

DAFTAR PUSTAKA

- Jensen dan Zhang.(2009). *Twitter Power : Tweets as electronic word of mouth*
- Assael, Henry.(1998). *Consumer behavior and marketing action*. 6th Edition
International Thomson Publishing, New York
- Schiffman dan Kanuk. (2007). *Perilaku Konsumen*. Edisi Kedua. Jakarta: PT
Indeks Gramedia
- Aaker, D.A. (1991).*Managing Brand Equity*, The Free Press, New York, NY.
- Hennig-Thurau, Thorsten. Kevin Gwimmer. Gianfranco Walsh, Dwayne Gremler.
(2004). *Electronic Word of Mouth Via Consumer Platform : What
Motivates Consumers to Articulate Themselves on The Internet ?*. *Journal
of Interactive Marketing*. Hal 38-52.
- Czaplewski. A.J., Gruen. T.W., Osmonbekov. T. (2006). *eWOM: The Impact of
costumer-to-costumer online who know-how exchange on costumer value
and loyalty*. *Journal of Business Research* 59. (2006) 449-456.
- Chevalier, J.A. dan Mayzlin, D. (2006), “The Effect of Word of Mouth On Sales:
Online Book Reviews”, *Journal of Marketing Research*. Vol 43 No. 3, pp.
345-354.
- TjiptonoFandy. (2005).*PemasaranJasa*, Malang:Bayu Media Publisng.
- Ajzen, I., &Fishbein, M., 1975, *Belief, Attitude, Intention, and Behavior: An
Introduction to Theory and Research*, 129-385, Addison-Wesley, Reading,
MA.
- Liu, J., ChuChi & Chen, J. S. (2006).*Virtual Experiential Marketing on Online
Purchase Intention*.*Proceedings of the 11th Annual Conference of Asia
Pacific Decision Sciences Institute Hongkong*.
- Peter dan Olson, (2002). *Consumer Behavior*. edisi 6. McGraw-Hill. New York.
- Kotler, Philip., Keller, Kevin L. (2007). *Manajemen Pemasaran*, Jilid Kedua,
Jakarta : Erlangga.
- Kaplan, Andreas. M. danHaenlein, Michael. (2010). *Users of the world, unite!
The challenges and opportunities of Social Media*. Business Horizons.

- Cheung, Christy. M.K and Matthew K.L. Lee. (2012). What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer Opinion Platform. *Decision Support System* 53, 218-225, Hongkong.
- Jiménez,F.R& Mendoza, N. A (2013). Too popular to ignore: The influence of online reviews on purchase intentions of search and experience products.*Journalof Interactive Marketing*,27(3),226-235.
- Goldsmith, R.E. and Horowitz, D. (2006), “Measuring Motivations for Online Opinion Seeking”, *Journal of Interactive Advertising*, Vol. 6 No. 2,pp. 1-16.
- Goyette, et al, (2010). E-Wom : Word of Mouth Measurement Scale for E-Service Context. *Journal of Administrative Sciences*, Volume 27: 5-23
- Mangold, Glynn danFaulds, David.(2009). “Social Media: The New Hybrid Element of The Promotion mix” *SciencDirect*, Volume 52 Nomor 1, hal 357-365.
- Rieh, S. Y., & Hilligoss, B. (2007). College students’ credibility judgments in the information seeking process. In M. Metzger & A. Flanagin (Eds.), *Digital media, youth, and credibility. MacArthur Foundation Series on Digital Media and Learning* (pp. 49–72). Cambridge, MA: The MIT Press.
- Cheung, Christy M.K. & Dimple R. Thadani. (2010). *The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis*. 23rd Bled eConference eTrust: Implication for the Individual, Enterprises and Society June 20-23, 2010, Bled-Slovenia.
- Chiu, K. H., & Hsu, C. L., (2010), “Research on the connections between corporate social responsibility and corporation image in the risk society: Take the mobile telecommunication industry as an example”, *International Journal of Electronic Business Management*, Vol. 8 No. 3, pp. 183-194.
- Wei wei, Tang. (2007). *Impact of corporate image and corporate reputation on customer loyalty*. Jurnal management science& engineering, Vol 1 No.2 December (2007).

- Arikunto, Suharsimi. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*.
Jakarta : Rineka Cipta.
- Nazir, Moh. (2009). *Metode Penelitian*. Jakarta: Ghalia Indonesia
- Sugiyono.(2012) *Metode Penelitian Kuantitatif Kualitatif dan R&B*.
Bandung: Alfabeta.
- Ghozali, Imam. (2006). *Aplikasi Analisis Multivariate Dengan Program SPSS*.
Badan Penerbit Universitas Diponegoro Semarang.
- Suliyanto. (2006). *Metode Riset Bisnis*. Yogyakarta : Andi.
- Mustafa Edwin Nasution dan Hardius Usman.(2006). *Proses Penelitian Kuantitatif*. Fakultas Ekonomi UI.
- Umi Narimawati. (2007). *Riset Manajemen Sumber Daya Manusia*.
Jakarta: Agung Media
- Santoso, Singgih. (2010). “*Statistik Non Parametrik Konsep dan Aplikasi dengan SPSS*”, Jakarta: Elex Media Komputindo.
- Supranto J (2010) *Statistika*. Jakarta: Erlangga
- Riduwan, dkk. (2013). *Cara Mudah Belajar SPSS Versi 17.0 dan Aplikasi Statistik Penelitian*. Bandung: Alfabeta.
- Husein Umar, (2005). *Metode Penelitian*. Jakarta : Salemba Empat