

DAFTAR PUSTAKA

Sumber Buku :

- Engel, Blackwell, and Miniard. 2012. *Consumer Behavior*. Singapore. Cengage Learning Asia pte ltd
- Kotler, Philip, dan Gary Armstrong. 2016. *Principles of Marketing 16th Edition*. New Jersey: Pearson Educations, Inc.
- Kotler, Philip, dan Gary Armstrong. 2014. *Principles of Marketing 14th Edition*. New Jersey: Pearson Educations, Inc.
- Kotler, Philip and Kevin Lane Keller. 2016. *Marketing Management 15th Edition*. New Jersey: Pearson Prentice Hall.
- Naresh K., Maholtra. 2010. *Basic Marketing Research 3th Edition*. New Jersey: Prentice Hall.
- Olson, Jerry C, Peter, J Paul. 2010. *Consumer Behavior and Marketing Strategy*. McGraw. Hill
- Sekaran, Uma., Bougie, Roger. 2013. *Research Methods for Business*. Chennai, India: John Willey & Sans Ltd
- Sugiyono. 2014. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: CV. Alfabeta. Bandung: Alfabeta.
- Sugiyono. 2014. *Metoe Penelitian Manajemen*. Bandung: CV. Alfabeta. Bandung: Alfabeta.
- Suharsimi Arikunto. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.

Sumber Jurnal :

- Abalaesei, Mihaela, et al. 2015. *Electronic word of mouth: Factors That Influence purchase intention*. Interectural Communication and The future of Education. University Alexandru Ioan Cuza Lasi

- Almana, Amal.M dan Mirza ,A.A. 2013. The impact of Electronic Word Of Mouth on Consumers Purchasing Decision. *International Kournal of Computer Application*. Vol 82 (9). 0975-8887. Pp 23-31
- Bansal, H. S. & Voyer, P. A. (2000). *Word-of-mouth processes within a services purchase decision context*. *Journal of Service Research*, 13(3), 166-177.
- Bickart, B., & Schindler, R. (2001). *Internet forums as influential sources of consumer information*. *Journal of Interactive Marketing*, 15(3), 31-40.
- Chan, Y dan Ngai. 2011 *Conceptualizing Electronic Word Of Mouth Activity An Input Process Output Prespective, Marketing Intelligence And Planning*. Vol 29 (5) pp 488-516.
- Chang, H.H., & Liu, Y.M. (2009). *The impact of brand equity on brand preference and purchase intentions in the service industries*. *The Service Industries Journal*, 29(12), 1687-1706.
- Chayapa Katawetawaraks, Cheng Lu Wang, 2011. *Online Shopper Behavior Influences of Online Shopping Decision*. 66 *Asian Journal of Business Research* Volume 1 Number 2 2011
- Christy M,K,C., dan Lee Matthew, K,O. 2010. "What Drives Consumers to Spread Electronic Word of Mouth in Online Consumer-Opinion Platforms". *Article Of Decision Support System*.
- Coulter, Robin A. 2005. *The Evolution Of Consumer Knowledge and Source Of information: Hungary in Transition*. *Journal of the academy of marketing science*. Vol 33 (4) pp 604-619.
- Dumrongsiri, A. (2010). *Impact of electronic word-of-mouth to consumer adoption process in the online discussion forum: A simulation study*. *World Academy of Science Engineering and Technology*. 65, 180-189.
- Erkan, I and Evan, C. 2016. *The Influence of Ewom in Social Media on Consumers Purchase Intention: An Extended Approach To Information Adoption*. *Journal computers in human behavior*. Vol 61 pp 47-55
- Fang-Mei Tseng and Fang-Yu Hsu The 2010 *International Conference on Innovation and Management, Penang, Malaysia, July 7- 10, 2010*.

- Fatemeh Meskaran, Zuraini Ismail and Bharani Shanmugam. 2013. *Online Purchase Intention: Effects of Trust and Security Perception. Australian Journal of Basic and Applied Sciences*, 7(6): 307-315, 2013 ISSN 1991-8178
- Goyette, I, et al. 2010. *E-WOm Scale: word of mouth measurement scale for e-service context. Canadian Journal Of Administrative Sciences*. 27 (1) pp 5-23
- Henning-Thurau, T, et al. 2004. *Electronic word of mouth via consumer opinion platforms: what motivates consumer to articulate themselves on the internet. Journal Of Interactive Marketing*. Vol. 18 number 1 pp 38-52
- He, Wu, Zha, Shenghua. Li Ling. 2013. *Social media competitive analysis and text mining: a case study in the pizza Industry. International Journal of Information Management*. Vol 33 pp 464-472.
- Houda Zarrad, Mohsen Debabi, 2012, *Online Purchasing Intention: Factors and Effects. International Business and Management*. Vol. 4, No. 1, 2012, pp. 37-47
- Jalilvand, M,R.(2012). “*The Effect of Electronic Word-Of-Mouth on Brand Image and Purchase Intention*”. *Journals Of Marketing Inteligence And Planning*. Vol.30, Iss:4, hal.5-5.
- Kozinets, R.V. (2002). *The field behind the screen: Using netnography for marketing research in online communities. Journal of Marketing Research*, 39 (1), 61-72.
- Kwek, Choon Ling et al. 2010. *Investigating the Shopping Orientation on Online Purchase Intention in the e-Commerce Environment: A Malaysian Study. Journal of Internet Banking and Commerce*. vol. 15, no.2.
- Lerrthairakul, W., Panjakajornsak, V. (2014). *The Impact of Electronic Word of mouth factor on consumer buying decision making processes in the low cost carrier a conceptual framework. International journal of trade, economics and finance*, Vol 5, No. 2, hlm 142-146
- Lumpkin, J. R., & Hawes, J. M. (1985) ‘Retailing without stores: An examination of catalog shoppers’, *Journal of Business Research*, 13(2 April), 139-151.
- Lim, H. and Dubinsky, A.J., (2004), “*Consumers’ perceptions of e-shopping characteristics: An expectancy-value approach*”, *The Journal of Services Marketing*, vol. 18, no. 6, pp. 500-513.

- Li, Na and Pi Zhang. 2002. *Consumer online shopping attitudes and behavior: an assessment of research. Proceedings of the Americas conference on information system (AMCIS 2002)*. Dallas. August. 9-11
- Park, C., & Lee, T.M. (2009). *Information direction, website reputation and eWOM effect: A moderating role of product type. Journal of Business Research*, 62(1), 61-67.
- Park, Do Hyung & Sara Kim. 2008. The Effects of Consumer Knowledge on Message Processing of Electronic Word of Mouth via Online Consumer Review. *Journal Elsavier*. 399 : 410
- Park, W.C, et al. 1994. *Consumer knowledge assessment. The journal of consumer research*. Vol 21 (1) pp 71-82.
- Putranti, H,R,D dan Pradana, D. 2015. *Electronic word of mouth (eWOM), kepuasan konsumen dan pengaruh langsung dan tak langsung terhadap minat beli konsumen. Media ekonomi dan manajemen*. Vol 30 (1) pp 101-113 ISSN : 085-1442
- Robin A. Coulter et al, 2005, *The Evolution of Consumer Knowledge and Sources of Information: Hungary in Transition Journal of the Academy of Marketing Science Fall*. vol. 33 no. 4 604-619
- Shen, Y, et al. 2012. *The effect of Quantitative electronic word of mouth on consumer perceived product quality. International Journal of management marketing research*. Vol 5 (2) pp 19-29
- Vicki, Morwitz. (2014), "*Consumers' Purchase Intentions and their Behavior*", *Foundations and Trends® in Marketing*, 7(3), 181-230.
- Wijaya, T dan Paramita E,L. 2014. Pengaruh *Electronic Word Of Mouth (eWOM)* terhadap Keputusan Pembelianm Kamera DSLR. *Research Methods and Organizational Studies*. Hlm 12-19. ISBN 978-602-70429-1-9
- Wu, Shwu-Ing., Yen-Jou Chen, (2014). *The Impact Of Green Marketing And Perceived Innovation On Purchase Intention For Green Products, International Journal Of Marketing Studies*, Vol 6 No 5 ISSSN 1918-719x E-ISSN 1918-7203
- Xiaoling Lu, Yuzhu Li, Zhe Zhang, Bharatendra Rai. 2014, *Consumer Learning Embedded In Electronic Word Of Mouth Journal of Electronic Commerce Research*, VOL 15, NO 4,

Yousef Sharifpour, Inda Sukati, Mohd Noor Azli Bin Alikhan. 2016. *The Influence of Electronic Word of Mouth on Consumers Purchase Intentions in Iranian Telecommunication Industry. American Journal of Business, Economics and Management.* 4(1): 1-6 ISSN: 2381-4462 (Print); ISSN: 2381-4470 (Online)

Sumber penelitian orang :

Abalaesei, Mihaela, et al. 2015. *Electronic word of mouth: Factors That Influence purchase intention.* Interectural Communication and The future of Education. University Alexandru Ioan Cuza Lasi

Betty, Amalia. 2011. Analisis Pengaruh *Electronic Word Of Mouth* Terhadap Leputusan Konsumen Memilih Agen *E-Ticketing* Pesawat Terbang. (skripsi). Institut Pertanian Bogor.

Ekaputri, Ashri H. 2016. Pengaruh *Brand Experience* Terhadap Kepuasan Pelanggan Dan Dampaknya Pada *Repurchase Intention.* (thesis). Universitas Pendidikan Indonesia.

Murti, Astri Karina. 2012. Analisis Pengaruh Orientasi Pembelian Terhadap Minat Pembelian Online Studi Kasus: Rajakarcis.Com. (skripsi). Universitas Indonesia

Nurjanatun, D. 2012. Hubungan Tingkat Pengetahuan Dan Sikap Wisatawan Terhadap Pemanfaatan Klinik Wisata. (karya ilmiah). Universitas Diponogoro.

P. Karunia Lusya, Himyar, 2014. Analisis pengaruh interface factors dan website quality terhadap purchase intention serta dampaknya pada re-visit intention pada restoran D'Cost permata hijau Jakarta. (skripsi). Universitas Bina Nusantara.

Sari, Virantika Mustika. 2012. Pengaruh *Electronic Word Of Mouth* (Ewom) Di *Social Media* Twitter Terhadap Minat Beli Konsumen. (skripsi). Universitas Indonesia

Yunita, Gane. 2014. Pengaruh Pengetahuan Produk, Pengetahuan Perolehan Produk, Pengetahuan Pemakaian Terhadap Keputusan Pembelian Produk Msg Di Kota Bandung. (Skripsi). Universitas Widyatama.

Sumber Internet :

Charlton, G. "Ecommerce Consumer Reviews: Why You Need Them and How To Use Them" *Econsultancy.com*, June 30. 2012.

Khalidi, Fardil. 2015. BMI Prediksi Belanja Online Tumbuh 57% Tahun 2015.
Tersedia : <http://swa.co.id/swa/trends/business-research/bmi-research-pasar-belanja-online-di-tahun-2015-semakin-menarik>

Menparekraf .(2013, Februari 14).Perkembangan Industri fashion menggembirakan.
Tersedia :<http://budpar.go.id> [12 November 2016]

MIC (2008). *Analysis of behavior of the online users and the reviews of B2C purchase behavior in Taiwan*. Tersedia :
http://mic.iii.org.tw/intelligence/reports/pop_Docfull.asp?func=&sesd=481295133&docid=CDOC20080314006&cate=&querytext=%A5x%C6W%BA%F4%A4%CD%A6%E6%AC%B0&countrypno=.

Noviandar, L. 2015. Daftar website *e-commerce fashion muslim online* Indonesia.
Tersedia: <https://id.techinasia.com/daftar-website-e-commerce-fashion-muslim-online-indonesia>

Erlangga, M. 2014. idEA: nilai pasar e-commerce di Indonesia diprediksi mencapai \$25 miliar di tahun 2016. Tersedia : <https://dailysocial.id/post/idea-e-commerce-indonesia-2016>

<https://hijup.com/>
<https://alexa.com/siteinfo/hijup.com>
<http://www.internetworldstats.com/stats.htm>