

Bibliography

- Assegaf, Jafar. "Kontroversi Kafe Putra Jokowi Gibran Dituding Gemar Pakai Simbol Dajjal" Solopos online, 8 Mei 2015. Available from <http://www.solopos.com/2015/05/08/kontroversi-kafe-putra-jokowi-gibran-dituding-gemar-pakai-simbol-dajjal-602309>; Internet; accessed 13 June 2016
- Backsin, Risa Berlina. "Pengaruh Komunikasi Word of Mouth Terhadap Minat Beli Khalayak," Bachelor Thesis, University of Indonesia, 2012. Library UI online. Available from <http://lib.ui.ac.id/file?file=digital/20295455-S-Risa%20B.%20Backsin.pdf> (accessed 21 Mei 2016).
- Berger, Jonah. "Word of Mouth and Interpersonal Communication: A Review and Directions for Future Research." *Journal of Consumer Psychology* 24, no. 4 (2014): 586-607.
- Bertram, Dane. "Likert scales." *Retrieved November 2* (2007): 2013. Accessed from http://s3.amazonaws.com/academia.edu.documents/34598027/topicdanelikert.pdf?AWSAccessKeyId=AKIAJ56TQRTWSMTNPEA&Expires=1469981683&Signature=u5jQHqvy6G%2BTnFiSrxMi1Iz6tcs%3D&responsecontentdisposition=inline%3B%20filename%3DLikert_Scales_are_the_meaning_of_life.pdf, Mei 20,2016.
- BPS. "Rata-Rata Pengeluaran per Kapita Sebulan Menurut Kelompok Barang (rupiah), 2013-2014," *BPS Online*. Home page on-line. Available from <https://www.bps.go.id/linkTabelStatis/view/id/966>; Internet; accessed 3 May 2016.
- UCLA. "Chapter 1: Simple and Multiple Regression," UCLA Edu Online. Home page on-line. Available from <http://www.ats.ucla.edu/stat/stata/webbooks/reg/chapter1/statareg1.htm>; Internet; accessed 3 May 2016.
- Burnett, John, and Sandra E. Moriarty. *Introduction to Marketing Communication: An Integrated Approach*. Upper Saddle River, NJ: Prentice Hall, 1998
- Buttle, Francis A. "Word of Mouth: Understanding and Managing Referral Marketing." *Journal of Strategic Marketing* 6, no. 3 (1998). [e-journal] <http://d3.infragistics.com/wp-content/uploads/2013/08/Word-Of-Mouth-JSM1.pdf> 241-54. (Accessed 31 July 2016).
- Creswell, John W., and Plano Clark Vicki L. *Designing and Conducting Mixed Methods Research*, 2nd Ed. Los Angeles: SAGE Publications, 2011.

- Dahlén, Micael, Fredrik Lange, and Terry Smith. *Marketing Communications: A Brand Narrative Approach*. Chichester, U.K.: Wiley, 2010.
- Day, G. S., Attitude change, media and word of mouth. *Journal of Advertising Research* 11, no.6 (1971): 31-40.
- Faraway, Julian J. *Practical Regression and Anova Using R*. Bath: University of Bath, 2002.
- Fridah W., Mugo.Indiana Edu. "Sampling in Research," Indiana Edu Online. http://indiana.edu/~educy520/sec5982/week_2/mugo02sampling.pdf; Internet; accessed 21 April 2016.
- Godes, David, and Dina Mayzlin. "Using Online Conversations to Study Word-of-Mouth Communication," *Journal of Marketing Science* no 4 (2004). [e-journal]https://msbfile03.usc.edu/digitalmeasures/mayzlin/intellcont/godes_mayzlin04-1.pdf (accessed 13 juni 2006).
- Gourmet Marketing. "Word of Mouth Marketing for Restaurant," *Gourmet Marketing Online*. Home page on-line. Available from <http://www.gourmetmarketing.net/word-of-mouth-marketing-for-restaurants/>; Internet; accessed 21 April 2016.
- Guba, Egon G. *The Paradigm Dialog*. Newbury Park, CA: Sage Publications, 1990.
- Hair, Joseph F. *Multivariate Data Analysis*. Upper Saddle River, NJ: Prentice Hall, 2010.
- Ihwani (2013). Pengaruh Word of Mouth Communication Terhadap Keputusan Santri Memilih Pondok Pesantren (Skripsi strata satu, Universitas Islam Negeri Sunan Kalijaga, 2013) Available from <http://digilib.uin-suka.ac.id/13721/1/BAB%20I,%20IV,%20DAFTAR%20PUSTAKA.pdf> (accessed 16 Mei 2016).
- Jakarta, Dimas, Captain of Markobar. Interview by author, 21 April 2016, Indonesia. Tape recording. Markobar, Jakarta.
- JurnalAsia. "Indonesia Menuju Destinasi Wisata Kuliner Terfavorit," *JurnalAsia Online* 2014. Home page on-line. Available from <http://www.jurnalasia.com/bisnis/indonesia-menuju-destinasi-wisata-kuliner-terfavorit/#sthash.YwMDSN5R.dpuf>; Internet; accessed 13 May 2016.

- Kemenpar. "Perkembangan usaha restoran / rumah makan berskala menengah dan besar, 2007 – 2012," Kemenpar Online. Home page on-line. Available from http://www.kemenpar.go.id/userfiles/file/E_1%20Perkembangan%20Usaha%20Restoran%20-%20RM%20Besar%20dan%20Menengah%202008%20-%202012.pdf; Internet; accessed 1 June 2016.
- Kotler, Philip, and Kevin Lane Keller. *Marketing Management*. 12th ed. USA: Pearson, 2012.
- Kumala (2012). Pengaruh *Word of Mouth* terhadap Minat Beli Konsumen pada Tune Hotels Kuta-Bali (Skripsi strata satu, Universitas Indonesia,2012) Available from <http://lib.ui.ac.id/file?file=digital/20281080-S-Octaviana%20Benazir%20Kumala.pdf>
- Macdonald, Stuart, and Nicola Headlam. *Research Methods Handbook: Introductory Guide to Research Methods for Social Research*. Manchester: Centre for Local Economic Strategies, 2008.
- Madina Online. "Benarkah Putra Jokowi Pemuja Setan," Madina Online. Home page on-line. Available from <http://www.madinaonline.id/c907-editorial/benarkah-putra-jokowi-adalah-pemuja-setan/>; Internet; accessed 12 April 2016.
- Mcquail, Denis. *Mass Communication Theory*. 6th ed. London: SAGE Publication, 2010.
- Misner, Ivan R., and Virginia Devine. *The World's Best-known Marketing Secret: Building Your Business with Word-of-mouth Marketing*. Austin, TX: Bard Press, 1999.
- Murray, Keith B. "A Test of Services Marketing Theory: Consumer Information Acquisition Activities." *Journal of Marketing* 55, no. 1 (1991): 10.
- Mustinda, Lusiana. "Sajian Tradisional dengan Bahan Alami dan Sentuhan Modern Akan Lebih Populer," DetikFood Online. Home page on-line. Available from:<http://food.detik.com/read/2015/12/16/091943/3096903/297/sajian-tradisional-dengan-bahan-alami-dan-sentuhan-modern-akan-lebih-populer>; Internet; accessed 3 juni 2016.
- Nielsen. "Rekomendasi Word-of-Mouth Masih Menjadi Iklan paling dipercaya oleh Konsumen Asia Tenggara," Nielsen Online. Home page on-line. Available from <http://www.nielsen.com/id/en/press-room/2015/REKOMENDASI-WORD-OF-MOUTH-MASIH-MENJADI->

IKLAN-PALING-DIPERCAYA-OLEH-KONSUMEN-ASIA-TENGGARA.html;Internet; accessed 10 April 2016.

- NPR. "Are Teenagers Capable Of Making Life-Or-Death Decisions?," NPR Online. Home page on-line. Available from <http://www.npr.org/sections/health-shots/2015/01/09/376122022/are-teenagers-capable-of-making-life-or-death-decisions>; Internet; accessed 10 April 2016.
- Peppers, Don, and Martha Rogers. *The One to One Future: Building Relationships One Customer at a Time*. New York: Currency Doubleday, 1997.
- Prasetijo, and Ristiyanti. *Perilaku Konsumen*. 1st ed. Yogyakarta: Yogyakarta Andi, 2005.
- Pride, William M., and O. C. Ferrell. *Marketing: Concepts and Strategies*. Boston: Houghton Mifflin, 2006.
- Restaurant Engine. "How To Boost Word-of-Mouth Buzz About Your Restaurant,". RestaurantEngine online. Home page on-line. Available from: <http://restaurantengine.com/how-to-boost-word-of-mouth-buzz-about-your-restaurant/>; Internet; accessed 13 May 2016.
- Risma. "Yuk, Intip Sejarah Martabak Indonesia,". Jakartakita online. Home page on-line. Available from: <http://jakartakita.com/2015/11/30/yuk-intip-sejarah-martabak-di-indonesia/>; Internet; accessed 12 June 2016.
- Kozinets. "Word-Of-Mouth and Word-Of-Web: Talking About Products, Talking About Me." *NA - Advances in Consumer Research* Volume 33, eds. (2006) [e-journal] http://www.acrwebsite.org/volumes/v33/naacr_v33_147.pdf
- Sagepub. "Introduction to Quantitative Research,". Sagepub online. Home page on-line. Available from: http://www.sagepub.com/sites/default/files/upm-binaries/36869_muijs.pdf; Internet; accessed 13 May 2016.
- Sarin, Charu, and Bhawna Pal. "Word of Mouth Marketing: Consumers Participation." *The International Journal Of Business & Management* 2, no. 1 (January 2014). [e-journal] <http://www.theijbm.com/january2014/12.BM1401-028.pdf> (Accessed 31 July 2016).
- SBS Food, "About Indonesian Food" SBS Food *online*. Home page on-line. Available from <http://www.sbs.com.au/food/article/2008/07/01/about-indonesian-food>; Internet; accessed 12 May 2016.

- Schiffman, Leon G., and Joseph Wisenblit. *Consumer Behavior*. 11th ed. Pearson, 2014.
- Sernovitz, Andy. *Word of Mouth Marketing: How Smart Companies Get People Talking*. Austin, TX: Greenleaf Book Group Press, 2009.
- Setiono. "Gambaran Inilah yang Membuat Prospek Usaha Kuliner Makin Cerah," *Tribun Travel*, 19 February 2014 Online. Home page on-line. Available from <http://www.tribunnews.com/travel/2015/02/19/gambaran-inilah-yang-membuat-prospek-usaha-kuliner-makin-cerah>; Internet; accessed 13 May 2016.
- Sheth, Jagdish. "Word of Mouth in Low Risk Innovations." *Journal of Advertising Research*, 3rd ser., 11 (June 20, 1971): 15-18. <http://www.jagsheth.com/buyer-behavior/word-of-mouth-in-low-risk-innovations/>; internet; accessed 10 April 2016.
- Silverman, George. *The Secrets of Word-of-mouth Marketing: How to Trigger Exponential Sales through Runaway Word of Mouth*. New York: AMACOM, 2001.
- Stanley, John, and Linda Stanley. *Food Tourism: A Practical Marketing Guide*. Boston, USA: CABI, 2015.
- Sujarweni, Wiratna. *SPSS Untuk Penelitian*. Yogyakarta: Pustaka Baru Press, 2014.
- The Keller Fay Group. "Comparing Online and Offline Word of Mouth: Quantity, Quality, and Impact,". The Keller Fay Group online. Available from: <https://www.kellerfay.com/wp-content/uploads/2011/01/KellerFayOnline-OfflinePaperforWOMMAFinal1.pdf>; Internet; accessed 11 May 2016.
- Torlak, Omer, Behcet Yalin Ozkara, Muhammet Ali Tiltay, Hakan Cengiz, and Mehmet Fatih Dulger. "The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey." *Journal of Marketing Development and Competitiveness* vol. 8, no.2 (2014). [e-journal]http://www.na-businesspress.com/JMDC/TiltayMA_Web8_2_.pdf. (Accessed 31 July 2016)
- TribunNews Travel. "Gambaran Inilah yang Membuat Prospek Usaha Kuliner Makin Cerah," *Tribunnews Travel* Online. Home page on-line. Available from <http://m.tribunnews.com/travel/2015/02/19/gambaran-inilah-yang>

membuat-prospek-usaha-kuliner-makin-cerah; Internet; accessed 13 May 2016.

Tribunnews. "Konsumen Lebih Percaya Rekomendasi Teman Daripada Iklan," Tribunnews Online. Home page on-line. Available from <http://www.tribunnews.com/bisnis/2010/06/10/konsumen-lebih-percaya-rekomendasi-teman-daripada-iklan>; Internet; accessed 12 April 2016.

Tribunnews. "KukuBima Ener-G! Terima Penghargaan Word Of Mouth Marketing (WOMM)," Tribunnews Online. Home page on-line. Available from <http://sidomuncul.com/kukubima-ener-g-raih-penghargaan-word-of-mouth-marketing-womm-2015>; Internet; accessed 12 April 2016.

UCLA: Statistical Consulting Group. "Introduction to SAS." from <http://www.ats.ucla.edu/stat/sas/notes2/> (accessed July 30, 2016).

Vagias. "Likert-type scale response anchors". Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University (2006). Available from <https://www.clemson.edu/centers-institutes/tourism/documents/sample-scales.pdf> (accessed 10 Mei 2016)

Varey, Richard J. Marketing Communication: Principles and Practice. London: Routledge, 2002.

Vveinhardt, Jolita, Nawaz Ahmad, and Rizwan Raheem Ahmed. "Impact of Word of Mouth on Consumer Buying Decision," European Journal of Business and Management (2014). [e-journal] [https://www.researchgate.net/publication/267631614_Impact_of_Word_of_Mouth_on_Consumer_Buying_Decision] (accessed 13 June 2016)

Wardhani, Fieldha Rosa Yulita. "Pengaruh Word of Mouth pada Produk Kredit Mikro Mandiri PT Bank Mandiri (persero) tbk Hub Jakarta Pulogadung Terhadap Minat Pengajuan Kredit para Wirausahawan," Bachelor Thesis, University of Indonesia, 2008. Library UI online. Available from <http://lib.ui.ac.id/file?file=digital/125818-SK%20010%2008%20War%20p-Pengaruh%20Word.pdf> (accessed 11 Mei 2016)

Westbrook, Robert A. "Product/Consumption-Based Affective Responses and Postpurchase Processes." *Journal of Marketing Research* 24, no. 3 (1987): 258.