
DAFTAR PUSTAKA

- Aaker A., David, 1991, “*Dimensions of Brand Personality*”, *Journal of Marketing Research*, Vol. 34, No. 3.
- Aaker A., David, 1991, “*Managing Brand Equity : Capitalizing on the Value of a Brand Name*”, Free Press, New York. PP, 15-16
- Aaker A., David, 1996, “*Building Strong Brands*”, New York : Free Press.dengan SPSS. Penerbit PT. Alex Media Komputindo. Jakarta.
- Achrol, R.S. (1991), “Evolution of the marketing organization: new forms for dynamic environments”, Journal of Marketing, Vol. 55 No. 4, pp. 77-93.
- Algesheimer, R., Dholakia, U.M. and Herrmann, A. (2005), “The social influence of brand community: evidence from European car clubs”, Journal of Marketing, Vol. 69 No. 3,pp. 19-34.
- Amalia, Betty. (2011). *Analisis Pengaruh Electronic Word of Mouth terhadap keputusan konsumen memilih e-tiketing pesawat terbang*. Juli 2011. 1-3
- Anderson, E. and Weitz, B. (1992), “The use of pledges to build and sustain commitment in distribution channels”, Journal of Marketing Research, Vol. 29 No. 1, pp. 18-34.
- Anderson, J.C. and Narus, J.A. (1990), “A model of distributor firm and manufacturer firm working partnerships”, Journal of Marketing, Vol. 54 No. 1, pp. 42-58.
- Antinah. (2009). *Komunikasi dari mulut ke mulut pengaruhnya terhadap loyalitas pelanggan pada Cipaganti Shuttle Trayek Bandung-Jakarta Cabang Dipatiukur di PT Cipaganti Citra Graha Bandung*. 1-13
- Armstrong, A.G. and Hagel, J. (1996), “The real value of online communities”, in Lesser, E.L.,Fontaine, M.A. and Slusher, J.A. (Eds), Knowledge and Communities,
- Bagozzi, R.P. and Dholakia, U.D. (2006), “Antecedents and purchase consequences of customer participation in small group brand communities”, International Journal of Research in Marketing, Vol. 23 No. 1, pp. 45-61.
- Bagozzi, R.P. and Yi, Y. (1988), “On the evaluation of structural equation models”, Journal of the Academy of Marketing Science, Vol. 16 No. 1, pp. 74-94.

-
- Baron, R.M. and Kenny, D.A. (1986), “The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations”, *Journal of Personality and Social Psychology*, Vol. 51, pp. 1173-82.
- Berry, L.L. (1995), “Relationship marketing of services – growing interest, emerging perspectives”, *Journal of the Academy of Marketing Science.*, Vol. 23 No. 4, pp. 236-45.
- Bettencourt, L.A. (1997), “Customer voluntary performance: customers as partners in service delivery”, *Journal of Retailing*, Vol. 73 No. 3, pp. 383-406.
- Brown, Jo & Broderick, J. Amanda (2007). *Word of Mouth Communication Within Online Communities: Conceptualizing The Online Social Network*. Vol. 21, 2007 . 2-20.
- Bove, L.L. and Robertson, N.L. (2005), “Exploring the role of relationship variables in predicting customer voice to a service worker”, *Journal of Retailing and Consumer Services*, Vol. 12 No. 2, pp. 83-97.
- Chaudhuri, A. and Holbrook, M.B. (2001), “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.
- Erida. (2009). *Pengaruh kepuasan Konsumen dan Insentif Terhadap Perilaku Word of Mouth Konsumen Jasa Angkutan Penumpang Bis Antar Kota Antar Propinsi Kelas Eksekutif Di Bandung*. Vol. 1, Januari-Juni 2009. 1-60
- Geyskens, I., Steenkamp, J-B.E.M., Scheer, L.K. and Kumar, N. (1996), “The effects of trust and interdependence on relationship commitment: a trans-Atlantic study”, *International Journal of Research in Marketing*, Vol. 13 No. 4, pp. 303-17.
- Hasan, Ali. (2010). *Marketing dari Mulut ke Mulut*. Yogyakarta : Medpress
- Holland, J. and Baker, S.M. (2001), “Customer participation in creating site brand loyalty”, *Journal of Interactive Marketing*, Vol. 15 No. 4, pp. 34-45.
- Husein, Umar. (2010). *Riset Pemasaran Dan Perilaku Konsumen*. Jakarta : PT. Gramedia Building
- Hur, W-M., Park, J. and Kim, M. (2010), “The role of commitment on the customer benefits-loyalty relationship in mobile service industry”, *Service Industries Journal*, Vol. 30 No. 14, pp. 2293-309.
- Jang, H., Olfman, L., Ko, I., Koh, J. and Kim, K. (2008), “The influence of online brand community characteristics on community commitment and brand loyalty”, *International Journal of Electronic Commerce*, Vol. 12 No. 3, pp. 57-80.

-
- Jony Oktavian, Haryanto & Yunita, A. (2011). *Pengaruh Word of Mouth, Iklan dan Atribut produk Terhadap Keputusan Pembelian dan Loyalitas Konsumen*. Vol.1, November 2010.
- Kotler, Philip & Amstrong, Gary. (2008). *Prinsip-prinsip Pemasaran (Jilid 1, Edisi 12)*. Jakarta : Erlangga
- Kotler, Philip & Keller, Kevin Lane. (2009). *Manajemen Pemasaran (Jilid 1, Edisi 13)*. Jakarta : Indeks
- Kotler, Philip & Keller, Kevin Lane. (2009). *Manajemen Pemasaran (Jilid 2, Edisi 13)*. Jakarta : Indeks
- Morgan, R.M. and Hunt, S.D. (1994), “The commitment-trust theory of relationship marketing”, Journal of Marketing, Vol. 58 No. 3, pp. 20-38.
- Mowen, John C. & Minor, Michael. (2002). *Perilaku Konsumen (Jilid kedua, Edisi Kelima)*. Jakarta : Erlangga
- Muniz, A.M. and O’Guinn, T.C. Jr (2001), “Brand community”, Journal of Consumer Research, Vol. 27 No. 4, pp. 412-32.
- Muniz, A.M. and Schau, H.J. (2005), “Religiosity in the abandoned Apple Newton brand community”, Journal of Consumer Research, Vol. 31 No. 4, pp. 737-47.
- Prasetijo, Ristiyanti & Ihalaue, John J.O.I. (2005). *Perilaku Konsumen*. Yogyakarta : Andi
- Pratminingsih, Sri Astuti. (2006). *Komunikasi Bisnis (Edisi pertama)*. Yogyakarta : Graha Ilmu
- Riduwan, (2010). *Metode Dan Teknik Menyusun Proposal Penelitian (Cetakan Ketiga)*. Bandung : Alfabeta
- Rangkuti, Freddy. (2011). *Riset Pemasaran (Cetakan kesepuluh)*. Jakarta : PT Gramedia Pusaka Utama
- Schiffman, Leon G & Kanuk, Leslie Lazar. (2008). *Perilaku Konsumen (Edisi Ketujuh)*. Jakarta : Indeks
- Sekaran, Uma. (2007). *Metodologi Penelitian Untuk Bisnis (Buku 1, Edisi 4)*. Jakarta : Salemba Empat
- Simamora, Bilson. (2004). *Riset Pemasaran Falsafah, Teori dan Aplikasi (Edisi Pertama)*. Jakarta : PT Gramedia Pustaka Utama
- Sugiono. (2008). *Metode Penelitian Statistika*. Bandung : Alfabeta

-
- Sugiono. (2009). *Statistika Untuk Penelitian (Cetakan ke-14)*. Bandung : Alfabeta
- Sugiono. (2010). *Metode Penelitian Bisnis (Pendekatan Kuantitatif Kualitatif dan R & D)*. Bandung : Alfabeta
- Sugiono. (2011). *Metode Penelitian Kuantitatif Kualitatif dan R & D (Cetakan ke-14)*. Bandung : Alfabeta
- Suharyadi, Purwanto. (2009). *Statistika Untuk Ekonomi dan Keuangan Modern*. Bandung. Salemba empat Buku 1 dan 2 edisi 2
- Sujarweni, Wiratna. (2008). *Belajar Mudah SPSS untuk Penelitian skripsi, tesis, Disertasi&Umum (Edisi Lengkap)*. Yogyakarta : Global Media Informasi
- Sumardy. (2011). *The Power of Word of Mouth Marketing*. Jakarta. Gramedia Pustaka Utama
- Supramono & Haryanto, Jony Oktavian. (2005). *Desain Proposal Penelitian Studi Pemasaran*. Yogyakarta : Andi
- Richins, L. Marsha (2009) *Negative Word of Mouth by Dissatisfied Consumers : A Pilot Study*. Vol. 47 no.1, 2009. 68-78.
- Tjiptono, Chandra, Diana. (2004), “*Marketing Scales*”, Penerbit Andi, Yogyakarta
- Tjiptono, Fandy, (2004), Edisi 3. *Manajemen Jasa*. Yogyakarta : Yayasan Andi
- Tjiptono, Fandy. (2005), “*Brand Management & Strategy*”, Penerbit Andi, Yogyakarta
- Won-Moo Hur., Kwang-Ho Ah. and Minsung Kim. (2011), “*Building brand loyalty through managing brand community commitment*” *International Journal of Management Decision* Vol. 49 No. 7, 2011 pp. 1194-1213