DAFTAR PUSTAKA

- Aydin, S. and Ozer, G. (2005), "The analysis of antecedents of customer loyalty in the Turkish mobiletelecommunication market", *European Journal of Marketing*, Vol. 39 No. 7/8, pp. 910-25.
- Bambauer-Sachse, S. and Mangold, S. (2011), "Brand equity dilution through negative online word-of-mouthcommunication", *Journal of Retailing and Consumer Services*, Vol. 18, pp. 38–45.
- Chaudhuri, A. and Holbrook, M.B. (2001). "The chain of effects from brand trust and brand affect to brand performance: the role of brand loyalty". *Journal of Marketing*, 65, 81-94.
- Chatterjee, P., (2001), "Online reviews: do consumers use them?", Advances in Consumer Research, Vol. 28 No.1,pp. 129–133.
- Chin, W.W. (1998), "The partial least squares approach to structural equation modeling", in Marcoulides, G.A. (Ed.), Modern Methods for Business Research, Lawrence Erlbaum Associates, Hillsdale, NJ, pp. 295-336.
- Chynthiadewi, P. R and Hatammimi, J., (2014). The Influence of Electronic Word of Mouth Toward Brand Image and Purchase Intention of 13th Shoes.

 International Conference on Economics, Education and Humanities (ICEEH'14) Dec. 10-11, 2014 Bali (Indonesia)
- Cheung, C.M.K, Chan, M.K.O., & Rabjohn, N. (2008). The impact of electronic word-of-mouth, Internet research, 18(3), p. 229.
- Chevalier, J.A. and Mayzlin, D., (2006), "The effect of word of mouth on sales: online book reviews", *Journal of Marketing Research*, Vol. 43 No. 3, pp. 345–354.
- Davis, D.F., Golicic, S.L. & Marquardt, A. (2009). Measuring brand equity for logistics services. *The International Journal of Logistics Management*, 20, (2), 201-212.
- Ghozali, Imam. 2013. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hennig-Thurau, T., Gwinner, K.P., Walsh, G. and Gremler, D.D. (2004), "Electronic word-of-mouth via consumeropinion platforms: what motivates consumers to articulate themselves on the Internet?", *Journal of InteractiveMarketing*, Vol. 18 No. 1, pp. 38-52.
- Herr, P.M., Kardes, F.R. and Kim, J. (1991), "Effects of word-of-mouth and product-

- attribute information on persuasion: an accessibility-diagnosticity perspective", *Journal of Consumer Research*, Vol. 17 No. 4, pp. 454–462.
- J. A. Chevalier and D. Mayzlin, "The Effect of Word of Mouth on Sales: Online Book Reviews," National Bureau of Economic Research, Massachusetts, 2003.
- Jalilvand, M.R and Semiei, N (2012) "Marketing Intelligence & Planning Emerald Article: The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention" *Marketing Intelligence & Planning*, Vol. 30 Iss: 4
- Keller K.L. (2001). Building customer-based brand equity. *Marketing management*. Vol. 10(2).pp.14-19.
- Keller, K. L. (1993), "Conceptualizing, measuring, and managing customer-based brand equity", *Journal of Marketing*, Vol. 57 No. 1, pp. 1-22.
- Morgan, R.M., and Shelby, D.H. (1994, July) The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*. 58, pp. 20-38.
- Rizqia, Cynthia Dwi dan Hudrasyah, H. 2015. The Effect of Electronic Word-Of-Mouth on Customer Purchase Intentio (Case Study: Bandung Culinary Instagram Account) *Interbational Journal of Humanities and Management Sciences*. Volume 3 Issue 3.
- S. Bellman, G. Lohse and E. Johnson, "Predictors of Online Buying Behavior," *Communication of the ACM*, vol. 42, no. 12, pp. 32-38, 1999.
- Samuel, Hatane dan Lianto, A.S. 2014. Analisis eWOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran*. Vol 8 no 2.
- Sekaran, Uma. (2011). *Research Methods for Business 4th*. Edition. Jilid 1 & 2. Salemba Embat. Jakarta.
- Sekaran, Uma. 2006. Research Methods for Business. Metode Penelitian untuk Bisnis. Jakarta : Salemba Empat.
- Setiadi, Nugroho J. 2003, Perilaku Konsumen. Kencana Jakarta. Severin, Werner J dan James W. Tankard. 2005
- Shukla, P. (2010). Impact of interpersonal influences, brand origin and brand image on luxury purchase intentions: Measuring interfunctional interactions and a cross-national comparison. *Journal of World Business*, 46, (2), 242-252.
- Spear, S and Singh, S. N,. (2004) Measuring Attitude Toward the Brand and Purchase Intentions. *Journal of Current Issues and Research in Advertising, Volume 26, Number 2 (Fall 2004).*
- Trusov, M., Bucklin, R.E. and Pauwels, K. (2009), "Effects of word-of-mouth versus

- traditional marketing: findingsfrom an Internet social networking site", *Journal of Marketing*, Vol. 73 No. 5, pp. 90–102.
- Turney, P. M., and Littman, M. L. (2003) Measuring Praise and Criticism: Inference OfSemantic Orientation from Association. *National Research Council Canada, M-50 Montreal Road, Ottawa, Ontario, Canada, K1A 0R6*,
- Torlak, O, Ozkara, B. Y, Tilaty, M. A, Cengiz, H. Dulger, M, F. (2014). The Effect of Electronic Word of Mouth on Brand Image and Purchase Intention: An Application Concerning Cell Phone Brands for Youth Consumers in Turkey. *Journal of Marketing Development and Competitiveness vol.* 8(2) 2014
- Webster, F.E. and Keller, K.L. (2004), "A roadmap for branding in industrial markets", *Brand Management*, Vol. 11No. 5, pp. 388-402.
- Yoo, B. and Donthu, N. (2001), "Developing and validating a multidimensional consumer-based brand equityscale", *Journal of Business Research*, Vol. 52 No. 1, pp. 1–14.
- Zhu, F. and Zhang, X. (2010), "Impact of online consumer reviews on sales: the moderating role of product and consumer characteristics", *Journal of Marketing*, Vol. 74 No. 2, pp. 133–14.

