











Related to Firm Performance?," *International Journal in Research in Marketing*, vol. 27, no. 3, pp. 201-212, 2010.

- [24] J. Füller, R. Schroll and E. von Hippel, "User Generated Brand and Their Contribution to the Diffusion of User Innovations," *Research Policy*, vol. 42, no. 6, pp. 1197-1209, 2013.
- [25] M. Agekhyan-Simonian, S. Forsythe, W. Kwon and V. Chattaraman, "The Role of Product Brand Image and Online Store Image on Perceived Risks and Online Purchase Intentions for Apparel," *Journal of Retailing and Consumer Services*, vol. 19, no. 3, pp. 325-331, 2012.
- [26] T. Kim, W. Kim and H. Kim, "The Effects of Percived Justive on Recovery Satisfaction, Trust, Word-of-Mouth, and Revisit Intention in Upscale Hotels," *Tourism Management*, vol. 30, no. 1, pp. 51-62, 2009.
- [27] Y. Wang and H. Emurian, "An Overview of Online Trust: Concepts, Elements, and Implications," *Computers in Human Behavior*, vol. 21, pp. 105-125, 2005.
- [28] D. Kim, Y. I. Song, S. Braynoy and H. Rao, "A Multidimensional Trust Formation Model in B-to-C E-Commerce: A Conceptual Framework and Conccent Analysis of Academica/Practioner Persperctives," *Decision Support Systems*, vol. 40, pp. 143-165, 2005.
- [29] J. Riegelsberger and M. Sasse, "Face It - Photos don't Make a Website Thrusworthy," *In Proceedings of CHI*, pp. 742-742, 2002.
- [30] K. Eriksen and J. Kuada, "Recent Developments in Online Advertising," *Study Material Series No. 17*, pp. 4-13, 2009.
- [31] C.-H. Cho and H. Cheon, "Why Do People Avoid Advertising on the Internet?," *Journal of Advertising*, vol. 33, pp. 89-97, 2004.
- [32] C. Lien, M. Wen, L. Huang and K. Wu, "Online Hotel Booking: The Effect of Brand Image, Price, Trust, and Value on Purchase Intention," *Asia Pasific Management Review*, vol. 20, no. 4, pp. 210-218, 2015.
- [33] K. Speights, "USA Today," 21 May Succes Rate: What Percentage of Business Fail in The First Years. [Online]. Available: <https://www.usatoday.com/story/money/business/small-business-central/2017/05/21/what-percentage-of-businesses-fail-in-their-first-year/101260716/>.
- [34] N. Yalcin and U. Köse, "What is Search Engine Optimization: SEO?," *Procedia Social and Behavioral Sciences* , vol. 9, pp. 487-493, 2010.
- [35] A. Setiaboedi, H. Sari and B. Prihartono, "Identification of Online Marketing Strategy to," *Accepted for Publication. Presented on International Symposium in Business, Management and Social Sciences in May 2017*, 2017.
- [36] A. Chaudhuri and M. B. Holbrook, "The Chain of Effects from Brand Trust and Brand Affect to Brand Performance: The Role of Brand Loyalty," *Journal of Marketing*, vol. 65, no. 2, pp. 81-93, 2011.