Babin, B.J., & Anderson, R.E. (2010). *Multivariate data analysis* (7th ed.). New Jersey: Pearson Education.

Harris, L.C. dan Goode, Mark M.H., (2008) “ Online servicescape, trust, and purchase intentions”, Journal of Service Marketing, Vol. 24, pp. 230-243.

Hawkins, Del I. dan David L. Mothersbaugh (2010), Consumer Behavior Building Marketing Strategy 11th Edition. New York: McGraw-Hill.

Hennig-Thurau, T., Gwinner, K.P., Walsh, G., Gremier, D.D., (2004), “Electronic word of mouth via consumer-opinion platforms: what motivates consumers to articulate themselves on the internet?”, Journal of Interactive Marketing Vol. 18, No. 1, pp. 38-52.ELECTRON

Hong, Taeho dan Kim, Eunmi, (2012), “ Segmenting customers in online stores based on factors that affect the customers intention to purchase”, Vol. 39, pp. 2127-2131.

Hsu, Chin-Lung and Lin, J.C. (2014), “ What drives purchase intention for paid mobile apps? - An expectation confirmation model with perceived value”, Electronic Commerce Research and Applications, Vol. 14, pp. 46-57.

Jalilvand, Mohammad Reza *et al.*,(2012),”Examining the structural relationship of electronic word of mouth, destination image, tourist attitude toward destination and travel intention: An Integrated approach”, Journal of Destination Marketing & Management, Vol.1, pp. 134-143.

Jarvenpaa, Sirkka L. dan Tractinsky, Noam, (1999),” Consumer Trust in an Internet Store: A Cross-Cultural Validation”, E-Commerce, pp.1-33.

Jpnn. “Kemacetan Jakarta terburuk di dunia, ini kata Ahok”. 2 April 2015.
<http://www.jpnn.com/read/2015/02/05/285725/Kemacetan-Jakarta-Terburuk-di-Dunia,-Ini-Kata-Ahok>

Kemendagri “Rekapitulasi Data Kependudukan Per Provinsi”. 21Maret 2015.

<http://www.dukcapil.kemendagri.go.id/detail/rekapitulasi-data-kependudukan-per-provinsi-edisi-31-desember-2013>

Kim, Dan, (2005), “Cognition-based versus affect-based trust determinants in E-commerce: Cross-cultural comparison study”, International Conference on Information Systems.

Kim, Sanghyun dan Park, Hyunsun, (2012), “ Effects of various characteristics of social commerce (s-commerce) on consumer’s trust and trust performance”, International Journal of Information Management, Vol. 33, pp. 318-332.

Koenig-Lewis, N., Palmer, Adrian da Moll, Alexander, “ Predicting young consumers take up of mobile banking services”, International Journal of Bank Marketing, Vol. 28, No. 5, pp.410-432.

Kompasiana. “Revenue Model & Contoh Mobile Commerce Saat Ini”. 20 maret 2015 <http://ekonomi.kompasiana.com/bisnis/2011/04/27/revenue-model-contoh-mobile-commerce-saat-ini-358609.html>

Kotler, Philip dan Gary Armstrong (2014), Principle Of Marketing 15th Edition. New Jersey: Pearson Education.

Kurtz, David L. dan Boone (2010), Principles Of Contemporary Marketing 14th Edition. South-Western: Cengage Learning.

Ladhari, Riadh dan Michaud, Melissa, (2015), “ eWOM effects on hotel booking intentions, attitudes, trust, and website perceptions”, International Journal of Hospitality Management, Vol. 46, pp. 36-45.

Laudon, K.C. dan Traver, C.G. (2014), E-commerce 2014 Business, Technology, Society 10th Edition. United States: Pearson Education.

Lautan Indonesia. "PT. GOJEK Indonesia : Ojek Transportation, City Courier, Shopping Delivery, COD" 28 Mei 2015
<http://www.lautanindonesia.com/forum/index.php?topic=144467.0>

Lee , Woojin ., Tyrrell, Timothy dan Erdem, Mehmet, (2011), "Exploring the behavioral aspects of adopting technology Meeting planners' use of social networkmedia and the impact of perceived critical mass", Journal of Hospitality and Tourism Technology, Vol. 4, No.1 pp. 6 – 22.

Lee, K. and Chung, N. (2009), "Understanding factors affecting trust in and satisfaction with mobile banking in Korea: a modified DeLone and McLean's model perspective", Interacting with Computers, Vol. 21 No. 5/6, pp. 385-392.

Lee, Ming-Chin, (2008), "Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit", Electronic Commerce and Application.

Li, Yong-Hui dan Huang, Jing-Wen, (2009)," Applying theory of Perceived risk and Technology Acceptance Model in the Online Shopping Channel", Engineering dan Technology

Litvin, Stephen W *et al.*, (2008), " Electronic word-of-mouth in hospitality and tourism management", Tourism Management, Vol. 29, pp. 458-468.

Liu, Zhiwei dan Park, Sangwon, (2014),"What makes a useful online review? Implication for travel product websites", Tourism Management, Vol. 47, pp. 140-151.

Lu, His-Peng Philip and Yu-Jen Su, Philip. (2009) "Factors affecting purchase intention on mobile shopping web sites", Internet Research, Vol. 19, pp. 442-458.

Malhotra, N. K. (2007), Marketing Research An Applied Orientation (4th ed.). New, Jersey:

Malhotra, N. K. (2012), Basic Marketing Research 4th Edition. New Jersey: Pearson Education.

Malhotra, N.K. (2010). Basic marketing reasearch an applied orientation (6th ed.). New Jersey: Pearson Education.

Mauri, Aurelio G dan Minazzi, Roberta, (2013), “Web reviews influence on expectations and purchasing intention of hotel potential customers”, International Journal of Hospitality Management, Vol. 34, pp. 99-107.

McKnight, D. H., Chodhury, Viviek, dan Lachmar, Charles, “ The impact of initial consumer trust and intentions to transact with a website: a trust building model”, Stratistic Information Systems, Vol. 11, pp. 297-323.

Mooji, Marieke. D. (2011), Consumer Behavior and Culture 2nd Edition.Unite Stated: SAGE Publication.

Morgan, R. M., dan Hunt S. D. (1994),”The Commitment-trust theory of relationship marketing”, Journal of Marketing, Vol. 58,23.

Mudambi, S.D dan Schuff, D., (2010),”What makes a helpful online review? A study of customer reviews on Amazon.com”, Vol. 34, pp. 185-200.

Nistanto, Reska K. “2015, Pengguna Mobile Lampau Jumlah Penduduk Dunia“
Jumat, 20 maret 2015
<http://tekno.kompas.com/read/2014/06/04/1025003/2015.Pengguna.Mobile.Lampau.Jumlah.Penduduk.Dunia>

Nistanto, Reska K. "Indonesia Pasar Smartphone Terbesar di Asia Tenggara"

Jumat, 20 maret 2015

<http://tekno.kompas.com/read/2014/06/15/1123361/indonesia.pasar.smartphone.terbesar.di.asia.tenggara>

Pangerapan, Semuel A. "Pengguna Internet Indonesia Tahun 2014, sebanyak 88,1

Juta (34,9%)"Senin, 23 Maret 2015

<http://www.apjii.or.id/v2/read/content/info-terkini/301/pengguna-internet-indonesia-tahun-2014-sebanyak-88.html>

Parasuraman, A., (2005), " A multiple-item scale for assessing electronic

servicequality", Jurnal of Service Research, Vol. 7, No. 10, pp. 1-21.

Pavlou, P.A. (2003), "Consumer acceptance of electronic commerce: integrating trust and risk with the technology acceptance model", International Journal of Electronic Commerce, Vol. 7 No.3, pp. 69-103.

Pietro, L.D *et al.*, (2011), "Social network for the choice of tourist destination: attitude and behavioural intention", Journal of Hospitality and Tourism, Vol. 3 No. 1, pp. 60-76.

Porter, C.E. dan Donthu, Naveen, (2006), " Using the technology acceptance model to explain how attitude determine internet usage: The role of perceived access barriers and demographics", Journal of Business Reasearch, Vol.59, pp. 999-1007.

Purisekar. "Aplikasi mobile, apakah bisnis anda membutuhkannya?" Sabtu, 11 maret 2015" <http://www.marketing.co.id/aplikasi-mobile-apakah-bisnis-anda-membutuhkannya/>

Püschel, Júlio., Mazzon J.A. dan Hernandez, J.C., (2010),"Mobile banking: proposition of an integrated adoption intention framework", International Journal of Bank Marketing, Vol. 28, no.5, pp. 389 – 409.

Roswati, Sri. "Hot news tentang smartphone" Jumat, 20 maret 2015
<http://www.tempokini.com/2014/10/hot-news-tentang-smartphone/>

Schiffman, Leon G. dan Leslie Lazar Kanuk (2010), Consumer Behavior 10th Edition. New Jersey: Pearson Education.

Song, Jaeki., Kim, Junghwan., Jones, D.R., Baker, Jeff., & Chin, W.W. (2014), "Application discoverability and user satisfaction in mobile application stores: An environmental psychology perspective", Decision Support Systems, Vol. 59, pp. 37-51

Strauss, Judy dan Frost, Raymond (2009), E-Marketing 5th Edition. New Jersey: Pearson Education.

Tabbane, R.S. dan Hamounda, (2013), " Impact of eWOM on the Tunisian consumers attitude toward the product", Advance in Business-Related scientific Research Conference.

Teo, Thompson S.H., dan Liu, Jing, (2005), " Consumer trust in e –commerce in the United States, Singapore and China", Jornal of Management Science, Vol. 35, pp. 22-38.

Thamizhvanan, Arun dan Xavier, M.J.,(2013), " Determinant customers online purchase intention: an empirical study in India", Journal of Indian Busniness Research, Vol. 5, No. 1, pp. 17-32.

Tsai, C-Y. (2010), "Applying the theory of planned behavior to explore the independent travelers behavior", African Journal of Business Management, pp. 221-234.

Turban, Efraim *et al.*, (2012), Electronic Commerce 2012: A Managerial and Social Networks Perspective 7th Edition. New Jersey: Pearson Education.

Vermeulen, I. V. dan Seegers, Daphen, (2008), "Tried and tested: the impact of online hotel reviews on consumer consideration", Tourism Management, pp. 1-5.

Wei, Toh Tsu *et al.*, (2009), "What drives Malaysian m-commerce adoption? An empirical analysis", Industrial Management and Data Systems, Vol. 109 No. 3, pp. 370-388.

2014: Ericsson Mobility ReportJune 2014 (n.d).

(<http://www.ericsson.com/mobility-report>)

2014 : Motorcycle Production Wholesales Domestic and Exports (n.d).

(<http://www.aisi.or.id/statistic>)

2015 : GO-JEK (n.d)

(<http://www.go-jek.com/>)

2015 : Google (n.d).

(https://www.google.co.id/search?q=aplikasi+gojek&biw=1366&bih=643&source=lnms&tbm=isch&sa=X&ei=mIaVbz0DceduQSMw4HIDg&sqi=2&ved=0CAYQ_AUoAQ)