

## DAFTAR PUSTAKA

- A H.Hemant Kumar, S.Franklin John, S.Senith. 2014. *A Study on Factors Influencing Consumer Buying Behavior in Cosmetic Products*. International Journal of Scientific and Research Publications.
- Ahmad Sarwat. 2011. *Seri Fiqih Kehidupan edisi ke-6 Haji& Umrah*. Jakarta Selatan: DU Publishing
- Adunola Oluremi Oke, Parinda Kamolshotiros, Oluwamayowa Yewande Popoola, Musibau Akintunde Ajagbe, and Olusola Joshua Olujobi. 2015. *Consumer Behavior towards Decision Making and Loyalty to Particular Brands*. EconJurnal.
- Alberto A´ lvarez-Sua ´ rez and Ramo ´ n Fuentes. 2011. *Travel agencies in Alicante, Spain: a productivity analysis*. Emerald Group Publishing Limited.
- B. N. Malar Selvi, J. Edwin Thomson. 2016. *An Exploratory Study on the Electronic Word of Mouth Communication in Promoting Brands in the Online Platforms*. Scientific Research Publishing.
- Burak Kartal, Mustafa Tepeci and Hakan Atlı. 2015. *Examining the Religious Tourism Potential of Manisa, Turkey with a marketing perspective*. Emerald Group Publishing Limited.
- Daniele Mathras, Adam B. Cohen, Naomi Mandel, and David Glen Mick. 2016. *The Effects of Religion on Consumer Behavior: A Conceptual Framework and Research Agenda*. Northeastern University, Arizona State University, University of Virginia.
- David R. Rink and Harold W. Fox. 2011. *Coordination of Procurement Activities with Demand: An Expanded Conceptual Model*. USA.
- Delia Fratu. 2011. *Factors of Influence And Changes in The Tourism Consumer Behaviour*. Transilvania University of Braşov.
- 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
- Dian Wahyu Utami, Marheni Eka Saputri, ST,. MBA. 2015. *The Influence of Electronic Word of Mouth (E-Wom) on The Consumer Buying Decision in Café Roti Gempol Dan Kopi Anjis Bandung*. Telkom University
- Dwi Apriani and Mahir Pradana. 2017. *The Influence of Electronic Word Of Mouth (Ewom) Towards Consumers' Purchase Decision At Bakso Boedjangan, Bandung*. IJRDO

- Fateme Shafaei and Badaruddin Mohamed. 2015. *Involvement and brand equity: a conceptual model for Muslim tourist*. Emerald Group Publishing Limited
- Fiano Dendi Sualang. 2015. *The Influence Analysis of Integrated Marketing Communication Mix on Consumer Purchasing Decision - Study Case of Pt. Multi Citra Abadi*. University of Sam Ratulangi
- Furqon Mukminin. 2015. *Manajemen Pelayanan Biro Perjalanan Haji Dan Umrah*. Universitas Islam Negeri Walisongo Semarang
- Guo Qi and Li Dandan. 2013. *The Effect of Brand Position on Consumer Choices of Luxury Brands: A Cross Cultural Study Between British and Chinese Consumers*. Canadian Social Science
- Hamira Zamani-Farahani and Joan C. Henderson. 2010. *Islamic Tourism and Managing Tourism Development in Islamic Societies: The Cases of Iran and Saudi Arabia*. Wiley InterScience
- Huda Almutlaq. 2016. *Exploring The Relationship Between Brand Image And Consumer Purchasing Decision: A Theoretical Framework*. Journal of American Science
- I Gusti Bagus Rai Utama and Ni Made Eka Mahadewi. 2012. *Metodologi Penelitian Pariwisata & Perhotelan*. Yogyakarta: Penerbit Andi
- Irma Riantika. 2016. *Pengaruh Electronic Word of Mouth, Daya Tarik, dan Lokasi terhadap Keputusan Berkunjung Wisata di Curug Sidharjo*. Universitas Sanata Dharma
- Irwan Shahrinaz, Jati kasuma, Yusman Yacob, Dayang Hummida Abang Abdul Rahman, Ahmad Faisal Mahdi. 2016. *Relationship and Impact of E-WOM and Brand Image Towards Purchase Intention Of Smartphone*. JSRAD
- Ismail Erkan. 2016. *The Influence of Electronic Word of Mouth in Social Media on Consumers' Purchase Intentions*. Brunel University
- Kauthar Nasiruddin, Haslinda Hashim, and Raja Nerina Raja Yusof. 2016. *Electronic Word of Mouth: Exploring The Consumer Perspective*. IJABM
- Keles Dikna Maria, Paulus Kindangen, Farlane S. Rumokoy. 2016. *The Effect of Electronic Word of Mouth on Consumer Buying Decision in Lazada*. University of Sam Ratulangi Manado
- Koji Ishida, Lisa Slevitch and Katia Siamionava. 2016. *The Effects of Traditional and Electronic Word-of-Mouth on Destination Image: A Case of Vacation Tourists Visiting Branson, Missouri*. [www.mdpi.com/journal/admsci](http://www.mdpi.com/journal/admsci)
- Kuntjojo. 2009. *Metodologi Penelitian*. Kediri

- Kuo-Chien Chang. 2015. *How Travel Agency Reputation Creates Recommendation Behavior*. Emerald Group Publishing Limited
- Lili Widyawati. 2015. Pengaruh Pelayanan Dan Harga Terhadap Keputusan Pembelian Smartphone Merek Samsung Pada UD. Surya Phone Di Samarinda. *E Journal Ilmu Administrasi Bisnis*
- Ly Thi Minh Pham. 2016. *The Impact of Electronic World-of-Mouth (Ewom) to The Purchase Intention for Cosmetic Products of Online Customers: An Investigation In Vietnam*. Prague
- Malhotra, Naresh K dan David F. Briks. 2010. *Marketing Research : An Applied Approach*. England : Peason Education Limited
- Manoj Kumar Sharma. 2014. *The Impact on Consumer Buying Behaviour: Cognitive Dissonance*. Research India Publications
- Maryam Albughuli. 2011. *Exploring Motivations and Values for Domestic Travel from an Islamic and Arab Standpoint The Case of Saudi Arabia*. University of Waterloo, Canada
- Mudassir Husnain, Imran Qureshi, Tasneem Fatima and Waheed Akhtar. 2016. *The Impact of Electronic Word-of-Mouth on Online Impulse Buying Behavior: The Moderating role of Big 5 Personality Traits*. *Journal of Accounting & Marketing*
- Muhammad Adnan Sharif, Dr. Wisal Ahmad and A yaz Ahmad. 2016. *Electronic Word Ofmouth: Investigating The Influence Ofelectronic Message Source Credibility, Message Appeal and Brand Equityon Consumer Purchase Intention*. *City University Research Journal*
- Muhammad Faza Mutaqin. 2016. Pengaruh *Electronic Word of Mouth* terhadap Keputusan Menginap. Universitas Pendidikan Indonesia
- Mustari, Abd. Rahman Kadir , Muhammad Asdar and Indrianty Sudirman. 2016. *Effect of Marketing Communications, Brand Equity, Brand Awareness Attitudes and Decision Of Customers PT. Mortgage In South Sulawesi*. Hasanuddin Universty
- Nahed Al-Haidari and Jane Coughlan. 2014. *The Influence of Electronic-Word-of-Mouth on Consumer Decision-Making for Beauty Products in a Kuwaiti Women's Online Community*. *Eastasia*
- Nasif Chowdhury. 2016. *The Impact of Electronic Word-of-Mouth on Consumers' Purchase Intentions in Bangladesh Telecommunication Industry*. Econstor
- Noraini Sa'ait, Agnes Kanyan and Mohamad Fitri Nazrin. 2016. *The Effect of E-WOM on Customer Purchase Intention*. IARJ

- Novita Indri None, Mulyadi dan Vandri Kallo. 2016. Hubungan Pola Komunikasi Keluarga dengan Tingkat Depresi pada Lansia di Kelurahan Malalayang Satu Timur Kecamatan Malalayang. Universitas Sam Ratulangi Manado
- Nyoni Laksana. 2011. Pengaruh Persepsi Harga, Kualitas Pelayanan dan Lokasi terhadap Keputusan Nasabah dalam Pengambilan Kredit Berjangka pada Bank Jateng Cabang Semarang
- Philip Kotler and Gary Armstrong. 2012. *Principles of Marketing* 14E. Pearson
- Philip Kotler, Jhon T Bowen, James Makens. 2014. *Marketing for Hospitality and Tourism*. Pearson
- Philip Kotler & Kevin Lane Keller. 2016. *Marketing Management* 15e. Pearson
- Raden Synthia Billqis. 2017. Pengaruh *Corporate Reputation* Serta Dampaknya Terhadap *Customer Citizenship Behavior*. Universitas Pendidikan Indonesia
- Satyendra Singh, Tapas R. Dash, and Irina Vashko. 2016. *Tourism, Ecotourism And Sport Tourism: The Framework for Certification*. Emerald Group Publishing Limited
- Sekaran, Uma. 2008. *Research Methods For Business (Metodologi Penelitian untuk Bisnis)*. Jakarta: Salemba Empat
- Solmaz Soltani. 2012. *Strategic Marketing Plan in Product Life Cycle*.
- Soumava Bandyopadhyay. 2016. *Factors Affecting the Adoption of Electronic Word-of-Mouth in the Tourism Industry*. Ijbsnet
- Sugiyono. 2012. Memahami Penelitian Kuantitatif. Bandung : Alfabeta
- Tabachnick dan Fidel. 2013. *Using Multivariate Statistics*. Boston: Pearson Education
- Tanja Lautiainen. 2015. *Factors Affecting Consumers' Buying Decision in the Selection of a Coffee Brand*. Saimaa University of Applied Sciences
- Umar, Husein. 2008. Metode Riset Bisnis. Jakarta: PT. Gramedia Pustaka Utama
- Wahju Wulandari. 2012. Pengaruh *Marketing Mix* terhadap Keputusan Pembelian pada Waserda Ukm Mart Koperasi Karyawan Widyagama Malang. Universitas Widyatama Malang
- Weerawit Lerrthaitrakul and Vinai Panjakajornsak. 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

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*. Openscienceonline

Yuriko Delvita Bambang. 2016. Pengaruh *Destination Image* terhadap Keputusan Berkunjung Wisatawan Indonesia. Universitas Pendidikan Indonesia

Yvette Reisinger. 2009. *International Tourism Cultures and Behavior*. Butterworth–Heinemann publications

**Lembaga :**

*Front Office Department* Khalifah Tour

*Sales Marketing* Khalifah Tour

**Website :**

<http://haji.kemenag.go.id/v2/basisdata/waiting-list>

<http://umroh-hajisurabaya.com/blog/dampak-kenaikan-usd-terhadap-biaya-paket-umroh-murah/>

<http://www.berhaji.com/berita-terkini/keatangan-jamaah-umrah-tahun-depan-diprojeksikan-mencapai-8-juta-jiwa>

<http://bisniskeuangan.kompas.com/read/2017/05/29/080929626/izin.24.perusahaan.perjalanan.umrah.dicabut.kemenag.perketat.pengawasan>

<https://www.bersosial.com/threads/penyebab-gagal-umroh.35773>

<http://bertuahpos.com/berita/imbis-lemahnya-rupiah-biaya-umroh-di-pekanbaru-rp-.html>

<http://biayaumroh.org/penyebab-gagal-umroh-oleh-penyelenggara>

<http://www.pikiran-rakyat.com/bandung-raya/2013/12/23/263455/kenaikan-kurs-dolar-turunkan-minat-umrah>

<http://www.solopos.com/2015/07/26/ramadan-2015-peminat-umrah-ramadan-turun-30-ini-penyebabnya-627401>

<https://travel.dream.co.id/umroh/mengapa-banyak-yang-memilih-umroh-di-akhir-tahun-161027z.html>

<http://www.khalifahtour.com/tentang-kami>

<http://bonitaumrah.com/perintah-allah-dalam-al-quran-untuk-melaksanakan-ibadah-umrah-dan-haji>

<https://www.khalifahajj.travel/perintah-dan-ayat-haji-dalam-al-quran/>

Eris Setiawan, 2018

PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PAKET WISATA RELIGI DI KHALIFAH TOUR

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