

## DAFTAR PUSTAKA

- Adeliasari, Vina Ivana, Sienny Thio. (2014). *Electronic Word-Of-Mouth (E-WOM) dan Pengaruhnya Terhadap Keputusan Pembelian Di Restoran Dan Kafe Di Surabaya*.
- Alex Trengove Jones, Anna Malczyk, Justin Beneke, Catherine Parker, Candice Winterboes. 2011. *Internet Marketing*. GetSmarter
- Annette Veronica Kosasih, Hellen Novia. *Perilaku Dan Keputusan Pembelian Konsumen Restoran Melalui Stimulus 50% Discount di Surabaya*. Jurnal Manajemen Pemasaran.
- Anshori, Y., 2005. *Analisis Keunggulan Bersaing melalui penerapan Knowledge Management dan Knowledge Based Strategy di Surabaya Plaza Hotel*. Jurnal Manajemen Perhotelan. Universitas Kristen Petra, Surabaya. Vol. 1. No.2, ppp. 39-53.
- Arikunto, Suharsimi. 2009. *Prosedur Penelitian Suatu pendekatan praktek*. Jakarta: Rineka Cipta.
- Arikunto, Suharsimi. 2010. *Prosedur Penelitian : Suatu Pendekatan Praktik Edisi Revisi 2010*. Jakarta : Rineka Cipta.
- Artemis SG. (2007). *Making Sense of Word of Mouth: The Impact and Measurement of Online Consumer Generated Media*.
- Asraf, Alexandra. *Assesment of Electronic Wod of Mouth on Customers' Purchasing Decisions of Hospitality Service in Egypt*.
- Celso Augusto de Matos. Carlos Alberto Vargas Rossi., (2008). *Word-of-mouth communications in marketing: a meta-analytic review of the antecedents and moderators*.

- Cheung, Christy., Dimple R.Thadani., (2010). *The Effectiveness of Electronic Word of Mouth Communication*.
- Davis, A., Khazanchi, D. (2010). *An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales*. *Electronic Markets*, 18 (2), 130–141.
- Fandy Tjiptono,2008, *Strategi Bisnis Pemasaran*. Andi. Yogyakarta.
- George Christodoulides Nina Michaelidou Evmorfia Argyriou,(2012), *Cross-national differences in e-WOM influence*, *European Journal of Marketing*, Vol. 46 Iss 11/12 pp. 1689 – 1707
- Godfrey Themba & Monica Mulala. (2013).*Brand-Related eWOM and Its Effects on Purchase Decisions: An Empirical Study of University of Botswana Students*. *International Journal of Business and Management*.
- Hatane Samuel. (2006). *Dampak Respon Emosi Terhadap Kecenderungan Perilaku Pembelian Impulsif Konsumen Online dengan Sumberdaya yang Dikeluarkan dan Orientasi Belanja Sebagai Variabel Mediasi*.*Jurnal Ekonomi Manajemen*.
- Hawkins., Mothersbaugh., (2010). *Consumer Behaviour Building Marketing Strategy Eleventh Edition*.Mc Gra-Hill Irwin.
- Hennig, Thureau., Gwinner,Kevin,P. Wals., Dwayne. (2004). *Electronic Word of Mouth Via Consumer Opinion Platforms : What Motivates Consumers To Articulate Themselves On The Internet*.Wiley Periodicals, Inc.
- Isabelle Goyette, Line Richard, Jasmin Bergeron, Francois Marticotte (2010). *e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context*.
- Islam Salem1, Osman Ahmed El-Said1 and Mohammad Nabil, *Determinants and Effects of Applying Electronic Marketing in Alexandria Hotels: Current Status and Future Trends* (2013) *Journal of Tourism Hospitality*

- Hung, H, Kineta., (2007). *The Influence of eWOM on Virtual Consumer Communities: Social Capital, Consumer Learning, and Behavioral Outcomes*.
- Jake Mckee. (2010). *Social Media Marketing – The Next Generation Of Business Engagement*.
- Jean Paolo G, Chair, and Mac Arthur Highway (2014). *Competitiveness and Sustainability of the Hotel Industry: The Case of Hotels in Pampanga*.
- Jeong, EunHa, and Soocheong (Shawn) Jang. 2011. *Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations*. International Journal of Hospitality Management 30:356-66.
- Jhonson, G., Scholes, K. (2003). “*What is strategy?*”, tersedia dari [http://tutor2u.net/business/strategy/what\\_is\\_strategy.htm](http://tutor2u.net/business/strategy/what_is_strategy.htm) [diakses 12 November 2014]
- Katharina Munz, Vilma Sergiūnaitė. (2012). *Electronic word-of-mouth (eWOM): The relationship between anonymous and semi-anonymous eWOM and consumer attitudes*.
- Kevin Moore, Clive Smallman, Judi Willson, David Simmons. 2012. *Dynamic in-destination decision-making: An adjustment model*. Tourism Management.
- Kotler, Philip dan Gary Amstrong. (2014) . *Principles Of Marketing, Global Edition*. Pearson Education.
- Philip R Kotler, Jhon T Bowen, James Makens (2014) . *Marketing for Hospitality and Tourism*. Pearson.
- Kotler,P. Keller.L.K., (2012). *Marketing Management*. Pearson.
- Lawrencia Pokuah Siaw, Goodlet Owusu Ansah, Dominic Adjei. (2015) *E-Commerce: An Opportunity For Hospitality Industry Growth. Case Study Of*

- Hotels In Accra*. 2015. Researchjournali's Journal of Hospitality Tourism. Vol. 2
- Laura Malita. (2011). *Social Media Time Management Tools and Tips*. Procedia Computer Science.
- Malayu S.P Hasibuan. (2010). *Organisasi dan Motivasi*. Jakarta:Bumi Aksara.
- Malhotra, Naresh K dan David F. Briks. 2007. *Marketing Research : An Applied Approach*. England : Peason Education Limited.
- Malhotra, Narkesh K. 2009. *Riset Pemasaran, Penerapan Terapan*. Jakarta: Salim. Jakarta: Erlangga.
- Mohammad Reza Jalilvand Neda Samiei, (2012). *The effect of electronic word of mouth on brand image and purchase intention*, Marketing Intelligence & Planning.
- Mohammad, R., J., Sharif S., E., and Neda S. (2011). *Electronic Word-of-Mouth: Challenges and Opportunities*. Procedia Computer Science. 3, 42-46
- Nurkholish Majid. (2014). *Analisis Pengaruh Electronic Word of Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang*
- Nurul Retno Hapsari, Nawazirul Lubis, Widiartanto. (2014). *Pengaruh Atribut Produk Wisata dan Electronic Word of Mouth (eWOM) Terhadap Keputusan Berkunjung Pada Objek Wisata Umbul Sidomukti Kabupaten Semarang*. Jurnal Administrasi Bisnis
- O.C Ferrell. Michael D. Hartline., (2011). *Marketing Strategy Fift Edition*.South Western.
- Oka, A, Yoeti. (1996) *Pemasaran Pariwisata*. Angkasa: Bandung.

- Ram Komal Prasad and Manoj K. Jha, (2014), *Consumer buying decisions models: A descriptive study*.
- Sanusi, Anwar. 2012. *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat
- Schiffman, Leon, dan Kanuk, Leslie Lazar. 2008. *Consumer Behaviour 7th Edition (Perilaku Konsumen)*. Jakarta: PT. Indeks
- Sekaran, Uma. 2008. *Research Methods For Business (Metodologi Penelitian untuk Bisnis)*. Jakarta: Salemba Empa
- Silalahi, Uber 2012. *Metodologi Penelitian Sosial*. Jakarta: PT Refika Aditama
- Sugiyono. 2010. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. 2012. *Memahami Penelitian Kualitatif*. Bandung : Alfabeta
- Sulistiono, Budi, Ari., (2010). *Pengaruh Kualitas Pelayanan, Fasilitas dan Lokasi Terhadap Keputusan Menginap*.
- Tabachnick dan Fidel. 2013. *Using multivariate statistics*. Boston: Pearson Education.
- Tanvir Farooq Khan., Shafi Ullah. *Electronic word of mouth on social networking websites: why does an individual engage in eWOM?*.
- Themba, Godfrey., Mulala, Monica., (2013) *Brand-Related eWOM and Its Effects on Purchase Decisions*. Vol.8. Canadian Center of Science and Education.
- Tito Siswanto. (2013). *Optimalisasi Sosial Media Sebagai Media Pemasaran Usaha Kecil Menengah*.
- Umar, Husein. 2008. *Metode Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Sekaran, Uma and Roger Bougie.2010.*Research Methods for a Business*.West

Sekaran, Uma and Roger Bougie. 2013. *Research Methods for a Business*. Wiley

Viranti Mustika Sari (2012). *Pengaruh Electronic Word of Mouth (eWOM) di Social Media Twitter Terhadap Minat Beli Konsumen*. Universitas Indonesia

W. Glynn Mangold, David J. Faulds. (2009). *Social media: The new hybrid element of the promotion mix*. Elsevier.

Yi-Wen Fan, Yi-Feng Miao, Yu-Hsien Fang, Ruei-Yun Lin. 2013. *Establishing The Adoption of Electronic Word Of Mouth through Consumers Percieved Credibility*. Intenational Business Research

Yolanda Y.Y, Chan E.W.T Ngai. (2011). *Conceptualising Electronic Word of Mouth Activity*. Marketing Intelligence.

Yulianto, Candra, Yulius, dan Kusumadmo, E. 2012. *Pengaruh Kewirausahaan, Kemampuan Belajar Fokus Pasar, Dan Inovasi Organisasi Terhadap Keunggulan Bersaing Berkelanjutan Pada Usaha Kecil dan Menengah Kerajinan Gerabah dan Kulit di Bantul*. 43-44, Yogyakarta.

Zikmund. William G. Dan Barry J. Babin. 2007. *Exploring Marketing Research 9<sup>th</sup> Edition*. Thompson South Western.

Undang-undang No.10 Tahun 2009

**Lembaga :**

Badan Pusat Statistik 2015

Dinas Kebudayaan dan Pariwisata Provinsi Jawa Barat

Dinas Kebudayaan dan Pariwisata Kota Bandung

*Front Office Department* Hotel Grand Royal Panghegar

*Humans Resources Departement* Hotel Grand Royal Panghegar

*Sales and Marketing Departement* Hotel Grand Royal Panghegar

**Website :**

[www.kompas.com](http://www.kompas.com)

Muhamad Faza Mutaqin, 2016

**PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN MENGINAP.**

Universitas Pendidikan Indonesia | [repository.upi.edu](http://repository.upi.edu) | [perpustakaan.upi.edu](http://perpustakaan.upi.edu)

[www.bandung.bisnis.com](http://www.bandung.bisnis.com)

[m.tempo.co](http://m.tempo.co)

[www.isupariwisata.com](http://www.isupariwisata.com)

[www.ama.org](http://www.ama.org)