

## DAFTAR PUSTAKA

- Anugrah, D. (2024). Pengaruh viral marketing terhadap keputusan pembelian konsumen pada bisnis kuliner berbasis media sosial. *Jurnal Ilmu Manajemen dan Bisnis*, 15(1). <https://ejournal.upi.edu/index.php/jimb>
- Barry, T. E., & Howard, D. J. (1990). *A review and critique of the hierarchy of effects in advertising*. *International Journal of Advertising*, 9(2), 121–135. <https://doi.org/10.1080/02650487.1990.11107138>
- Berger, J. (2013). *Contagious: Why things catch on*. Simon & Schuster.
- Bilgin, Y. (2018). The effect of social media marketing activities on brand awareness, brand image and brand loyalty. *Business & Management Studies: An International Journal*, 6(1), 128–148. <https://doi.org/10.15295/bmij.v6i1.229>
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital marketing: Strategy, implementation and practice* (7th ed.). Pearson Education.
- Cheung, C. M. K., & Thadani, D. R. (2012). The impact of *Electronic Word-of-Mouth* communication: A literature analysis and integrative model. *Decision Support Systems*, 54(1), 461–470. <https://doi.org/10.1016/j.dss.2012.06.008>
- CNA Indonesia. (2026, Maret 14). Aldis Burger viral imbas marketing "spam komentar" Aldi Taher, sampai dilirik Pestapora. Diakses dari <https://www.cna.id/lifestyle/aldis-burger-viral-imbasmarketing-spam-komentar-aldi-taher-sampai-dilirik-pestapora-45386>
- Creswell, J. W., & Creswell, J. D. (2018). *Research design: Qualitative, quantitative, and mixed methods approaches* (5th ed.). SAGE Publications.
- DataReportal. (2026). *Digital 2026: Indonesia*. Diakses dari <https://datareportal.com/reports/digital-2026-indonesia>
- Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2021). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management*, 59, 102168. <https://doi.org/10.1016/j.ijinfomgt.2020.102168>

- Efendioglu, I. H., & Durmaz, Y. (2022). The impact of perceptions of social media advertisements on advertising value, brand awareness and brand associations: Research on Generation Y Instagram users. arXiv preprint arXiv:2209.13596.
- Erwin, E., Suade, Y. K. M., Tanesia, C. Y., Sharon, S., & Maichal, M. (2023). Customer engagement usaha kuliner: Kontribusi marketing content dan efek viral marketing campaigns. *INOBIIS: Jurnal Inovasi Bisnis dan Manajemen Indonesia*, 6(3), 383–397. <https://doi.org/10.31842/jurnalinobis.v6i3.285>
- Ghozali, I. (2018). *Aplikasi analisis multivariate dengan program IBM SPSS 25* (9th ed.). Badan Penerbit Universitas Diponegoro.
- GoodStats. (2025). Indonesia jadi negara pengguna Instagram tertinggi ke-4 di dunia. Diakses dari <https://goodstats.id/article/indonesia-jadi-negara-pengguna-instagram-tertinggi-ke-4-di-dunia-lmY9h>
- Green, S. B. (1991). How many subjects does it take to do a regression analysis? *Multivariate Behavioral Research*, 26(3), 499–510. [https://doi.org/10.1207/s15327906mbr2603\\_7](https://doi.org/10.1207/s15327906mbr2603_7)
- Harahap, F. H., Tobing, I. F., Suhaimi, M., & Batubara, M. (2023). Viral marketing pada usaha mikro kecil menengah (umkm) halal. *Jurnal Ilmiah Ekonomi Islam*, 9(1), 1448-1456.
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). *Electronic Word-of-Mouth* via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Ilyas, G. B., Rahmi, S., Tamsah, H., & Yusriadi, Y. (2022). Does fear of missing out give satisfaction in purchasing based on social media content? *International Journal of Data and Network Science*, 6(2), 409–418. <https://doi.org/10.5267/j.ijdns.2021.12.013>
- Isnawati, S. I. (2022). Viral Marketing Sebagai Strategi Pemasaran Melalui Media Sosial. *JIBAKU: Jurnal Ilmiah Bisnis, Manajemen dan Akuntansi*, 2(1), 37-46.
- Kaplan, A. M., & Haenlein, M. (2011). Two hearts in three-quarter time: How to waltz the social media/viral marketing dance. *Business Horizons*, 54(3), 253–263. <https://doi.org/10.1016/j.bushor.2011.01.006>

- Karina, Hernaningsih, L., & Rivanto, A. (2022). Pengaruh viral marketing terhadap keputusan pembelian pada media sosial. *Jurnal Manajemen dan Bisnis*, 6(2), 120–130.
- Keller, K. L. (1993). Conceptualizing, measuring, and managing customer-based brand equity. *Journal of Marketing*, 57(1), 1–22. <https://doi.org/10.2307/1252054>
- Kompas Tekno. (2026, Januari 22). Threads kini lebih berisik dari X/Twitter, jumlah pengguna harian lebih banyak. Diakses dari <https://tekno.kompas.com/read/2026/01/22/07010077/threads-kini-lebih-berisik-dari-x-twitter-jumlah-pengguna-harian-lebih-banyak>
- Kompas.com. (2026, Maret 18). Kisah sukses burger Aldi Taher yang viral, dari gimik sampai buka franchise. Diakses dari <https://www.kompas.com/food/read/2026/03/18/133200775/kisah-sukses-burger-aldi-taher-yang-viral-dari-gimik-sampai-buka-franchise>
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed.). Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th Global ed.). Pearson Education Limited.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0: Moving from traditional to digital*. John Wiley & Sons.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for humanity*. John Wiley & Sons.
- Kozinets, R. V. (2010). *Netnography: Doing ethnographic research online*. SAGE Publications.
- Lim, W. M., Rasul, T., Kumar, S., & Ala, M. (2022). Past, present, and future of customer engagement. *Journal of Business Research*, 140, 439–458. <https://doi.org/10.1016/j.jbusres.2021.11.014>
- Media Indonesia. (2026, Maret 12). Strategi marketing absurd Aldi Taher: Aldis Burger viral dan ludes 600 porsi sehari. Diakses dari <https://mediaindonesia.com/hiburan/869854/strategi-marketing-absurd-aldi-taher-aldis-burger-viral-dan-ludes-600-porsi-sehari>

- Panjaitan, R. D., & Riofita, H. (2024). Peran media sosial dalam strategi pemasaran modern. *Jurnal Pendidikan Tambusai*, 8(3), 43088–43093. <https://doi.org/10.31004/jptam.v8i3.23241>
- Putri, A. A., Rizan, M., & Febrilia, I. (2022). The impact of social media marketing and e-WOM on *Purchase Decisions* through purchase intention: Study on ready-to-eat food. *Jurnal Dinamika Manajemen dan Bisnis*, 5(2), 1–17. <https://doi.org/10.21009/JDMB.05.2.1>
- Rahman, D. A., & Mutasowifin, A. (2026). The role of organic marketing on Instagram in influencing consumer *Purchase Decisions*: A case study of Kopi Kenangan. *Golden Ratio of Marketing and Applied Psychology of Business*, 6(1), 162–178. <https://goldenratio.id/index.php/grmapb/article/view/1249/989>
- Ramdan, A. M. (2026). Transformasi digital UMKM kuliner: Analisis netnografi dampak viralitas media sosial terhadap keputusan pembelian pada fenomena Aldis Burger by Aldi Taher. *Journal of Golden Generation Economic*, 2(1), 503–512. <https://ejournal.lppnusantara.com/index.php/JGGEconomic/article/view/561>
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer behavior* (10th ed.). Pearson Education.
- Schiffman, L. G., & Wisenblit, J. (2019). *Consumer Behavior* (12th ed.). Pearson.
- Sekaran, U., & Bougie, R. (2020). *Research methods for business: A skill-building approach* (8th ed.). John Wiley & Sons.
- Suara.com. (2026, Maret 29). Jawaban kocak Aldi Taher soal awal mula promosi Aldis Burger bikin Raditya Dika melongo. Diakses dari <https://www.suara.com/entertainment/2026/03/29/163500/jawaban-kocak-aldi-taher-soal-awal-mula-promosi-aldis-burger-bikin-raditya-dika-melongo>
- Suara.com. (2026, Maret 30). 7 trik marketing anti-mainstream Aldi Taher yang bikin Aldis Burger viral dan laris. Diakses dari <https://www.suara.com/lifestyle/2026/03/30/125406/7-trik-marketing-anti-mainstream-aldi-taher-yang-bikin-aldis-burger-viral-dan-laris>
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

- Suhaimi, & Batubara, R. A. (2023). Pengaruh viral marketing terhadap keputusan pembelian pada media sosial. *Jurnal Ekonomi dan Bisnis*, 7(1), 45–56.
- Tjiptono, F. (2019). *Strategi Pemasaran: Prinsip dan Penerapan*. Yogyakarta: Andi.
- Universitas Muhammadiyah Jakarta. (2026, April 7). Karena semua burger milik Allah. Diakses dari <https://umj.ac.id/opini/karena-semua-burger-milik-allah/>
- We Are Social & Meltwater. (2026). *Digital 2026: Global overview report*. Diakses dari <https://datareportal.com/reports/digital-2026-global-overview-report>
- Wibisono, Y. (2003). *Metode statistik*. Gadjah Mada University Press.
- Wijaya, B. S. (2012). The development of hierarchy of effects model in advertising. *International Research Journal of Business Studies*, 5(1), 73–85. <https://doi.org/10.21632/irjbs.5.1.73-85>
- Wilson, R. F. (2000). The six simple principles of viral marketing. *Web Marketing Today*, 70. Diakses dari <https://www.wilsonweb.com/wmt5/viral-principles.htm>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on consumer loyalty: A study of e-commerce industry. *Benchmarking: An International Journal*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Zikmund, W. G., Babin, B. J., Carr, J. C., & Griffin, M. (2013). *Business research methods* (9th ed.). Cengage Learning.
- Bartschat, M., Cziehso, G., & Hennig-Thurau, T. (2022). Searching for word of mouth in the digital age: Determinants of consumers' uses of face-to-face information, internet opinion sites, and social media. *Journal of Business Research*, 141, 393–409. <https://doi.org/10.1016/j.jbusres.2021.11.035>
- Khasanah, I. J., Hadi, S. P., & Purbawati, D. (2024). The effect of social media and viral marketing toward purchase decision at Shopee. *Jurnal Ilmu Administrasi Bisnis*, 13(1), 147–154. <https://doi.org/10.14710/jiab.2024.40203>
- Kinanding, J., & Nurrohim, H. (2024). Brand awareness, electronic word-of-mouth, and viral marketing's effects on purchase decisions. *JURISMA: Jurnal Riset Bisnis & Manajemen*, 14(1), 13–22. <https://doi.org/10.34010/jurisma.v14i1.12095>

- Lim, W. M., Ahmed, P. K., & Ali, M. Y. (2022). Giving electronic word of mouth (eWOM) as a prepurchase behavior: The case of online group buying. *Journal of Business Research*, 146, 582–604. <https://doi.org/10.1016/j.jbusres.2022.03.093>
- Onofrei, G., Filieri, R., & Kennedy, L. (2022). Social media interactions, purchase intention, and behavioural engagement: The mediating role of source and content factors. *Journal of Business Research*, 142, 100–112. <https://doi.org/10.1016/j.jbusres.2021.12.031>
- Putri, F. E., & Silvianita, A. (2024). Viral marketing dan brand awareness terhadap keputusan pembelian konsumen Gnj Store di Jakarta. *Jurnal E-Bis*, 8(1). <https://doi.org/10.37339/e-bis.v8i1.1623>