

DAFTAR PUSTAKA

- Abdelaziz, Mohammed. (2015). Determinants of Electronic Word of Mouth influence on Hotel Customers Purchasing Decision.
- Ali, Hasan, 2013. "Marketing dan Kasus-Kasus Pilihan". Yogyakarta : Center for Academic Publishing Service.
- Angela Chang, C., & Kukar-Kinney, M. (2011). The effects of shopping aid usage on consumer purchase decision and decision satisfaction. *Asia Pacific Journal of Marketing and Logistics*, 23(5), 745–754. <http://doi.org/10.1108/13555851111183110>
- Bachleda, C., & Berrada-Fathi, B. (2016). Is negative eWOM more influential than negative pWOM? *Journal of Service Theory and Practice*, 26(1), 109 – 132. <http://doi.org/10.1108/JSTP-11-2014-0254>
- Bandyopadhyay, S. (2016). Factors Affecting the Adoption of Electronic Word-of-Mouth in the Tourism, 7(1), 10–18.
- Barber, N., Kuo, P.-J., Bishop, M., & Jr, R. G. (2012). Measuring psychographics to assess purchase intention and willingness to pay. *Journal of Consumer Marketing*, 29(4), 280–292. <http://doi.org/10.1108/07363761211237353>
- Basri, N. A. H., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of Word of Mouth Communication on Consumer Purchase Decision: Malay Upscale Restaurant. *Procedia - Social and Behavioral Sciences*, 222, 324–331. <http://doi.org/10.1016/j.sbspro.2016.05.175>
- Cantalops, A. S., & Salvi, F. (2014). International Journal of Hospitality

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

Management New consumer behavior: A review of research on eWOM and hotels, 36, 41–43.

Chang, A., Hsieh, S. H., & Tseng, T. H. (2014). Online brand community response to negative brand events: the role of group eWOM. <http://doi.org/10.1108/IntR-06-2012-0107>

Chen, M.-F., & Lee, C.-L. (2015). The impacts of green claims on coffee consumers' purchase intention. *British Food Journal*, 117(1), 195–209. <http://doi.org/10.1108/BFJ-07-2013-0196>

Cheung, C. M. K., & Thadani, D. R. (2010). The effectiveness of electronic Word-of-Mouth communication: A literature analysis electronic. *23rd Bled eConference eTrust: Implications for the Individual, Enterprises and Society*, (February 2009), 329–345. <http://doi.org/10.1016/j.dss.2012.06.008>

Chikweche, T., Stanton, J., & Fletcher, R. (2012). Family purchase decision making at the bottom of the pyramid. *Journal of Consumer Marketing*, 29(3), 202–213. <http://doi.org/10.1108/07363761211221738>

Chu Shu & Yoojung Kim. (2015). Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites. <https://doi.org/10.2501/IJA-30-1-047-075>

Doosti, S., Jalilvand, M. R., Asadi, A., Khazaei Pool, J., & Mehrani Adl, P. (2016). Analyzing the Influence of Electronic Word of Mouth on Visit Intention: the Mediating Role of Tourists' Attitude and City Image. *Journal of Small Business and Enterprise Development*, 2(2). <http://doi.org/10.1108/02656710210415703>

Duffett, R. G. (2015). *Facebook advertising's influence on intention-to-*

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

purchase and purchase amongst Millennials. Internet Research (Vol. 25). <http://doi.org/10.1108/IntR-01-2014-0020>

Erkan, I., & Evans, C. (2014a). The Impacts of Electronic Word of Mouth in Social Media on Consumer's Purchase Intentions. *International Conference on Digital Marketing*, 9(8), 11. <http://doi.org/10.5539/ijbm.v9n8p84>

Erkan, I., & Evans, C. (2014b). The Impacts of Electronic Word of Mouth in Social Media on Consumer's Purchase Intentions. *International Conference on Digital Marketing*, 11. Retrieved from <http://v-scheiner.brunel.ac.uk/bitstream/2438/9706/1/Fulltext.pdf>

Fikry, A., & Bustami, M. R. (2012). The impact of teenagers' gender and product importance on family decisions to purchase game consoles in Malaysia. *Business Strategy Series*, 13(2), 89–95. <http://doi.org/10.1108/17515631211205497>

Fan et al (2013). An integrative approach to eWOM and marketing communications.

Corporate Communications An International Journal.

Frikha, A. (2010). Conflict in purchase decision making within couples. *Journal of Islamic Marketing*, 1(3), 231–248. <http://doi.org/10.1108/17590831011082419>

Goyette, I., Ricard, L., Bergeron, J., & Marticotte, F. (2010). E-WOM scale: Word-of-mouth measurement scale for e-services context. *Canadian Journal of Administrative Sciences*, 27(1), 5–23. <http://doi.org/10.1002/cjas.129>

Guillet, B. D. ., Liu, W. ., & Law, R. . (2014). Can setting hotel rate restrictions help balance the interest of hotels and customers?

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

International Journal of Contemporary Hospitality Management,
26(6), 948–973. <http://doi.org/10.1108/IJCHM-01-2013-0020>

Harga, P., Fasilitas, D. A. N., Keputusan, T., Toar, S., Park, L., Park, E., & Mandey, S. L. (2015). MENGGUNAKAN JASA TAMAN WISATA TOAR LUMIMUUT (TAMAN EMAN) SONDER INFLUENCES OF PRICE , LOCATION AND FACILITIES TOWARDS A DECISION USING, 3(1), 1072–1083.

Hausmann, A. (2016). eWOM in The Performing Arts: Exploratory Insights For The Marketing of Theaters. <http://doi.org/10.1108/AAM-08-2013-0013>

Hennig-thurau, T., Eifler, V., Gwinner, K. P., & Gremler, D. D. (2004). Electronic Word-Of-Mouth Via Consumer-Opinion Platforms : What Motivates Consumers To Articulate Themselves On The Internet, 18(1). <http://doi.org/10.1002/dir.10073>

Hsu, L.-C. (2016). Investigating community members ’ eWOM effects in Facebook fan page. <http://doi.org/10.1108/IMDS-07-2015-0313>

Hung, K.-P., Chen, A. H., Peng, N., Hackley, C., Tiwaskul, R. A., & Chou, C. (2011). Antecedents of luxury brand purchase intention. *Journal of Product & Brand Management*, 20(6), 457–467. <http://doi.org/10.1108/10610421111166603>

Iuliana-Raluca, G. (2012). Word-of-mouth communication: a theoretical review. *Marketing and Management of Innovations*, (1), 132–139.

Jae, Sun. (2009). How Consumer Evaluate Ewom (*electronic word of mouth*). <https://doi.org.10.1089/cpb.2008.0109>.

James, J. (2016). Sport , Business and Management : An International Journal Article information : Theory of Planned Behavior and

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

Intention to Purchase Sport Team Licensed Merchandise.

- Jeong, E., & Jang, S. S. (2011a). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356–366. <http://doi.org/10.1016/j.ijhm.2010.08.005>
- Jeong, E., & Jang, S. S. (2011b). Restaurant experiences triggering positive electronic word-of-mouth (eWOM) motivations. *International Journal of Hospitality Management*, 30(2), 356–366. <http://doi.org/10.1016/j.ijhm.2010.08.005>
- Kartini, F. (2014). Variabel Yang Mempengaruhi Keputusan Pemilihan Hotel Syariah, *IX*(1), 83–102.
- Kim, E. E. K., & Lee, C. H. (2015). How do consumers process online hotel reviews? The effects of eWOM consensus and sequence. *How Do Consumers Process Online Hotel Reviews? The Effects of eWOM Consensus and Sequence*.
- Koo, H. J. D. (2015). Combined effects of valence and attributes of e-WOM on consumer judgment for message and product. <http://doi.org/10.1108/IntR-09-2013-0199>
- Kotler, Bowen, & Makens. (2014). *Marketing for Hospitality and Tourism*.
- Kotler, P., & Keller, K. L. (2009). *Marketing Management. Organization* (Vol. 22). <http://doi.org/10.1080/08911760903022556>
- Lee, C. H., Eze, U. C., & Ndubisi, N. O. (2011). Analyzing Key Determinants of Online Repurchase Intentions. *Asia Pacific Journal of Marketing and Logistics*, 23(2), 200–221. <http://doi.org/10.1108/13555851111120498>
- Lee, M., & Youn, S. (2009). Electronic word of mouth (eWOM).

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

International Journal of Advertising, 28(3), 473–499.
<http://doi.org/10.2501/S0265048709200709>

Lerrthairakul, W., & Panjakajornsak, V. (2014). The Impact of Electronic Word-of-Mouth Factors on Consumers' Buying Decision-Making Processes in the Low Cost Carriers: A Conceptual Framework. *International Journal of Trade, Economics and Finance*, 5(2), 142–146. <http://doi.org/10.7763/IJTEF.2014.V5.357>

Litvin, S., Goldsmith, R., & Pan, B. (2006). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458–468. <http://doi.org/10.1016/j.tourman.2011.06.012>

Litvin, S. W., Goldsmith, R. E., & Pan, B. (2008). Electronic word-of-mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458–468. <http://doi.org/10.1016/j.tourman.2007.05.011>

Luís Abrantes, J., Seabra, C., Raquel Lages, C., & Jayawardhena, C. (2013). Drivers of in group and out of group electronic word of mouth (eWOM). *European Journal of Marketing*, 47(7), 1067–1088. <http://doi.org/10.1108/03090561311324219>

Mason-Jones D.R., R. and T. (2016). Brand Love And Positive Word Of Mouth: The Moderating Effects Of Experience And Price. *Brand Marketing*. <http://doi.org/10.1108/09574090910954864>

Musyoki, J., & William, B. (2012). Determinants of Consumer Purchase Decisions in Zero Rated Hotels in Eldoret, 3(21), 158–164.

Pettigrew, A. M. (2013). The Industrial Purchasing Decision as a Political Process.

Pitana I, Gede dan Gayatri, Putu G. (2005). Sosiologi Pariwisata.

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

Yogyakarta: Andi.

- Ponsignon, F., Klaus, P., Maull, R. S., Ponsignon, F., Klaus, P., & Maull, R. S. (2015). Brand Personality and Purchase Intention. <http://doi.org/http://dx.doi.org/10.1108/JEIM-07-2014-0077>
- Prayag, Sameer. (2013). Understanding the Relationships between Tourists Emotional Experiences, perceived Overall Image, Satisfaction, and Intention to Recommend.
- Pourabedin, Z., & Migin, M. W. (2015). Hotel Experience and Positive Electronic Word of Mouth (e-WOM).
- Pristanto, Y., Yang, A. F., Keputusan, M., Pada, M., Bintang, H., Pristanto, Y., ... Handini, Y. D. (2013). Analisis Faktor-faktor Yang Mempengaruhi Keputusan Menginap Pada Hotel Bintang Mulia Jember (Analys Factors That Influence Stay Overnight Decision At Bintang Mulia Hotel Jember).
- Riduwan. 2010. Skala Pengukuran Variabel Penelitian. Bandung: Alfabeta.
- Sahney, U. R. H. and S. (2016). Understanding Twitter as an e-WOM. <http://doi.org/10.1108/JSIT-12-2014-0074>
- Schiffman, L. G., Kanuk, L., & Hansen, H. (2012). *Consumer Behaviour “a European Outlook”* (Second Edi).
- Schiffman, L., & Kanuk, L. (2010). *Consumer Behavior*.
- Schiffman, L., & Kanuk, L. (2014). *Consumer Behavior* (11th editi).
- Sernovitz, A. (2006). *Word of Mouth Marketing: How Smart Companies Get People Talking*. Chicago Kaplan Publishing. Retrieved from <http://www.amazon.com/dp/1419593331>
- Sharma, R. S., Morales-Arroyo, M., & Pandey, T. (2012). The Emergence of Electronic Word-of-Mouth as a Marketing Channel for the Digital

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

Marketplace. *Journal of Information, Information Technology, and Organizations*, Vol. 6, pp. 41–61.

Silalahi, U. (2009). *Metode Penelitian Sosial*.

Steffes, E. M., & Burgee, L. E. (2009). Social ties and online word of mouth. *Internet Research*, 19(1), 42–59.
<http://doi.org/10.1108/10662240910927812>

Stokes, D., & Lomax, W. (2002). Taking Control of Word-of-Mouth Marketing: The Case of an Entrepreneurial Hotelier. *Journal of Small Business and Enterprise Development*, 9(4), 349–357.
<http://doi.org/10.1108/14626000210450531>

Sugiyono. (2013). *Metode Penelitian Pendidikan*.

Sugiyono. (2013). *Metode Penelitian Pendidikan edisi Revisi*.

Sekaran, Uma. (2013). *Research Methods for Business A Skill Building Approach*.

C. Park dan Lee. (2007). *Information direction, website reputation and eWOM effect: A moderating role of product type*

Tag-Eldeen, A. A. (2009). Assessment of electronic word-of-mouth on Customers' Purchasing Decisions of Hospitality Services in Egypt. *2Nd Advance in Hospitality and Tourism Marketing and Management Conference, Isbn 978- 960- 287- 139- 3*.

Thanasuta, K. (2005). Thai consumers' purchase decisions and private label brands. *Journal of Small Business and Enterprise Development*, 12(4), 564–578. <http://doi.org/10.1108/02656710210415703>

Tirelli, C., & Pilar Martínez-Ruiz, M. (2014). Influences of product attributes on sojourners' food purchase decisions. *British Food Journal*, 116(2), 251–271. <http://doi.org/10.1108/BFJ-01-2012-0019>

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

- Wu, S.-I., & Lo, C.-L. (2009). The Influence Of Core-Brand Attitude and Consumer Perception on Purchase Intention Towards Extended Product. *Asia Pacific Journal of Marketing and Logistics*, 21(1), 174–194. <http://doi.org/10.1108/13555850910926317>
- Yaniv, G., & Shalom, L. (2016). Antecedents of Attitudes toward eWOM Communication: Differences across Channels. *Internet Research*, 26(5). <http://doi.org/10.1108/IntR-08-2014-0201>
- Yeung, R. M. W., Brookes, M., & Altinay, L. (2016). The hospitality franchise purchase decision making process, 28(5), 1009–1025. <http://doi.org/10.1108/IJCHM-08-2014-0399>
- Ying, H. L., & Chung, C. M. Y. (2007). The effects of single-message single-source mixed word-of-mouth on product attitude and purchase intention. *Asia Pacific Journal of Marketing and Logistics*, 19(1), 75–86. <http://doi.org/10.1108/13555850710720911>
- Zhang, J., & Austin, T. (2009). Third-Person Effect and Social Networking. *American Journal of Business*, 24(2), 53–63. <http://doi.org/10.1093/joc/55.2.242>

SumberBuku

- Bowie & Buttle. (2011). *Hospitality Marketing*.
- Kotler, Bowen, & Makens. (2017). *Marketing for Hospitality and Tourism*.
- Kotler, Bowen, & Makens. (2014). *Marketing for Hospitality and Tourism*.
- Kotler and Armstrong. 2015. *Marketing an Introducing* Prentice Hall twelfth edition. England:Pearson Education, Inc.
- Kotler, P. (n.d.). *Marketing Management*, Millenium Edition.
- Kotler & Keller. (2016). *Marketing Management*

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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

- Nanda, Yulingga. (2017). Statistika Pendidikan.
- Schiffman, L. G., Kanuk, L., & Hansen, H. (2012). *Consumer Behaviour “a European Outlook”* (Second Edi).
- Schiffman, L., & Kanuk, L. (2010). *Consumer Behavior*.
- Schiffman, L., & Kanuk, L. (2014). *Consumer Behavior* (11th editi).
- Silalahi, U. (2010). *Metode Penelitian Sosial*.
- Sugiyono. (2012). *Metode Penelitian Pendidikan*.
- Swasta & Irawan. (2001). Manajemen Pemasaran.

Sumber Internet dan Objek

- Rep-Jo, 2015, HunianKamar Hotel Bandung Turun.Diakses 2 November 2016. <http://jabarprov.go.id/index.php/news/18449/2016/08/01/Hunian-Kamar-Hotel-Bandung-Turun>
- Tingkat HunianKamar Hotel Berbintang 2016 di Indonesia.Diaksespada 2 November 2016.<https://www.bps.go.id/Publikasi/view/id/4268>
- Tingkat HunianKamar Hotel Berbintang 2016 Jawa Barat. Diaksespada 2 November 2016.<http://data.go.id/dataset/tingkat-penghunian-kamar-pada-hotel-bintang>
- Tingkat HunianKamar Hotel Berbintang 2016 Klasifikasi Hotel Berbintang.Diaksespada 2 November2016.<http://jabar.bps.go.id/index.php/pencarian?keywordforsearching=hotel+bintang&yt1=Cari>
- Occupancy Crowne Plaza Bandung via Room Divison Manager 2015

Bekti Sabila Riyanto, 2018

PENGARUH ELECTRONIC WORD-OF-MOUTH TERHADAP KEPUTUSAN MENGINAP DI CROWNE PLAZA BANDUNG

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