

DAFTAR PUSTAKA

- Admovicus, et all. (2008). *Towards the Next Generation Of Recommender : A Survey Of The State Of The Art And Possible Extensions*. IEEE Trans Knowl Data Eng 17(6), 734-749.
- Ampaziz,N. (2008). *Collaborative Filtering via Concept Decomposition on the Netflix Dataset*. ECAI Workshop on Recommender System. Greece. 26-30.
- Andreasen, A. R. (1968). *Attitudes and Customer Behavior: A Decision Model*. In HH.
- Arikunto, Suharsimi, (2009), *Prosedur Penelitian Suatu Pendekatan Praktis*, Yogyakarta: Bina Aksara.
- Berkowitz. (2000). *Marketing Management*. New York: John Wiley & Sons.
- Bellah, R. N., Madsen, R., Sullivan, W.M., Swidler, A. & Tipton, S.M. (1985). *Habits of the heart: Individualism and Commitment in American life*. New York: Harper & Row hal 333
- Bungin. Burhan, (2006). *Sosiologi Komunikasi*, Jakarta: Kencana.
- Chen, Wen-Kuo, Huang, et all. (2008). *Understanding Consumer Recommendation Behavior in a Mobile Phone Service Context*. National Taiwan University, Taipei, Taiwan: Department of Information Management.
- Csikszentmihalyi, M. (1990). *Flow: The Psychology of Optimal Experience*. Harper Collins, New York.
- David W. Cravens,. (1996). *Pemasaran Strategis*. Jakarta: Elangga.
- Delobelle, Vanina,. (2008). *Community: A Critical Response*. Sandy. Inc
- Devasagayam, R. & Heuvel, DAV. (2004). *Geo Free Brand Comms: Building brand Communities Using Blogs* . Paper presented at the Virtue in Marketing, 38th Academy of Marketing [UK] Conference, University of Gloucestershire Business School, Cheltenham, England
- Dewey, John. (1989). *Community*. New York:Hans. inc
- Dharmmesta, Basu Swastha. Handoko, Hani. (2009). *Manajemen Pemasaran; Analisa Perilaku Konsumen*; Yogyakarta: BPFE.

- Dunham L., Freeman RE, Liedtka J. (2006). *Enhancing Stakeholder Practice: A Particularized Exploration of Community*. Business Ethics Quarterly 16: 23-42
- Etzioni, A. (1993). *The Spirit of Community: Rights, Responsibility, and the Communitarian Agenda*. New York: Crown.
- Evans, Dave,. (2008). *Social Media Marketing- An Hour a day*. Indianapolis, Indiana: Wiley Publishing.
- Gibbs, J. (1995). *Tribes*. Sausalito, CA: Center Source Systems.
- Gusfield, J.(1978). *Community: A Critical Response*. New York, Harper: Row.
- Hare, A. P., & Davies, M. F. (1994). *Social interaction*. In A. P. Hare, H. H. Blumberg, M. F. Davies, & M. V. Kent (Eds.) *Small group research: A handbook*, p. 169-193. Norwood, NJ: Ablex.
- Howkins, Mothersbaugh, Best (2007). *Cunsomer Behavioral*. New York, America: The McGraw-Hill Companies.
- Jeffkins Frank. (1997). *Periklanan* , Jakarta : Erlangga
- John, Mullins. Orville et all. (2010). *Marketing Management. Sixth Edition ;A Strategic Decision- Making Approach*, New York, America: The McGraw-Hill Companies.
- Kassarjian et all. (2007) *Perspectives in consumer behavior* (pp. 498–510).
- Kertajaya, Hermawan. (2004). *Seri 9 Elemen; Marketing on Targeting*, Bandung: Mizan.
- _____. (2007). *Seri 9 Elemen Marketing Mix*, Bandung: Mizan
- _____. (2002). *Markplus on Strategy*. Jakarta: PT. Gramedia Pustaka Utama.
- _____. (2009). *New Wave Marketing*. Jakarta: PT. Gramedia Pustaka Utama.
- Kotler, Armstrong. (2006). *Principles of Marketing, 11th Edition Pearson Internasional Edition*, New Jersey: Prentice Hall
- _____, Swee Hoon Ang, et all. (2009). *Manajemen Pemasaran di Asia*, Jakarta.: PT. Indeks Kelompok Gramedia.

- ____, Philip. Keller, Kevin Lane. (2009). *Manajemen Pemasaran*, Cetakan Kedua. Jakarta: PT. INDEKS.
- Pinchot, Gifford. (1998). *Building Community in the Work Place; The Community of The Future*; Jossey-Bass Publishers.
- Phyllis, Macfarlane, (1991) *Sample Design in Selection and Estimating, in Researching Business Markets*, ed K Sutherland, pp 141–62, Kogan Page, London
- Marquis C., Glynn MA, Davis GF (2007). *Community, Isomorphism and Corporate Social Action*. *Academy of Management Review* 32: 925-945
- McGinty, L et al. (2009). *Selection : Analysis Of Critiquing And Preference Based Feed Back In Conversation On Recommender Systems*. *Int J Electron Commerce* 11(2), 35-57.
- McNeil, Ruth. (2005). *Business to Business Market Research "Understanding and Measuring Business Markets"*. Kogan Page. London and Sterling, VA
- Miller B. N., et al. (2004). *PocketLens: Toward a Personal Recommender System* *ACM Transactions on Information Systems*, 22(3):437–476.
- Morgan, N.A. and Rego, L.L. (2006). *The Value of Different Customer Satisfaction and Loyalty Metrics in Predicting Business Performance*. *Marketing Science*, 25(5), 426-439.
- Needham. 2008. *Enhancing Word-of-Mouth Referral*. *ANZMAC 2008 Conference Proceedings*. Central Queensland University. Adelaide
- Nitisemito, Alex. (1984). *Marketing*, Jakarta: Ghalia Indonesia.
- Oliver, R.L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Boston: McGraw-Hill.
- Preece, J. (2000). *Online Communities: Designing Usability, Supporting Sociability*. New York: John Wiley & Sons.
- Raphel, et al. (1995), *Up the Loyalty Ladder*”, *World Executive's Digest*, December, pp. 54-55.
- Sandeep. (2006). *Krishnamurthy. Contemporary Research in E-Marketing*. *Idea Group Publishing*. Hershey, London, Melbourne, Singapore

Senecal, et all. (2004). *Online Influence of Relevant Others: A framework (Working Paper)*. RBC Financial Group Chair of E-Commerce. University of Montreal: HEC Montreal.

Sekaran,Uma. Roger Bougie. (2009). *Research Methods for Business: A Skill Building Approach*. John Wiley & Sons, Limited. Academic Internet Publishers Incorporated.

Sopiah. (2009). *Perilaku Organisasi*: Yogyakarta: Penerbit Andi

Sugiyono, (2008). *Metode Penelitian Bisnis*. Bandung: Alfabeta

_____, (2009). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta

Suryani, Tatik. (2008). *Prilaku Konsumen*, Yogyakarta: Graha ilmu.

Tinto, V. (1993). *Leaving college: Rethinking The Causes and Cures of Student Attrition*. (2nd ed.) Chicago: University of Chicago Press.

Tjiptono, Fandi. (2005). *Pemasaran Jasa*, Malang: Bayumedia Publishing

Umar, Husein. (2002), *Metode Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.

Warren, J Keegan.(1997) *Principles of Global Marketing*. Jakarta: PT. INDEKS.

Wellman, B. (1999). *The Network Community: An introduction to Networks in the Global Village*. In Wellman, B. (Ed.) *Networks in the Global Village*. p. 1-48. Boulder, CO: Westview Press. CO: Westview Press.

Williams, Raymond,. (2005). *Community*. Boston, USA; Mars Book

Wood, LM. (2001). *Brand Loyalty*. Ankeny Iowa: *Grapentine Company. Inc.* (On-Line Available FTP: www.Grapentine.com/Displayon-gsp?id=26)

Zanker,M,et all. (2007). *Comparing Recommendation Strategies In A Commercial Context*. IEEE Intell Syst.

JURNAL :

Algesheimer, Rene et all. (2005). *The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation* Rice. *Journal of marketing*

- Barney, J.B. (1991). *Firms Resources and Sustained Competitive Advantage*. *Journal of Management*, 17: 99-120.
- Bartl, et all. (2004). *Community Based Innovation: How to Integrate Members of Virtual Communities into New Product Development*. *Journal of Marketing*: pp 2-27
- Brown, J, Reingen, P. H. (1987). *Social Ties and Word-of-Mouth*. *Journal of Marketing*.
- Childers, TL, & Rao, R. (1992). *The Influence of Familial and Peer-Based Reference Groups*. *Journal of Consumer Research* , 19 (2), 198–212.
- Cutler, R.H. (1995). *Distributed Presence and Community in Cyberspace, Interpersonal Communication and Technology*. *A Journal for the 21st Century*
- Davidson, Mc Neil dan Ferguson. (2007). "Magazine Communities: Brand Community Formation in Magazine Consumption", *International Journal of Sociology and Social Policy*
- De Valck, Van Bruggen et all (2009). *Virtual Communities: A Marketing Perspective*. *Decision Support Systems*, Vol. 47, pp. 185-203.
- Doney, P. M. & Cannon, J.P. (1997). *An Examination of The Nature of Trust in Buyer-Seller Relationships*, *Journal of Marketing*, 61 (April), p. 35-51.
- Gremler, et all. (2001). *Generating Positive Word-of-Mouth Communication through Customer-Employee Relationships*. *International Journal of Service Industry Management*, 12(1),44-59.
- Gounaris and Stathakopoulus. (2004). *Antecedent and Conquences of Brand Loyalty: an Empirical Study*. *Journal of Brand Management*. (On-line) vol 11, Iss, 4; pg.283, 24 pgs
- Hagel, J, et all. (1996). *The Real Value of Online Communities*. *Harvard Business Review*. Mei-Juni (p. 134-141).
- Hope Jensen Schau, Albert M. Muniz, Jr., Eric J. Arnould. (2008). *How Brand Community Practices Create Value*. *The University of Arizona*. Forthcoming *Journal of Marketing*
- John W. Schouten & James H. McAlexander & Harold F. Koenig (2008). *Co-creation in consumer communities "The effect of Company Involvement on Value Creation in Consumer Communities"*. *Journal of Marketing*

- Kozinets, R. (1999). *E-tribalized Marketing?: The Strategic Implications of Virtual Communities Of Consumption*. European Management Journal. Volume, 17, No.3, pp. 252-264
- Kotler Philip . (2002), "*The Field Behind the Screen: Using Netnography for Marketing Research in Online Communities*". Journal of Marketing Research, 39 (1), pp. 61-72.
- Mangold, Glynn. (2009). *Word of Mouth Communication in the Service Market Place*. The Journal of Services Marketing. Santa Barbara
- McAlexander, Schouten and Koenig. (2002). *Building Brand Community*. Journal of Marketing, 66(1): 38-59
- McMillan, D.W. & Chavis, D.M. (1986). *Sense of Community: A Definition and Theory*. Journal of Community Psychology, 14(1), p. 6-23.
- Michael, Bartl, et all. (2008) *Community Based Innovation: How to Integrate Members of Virtual Communities into New Product Development*. The Journal of Product Innovation Management.
- Mittal, V. Et all. (1999). *Attribute-Level Performance, Satisfaction, and Behavioral Intentions Over Time: A Consumption-System Approach*. Journal of Marketing, 63(2), 88-101.
- Mortara, Ariela (2009) *The Consumers' Community Between The Real and The Virtual Space*, Journal of marketing
- Muniz, A et all (2001). "*Brand Community*", Journal of Consumer Research, 27 (4), pp. 412-432.
- Nidjat, Ibrahim,. (2007). *Membangun Komunitas Merek Pada Toyota – Corolla Club*. Jurnal Pemasaran
- Olaru, Doina, Sharon Purchase. (2008). *From Customer Value to Repurchase Intentions*. Journal of Business & Industrial Marketing.
- Palmatier, R.W, et all. (2006). *Factors Influencing the Effectiveness of Relationship Marketing: A Meta-Analysis*. Journal of Marketing, 70(4), 136-153.
- René Algesheimer, Sharad Borle, Utpal M. Dholakia, and Siddharth S. Singh. (2005). *The Impact of Customer Community Participation on Customer Behaviors: An Empirical Investigation*: Rice University, Houston, Journal of Marketing

Schau, Hope Jensen, et all. (2008). *How Brand Community Practices Create Value*. Journal of Marketing

Schouten, John W, et all. (2008). *Co-creation in Consumer Communities “The Effect of Company Involvement on Value Creation in Consumer Communities”*. Journal of Marketing

Steenkamp, J.-B. E. M., & Hofstede, F. T. (2002). *International market segmentation: Issues and perspectives*. International Journal of Research in Marketing, 19(3), 185–213.

Sylvain, Senecal, et all. (2004). *The Influence of Online Product Recommendations On Consumers’ Online Choices*. Journal of retailing.

SUMBER LAIN :

www.deprin.co.id

www.aisi.co.id

www.tempo.com

www.kawasaki-motor.co.id

www.kompas.co.id

www.media-indonesia.com

www.mix.co.id/Marketing Xtra

Media Indonesia edisi Kamis, 28 Januari 2010/No.10576/TahunXLI/Hal 18-19

Tempo, edisi 2 Januari 2010

MIX-MarketingXtra, Desember, 2009

Motor Plus Edisi 478 Sabtu, 12 April 2008

Peraturan Gubernur Jawa Barat nomor 561/Kep. 1665 - Bangsos/2009 Tentang Besaran Upah Minimum Kabupaten/Kota Di Jawa Barat Tahun 2010