

DAFTAR PUSTAKA

- [1] D. Anggraini and N. W. Putra, “Aplikasi Logika Fuzzy dalam Teori Permainan untuk Menentukan Strategi Pemasaran (Studi Kasus : Persaingan Alfamart dan Indomaret),” *Semin. Nas. Mat. dan Pendidik. Mat. 2017*, pp. 81–87, 2017.
- [2] Tjiptono Fandy dan Anastasia, “Pemasaran Strategik: Domain, Determinan, dan Dinamika,” Penerbit Andi Yogyakarta, 2020.
- [3] G. D. Gregory, L. V. Ngo, and M. Karavdic, “Developing e-commerce marketing capabilities and efficiencies for enhanced performance in business-to-business export ventures,” *Ind. Mark. Manag.*, vol. 78, no. March, pp. 146–157, 2019, doi: 10.1016/j.indmarman.2017.03.002.
- [4] D. Sandala, J. D. . Massie, and W. J. F. A. Tumbuan, “Pengaruh Viral Marketing, Food Quality Dan Brand Trust Terhadap Keputusan Pembelian Produk Mom Milk Manado,” *J. EMBA J. Ris. Ekon. Manajemen, Bisnis dan Akunt.*, vol. 7, no. 3, pp. 2721–2730, 2019.
- [5] K. Sandi, S. Thoyib, and C. Christianingrum, “Pengaruh Viral Marketing dan Kepercayaan Konsumen Terhadap Keputusan Pembelian Online Melalui Media Sosial Instagram Pada Mahasiswa Fakultas Ekonomi Universitas Bangka Belitung Angkatan 2016-2018,” *Holist. J. Manag. Res.*, vol. 3, no. 1, pp. 17–26, Jun. 2020, doi: 10.33019/hjmr.v3i1.1825.
- [6] M. Y. Hamdani, “Pengaruh Viral Marketing terhadap Kepercayaan Konsumen serta Dampaknya terhadap Keputusan Pembelian,” Universitas Brawijaya,2018.[Online].Available:<http://repository.ub.ac.id/id/eprint/165387/>
- [7] P. Li, X. Yang, L.-X. Yang, Q. Xiong, Y. Wu, and Y. Y. Tang, “The modeling and analysis of the word-of-mouth marketing,” *Phys. A Stat. Mech. its Appl.*, vol. 493, pp. 1–16, Mar. 2018, doi: 10.1016/j.physa.2017.10.050.
- [8] R. Freddy, *ANALISIS SWOT: Teknik Membedah Kasus Bisnis Cara Perhitungan Bobot, Rating, dan OCAI*. Jakarta: PT. Gramedia. Jakarta.,

2016.

- [9] Helianthusonfri, “YouTube Marketing: Panduan Praktis dan Lengkap Belajar Pemasaran Lewat Youtube,” 2016, [Online]. Available: <https://api.semanticscholar.org/CorpusID:168404437>
- [10] A. M. Novitasari, “ANALISIS TINGKAT PERCERAIAN DI PENGADILAN AGAMA SLEMAN PADA MASA PANDEMI COVID-19,” Universitas Islam Indonesia, 2021.
- [11] A. J. Prabowo and T. D. Harsoyo, “Pengaruh Viral Marketing, Digital Marketing Dan Brand Awareness Terhadap Keputusan Pembelian Produk Es Teh Indonesia,” *Citaconomia Econ. Bus. Stud.*, vol. 2, no. 2, pp. 60–80, 2023.
- [12] J. R. Skrob, “Open Source Software To Reach the Critical Mass for Global Brand Awareness,” *Vienna*, no. January 2005, 2005.
- [13] I. Zennaro, S. Finco, M. Calzavara, and A. Persona, “Implementing E-Commerce from Logistic Perspective: Literature Review and Methodological Framework,” *Sustain.*, vol. 14, no. 2, 2022, doi: 10.3390/su14020911.
- [14] K. C. Laudon and J. P. Laudon, *Manajemen Information System: Managing the Digital Firm*. 2010.
- [15] D. Baum, *E-Commerce*. New Jersey: Prentince Hall, 1999.
- [16] J. Jędrzejczak-Gas, A. Barska, and M. Siničáková, “Level of development of e-commerce in EU countries,” *Management*, vol. 23, no. 1, pp. 209–224, 2019, doi: 10.2478/manment-2019-0012.
- [17] I. Zubaidah and M. J. Latief, “Analisis Proses Pengambilan Keputusan Konsumen E-commerce Shopee di Lingkungan RT08/RW10 Sriamur Bekasi,” *J. EMT KITA*, vol. 6, no. 2, pp. 324–333, 2022, doi: 10.35870/emt.v6i2.674.
- [18] A. J. Davies, “Differential equations 3rd edition Shepley L.Ross,” *Introduction to ordinary differential equations*, by Shepley L. Ross. 1987.
- [19] C. Multiple, “Integral transforms,” *Pure Appl. Math.*, vol. 67, no. C, pp. 60–85, 1975, doi: 10.1016/S0079-8169(08)62168-6.

- [20] J. W. Dettman, W. E. Boyce, and R. C. DiPrima, *Elementary Differential Equations and Boundary Value Problems.*, vol. 74, no. 6. 1967. doi: 10.2307/2314317.
- [21] M. M. Hatmal *et al.*, “Investigating the association of CD36 gene polymorphisms (rs1761667 and rs1527483) with T2DM and dyslipidemia: Statistical analysis, machine learning based prediction, and meta-analysis,” *PLoS One*, vol. 16, no. 10 October, pp. 1–29, 2021, doi: 10.1371/journal.pone.0257857.
- [22] H. T. Mastuti, “Persamaan Diferensial Non Linear dan Penerapannya,” 2004. [Online]. Available: https://repository.usd.ac.id/24873/2/991414019_Full%5B1%5D.pdf
- [23] C. Commault, “Mathematical systems theory (third edition), G. J. Olsder and J. W. van der Woude, VSSD, Delft, The Netherlands, 2005, 208pp., ISBN 90-71301-40-0,” *Int. J. Robust Nonlinear Control*, vol. 16, no. 2, pp. 87–88, Jan. 2006, doi: 10.1002/rnc.1036.
- [24] M. R. C. Dennis G. Zill, *Differential Equations with Boundary-Value Problems*, 7th ed. Cengage Learning, 2008.
- [25] H. Anton, C. Rorres, I. Harmein, J. Gressando, and A. Safitri, *Aljabar linear elementer Jilid 2*. Jakarta: Erlangga, 2005.
- [26] F. Brauer and C. Castillo-Chavez, *Mathematical Models in Population Biology and Epidemiology*, vol. 40. New York, NY: Springer New York, 2012. doi: 10.1007/978-1-4614-1686-9.
- [27] D. R. Merkin, *Introduction to the Theory of Stability*, vol. 24. New York, NY: Springer New York, 1996. doi: 10.1007/978-1-4612-4046-4.
- [28] F. L. Lewis, D. Vrabie, and V. L. Syrmos, *Optimal Control*, 3rd ed. New Jersey: John Wiley & Sons, 2012.
- [29] N. Chitnis, J. M. Hyman, and J. M. Cushing, “Determining important parameters in the spread of malaria through the sensitivity analysis of a mathematical model,” *Bull. Math. Biol.*, vol. 70, no. 5, pp. 1272–1296, 2008, doi: 10.1007/s11538-008-9299-0.