DAFTAR PUSTAKA

**Sumber Buku :**


**Sumber Jurnal :**


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,

**Sumber penelitian orang :**


**Sumber Internet :**


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%C D%A6%E6 %AC%B0&countrypno=.

