

DAFTAR PUSTAKA

- Anshori, Y., 2005. Analisis Keunggulan Bersaing melalui penerapan Knowledge Management dan Knowledge Based Strategy di Surabaya Plaza Hotel. *Jurnal Manajemen Perhotelan*. Universitas Kristen Petra, Surabaya. Vol. 1. No.2, ppp. 39-53.
- Arikunto, Suharsimi. 2007. *Manajemen penelitian*. Jakarta: Rineka Cipta.
- Assauri, Sofyan. 2004. *Manajemen Pemasaran*. PT. Raja Grafindo Persada. Jakarta. Hal 5.
- Basu Swasta dan Irawan. 2001. *Manajemen Pemasaran Modern*. Yogyakarta: BPFE UGM.
- Chaplin, J. P. 2006. *Kamus Psikologi Lengkap*. Jakarta: PT Raja Grafindo
- Comegys, C., Hannula, M., & Vaisanen, J. (2009). Effects of consumer trust and risk on online purchase decision-making: a comparison of Finnish and United States student. *International Journal of Management*, 26(2), 295-308.
- Ghozali, I. 2006. *Structural Equation Modelling; Metode Alternatif dengan PLS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Grayson, K. Johnson, D., & Chen, D. R (2008). Is firm trust essential in a trusted environment? How trust in the business context influences customers. *Journal of Marketing Research*, XLV, 241-256, (April).
- Hasan, Ali. 2010. *Marketing dari Mulut ke Mulut*. MEDPRESS. Yogyakarta.
- Iskandar. 2008. *Metodologi Penelitian Pendidikan dan Sosial (Kuantitatif dan Kualitatif)*. Jakarta: Gunung Persada Group
- Johnson, D., & Grayson, K. (2005). Cognitive and affective trust in service relationships. *Journal of Business Research*, 58, 500-507.
- Kim, J. U., Kim, W. J., & Park, S. C. (2010). Consumer perceptions on web advertisement and motivation factors to purchase in the online shopping. *Computers in Human Behaviour*, 26, 1208-1222.
- Kotler, Bowen, Makens (1999). *Consumer Behaviour*. Edisi 5. USA: Prentice Hall International, Inc.
- Kotler, Phillip dan Gary Amstrong. 2001. *Prinsip-Prinsip Pemasaran*, jilid 2, edisi ke-8, Penerbit Erlangga, Jakarta.
- Kotler, Phillip, & Kevin Lane Keller. 2003. *Marketing Management (Edisi 11)*. Pearson education International. New Jersey: Prentice Hall.
- Kotler, Phillip, & Kevin Lane Keller. 2007. *Manajemen Pemasaran (Edisi 12)*, Alih Bahasa; Benyamin Molan, Jakarta: PT. Indeks

- Lidyawati, S. (1998). *Perilaku Konsumen: Aplikasi dalam bisnis dan pemasaran*, Jakarta: PT. Gramedia Pustaka Utama.
- Naisbitt, J., 1994. *Global Paradox*. New York: William Marrow and Company Inc.
- Peter dan Olson, 2002. *Consumer Behaviour*. Edisi 6. McGraw-Hill. New York.
- Salisbury, W.D., Chin, W.W., Gopal, A. and Newsted, P.R. 2002. *Research report: Better Theory Through Measurement Developing a Scale to Capture Consensus on Appropriation*. *Information System Research*, 13:91-103.
- Salo, J., & Karjaluoto, H. (2007). A conceptual model of trust in the online environment. *Online Information Review*. 31(5), 604-621.
- Schneider, B., & Bowen, D. E. (1995). *Winning the service game*. Boston: Harvard Business School Press.
- Shaleh, Abdul Rahman. 2009. *Psikologi Suatu Pengantar Dalam Perspektif Islam*. Jakarta: Kencana
- Shiffman, Leon G. and Kanuk, L.L. 2000. *Consumer Behaviour*. Edisi 4. New Jersey: Prentice Hall Inc.
- Sichtmann, C. (2007). An analysis of antecedents and consequences of trust in corporate brand. *European Journal of Marketing*, 41. 999-1015.
- Singarimbun dan Effendi. 1995. *Metode Penelitian Survei*. LP3ES. Jakarta.
- Sirdeshmukh, D., Jagdip Singh, J., & Sabol, B. (2002). Consumer trust, value, and loyalty in relation exchanges. *Journal of Marketing*, 66(1), 15-37.
- Sobur, Alex. 2003. *Psikologi Umum*. Bandung: Pustaka Setia.
- Sugiyono, Prof., Dr., (2007). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Jakarta: Penerbit Alfabeta.
- Sugiyono, Prof., Dr., (2009). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Jakarta: Penerbit Alfabeta.
- Tanenhaus, M., Vinci, Chatelin, Y.M., dan Carlo, L. 2005. *PLS Path Modeling. Computational Staistic and Data Analysis*. 48: 159-205.
- Vaux Halliday, S. (2004). How “place trust” works in a service encounter. *The Journal of Services Marketing*, 18(1), 45.
- Wang, T. D., & Emurian, H. H. 2005. An overview of online trust: concepts elements, and implications. *Computers in Human Behavior*, 21. 105-125.
- Wu, J., Chen, Y., & Chung, Y. (2010). Trust factors influencing virtual community members: a study of transaction communities. *Journal of Business Research*, 63. 1025-1032.
- Ye, Q., Law, R., & Gu, B. (2009). The impact of online user reviews on hotel room sales. *International Journal of Hospitality Management*, 28, 180-182.
- Ye, Q., Law, R., Gu, B. & Chen, W. (2010) The influence of user-generated content on traveller behavior: an empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human Behaviour*.

Majalah/Koran dan Situs Internet:

Majalah Mix /10/IV/23 Oktober-20 November (2007: 21)

tripadvisor.co.id

www.sheraton-lampung.com

Instansi dan Perusahaan

Badan Pusat Statistik Provinsi Lampung

Dinas Pariwisata dan Kebudayaan Kota Bandar Lampung

Sheraton Lampung Hotel