

The Effect of Electronic Word of Mouth (E-WOM) and Positive Image on Interest in Voting for Gibran Rakabuming Raka in the 2020 Solo Pilkada (Research Study on the Millennial Generation in Solo City)

Rifki Aulia^{1*}, Andrik Purwasito², Sri Hastjarjo³
Universitas Sebelas Maret

Corresponding Author: Rifki Aulia pjrifki@student.uns.ac.id

ARTICLE INFO

Keywords: Electronic Word of Mouth, E-Wom, Positive Image, Selective Interest

Received : 4 February

Revised : 16 February

Accepted: 17 March

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ABSTRACT

Electronic word of mouth and positive image is among the methods that can be used to promote oneself in the 2020 elections without a direct campaign. This study aims to analyze the impact of e-wom, new media, social media, and positive image as a campaign tool by the 2020 Libertadores of Surakarta mayor and with mayor Gibran Rakabuming Raka and the practice firm. This type of research is a quantitative method of surveying using berganda linear analytics, followed by validity and religious testing tests to test variable worthiness. The emphasis of this study was the people of the city of Surakarta z and the millennial generation since 21-41. (1) variables (x1) electronic word of mouth by Surakarta city on social media can significantly impact the selective interest, judging from regression coefficient value of 0.259 and a significant number of $0.000 < 0.05$ appears small. (2) variables (x2) also have a positive and significant impact on the selective interest, this can be seen from the large positive regression value of 0.652 and a significant number of $0.000 < 0.05$ appears smaller. The conclusion may be made that e-wom and positive image significantly impact the interest in selecting couples for mayors and 2020 vice mayor of Surakarta

INTRODUCTION

Elections are also interpreted as an order for the delegation of people's representatives to candidates for DPD, DPRD, DPR, regional heads and their deputies, the President and his deputies as election participants and to make and implement political decisions by involving the direct voice of the people. Elections also mean developing and maintaining the pillars of democracy in Indonesia and proof that a prosperous and just society lives according to Pancasila in the fifth precept (Social justice for all Indonesian people) (Christine S.T Kansil). Pilkada or Pilkada (General Election of Regional Heads and Deputy Heads), is one of the practices of a democracy. Directly, the Election of the Head and Deputy Head has been regulated and determined in Law No. 32/2004 concerning Regional Government Article 56, Article 119 and Government Regulation No. 5/2005 concerning the Election, Approval, Appointment and Dismissal of Regional Heads and Deputy Heads. The provisions regarding pilkada are clearly described in the election method and the principles used in the implementation of regional elections. Article 56 paragraph (1) states that the Regional Head and Deputy Regional Head are elected in one pair of candidates (*paslon*) which are held democratically on the basis of a general, direct, free, confidential, honest and fair manner.

Prihatmoko (2005: 2) states that regional heads and deputy regional heads are paired and elected in one pair of candidates (*paslon*) and are held democratically on the basis of a general, direct, free, secret, honest, and fair manner. The choice of the direct method shows an evaluation of the previous regional elections which used the representative method by the Regional People's Representative Council (DPRD), as stated in Law no. 22 of 1999 concerning regional government and government regulation No 151 of 2000 concerning the method of electing, validating and dismissing regional heads and deputy's heads. The use of the direct election method indicates the development of regional democratic format arrangements that develop in political liberation. Since the general election (*pemilu*) in 1999, Indonesia is considered the third largest country to carry out elections in a democratic way. Elections or regional head elections are parties for the political aspirations of the Indonesian people which are always held every five years, the realization of the mandate of the 1945 Constitution. In the process of elections or elections for regions using a direct system is something new in the history of democratic parties in Indonesia. Various types of ways and methods are used to pave the way for the candidates to win in the elections, one of the "common" ways offered is a campaign for free health programs, free education, distributing basic necessities to attract public sympathy, promises to commit to improving economic infrastructure, advertisements for caring campaigns small community, etc.

Changes in the political system provide an opportunity for the emergence of quite a number of political parties. The number of various political parties directly impacts the strategy and tactics to win the goal of political power.

Relying on repression and force is no longer an effective method for political parties to attract people's sympathy. Political candidates also have this implication, both in the election of heads and deputy regional heads. At first glance, the activities of these various campaign programs are similar to marketing activities for goods to be sold, household goods, or other electronics. Various types of product planning (various programs), price (access and effort), promotion (publication and advertisement), and place (place) are also found in various political campaigns. Other similarities can be noticed through communication patterns that are built using a persuasive approach. There is a clear gap in the end goal, commercial marketing leads to shareholder objectives, while social marketing focuses on improving the quality of life of the community/public.

According to Dan Nimmo, the campaign is a propaganda effort to attract potential voters. Rogers and Storey explain that campaigns are stages of message delivery (communication) activities that have been arranged in such a way as to create a certain impact on the wider community (Wahid, 2016: 164).

Hanate Samuel stated that the existence of the internet could create a new paradigm in Word of Mouth communication and then came the term electronic Word of Mouth (E-WOM). This phenomenon is considered a change in the evolution of traditional interpersonal communication into a new generation of cyberspace. During a pandemic, such as in 2020, according to the national health protocol, direct campaigns will be limited, so utilizing Word of Mouth, internet networks, and maximizing the use of new media and mass media is a very effective alternative, especially for millennials.

Social media creates a cyberspace community, namely a new world community that has network connections with one another without the time and space boundaries. The cyber community is used by communicators to convey messages. Including political messages, and usually certain individuals who have influence and a large number of followers or are often referred to as influencers so that the owner of the social media account becomes an intermediary communicator who conveys political messages to the general public. Social Media is a favorite media because it has a large number of users and continues to increase. Openness as the main key for social media users is not limited by age, gender, and social group. Various kinds of social media that are used have various containers, between individuals, groups, and organizations and the general public chooses social media as the main choice for the process of communication between individuals and political communication (Wahid, 2016: 92).

Based on the results of research conducted by several experts, shows that social networks have precise accuracy in predicting presidential wins. Research

conducted by Kopacz and Volgy (2005) cited by Wahid (2016: 98) showed that the internet as a predictor of candidate vote acquisition is quite strong compared to broadcast media. Political activity that occurs in a country, including in Indonesia, the use of the internet as a new media and social media is a very important part of everyday life and it is difficult to leave it behind.

It is hoped that this research will be able to determine the effect of electronic word of mouth on the election of the mayor and deputy mayor in Surakarta in 2020 during the Covid-19 Pandemic for the Gibran and Teguh candidate pairs. e-WOM is a phenomenon that is currently developing in society with the use of social networking sites. e-WOM has elements that play a role in campaigning for regional head elections in Surakarta in 2020.

LITERATURE REVIEW

Word of Mouth Theory (WOM)

Word of mouth is a communication channel that occurs by word of mouth, which means that information obtained from the communicant will be channeled to other people through chat. This word-of-mouth communication is invisible, the information obtained is sometimes not entirely correct because of the additions in the chat that occurs. In the development of communication science, the word-of-mouth method is often used by companies because it is felt to be very effective in influencing other people's perceptions. Besides that, word-of-mouth communication does not require a large fee to convey messages to audiences. Usually, a person's good experience will be easier to convey to the people around him and this information can influence other people's decision-making.

This was stated by Kotler & Keller (2009: 512) where word of mouth is a marketing activity through intermediaries from person to person orally, in writing, or as a means of communication related to one's experience in using products or services. Recommendations from the closest people such as colleagues, family, organizations, and the surrounding environment have great potential for more reliable information compared to commercial advertisements because it is felt that the word-of-mouth process runs naturally.

With the increasing sophistication of technology in the industrial revolution 4.0 which has changed many areas of human life, including lifestyle in it, this word-of-mouth communication has also been distributed into the electronic word of mouth (e-WOM). E-WOM exists in every media that provides a platform for exchanging information and discussion forums which can be anonymous or private or confidential. E-WOM has become a very important place for a company because in it anyone can give an opinion about a product or service, can exchange experiences, and of course, become land in the field of marketing. Compared to word-of-mouth which does not go through electronic media, the power of E-WOM has easy accessibility and a wide reach.

Image

According to Frank Jeffkins states that "image" is defined as an impression of a person/individual regarding a result of his/her knowledge and experience. Kotler (in Nova, 2011: 298) states the notion of image as a form of public perception of a company or its products. Image can be a variety of factors that exist outside the company. Meanwhile, Djaslim Saladin revealed image as one of the differences that customers can excel at, both the product image and company image.

Personal Branding

"Personal Branding is about taking control of how other people perceive you before they come into direct contact with you". (Montoya, Peter., & Vandehey, 2008). Personal branding is a control process in assessing someone before that person meets directly with the person being assessed. The main dimensions that make up personal branding (McNally & Speak, 2002);

a. Individual competence

To build or form a good personal branding or reputation, you need to have a special ability. One can build personal branding through good communication. Personal branding describes what people think about the values, skills, qualities, and personalities that make that person different from other people.

b. Standard

Personal branding is based on what is seen by the public regarding the standards of behavior that exist within.

c. Style

Personal branding looks at someone's personality as it is. Personal branding must arise from the search for identity and meaning in one's life. By aligning your personal brand with your personality, you will create a good basis for increasing your credibility, trust and charisma.

Identity Theory

Erickson was the first scientist to present a seemingly provocative and comprehensive theory of the development of self-identity. Erikson's theory is also known as "ego psychology" which focuses on the concept that "self" is controlled by the unconscious ego or unconscious ego, as well as the great influence of social and cultural forces around the individual (Muus, 1996). The subconscious ego provides tools and rules to be able to maintain aspects of personality, and maintain a person in his participation with the social world, both carrying out the most important tasks in his life to get a meaning in life.

Erickson summarizes the notion of self-identity into several parts (Erickson, 1989), namely:

- a. Self-identity is the whole personality that will remain in a person even though conditions and ages change.
- b. Self-identity which is a harmony in social roles, in principle can change and can experience growth.

- c. Self-identity is "one's own lifestyle" developed in the previous stage and determines the way in which various social roles are realized.
- d. Self-identity is something that is acquired specifically during adolescence and will grow and be perfected after adolescence.

Voting Behavior

Behavior is a trait that can distinguish a person from other people, and is a characteristic of that individual. In the political realm, behavior can be categorized as an interaction between society and the government, government institutions, and between groups and individuals in society in the process of making, implementing and enforcing political decisions, basically constitutes political behavior (Surbakti & Ramlan, 1992).

In the context of politics, behavior that is classified as an interaction that occurs between individuals is a form of concept that is carried out either directly or indirectly either passively or actively. One of these behavioral concepts can be in the form of political participation. The concept of participating behavior in politics is a reciprocal relationship that can be carried out by the government and society. Such behavior may be organized or spontaneous, steady or sporadic, legal or illegal, effective or ineffective peacefully or violently, and personal or collective in nature.

METHODOLOGY

The method used in this study is a quantitative method. Quantitative research as a type of research whose specifications are systematic, planned and structured is very clear from the very beginning of the research design to the end. Sugiyono (2011: 8) suggests that quantitative research methods are: "The research method is based on the philosophy of positivism, which is used to examine a particular population or sample, in collecting data on this method using research instruments, data analysis is quantitative/statistical, with the aim to test the hypotheses that have been set. This study has three research variables, namely electronic word of mouth (e-WOM), positive image and interest in voting for Gibran Rakabuming Raka in the 2020 Solo Pilkada. Ghozali (2013) revealed that the population as an area to be studied includes objects/subjects having a certain qualities and characteristics that will be determined by researchers to be studied and understood, then researchers draw conclusions. While the sample is part of the total population. The population in this study is the z and millennial generations of Solo city residents aged 21-41 years.

Selection of the sample using accidental sampling method. In the Accidental sampling method, namely the method of selecting samples, where researchers have no other choice except based on convenience in research. Sampling is taken because the person happens to be in a certain place or he happens to know the person. The process of determining the sample to be

selected from the research population can be used the Slovin technique with the following formula:

$$\frac{N}{1 + Ne^2}$$

Information :

e: Sampling error rate

N: Total population

n: The number of samples to be studied

Solo city residents with an age classification of 21-40 in the 2020 Pilkada are 168,591. The error rate in sampling in this study was 10%. Thus the minimum number of samples that must be examined by the research are as follows:

$$n = \frac{168.591}{1 + 168.591 \cdot 0,1^2}$$

$$n = 99,99$$

n = 100 people (rounded up)

Then based on the calculation of the minimum number of samples to be examined in this study as many as 100 people.

Researchers used multiple linear regression analysis to find out how much influence the independent variables: eWOM (X1) and positive image (X2) have on the variable interest in choosing Gibran Rakabuming Raka as Mayor of Surakarta (Y). This study was also followed by several types of tests used in multiple linear regression analysis. The equation used in the multiple linear regression analysis used is: $Y = a + b_1x_1 + b_2x_2$ (Ghozali, 2005:84).

DISCUSSION

Based on the profile of the respondents in this study, namely the people of Surakarta City, totaling 100 respondents divided into five sub-districts, there were 20 respondents in sub-districts with a presentation of 20% in sub-districts. This analysis will involve quantitative data collection, which contains the profiles of the respondents which include gender, age, and address. The research locations are in five sub-districts in Surakarta City including Jebres sub-district, Serengan sub-district, Banjarsari sub-district, Pasar Kliwon sub-district, and Laweyan sub-district. The target respondents are the alpha or z generation or under 30 years of age and the millennial generation aged 31-40 years. The respondents in this study were dominated by the millennial generation with a percentage of 67% and the remaining 33% were the alpha or z generation.

Table 1. Age Characteristics

No	Age	F	Percentage (%)
1	21-30	33	33%
2	31-40	67	67%
Jumlah		100	100%

Source: Processed Data 2020

Respondent criteria based on the age of 100 respondents or samples obtained the following data: 33 respondents (33%) aged between 21-30 years, and 67 respondents (67 percent) between 31-40 years of age.

Table 2. Gender Characteristics

No	Gender	Frequency	Percentage(%)
1	Female	40	40%
2	Male	60	60%
Jumlah		100	100%

Source: Processed Data 2020

Based on the data obtained by the researchers in table 2, it is known that the largest respondents were male by 60% of the rest were female respondents. based on the results of the information that the respondents who filled out the questionnaire in this study were men.

Table 3. Gender Characteristics

No	Subdistrict	Frequency	Precentage (%)
1	Pasar Kliwon	20	20%
2	Serengan	20	20%
3	Jebres	20	20%
4	Banjarsari	20	20%
5	Laweyan	20	20%

Source: Processed Data 2020

Judging from table 3 it can be concluded that the number of respondents in subdistricts is 20% of subdistricts, in accordance with the rules set out in this study that there are 20 respondents in subdistricts.

Validity test

Tabel 4. Validity Test

No	Keterangan	P Value	Std. Estimate	Keterangan
1	X1.1	***	.805**	Valid
2	X1.2	***	.808**	Valid
3	X1.3	***	.777**	Valid
4	X1.4	***	.732**	Valid
5	X1.5	***	.732**	Valid
6	X1.6	***	.828**	Valid
7	X2.1	***	.847**	Valid
8	X2.2	***	.860**	Valid
9	X2.3	***	.816**	Valid
10	X2.4	***	.808**	Valid
11	X2.5	***	.772**	Valid
12	y1	***	.873**	Valid
13	y2	***	.908**	Valid
14	y3	***	100	Valid

Based on table 4 regarding the validity test above, it can be concluded that:

1. Questions in X1 (E-WOM) with review type indicators are declared valid, because $0.805 > 0.3610$
2. Questions in X2 (E-WOM) with virtual reality indicators are declared valid because $0.808 > 0.3610$
3. Questions in X3 (E-WOM) with social presence indicators are declared valid because $0.777 > 0.3610$
4. Questions in X4 (E-WOM) with attribute credibility indicators are declared valid because $0.732 > 0.3610$
5. Questions in X5 (E-WOM) with recommendation consistency indicators are declared valid because $0.732 > 0.3610$
6. Questions in X6 (E-WOM) with the advice seeking indicator are declared valid because $0.828 > 0.3610$

7. Questions in X2.1 (Positive Image) with a visibility indicator g are declared valid because $0.847 > 0.3610$
8. Questions in X2.2 (Positive Image) with the current image indicator are declared valid because $0.860 > 0.3610$
9. Questions in X2.3 (Positive Image) with an image indicator of attribute expectations are stated to be valid because $0.816 > 0.3610$
10. Questions in X2.4 (Positive Image) with identity theory indicators are declared valid because $0.808 > 0.3610$
11. Questions in X2.5 (Positive Image) with personal branding indicators are declared valid because $0.772 > 0.3610$
12. Variable Y with indicators of interest in voting is declared valid because the value of α is $0.872 > 0.3610$
13. Variable Y with indicators of interest in voting is declared valid because the value of α is $0.909 > 0.3610$
14. Variable Y with an indicator of voting interest is declared valid because the value of α is $0.100 > 0.3610$

Reliability Test

Tabel 5. Reliability Test

reliabel

reliabel	Scale Mean if Item Deleted	Scale Varianceif Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if ItemDeleted
reliabel	93.00	281.310	.498	.872
reliabel	93.13	270.051	.795	.864
reliabel	93.37	274.861	.609	.868
reliabel	92.90	288.576	.330	.876
reliabel	92.60	277.697	.565	.870
reliabel	93.13	270.464	.701	.865
reliabel	77.47	174.671	.857	.875
reliabel	92.30	279.183	.700	.869
reliabel	92.13	283.568	.651	.871
reliabel	92.23	280.047	.661	.869
reliabel	92.60	282.110	.553	.871
reliabel	92.60	275.628	.532	.870
reliabel	77.33	207.471	.762	.864
reliabel	92.93	281.444	.642	.870
reliabel	92.83	284.075	.427	.873

reliabel	92.03	290.930	.304	.876
reliabel	85.53	256.464	.692	.862

Source: Processed Data 2020

Based on the results of the reliability test in table 5, all variables contained in this study are declared reliable, because the Construct Reliability (CR) value is > 0.7 . In this way it can be concluded that all the variables to be tested are declared reliable and meet the requirements to be studied using further research tests.

Multicollinearity Test

Table 6. Multicollinearity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.032	.827		-1.247	.215		
x1	.140	.038	.259	3.712	.000	.649	1.542
x2	.405	.043	.652	9.327	.000	.649	1.542

a. Dependent Variable: y

Source: Processed Data 2020

Based on table 6 contained in this study the results of calculations regarding the tolerance value show that all independent variables contained in this study do not have a tolerance value < 0.10 ; which means that there is no correlation or relationship between the electronic word of mouth and a positive image whose value is more than 0.649. Looking at the number of VIFs, it shows that all independent variables have no value > 10 , so it can be concluded that in the multicollinearity test there is no multicollinearity between the variables in this regression model.

Heteroscedasticity Test

The heteroscedasticity test in this study used a Scatter Plot. In this study there were no clearly visible dot patterns drawn, so it could be interpreted that this study had no problems with heteroscedasticity.

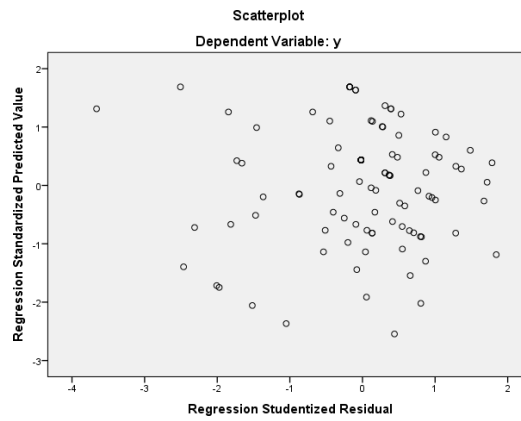


Figure 1. Heteroscedasticity Test

Based on the image of the heteroscedasticity test, it shows that no clear dot pattern is formed. It can be concluded that in this study there were no symptoms of heteroscedasticity.

Normality Test

The Normality test is a test on multiple linear regression which has the aim of assessing all data on a variable, that the data is normally distributed and can be continued for research.

Table 7. Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
x1	.106	100	.008	.973	100	.037
x2	.102	100	.012	.952	100	.001

Lilliefors Significance Correction
Source: Processed Data 2020

Based on the data above, the df value for each group is 100 so that it uses the Kolmogorov-Smirnov technique. With sig. X1 is .008 and x2 is 0.012 for both variables $(X1, X2) > 0.05$, as a basis for making decisions that the data regarding variables x1 and x2 are normally distributed.

Multiple Linear Regression Test

Multiple linear regression analysis is carried out in studies that have two or more variables based on the data that has been done, then the regression coefficient, t-value, and significance level will be obtained.

Table 8. Multiple Linear Regression Test

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-1.032	.827		-1.247	.215
	x1	.140	.038	.259	3.712	.000
	x2	.405	.043	.652	9.327	.000

a. Dependent Variable: y

Source: Processed Data 2020

Based on the data found from table 8, a regression equation will be obtained, namely; in the multiple linear regression equation that arises from the statistical data test, namely $Y = (-1.032) + 0.140 + 0.405$.

Test t

The t test obtained in this study will be used to find out how the significance level of the independent variable influences electronic word of mouth and positive image to describe the dependent variable, namely voting interest. Based on table 8 above, it can be seen that:

- a. The calculated t value contained in the variable x1 (eWOM) is 3,712, because 3,712 is greater than the ttable value of 1.98 and the significance value is obtained .000 <probability 0.05 then H_0 is rejected or the hypothesis is accepted, so from these results it can be concluded that the ewom variable has an influence on the interest in choosing Gibran Rakabuming Raka.
- b. The calculated t value contained in the variable x2 (positive image) is 9,327, because the calculated t value of 9,327 is greater than the ttable value of 1.98 and the significance value is .000 <probability 0.05 then H_0 is rejected or the hypothesis is accepted, so that from these results it can be concluded positive image variables have an influence on the interest in choosing Gibran Rakabuming Raka.

Test F

The F test was conducted to find out how much influence (simultaneously) there was between the electronic word of mouth and positive image variables with the variable interest in voting. Based on the criteria to be used, namely: If the probability is > 0.05 , it can be stated that H_0 is accepted or the hypothesis is rejected. If the probability < 0.05 then H_0 is rejected or the hypothesis is accepted.

Table 9. Test F

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1Regression	674.020	2	337.010	109.338	.000 ^b
Residual	298.980	97	3.082		
Total	973.000	99			

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1

Source: Processed Data 2020

The results of the ANOVA test are in table 9 above, it can be seen that the significance value that appears is 0.000. The value of $0.000 < 0.05$ means that the conclusion that can be drawn is that H_0 is rejected, and H_1 is accepted. So that the hypothesis can be accepted that the ewom and positive image variables are feasible to test the interest in choosing variables.

Coefficient of Determination (R^2)

The coefficient of determination is used to determine how far the ability of the variable is to explain the various variations contained in the variable of interest in choosing.

Table 10. Coefficient of Determination (R^2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.832 ^a	.693	.686	1.756	.693	109.338	2	97	.000

a. Predictors: (Constant), x2, x1

b. Dependent Variable: y

Source: Processed Data 2020

Based on table 10 regarding the output of the SPSS model summary, the results of the Adjusted R Square in the table above are 0.693, this means that 69.3% interest in choosing can be translated from the variables contained in this regression equation, namely electronic word of mouth and interest choose. The remaining 30.7% ($100\% - 69.3\%$) is explained by other variables from this study

CONCLUSION AND RECOMMENDATIONS

The conclusions that can be drawn based on the results of data analysis and discussion that have been carried out by researchers, can be explained as follows:

1. Variable (X1) electronic word of mouth (eWOM as the variable studied, has a positive and significant influence on the intention to vote for Gibran Rakabuming Raka in the 2020 Solo Pilkada, this effect can be seen from the positive regression coefficient value of 0.259 and also the presence of a significance number of $.000 < 0.05$, which can be seen Therefore, the Word Of Mouth (e-WOM) process carried out by the people of Surakarta City has had an impact on people who followed Gibran Rakabuming Raka's developments on social media and from people who were waiting for news about Gibran Rakabuming Raka.
2. Like the E-WOM Variable, the Positive Image Variable also has a positive and significant influence on the intention to choose Gibran Rakabuming Raka, this can be seen in the positive regression coefficient value of 0.652 and a significance number of $.000 < 0.05$ looks smaller . Based on these data, it can be concluded that the positive image process owned by Gibran as the son of President Joko Widodo and the behavior shown towards the people of Surakarta city has a very large influence.

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