



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, 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

Akar, E., & Topçu, B. (2011). An Examination of the Factors Influencing Consumers' Attitudes Toward Social Media Marketing. *Journal of Internet Commerce*, 10(1), 35-67.

American Marketing Association. (2013). Definition of Marketing. Retrieved from <https://www.ama.org/AboutAMA/Pages/Definition-of-Marketing.aspx>

Ayeh, J. K., Au, N., & Law, R. (2013). Predicting the intention to use consumer-generated media for travel planning. *Tourism Management*, 35, 132-143.

Belch, G. E., & Belch, M. A. (2001). *Advertising and promotion: an integrated marketing communications perspective*. Boston: McGraw-Hill.

Bps.go.id - Badan Pusat Statistik. (n.d.). Retrieved from <https://www.bps.go.id/>

Campbell, C., Thompson, F. M., Grimm, P. E., & Robson, K. (2017). Understanding Why Consumers Dont Skip Pre-Roll Video Ads. *Journal of Advertising*, 46(3), 411-423.

Chang, C. (2013). Imagery Fluency and Narrative Advertising Effects. *Journal of Advertising*.

Chemingui, H., & Lallouna, H. B. (2013). Resistance, motivations, trust and intention to use mobile financial services. *International Journal of Bank Marketing*, 31(7), 574-592.

Ching, R. K., Tong, P., Chen, J., & Chen, H. (2013). Narrative online advertising: identification and its effects on attitude toward a product. *Internet Research*, 23(4), 414-438.

Chuan-Lin, J. C., & Lu, H. (2000). Towards an understanding of the behavioural intention to use a web site. *International Journal of Information Management*.

Davis, F. D. (1989). Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319.

Debevec, K., & Romeo, J. B. (1992). Self-Referent Processing in Perceptions of Verbal and Visual Commercial Information. *Journal of Consumer Psychology*, 1(1), 83-102.

Escalas, J. E. (2004). Narrative Processing: Building Consumer Connections to Brands. *Journal of Consumer Psychology*, 14(1-2), 168-180.

Fitzgerald, J., & Spiegel, D. L. (1983). Enhancing children's reading comprehension through instruction in narrative structure. *Journal of Literacy Research*, 15(2), 1-17.

Ha, L. (2008). Online Advertising Research in Advertising Journals: A Review. *Journal of Current Issues & Research in Advertising*, 30(1), 31-48.

Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2010). *Multivariate data analysis*. Harlow: Pearson Education Limited.

Hekkert, P. (2006). Design aesthetics: principles of pleasure in design. *Psychology Science*, 48, 2nd ser., 157-172.

Hong, J. W., & Zinkhan, G. M. (1995). Self-concept and advertising effectiveness: The influence of congruency, conspicuousness, and response mode. *Psychology and Marketing*, 12(1), 53-77.

Hsiao, K., Lu, H., & Lan, W. (2013). The influence of the components of storytelling blogs on readers' travel intentions. *Internet Research*, 23(2), 160-182.

Huang, K., Yu, T. H., & Huang, J. J. (2009). The impacts of instructional video advertising on customer purchasing intentions on the Internet. *Service Business*, 4(1), 27-36.

Hunt, L., & Johns, N. (2013). Image, place and nostalgia in hospitality branding and marketing. *Worldwide Hospitality and tourism themes*.

J, H. H., John, D., John, J., & Kim, N. Y. (2013). The critical role of marketer's information provision in temporal changes of expectations and attitudes. *Journal of Consumer Marketing*.

Jayawardhena, C. (2004). Personal values' influence on e-shopping attitude and behaviour. *Internet Research*, 14(2), 127-138.

Jiang, Z. , Wang, W., Tan, B. C., & Yu, J. (2016). The Determinants and Impacts of Aesthetics in Users' First Interaction with Websites. *Journal of Management Information Systems*, 33(1), 229-259.

Kabani, S. (2013). *The zen of social media marketing an easier way to build credibility, generate buzz, and increase revenue*. Dallas, TX: BenBella Books.

Kononova, A., & Yuan, S. (2015). Double-Dipping Effect? How Combining YouTube Environmental PSAs With Thematically Congruent Advertisements in Different Formats Affects Memory and Attitudes. *Journal of Interactive Advertising*, 15(1), 2-15.

Kotler, P., Armstrong, G., & Parment, A. (2014). *Principles of marketing*. Harlow, England: Pearson.

Kurtz, D. L., & Boone, L. E. (2010). *Principles of contemporary marketing*. Australia: Southwestern Cengage Learning.

Laudon, K. C., & Traver, C. G. (2014). *E-commerce: business, technology, society*. Harlow, London: Pearson.

Lavie, T., & Tractinsky, N. (2004). Assessing dimensions of perceived visual aesthetics of web sites. *International Journal of Human-Computer Studies*, 60(3), 269-298.

Lee, J., & Ahn, J. (2012). Attention to Banner Ads and Their Effectiveness: An Eye-Tracking Approach. *International Journal of Electronic Commerce*, 17(1), 119-137.

Lee, J., Kim, M., Ham, C., & Kim, S. (2016). Do you want me to watch this ad on social media? : The effects of norms on online video ad watching. *Journal of Marketing Communications*, 1-17.

Lee, J., Ham, C., & Kim, M. (2013). Why People Pass Along Online Video Advertising: From the Perspectives of the Interpersonal Communication Motives Scale and the Theory of Reasoned Action. *Journal of Interactive Advertising*, 13(1), 1-13.

Lee, M. (2009). Factors influencing the adoption of internet banking: An integration of TAM and TPB with perceived risk and perceived benefit. *Electronic Commerce Research and Applications*, 8(3), 130-141.

Lien, N. H., & Chen, Y. L. (2011). Narrative ads: The effect of argument strength and story format. *Journal of Business Research*.

Lin, I. Y. (2016). Effects of visual servicescape aesthetics comprehension and appreciation on consumer experience. *Journal of Services Marketing*, 30(7), 692-712.

Lin, Y., & Huang, J. (2006). Internet blogs as a tourism marketing medium: A case study. *Journal of Business Research*, 59(10-11), 1201-1205.

Malhotra, N. K. (2010). *Marketing Research: An applied Orientation*. Upper Saddle River, NJ: Pearson Education.

Morosana, C., & Jeoung, M. (2008). Users' perceptions of two types of hotel reservation Web sites. *International Journal of Hospitality Management*.

Muehling, D. D., & Sprott, D. E. (2004). THE POWER OF REFLECTION: An Empirical Examination of Nostalgia Advertising Effects. *Journal of Advertising*.

Norris, V. P. (1980). Advertising History-According to the Textbooks. *Journal of Advertising*, 9(3), 3-11.

Pashkevich, M., Dorai-Raj, S., Kellar, M., & Zigmond, D. (2012). Empowering Online Advertisements by Empowering Viewers with the Right to Choose. *Journal of Advertising Research*, 52(4), 451-457.

Pickton, D., & Broderick, A. (2005). *Integrated marketing communications*. Harlow: FT Prentice Hall.

Richards, J. I., Daugherty, T., & Logan, K. (2015). Advertising. *Encyclopedia of Journalism*.

Similarweb. (2017). Digital World Market Intelligence Platform Expedia. Retrieved from <https://www.similarweb.com/>

Schenkman, B. N., & Jönsson, F. U. (2000). Aesthetics and preferences of web pages. *Behaviour & Information Technology*, 19(5), 367-377.

Shen, C., & Chiou, J. (2009). The effect of community identification on attitude and intention toward a blogging community. *Internet Research*, 19(4), 393-407.

Shimp, T. A., & Andrews, J. C. (2013). *Advertising, promotion, and other aspects of integrated marketing communications: BGSU marketing, 2015*. Boston, MA: Cengage Learning.

Strauss, J., & Frost, R. (2014). *E-marketing*. Harlow, UK: Pearson.

Techinasia. (2016). Indonesia Web Mobile Statistics. Retrieved from <https://www.techinasia.com/indonesia-web-mobile-statistics-we-are-social>

Techinasia. (2017). Indonesia Web Mobile Statistics. Retrieved from <https://www.techinasia.com/indonesia-web-mobile-statistics-we-are-social>

Teixeira, T., Wedel, M., & Pieters, R. (2012). Emotion-Induced Engagement in Internet Video Advertisements. *Journal of Marketing Research*, 49(2), 144-159.

Thinkwithgoogle. (2016). Travel Content Takes Off on YouTube. Retrieved from <https://www.thinkwithgoogle.com/articles/travel-content-takes-off-on-youtube.html>

Toufani, S., Stanton, J. P., & Chikweche, T. (2017). The importance of aesthetics on customers' intentions to purchase smartphones. *Marketing Intelligence & Planning*, 35(3), 316-338.

Turban, E., King, D., Lee, J., Liang, T., Turban, D. C., & Lang, J. (2013). *Electronic commerce 2012: a managerial and social networks perspective*. Boston: Pearson.

Wang, R., & Huang, Y. (2017). Going Native on Social Media: The Effects of Social Media Characteristics on Native Ad Effectiveness. *Journal of Interactive Advertising*, 17(1), 41-50.

Warayuanty, W., & Suyanto, A. (2015). The Influence of Lifestyles and Consumers Attitudes on Product Purchasing Decision via Online Shopping in Indonesia. *European Journal of Business and Management*.

Viss (2015, June 05). Where does Burma stand in ASEAN? – Economy edition. Retrieved from <https://viss.com/2014/10/11/where-does-burma-stand-in-asean-economy-edition/>

Yang, K. C. (2007). Exploring Factors Affecting Consumer Intention to Use Mobile Advertising in Taiwan. *Journal of International Consumer Marketing*, 20(1), 33-49.

Yang, S., & Lim, J. S. (2009). The Effects of Blog-Mediated Public Relations (BMPR) on Relational Trust. *Journal of Public Relations Research*, 21(3), 341-359.

Youl, H. H., & Swinder, J. (2014). The effect of customized information on online purchase intentions. *Internet Research*.

