

DAFTAR PUSTAKA

- Abdallah Q. Bataineh (2015). *The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image*. Canadian Center of Science and Education
- Alanah Davis, Deepak Khazanchi (2008). *An Empirical Study of Online Word of Mouth as a Predictor for Multi-product Category e-Commerce Sales*. University of Nebraska of Omaha
- 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 Services Context*.
- Islam Salem, Osman Ahmed El-Sai, and Mohammad Nabil, (2013). *Determinants and Effects of Applying Electronic Marketing in Alexandria Hotels: Current Status and Future Trends*
Journal of Tourism Hospitality
- Noraini Sa'ait, Agnes Kanyan and Mohamad Fitri Nazrin. 2016. *The Effect of EWOM on Customer Purchase Intention*. IARJ
- Rizqia, Chyntia Dwi., Herry Hudrasyah. 2015. *The Effect Of Electronic Word Of Mouth On Customer Purchase Intention – Case Study: Bandung Culinary Instagram Account*
International Journal Of Humanities And Management Science.
- Shabnam Khosravani Zangeneh, Reza Mohammadkazem.i, and Mehran Rezvani (2014). *Investigating the effect of Electronic Word Of Mouth on customer's purchase intention of digital products*. Faculty of Entrepreneurship, University of Tehran, Tehran, Iran
- Shu-Chuan Chu, Yoojung Kim (2011). *Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites*. International Journal of Advertising
- Soumava Bandyopadhyay (2016). *Factors Affecting the Adoption of Electronic Word-of-Mouth in the Tourism Industry*. International Journal of Business and Social Science

Recky Syahputra, 2018

PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN DI SURABI IMUT SETIABUDI
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Tabea Baur Björn Nyström (2017). *The Effect Of Ewom Components On Brand Attitude And Purchase Intention (a cross country study between germany and Sweden)*. Germany and Luleå University of Technology, Sweden.

Tran Thi Huyen, Dr Joyce Costello (2017). *Quality versus Quantity: an investigation into Electronic Word of Mouth's Influence on Consumer Buying Intention*. Bournemouth University

Yi-Shuang Wu, Jeng-Chung Victor Chen (2013). *Electronic Word-Of-Mouth: The Moderating Roles Of Product Involvement And Brand Image*. Institute of Information Management, Taiwan

Yi-Wen Fan, Yi-Feng Miao, Yu-Hsien Fang, Ruei-Yun Lin (2013). *Establishing the Adoption of Electronic Word-of-Mouth through Consumers' Perceived Credibility*. Canadian Center of Science and Education, Canada.

Sumber Jurnal Domestik

Aditya Ayu Laksmi, Farah Oktafani (2016). *Pengaruh Electronic Word Of Mouth (Ewom) Terhadap Minat Beli Followers Instagram Pada Warunk Upnormal*. *Administrasi Bisnis*, Universitas Telkom

Baginda Persaulian, Hasdi Aimon, Ali Anis (2013). *Analisis Konsumsi Masyarakat di Indonesia*. *Jurnal Kajian Ekonomi*, UNP

Brian Rizky Ali Rachmalika, Srikandi Kumadji, M. Kholid Mawardi (2015). *Analisis Faktor-Faktor Pembentuk Electronic Word-Of-Mouth dan Pengaruhnya Terhadap Keputusan Pembelian Pada Restoran Hakata Ikkousha Jakarta*. Universitas Brawijaya, Malang

Cicilia Rahmayani, Aditya Wardhana (2017). *Analysis Factors Electronic-Word Of Mouth In A Media Instagram Atmosphere Resorts Cafe In Bandung*. Universitas Telkom.

Dewi Lelyana Hadi, Srikandi Kumadji dan Edy Yulianto. 2015. *Pengaruh Service Marketing Mix (Bauran Pemasaran Jasa) terhadap Citra Merek dan Dampaknya pada Keputusan Pembelian*. Universitas Brawijaya

Recky Syahputra, 2018

PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN DI SURABI IMUT SETIABUDI

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Eris Setiawan. (2018). *Pengaruh Electronic Word Of Mouth Terhadap Keputusan Pembelian Paket Wisata Religi Di Khalifah Tour*. Universitas Pendidikan Indonesia

Firman Dwi Cahyono, Andriani Kusumawati, Srihandi Kumadji (2016). *Analisis Faktor-Faktor Pembentuk Electronic Word-Of-Mouth (Ewom) Dan Pengaruhnya Terhadap Minat Beli*. Universitas Brawijaya, Malang

Irma Riantika. 2016. *Pengaruh Electronic Word of Mouth, Daya Tarik, dan Lokasi terhadap Keputusan Berkunjung Wisata di Curug Sidoharjo*. Universitas Sanata Dharma

Raden Synthia Billqis. 2017. *Pengaruh Corporate Reputation Serta Dampaknya Terhadap Customer Citizenship Behavior*. Universitas Pendidikan Indonesia

Wahju Wulandari. 2012. *Pengaruh Marketing Mix terhadap Keputusan Pembelian pada Waserda Ukm Mart Koperasi Karyawan Widyagama Malang*. Universitas Widyatama Malang

Sumber Buku

Philip Kotler and Gary Armstrong. 2012. *Principles of Marketing 14E*. Pearson

Philip Kotler, Kevin Lane Keller (2016). *Marketing Management Global Edition*. United Kingdom: Pearson Education, Inc

Sugiyono. 2012. *Memahami Penelitian Kuantitatif*. Bandung : Alfabeta

Undang-Undang

Republik Indonesia. 2009. Undang-Undang No. 10 Tahun 2009 tentang Kepariwisata. Lembaran Negara RI Tahun 2009, No. 11. Sekretariat Negara. Jakarta

Sumber Internet

Asosiasi Penyelenggara Jasa Internet Indonesia. 2016. Data Statistik Jumlah Pengguna Internet di Indonesia . Jakarta <http://www.apjii.or.id/survei2016>

Determinant Of The Perceieved Ewom Review Credibility. Diakses (2017, 5 Agustus)

Penurunan Jumlah Tingkat Pembelian di Industri Makanan dan Minuman. <http://cybernews.cbn.net.id/> diakses Januari 2017)

Recky Syahputra, 2018

PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN DI SURABI IMUT SETIABUDI
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

Pariwisata Indonesia Sebagai Penyumbang Devisa Negara. diakses Januari 2017

Recky Syahputra, 2018

PENGARUH *ELECTRONIC WORD OF MOUTH* TERHADAP KEPUTUSAN PEMBELIAN DI SURABI IMUT SETIABUDI
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu