

BIBLIOGRAPHY

- Almanfaluthi, B., & Juniar, J. (2021). Analisis semiotika iklan gojek #gakpaketlama dan iklan grab #antingaret pada layanan transportasi online di Indonesia. *ANDHARUPA: Jurnal desain komunikasi visual & multimedia*, 7(2), 411–428. <https://doi.org/10.33633/andharupa.v7i2.4275>
- Bai, J., & Tang, C. S. (2022). Can two competing on-demand service platforms be profitable? In ZBW <https://doi.org/10.2139/ssrn.4196516>
- Budinto, A. E. (2017). Management and business review. *Management and business review*, 1(1), 1–8.
- Creswell, J. W. (2017). Research design: Qualitative, quantitative and mixed approaches (3rd Edition). In *research design: Qualitative, quantitative, and mixed methods approaches* (Vol. 91).
- Daugherty, T., Logan, K., Chu, S.-C., & Huang, S.-C. (2008). Understanding consumer perceptions of advertising: A theoretical framework of attitude and confidence. *American academy of advertising conference proceedings, February 2015*, 308–312. <http://www.census.gov/compendia/statab/2007edition.html>.
- Hasanah, N. (2016). Analisis efektivitas iklan online go-jek di kalangan pengguna media sosial di kota Makassar [Universitas Negeri Makassar]. In *Universitas Negeri Makassar*. <http://dspace.unitru.edu.pe/bitstream/handle/UNITRU/10947/MiñanoGuevara%2CAnalisi.pdf?sequence=1&isAllowed=y%0Ahttps://repository.upb.edu.co/bitstre>

am/handle/20.500.11912/3346/DIVERSIDAD DE
MACROINVERTEBRADOS ACUÁTICOS Y
SU.pdf?sequence=1&isAllowed=

Jefkins, F. (1990). *Modern marketing communications* (Blackie and Son Ltd. (ed.)).

British library cataloguing in publication data.

Kotler, P., & Armstrong, G. (2008). Principles of marketing. In *pearson education international* (14th ed.). Pearson education international.

<http://library.lol/main/3C5C2ED94E38B7206BBAA857A979CB1>

Luxing, L., & Xiaorui, J. (2020). *On creative design and marketing communication in tv advertising.* 126(Icfied), 353–357.

<https://doi.org/10.2991/aebmr.k.200306.063>

Måansson, J., & Wiberg, J. (2019). *Consumers' perceptions of social media advertisements a cross-cultural comparison among Sweden.*

Mauludin, M. S., Ratnawati, D., Arianti, N., Pryastara, M. D., & Novitawati, V. A. (2022). Analisis persepsi konsumen terhadap penggunaan jasa gojek.

SALIMIYA: Jurnal studi ilmu keagamaan Islam, 3(1), 2721–7078.

<https://ejournal.iaifa.ac.id/index.php/salimiya>

Nasution, F. S. P. (2016). *The effectiveness of social media advertising using epic Ac Nielsen.* 3(3), 2664–2671.

Putra, Y. P., & Lisdayanti, A. (2020). The influence of effectiveness electronic advertising with epic model on web series toward consumer purchase decisions on tropicana slim stevia products. *American journal of humanities and social*

sciences research, 4(1), 102–109. www.ajhssr.com

Thiruvenkatraj, R. T., & Vetrivel, S. V. (2017). A study on customer perception. *International journal for research trends and innovation*, 2(5), 126. www.ijrti.org.

Schiffman, L. G., & Wisenblit, J. (2007). *Consumer behavior* (11th edition). Pearson.

Singhal, D., & Padhmanabhan, V. (2009). A study on customer perception towards internet banking: Identifying major contributing factors. *Journal of nepalese business studies*, 5(1), 101–111. <https://doi.org/10.3126/jnbs.v5i1.2088>

Tripiawan, W., Amani, H., & Wijaya, A. T. (2019). Effectiveness analysis of social media ads as a promotional media (Case study: Instagram taya.Id). *IOP conference series: Materials science and engineering*, 505(1), 0–8. <https://doi.org/10.1088/1757-899X/505/1/012095>

Xu, X., Yan, N., & Tong, T. (2021). Longer waiting, more cancellation? Empirical evidence from an on-demand service platform. *Journal of business research*, 126(February 2020), 162–169. <https://doi.org/10.1016/j.jbusres.2020.12.035>

Yan, X., Liu, W., Shi, V., & Liu, T. (2022). On-demand service platform operations management: a literature review and research agendas. *Modern supply chain research and applications*, 4(2), 105–121. <https://doi.org/10.1108/mscra-01-2022-0002>