

## DAFTAR PUSTAKA

- Amalia, Betty (2011) “Analisis Pengaruh Electronic Word of Mouth Terhadap Keputusan Konsumen Memilih Agen E-Ticketing Pesawat Terbang, Skripsi, Bogor: Institut Pertanian Bogor.
- Avecinna C.A (2013) “Pengaruh Getok Tular Elektronik pada Citra Merek dan Minat Beli Telpn Cerdas” *Skripsi*. Yogyakarta: Universitas Gadjah Mada.
- Bhattacharjee, Anol dan Clive Sanford (2006) “*Influence Processes for Information Technology Acceptance: An Elaboration Likelihood Model.*” *MIS Quarterly Reseach Article*, Vol. 30 No. 4, pp. 805-825.
- Cheung, C. M. K., Matthew K.O. Lee dan Neil Rabjohn (2008) “*The impact of electronic word-of-mouth.*” *Internet Research*, Vol. 18, No. 3, pp. 229-247.
- Cheung, Christy M.K. dan Dimple R. Thadani (2010) “*The Effectiveness of Electronic Word-of Mouth Communication: A Literature Analysis.*” 23<sup>rd</sup> Bled eConference eTrust: Implication for the Individual, Enterprises and Society June 20-23, 2010, Bled-Slovenia.  
[https://domino.fov.unimb.si/proceedings.nsf/0/7d01f166eebae8e3c1257757003c5e98/\\$FILE/24\\_Cheung.pdf](https://domino.fov.unimb.si/proceedings.nsf/0/7d01f166eebae8e3c1257757003c5e98/$FILE/24_Cheung.pdf), retrieved on 25 agustus 2014.
- Clark, Jason K., Duane T. Wegener, Meara M. Habashi and Abigail T. Evans “*Source Expertise and Persuasion: The Effects of Perceived Opposition or Support on Message Scrutiny.*” *Personality and Social Psychology Bulletin*, pp. 90–100.

Durianto, Darmadi dan Cecilia Liana (2004) "*Analisis Efektivitas Iklan Televisi Softener Soft & Fresh di Jakarta dan Sekitarnya dengan Menggunakan Consumer Decision Model.*" Skripsi Magister Manajemen, Vol. 11, No.1, pp. 35-55.

[http://webcache.googleusercontent.com/search?q=cache:4UVwpb50O\\_EJ:https://ml.scribd.com/doc/98724341/Softener+&cd=1&hl=id&ct=clnk&client=firefox-a](http://webcache.googleusercontent.com/search?q=cache:4UVwpb50O_EJ:https://ml.scribd.com/doc/98724341/Softener+&cd=1&hl=id&ct=clnk&client=firefox-a), retrieved on 30 september 2014.

Hartati, Sri (2005) "*Effects of Argument Quality, Need for Cognition and Issue Involvement to The Attitude Toward a Message Given Through Persuasive Communication.*" Jurnal Psikologi, Yogyakarta: Fakultas Psikologi Universitas Gadjah Mada, Vol. 32, No. 2, pp. 92-100.

Hartono, Jogiyanto (2005) Sistem Teknologi Informasi, Yogyakarta: ANDI OFFSET

Hawkins, Del I dan Davis L. Mothersbaugh. (2010) "*Consumer Behavior: Building Marketing Strategy.*" New York: The McGraw-Hill Companies, Inc.

Hennig-Thurau, T., Gwinner, K. P., Walsh, G. dan Gremler, D. D. (2004) "*Electronic Word-of Mouth Via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?*" Journal of Interactive Marketing, Vol. 18, pp. 38-52.

Hermawan, Agus (2012) Komunikasi Pemasaran, Jakarta: Erlangga.

Herutomo, Agung (2010) *Conquering Web 2.0: Tetap Kreatif ditengah Kondisi Apapun*, Jakarta: Gramedia.

Jalilvand, Mohammad Reza dan Neda Samiei, (2012) "*The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran*", Marketing Intelligence & Planning, Vol. 30 Iss: 4 pp.460 – 476.

- Jeong, Miyoung dan Carolyn U. Lambert (2001) *“Adaptation of an information quality framework to measure customers’ behavioral intentions to use lodging Web sites.”* Hospitality Management, pp. 129–146.
- Kadir, Abdul (2003) Pengenalan Sistem Informasi Ed. 1, Yogyakarta: ANDI OFFSET.
- Kardes, Frank R., Maria L. Cronley, dan Thomas W. Cline (2010) *Consumer Behavior*, United States of America: Cengage Learning.
- Kartajaya, Hermawan (2010) *CONNECT! Surfing New Wave Marketing*. Jakarta: Gramedia.
- (2006) *“Hermawan Kartajaya On Marketing Mix: Seri 9 Elemen Marketing.”* Bandung: Mizan Media Utama.
- Kutut, Prastyo (2013) *“Pengaruh Electronic Word-of-Mouth di Media Sosial Twitter Terhadap Minat Beli Konsumen pada Restoran Cepat Saji Hoka Hoka Bento.”* Skripsi, Malang: Universitas Brawijaya.
- Kotler, Philip (2002) *“Manajemen Pemasaran Edisi Milenium 1”* Jakarta: Prenhallindo.
- Kotler, Philip dan Armstrong (2006) *“Principle of Marketing”* Prentice Hall: Upper Saddle River.
- Kotler, Philip dan Kevin Lane Keller (2009a) *Manajemen Pemasaran*, Ed. 13, Jilid 1, Jakarta: Erlangga
- (2009b) *Manajemen Pemasaran*, Ed. 13, Jilid 2, Jakarta: Erlangga

- Lee, J., Park, D.H. dan Han, I. (2008) "*The effect of negative online consumer reviews on product attitude: An information processing view*" *Electronic Commerce Research and Applications*, Vol. 7, No. 3, pp. 341–352.
- Li, Bodi (2009) "*The Effects of Electronic Word of Mouth: An Exploratory Study*" Master of Arts Communication, Mexico: The University of New Mexico Albuquerque.
- Madu, Christian, dan Assumpta A. Madu (2002) "*Dimensions of e-quality.*" *International Jurnal of Quality and Reliability Management*, New York: Pace University, Vol. 19, No. 3, pp. 246-258.
- Mangkunegara, A.A. Anwar Prabu (2002) *Perilaku Konsumen*, Bandung: PT Rafika Aditama.
- Park, D.H. dan Sara Kim (2008) "*The effects of consumer knowledge on message processing of electronic word-of-mouth via online consumer reviews.*" *Electronic Commerce Research and Applications* 7, No. 4, pp. 399-410.
- Park, D.Hyung, Jumin Lee, dan Ingoo Han (2007) "*The Effect of On-Line Consumer Reviews on Consumer Purchasing Intention: The Moderating Role of Involvement.*" *International Journal of Electronic Commerce*, Vol. 11, No. 4, pp. 125-148.
- Ratchford, B.T., Talukdar, D., dan Lee, M.-S. (2001). "A model of consumer choice of the Internet as an information source." *International Journal of Electronic Commerce*, Vol.5 No.3, pp.7–22.

- Rieh, Soo Young dan Nicholas J. Belkin (1998) “*Understanding Judgment of Information Quality and Cognitive Authority in the WWW.*” Journal of The American Society for Information Science and Technology, Vol.53 No.2,pp. 145-161.
- Sari, Viranti Mustika (2012) “Pengaruh Electronic Word of Mouth (Ewom) di Social Media Twitter Terhadap Minat Beli Konsumen Restoran Holycowsteak.” Skripsi S1, Depok: Fisip Universitas Indonesia.
- Sarwono, Jonathan (2013) 12 Jurus Ampuh SPSS untuk Riset Bisnis, Jakarta: Gramedia
- Shiraishi, Yoshinari, Daiji Ishikawa, Shinya Sano, dan Keiichi Sakurai (2010) “Smartphone Trend and Evolution in Japan” Mobile Computing Promotion Consortium.
- Sheng, Hsien Lee (2009) “How do online reviews affect purchasing intention?” African Journal of Business Management, Vol.3 No. 10, pp. 576-581.
- Silverman, George (2010) “*The Secret of Word-of-Mouth Marketing: How to Trigger Exponential Sales through Runaway Word-of-Mouth*” New York: AMACOM (American Management Association) Books.
- Sugiyono, (2010) Statistika untuk Penelitian, Bandung: ALFABETA, cv.
- Sunyoto, Danag (2011) Metodologi Penelitian untuk Ekonomi, Yogyakarta: CAPS.
- (2013) Teori Kuesioner dan Analisis Data untuk Pemasaran dan Perilaku Konsumen, Yogyakarta: Graha Ilmu
- Suryani, Tatik (2008) Perilaku Konsumen: Implikasi pada Strategi Pemasaran. Yogyakarta: Graha Ilmu.

----- (2013) *Perilaku Konsumen di Era Internet: Implikasinya pada Strategi Pemasaran*, Yogyakarta: Graha Ilmu.

Sussman, S.W. dan Siegal, W.S. (2003) “*Informational influence in organizations: an integrated approach to knowledge adoption*” *Informational Systems Research*, Vol. 14 No. 1, pp. 47-65.

Thamrin, Syvia Denada (2003) “*Analisis Pengembangan Minat Beli Ulang Dalam Proses Adopsi Konsumen Pasca Masa Tayang Iklan Produk Xon-Ce di Surabaya*”. Masters thesis, Surabaya: University Surabaya.

[http://digilib.ubaya.ac.id/index.php?page=view\\_pdf&kode=KT-MM-166&file=uploads\\_pdfmirrorghost/file/KT-MM-166/MM\\_166\\_BabII.pdf](http://digilib.ubaya.ac.id/index.php?page=view_pdf&kode=KT-MM-166&file=uploads_pdfmirrorghost/file/KT-MM-166/MM_166_BabII.pdf),  
retrieved on 30 september 2014.

Zhang, Kem Z.K., Bing Hu, dan Sesia J. Zhao (2014) “How Online Social Interactions Affect Consumer’s Impulse Purchase on Group Shopping Websites?” *Universitas in China*.