

## DAFTAR PUSTAKA

- Angelova, B. and Zekiri, J (2011). Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences* October 2011, Vol. 1, No.3.
- Astuti. P.S., Lipuringtyas. C., Rimenta. T. (2013). Factors Influencing Customer Loyalty Toward Online Shopping. *International Journal of Trade, Economics and Finance*, Vol. 4, No. 3, June 2013.
- Balakrishnan,. B.K., Dahnil. M.I., Yi. W.J. (2014). The Impact of Social Media Marketing Medium Toward Purchase Intention and Brand Loyalty Among Generation Y. *Procedia - Social and Behavioral Sciences* 148 (2014) 177 – 185.
- Cheung, CM.K and Thadani, D.R. (2010). The Effectiveness of Electronic Word-of-Mouth Communication: A Literature Analysis. *23rd Bled eConference eTrust: Implications for the Individual, Enterprises and Society*. June 20 - 23, 2010; Bled, Slovenia.
- Czaplewski. A.J., Gruen. T.W., Osmonbekov. T. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research* 59.(2006) 449 – 456.
- Fong. N.H and Yazdanifard. R. (2014). HOW SOCIAL MEDIA CONTRIBUTES TO MULTINATIONAL MARKETING STRATEGIES AND ITS IMPACT ON CUSTOMER RELATIONSHIP MANAGEMENT IN THE 21ST CENTURY. *Global Journal of Commerce & Management Perspective*. Vol 3(4) :102-108 (July-August, 2014).
- Hair. J., Anderson. R.E., Tatham. R.L., Black. W.C. (2010). *Multivariate Data Analysis fifth edition*.
- Ishaq. M.I. (2011). PERCEIVED VALUE, SERVICE QUALITY, CORPORATE IMAGE AND CUSTOMER LOYALTY: EMPIRICAL ASSESSMENT FROM PAKISTAN. *Serbian Journal of Management* 7 (1) (2012) 25 – 36.
- Jalilvand. M.R., Esfahani. S.S., Samiei. N. (2011). Electronic word-of-mouth: challenges and opportunities. *Procedia Computer Science* 3 (2011) 42–46.
- Jogiyanto. 2010. *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-Pengalaman*, Edisi Pertama, Penerbit BPF, Yogyakarta.
- Kiyani, T.M, Niazi, M. R. U. K., Khan, I. (2012). The Relationship Between Brand Trust, Customer Satisfaction and Customer Loyalty. (Evidence From

Automobile Sector Of Pakistan). *Journal Of Contemporary Research In Business*, COMSATS Institute of Information Technology Islamabad, Pakistan.

Kotler, P. 2010. *Manajemen Pemasaran*, Edisi Milenium. Jilid 1 dan jukud 2. Jakarta : Prenhallindo.

Kotler, P. and Keller. K.L. (2012). *Marketing Management 14*. Pearson

Lau, G. T and Lee, S. H. (1999). "Consumer Trust in a Brand and the Link Brand Loyalty". *Journal of Market Focused Management*.

Lovelock, C.H, Wright, L. (2007). *Manajemen Pemasaran Jasa*, Penerbit PT. Indeks, Jakarta.

Lovelock, C.H, Wirtz, J. (2011). *Service Marketing People, Technology, Strategy*, Perarson.

Matzler, K., Krauter, S.G., Bidmon, S. (2006). The Value – Brand Trust – Brand Loyalty Chain: An Analysis Of Some Moderating Variables. *Innovative Marketing*, Volume 2, Issue 2.

Nebler. C and Lis. B. (2013). ElectronicWord of Mouth. *Springer Fachmedien Wiesbaden* 2013 DOI 10.1007/s12599-013-0306-0.

Nicolas. H.M. (2007). Electronic Word-of-Mouth : An Analysis of Consumer Motivations. *Faculty of Economics and Business Administration Universiteit Maastricht*.

Patawayati., Zain. D., Setiawan. M., Rahayu. M. (2013). Patient Satisfaction, Trust and Commitment: Mediator of Service Quality and Its Impact on Loyalty (An Empirical Study in Southeast Sulawesi Public Hospitals). *IOSR Journal of Business and Management (IOSR-JBM)* e-ISSN: 2278-487X. Volume 7, Issue 6 (Jan. - Feb. 2013), PP 01-14.

Rahmat. M., Hadiwidjojo. D., Surachman., Djumahir. (2013). The Role of Customer Trust and Commitment as Mediator for the Relation between Customer Satisfaction and Loyalty at Bank Rakyat Indonesia (BRI) Kendari Southeast Sulawesi. *International Journal of Business and Management Invention*. ISSN (Online): 2319 – 8028, ISSN (Print): 2319 – 801X Volume 2 Issue 4 April. 2013.PP.53-64.

Rangkuti, F. (2004). *The Power of Brands*. Jakarta : PT. Gramedia Pustaka Utama.

Riana, G. (2008). Pengaruh Trust in a Brand terhadap Brand Loyalty pada "Konsumen Air Minum Aqua di Kota Denpasar". Universitas Udayana Denpasar.

- Setiawan. P.Y. (2014). The Effect of e-WOM on Destination Image, Satisfaction and Loyalty. *International Journal of Business and Management Invention* Volume 3 Issue 1 January. 2014 PP.22-29.
- Severi.E., Ling. K.C., Nasermodeli. A. (2014). The Impacts of Electronic Word of Mouth on Brand Equity in the Context of Social Media. *International Journal of Business and Management; Vol. 9, No. 8; 2014.*
- Schiffman. L.G. and Kanux. L.L. (2004). *Cosumer Behavior*. Prentice Hall
- Sigh, H. (2006). *The Importance of Customer satisfaction in Relation to Customer Loyalty and Retention*. UCTI Working Paper WP-06-06.
- Sugiyono. 2013. *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif dan R&D*. Penerbit Alfabeta, Bandung.
- Suliyanto. 2006. *Metode Riset Bisnis*, Penerbit Andi, Yogyakarta.
- Sunjoyo., Setiawan. R., Carolina. V., Magdalena. N., Kurniawan. A. (2013). *Aplikasi Spss untuk SMART riset*. Bandung : Alfabeta.
- Tjahyadi. R.A. (2006). BRAND TRUST DALAM KONTEKS LOYALITAS MEREK: PERAN KARAKTERISTIK MEREK, KARAKTERISTIK PERUSAHAAN, DAN KARAKTERISTIK HUBUNGAN PELANGGAN-MEREK. *Jurnal Manajemen*, Vol. 6, No. 1, Nov 2006'
- Yoo. B and Donthu. N. (2001). Developing and validating a multidimensional consumer-based brand equity scale. *Journal of Business Research* 52 (2001) 1-14.
- Yudi. P., Verdian. V.V. (2012). Influence of Customer Trust toward Customer Loyalty of Internet Banking Service. *Conference Proceedings 2012 – ISBN: 978-979-15458-4-6.*

[1] <http://sosmedtoday.com/2014/09/pengguna-internet-2014-berapa-data-nielsen>

[2] <http://id.techinasia.com/laporan-pengguna-website-mobile-media-sosial-indonesia/>

[3] <http://lembing.com/data-statistik-pengguna-sosial-media-di-indonesia>

[4] <http://www.ragamtempatwisata.com/2013/05/daftar-nama-tempat-wisata-di-bandung.html>

[5] <http://bisniswisata.co.id/?author=1&paged=3>

[6] <http://www.pikiranrakyat.com/node/170200>Rabu, 21/12/2011).

[7][http://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita\\_satker#.VQ5mDPyUfKN](http://kominfo.go.id/index.php/content/detail/3415/Kominfo+%3A+Pengguna+Internet+di+Indonesia+63+Juta+Orang/0/berita_satker#.VQ5mDPyUfKN)

[8] <http://id.techinasia.com/laporan-pengguna-website-mobile-media-sosial-indonesia/>