

DAFTAR PUSTAKA

- Aaker, David A, 2005, *Strategic Market Management*. New York, John Wiley & Son
- Christodoulides, George, Chernatony, Leslie de., & Harris Fiona J., 2004 *Developing a Brand Performance Measure for Financial Services Brands*. London The Service Industries Journal, Vol.24. No 2 (March 2004) pp.15-33 Published by Frank Cass.
- Delone, William,H, & Mclean, Ephraim R, 2004. *Measuring e-Commerce Success: Applying the DeLone & McLean Information Systems Success Model*. International Journal of Electronic Commerce / Fall 2004, Vol. 9, No. 1, pp. 31–47.M.E. Sharpe, Inc.
- Egan, John. 2008. *Relationship marketing: exploring relational strategies in marketing*. New Jersey 67458. Pearson Education Prentice Hall Upper Saddle River.
- Griffin, Jill. 2005, *Customer Loyalty = Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*. Jakarta ,Alih bahasa Dwi Kartini Yahya- Erlangga.
- Ha, H., & Perks, H. (2005). *Effects of consumer perceptions of brand experience on the Web: Brand familiarity, satisfaction and brand trust*. Journal of Consumer Behavior, Vol. 4 No.6, pp.438-523.
- Heizer, Jay H. , Render Barry.(2005). *Principles of Operations Management*. New Jersey, Prentice Hall Press.
- Hill, Nigel & Alexander, Jim. 2006 *Customer Satisfaction and Loyalty Measurement*. Burlintong USA . Ashgate Publishing Company Suit 420. 101.
- Hsu Hsuehen 2006 *An empirical study of web site quality, Customer value, and customer satisfaction on E shop*. Hollywood. The Bussines review, Cambridge Journal of marketing. Vol 5 edition 1 page 190, 4 pgs.
- Kotler, Philip. Hayes, Thomas Joseph, Bloom, Paul N.2002 *Marketing Professional service forward thinking strategis*, New Jersey, Prentice Hall Press.
- Keller, Kevin. 2008 *Framework for Marketing Management & Customer Case*. New Jersey 67458, Pearson Education, Prentice Hall Upper Saddle River.

- Keller, Kevin Lane.2008 *Strategic Brand Management, Building, Measuring, and Managing Brand Equity*, New Jersey , Third Edition Pearson Prentice Hall .
- Liao Z & Cheuang. MT 2001 Internet based e shopping and customer attitudes : an empirical study. *Information & management*, 38 (5) 299 -306.
- Liu, Hongxiu., Liu, Yong., Suomi, Reima.2009, “Measurement of E-Service Quality: An Empirical Study On Online Travel Service”, *Journal 17th European Conference on Information Systems Ecis2009-0449.R1*, ScholarOne Manuscript Central.
- Lowry, Paul Benjamin., Vance, Anthony., Moody, Greg., Beckman, Bryan., and Read, Aaron. 2008, *Explaining and Predicting the Impact of Branding Alliances and Website Quality on Initial Consumer Trust of E-Commerce Web Site*, *Journal of Management Information System/Spring 2008 Vol 24, No. 4* pp. 199-224. M.E. Sharpe Inc.
- Kinney V Mc., K, Yoon & M, Zahedi F 2002. The measurement of web customer satisfaction : An Examination and disconfirmation approach. *Information system research*, 1113 (3) 296-310.
- Mowen, John C, & Minor, Michael, 2001, *Consumer Behavior: A Framework*, Pearson Education, New Jersey 67458, Prentice Hall Upper Saddle River.
- Riquelme, Hernan E,Phd., Mekkaoui, Khalid A. MBA., Rios, Rosa E. Phd,2009 “Internet Banking Customer Satisfaction and Online Service Attributes”, *Journal of Internet Banking and Commerce Vol 14, No.2, Array Development*.
- Rust, Roland T, Lemon, Katherine N, Narayandas Das,2005 *Customer Equity Management*, New Jersey , Pearson Prentice Hall.
- Saeed, Khawaja A., Hwang, Yujong., Grover. Varun. 2002 *Investigating the Impact of Web Site Value and Advertising on Firm Performance in Electronic Commerce*, *International Journal of Electronic Commerce Volume 7, Number 2 / Winter 2002 / 03* pg 119 – 141.
- Sofres, Taylor Nelson. dan Yahoo, 2009. “*Netter Indonesia Gemar Jejaring Sosial*”, http://teknologi.vivanews.com/news/read/42576-netter_indonesia_gemar_jejaring_sosial.

Symanski, D.M., Hise, R.T. 2000, "e-Satisfaction: an initial examination", Journal of Retailing, Vol. 76 No.3, pp.309-22.

Tjitono, Fandy.,2007 “ Pemasaran Jasa”, Malang, Bayumedia Publishing, Cetakan ketiga.

www.internetworldstats.com, 2009, “*Internet World Stats, Usage and Populatioin Statistics*”, <<http://www.internetworldstats.com/asia.htm#id>> [12/02/2009].

www.alexa.com, 2009, “The Top 100 sites in Indonesia”, <<http://www.alexa.com/topsites/countries/ID>. >[12/02/2009].



U N I V E R S I T A S
M E R C U B U A N A