

DAFTAR PUSTAKA

- Bayuputro Linggarjatim, Muhammad Fauzi, Nayaka Pratiyuda, Meyliana (2011) : Pengaruh Kesiapan Teknologi, Kepuasan, dan Electronic Word-of-Mouth (e-Wom) Terhadap Loyalitas Pelanggan, Working Paper Binus University, School of Information Systems.
- Brodie Roderick J, Llic ana, Juric Biljana, Hollebeek Linda. (2011) : Consumer engagement in a virtual brand community, An exploratory analysis, *Journal of Business research published by elservier inc.*
- Catherine Intan (2012) : Pengaruh customer engagement dalam media sosial terhadap kepercayaan merk Sunsilk. Study pada facebook sunsilk Indonesia. Skripsi Universitas Indonesia, [http : //lib.ui.ac.id/opac/ui](http://lib.ui.ac.id/opac/ui).
- Candan, Sevtap Unal, Aysel Ercis. (2013) : Analysing the relationship between compsumption values and brand loyalty of young people : A Study on personal care product.
- Colvin A. Deidra .(2013) : Effect of Sosial Media and eWOM on Sales Success. *Dissertation Doctor of business Administration Anderson University.*
- Cooper 2006) : Business Reseach Methods : Operations and decision sciences. *McGraw-Hill Irwin, 2006.*
- Destra Rahmayanadi (2010) : Analisis pengaruh komunitas merek berbasis media social terhadap loyalitas merek studi kasus Air Asia. Jurnal.. Skripsi Universitas Indonesia, [http : //lib.ui.ac.id/opac/ui](http://lib.ui.ac.id/opac/ui).
- Doorstar Mohammad, Asil seyyed Mohammad, Behrang Nima. (2013) : Factors and elements influencing brand loyalty : A case study in customers of khazar gaz in mazandaran, *Internationaljournal of agricultural and crop sciences, IJACS/2013/6-11/712-715.*

- Diaz Estrella, Consuegra David Martin, Esteban Agueda (2011) : Consumer Loyalty in Mobile Telephony, African. Journal of business management vol.5 (33) 12715-12727. ISSN 1993-8233
- Emond Susanne, selling Hanna. (2013) : Your secret weapons towards customer loyalty on the web, Theses of the swedish schools of textiles. Hogskolan I Boras. Boras cademic digital archivc. Master upp satser.
- Erdogmus Irem Eren, Cicek Mesut (2012) : The impact of social media marketing on brand loyalty, procedia social and behavioral sciences 58 (2012) 1353 -1360 International Strategic Management conference.
- Flynn Laura M. (2012) An Exploration of engagement : A costumer perspective . A *Dissertation Departemen of psychology collage of science & Health DePaul University Chicago, Illinois.*
- Ghauri Muhamad Taimoor Khan. (2011) : Incorporating Social media into Integrated Marketing Communications of an organization the case of Warid Telecom Pakistan, *Master degree project in Business Administration University of Skocde.*
- Ghazali, Imam 2007. *Aplikasi Analisis Multivariat dengan Program IBM SPSS 19*, Badan Penerbit Universitas Diponegoro.
- Griffin Jill (2005) *Customer loyalty* : menumbuhkan dan mempertahankan kesetiaan pelanggan, Jakarta, penerbit Erlangga.
- Hair, J.F.JR Bush, R.P and Ortinau, D.J (2003). *Marketing research within a changing information environment*, Mc Graw Hill International edition.
- Hollebeek Linda. (2010) : Exploring Customer brand Engagement : definition and themes, *Journal of strategic marketing vol 19, no 7, December 2011, 555-573.*

Ilham Prisgunan (2012) : Pengaruh tingkat kepercayaan berkomunitas di media sosial terhadap perilaku beli mahasiswa.

Kazemi Ali, Moradi PaEmami Vahid, Abbaszadeh Arash, Pourzamani Javad (2013) : Impact of Brand Identity on Customer Loyalty and Word of Mouth Communications, Considering Mediating Role of Customer Satisfaction and Brand Commitment (Case Study : Customers of Mellat Bank in Kermanshah).

Kuzgun Ebru. (2012) : Brand Loyalty's impact on customer engagement in virtual brand communities – by the case of Turkish market, Thesis Copenhagen Busniess schools cand Merc. International Matketing management.

Kozinets V Robert, Valck de Kristine, Wojnicki C. Andrea, Wilner J.S Sarah (2010) : Networked narratives understanding Word of mouth marketing in online communities, Journal of Marketing vol 74 pp 71-89 American Marketing Association.

Lucas Ben, Carlson Jamie (2013) : *Understanding e-Wom influence using Social location based service qualitative evidence from service encounters.*

Laroche Michael, Habibi Mohammad Reza, Richard Marie odile. (2013) : To be pr not to be in social media : How brand loyalty is affected by social media, International journal of information management 33/2013 76-82.

Malhotra, Naresh K. 2007. *Marketing Research an Applied Aproach*, Third European Edition. London : Prentice Hall Inc.

Malciute Justine (2012) : Customer brand engagement on online social media platform A conceptual model and empirical analysis. *Master thesis of business administration Aahus University.*

Majalah marketing Top brand, edisi 14, 27 November 2013

Mikalef Patrick, Giannakos Michail and Pateli Adamantia (2012) : Shopping and Word of Mouth intentions on Social Media, *Journal of theoretical and applied electronic commerce research* ISSN 0718-1876 Electronic version vol 8/ISSU/ University de Talca – Chile.

Mohamed Ali : Determine the Role of Customer Engagement on Relationship Quality and Relationship Performance. *Master thesis Aarthur University business and social sciences*

Mollen Anne, Wilson Hugh (2009) : Engagement, telepresence and interactivity in online consumer experience, *Journal of business research, special issue on internet customer behavior 2010, vol 64,(9-10), 919-925.*

Ng Sandy, David E. Meredith, Dagger S. Tracey (2011) : Generating Positive Word-of-Mouth in the Service Experience. *Journal of managing service quality*, 21 (2), 133-151.

Oliver, L Richard (1999), Whence Consumer Loyalty, *Journal of marketing* vol 53,33-34.

Omega Kerubo Lydia. (2013) : determinants of brand loyalty in cosmetic products : A Case of selected salons in nyeri town, *research project Business Administration Of Kenyatta University*

Putu Yudi Setiawan, The Effect of e-WOM on Destination Image, Satisfaction and Loyalty. (2014) *International Journal of Business and Management Invention* ISSN, Vol 3.22-29.

Rafiee Vahideh Baradaran. (2013). Social Media Marketing : the unavoidable marketing management tool, *21st International Information Management Association conference papers*, 933-942.

- Read Wayne, Robertson Nichola, Mcquilken Lisa. (2011) : Conceptualising levels of consumer relational outcomes within social media. Conference marketing in the age of consumerism Perth W-A, 1-10
- Roy Kumar, Butaney Gul, Bhutaney Bhupin (2009) : Examining The Effects of The Customer Loyalty States on The Word of Mouth. Journal Pasific Asia Conference on Information Systems, Association for Information Systems Paper 85.
- Sashi C.M. (2012) : Customer engagement buyer – seller relationship and social media, *Journal Management Decision Vol 50 No 2, 2013 pp 253-271 merald group publishing limited.*
- Supranto, Johanes 2000. Statistik Teori dan Aplikasi, Erlangga, Jakarta. Hal 64
- Schivinski Bruno, Dariusz Dabrowski. (2013) : the effect of social media communication on consumer perceptions of Brands, *working paper series A Economics, management, statistics No 12/2013*. Faculty of Management and Economics. Gdan sk University of technology.
- Sekaran and Roger Bougie (2006) : *Research Methods for Business : A skill building approach*, John Wiley & Sons, 2010.
- Singgih Santosa 2002 : Mengolah data statistic secara professional ,Jakarta, PT. Alex media komputindo.
- Sugiono (2014) : Metode penelitian kuantitatif, kualitatif dan kombinasi, Bandung, Alfabeta.
- Sondoh.L, Omar Wan Maznah, Wahid Abdul Nabsiah (2007). The effect of brand image on overall satisfaction and loyalty intention in the context of color cosmetic. Asian Academi of management Jorunal, Vol 12 no 1, 83-107.

- Van Doorn, Jenny, Katherine N. Lemon., Vikas Mittal, Stephan Nass, Doreen Pick, peter pirner and peter C Verhoef (2010), Customer engagement Behavior : Theoretical foundations and research directions, *Journal service research*, 13 (3), 253-66.
- Verhoef, Peter C, Werner J. Reinartz and Manfred Krafft (2010), Customer engagement as a new perspective in customer management, *Journal of service research*, 13(3), 247-52.
- Viviek, Sihri D., (2009), *A Scale of Consumer Engagement*, Master theses of guarduate school of the University of Alabama. [http//libcontent.lib.ua.edu](http://libcontent.lib.ua.edu)
- Youl Ha Hong, John Joby., Janda Swider., Muthaly Siva (2011). The effects of advertising spending on brand loyalty in service, *European Journal of marketing*, vol 45 no 4, 673-691.
- Zeithaml, ValerieA., Leonard L. Berry, and A parasuraman (1996), The behavioral consequences of service quality, *Journal of marketing*, 60 (2), 31-46.