

## DAFTAR PUSTAKA

- Adityo, Benito. 2011. *Analisis Pengaruh Kepercayaan, Kemudahan dan Kualitas Informasi terhadap Keputusan Pembelian Secara Online di Situs Kaskus*. Skripsi. Dipublikasikan. Universitas Diponegoro, Semarang
- Apjiii.or.id, (14/4/2013 20:15 WIB), *Indonesia Internet Users/Pengguna Internet di Indonesia*. <http://www.apjii.or.id/v2/index.php/read/page/halaman-data/9/statistik.html>
- Arwiedya, Mochamad, R. 2011. *Analisis Pengaruh Harga, Jenis Media Promosi, Resiko Kinerja dan Keragaman Produk terhadap Keputusan Pembelian via Internet pada Toko Online (Studi Kasus pada Konsumen Toko Fashion yang bertindak sebagai Reseller yang ada di Indonesia)*. Skripsi. Dipublikasikan. Universitas Diponegoro, Semarang
- Aubert, B. A., dan Kelsey, B. L., 2000. *The Illusion of Trust and Performance*, Scientific Series of Cirano,3: 1-13.
- Ferdinand, A. 2006. *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. 2006. *Structural Equation Modeling Dalam Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ferdinand, A. 2002. *Pengembangan Minat Beli Merek Ekstensi*. Semarang : Badan Penerbit Universitas Diponegoro
- Ba, S., & Pavlou, P. A. 2002. *Evidence of The Effect of Trust Buliding Technology in Electronic Market: Price Premiums & Buyer Behavior*. MIS Quarterly. 26(3), 243-268.
- Bourlakis, M., Papagiannidis, S. and Fox, H. 2008, "E-Consumer Behaviour: Past, Present and Future Trajectories ofan Evolving Retail Revolution", International Journal of E-Business Research, Vol.4, No.3, p.64-76, IGI Global
- Dick, A, Chakravarti, D, & Biehal, G. (1990). *Memory-Based Inferences During Consumer Choice*.Journal of Consumer Research, 17 (1), 82–94.

- Ghozali, I. 2006. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hasan, Ali. 2009. *Marketing Edisi Baru*. Yogyakarta: Media Pressindo
- Herbig, P, Milewicz, J, Golden, J, (1996) . *A Model of Reputation Building and Destruction*. Journal of Business Research, 31, pp. 23-31
- Hill, Nigel., 1996 . *Hand Book Of Customer Satisfaction Measurement* , England : Gowr Publising Ltd
- Indoshopguide.com ( 13/5/2013 13:20 WIB), *Indonesia Online Shop Guide and Directory*. <http://www.indoshopguide.com/>
- Jarvenpaa, S.L., and Todd, P.A. *Consumer reactions to electronic shopping on the World Wide Web*. International Journal of Electronic Commerce, Vol. 1, No. 2, 1997, pp 59-88.
- Jia, Shen. ( 2008 ) . *User Acceptance Of Social Shopping Sites : A Research Proposal* . Rider University, 2083 Lawrenceville Road, Lawrenceville, NJ, USA 08648
- Jiang, Pingjun dan Rosenbloom, Bert , (2003) . *Customer Intention of Return Online : Price Perception , Attribute Level Performance and Satisfaction Unfolding Overtime*. European Journal of Marketing , Vol. 39, No. 1/2, pp. 150-174, Emerald Grup Publishing Limited.
- Kalakota, R. & Whinston, A. B. 1997. *Electronic Commerce: a Managers Guide*, Addison-Wesley, United States of America.
- Kim, Hee-Wong, Xu, Yunjie, dan Gupta, Sumeet. (2012). *Which is More Important in Internet Shopping, Perceived Price or Trust*. Electronic Commerce Research , Elsevier, 11:241-252
- Kim, Myoung-Soo and Jae-Hyeon Ahn, 2007, *Management of Trust in The e Market Place : The Role of The Buyer's Experience in The Building Trust*, Journal of Information Technology.
- Kinncar, Thomas dan Taylor, James., 1995 . *Marketing Research:An Applied Approach* .5<sup>th</sup> Edition . United States of America

- Kotler, Philip ,2004 , *Manajemen Pemasaran*, Edisi Millenium, Jakarta : Penerbit PT. Prenhallinda.
- Laudon, Kenneth C., Laudon, Jane P. 2002. *Management Information System*, 7<sup>th</sup> Edition. New Jersey : Prentice Hall, Inc
- Li, D., Browne, G., dan Chau, P. (2006) . *An Empirical Investigation of Website Use Using a Commitment-Based Model*. *Decision Sciences* , 37 , 427 – 444
- Liao, Ziqi dan Cheung, Michael, Tow . 2001. *Internet-Based E-Shopping and Consumer Attitudes:An Empirical Study*. *Journal of Information and Management* , 38 , pp.299-306.
- Majalah MIX. April 2013. *Memahami Audience Media Sosial Indonesia*
- Mayer, R.C., Davis, J.H., dan Schoorman, F.D. 1995. *An integrative model of organizational trust*. *Academy of Management Review*, 20 (6): 709-734.
- Mukherjee, Avinandan dan Nath, Prithwiraj.( 2003) . *A Model of Trust In Online Relationship Banking*. *International Journal of Marketing* , Emerald , 21 (1): 5-15
- Pavlou, P. A., dan Gefen, D., 2002. *Building Effective Online Marketplaces with Institution-based Trust*. *Proceedings of Twenty-Third International Conference on Information Systems*, pp. 667-675.
- Rossiter, J.R., & L. Percy. (1997). *Advertising Communication and Promotion Management*. New York: McGraw Hill.
- Sarwono , Jonathan dan Prihantono ., 2012 . *Perdagangan Online : Cara Bisnis di Internet*. Jakarta: PT. Media Elex Komputindo.
- Sonja, G. K., & Ewald A. K. (2003). *Empirical Research in Online Trust : A review And Critical Aessment*. *InternationalJounral of Human- Computer Studies*, 586, 783-812.
- Spica, Luciana dan Robahi, Lidiana . *Penerapan E-Commerce Sebagai Upaya Meningkatkan Bisnis Perusahaan* . STIE Perbanas , Surabaya
- Sugiyono. 2008. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Bandung: Alfabeta.

- Sutisna. 2003. *Perilaku Konsumen dan Komunikasi Pemasaran* .Jakarta :PT Remaja Rosdakarya.
- Suyanto, M. 2005. *Strategi Periklanan Pada e-Commerce Perusahaan Top Dunia*. Yogyakarta : Penerbit Andi.
- Tjiptono, Fandy., 2008, *Strategi Pemasaran Edisi ke tiga*, Yogyakarta : Penerbit Andi
- Turban, Efraim, King, David, Lee, Jae dan Viehland, Denis., 2004 . *Electronic Commerce : A Managerian Perspective* . New Jersey:Pearson Prentice Hall.
- Wikipedia.org(22/4/201316.45 WIB). [Http://en.wikipedia.org/wiki/Reputation](http://en.wikipedia.org/wiki/Reputation)
- Xu, Bo dan Yadav, Surya. 2003 . *Effect Of Online Reputation Service In Electronic Markets : A Trust Based Empirical Study* . Ninth Americas Conference on Information Systems, Texas Tech University. Texas
- Yousafzai, S. Y., Pallister, J. G., dan Foxall, G. R., 2003. *A Proposed Model of E-Trust for Electronic Banking*, *Technovation*,23: 847-860.
- Yun, Chiao dan Chang, Connie. (2009) *.Does Price Matter?How Price Influence Online Consumer Decision Making*. *Japanese Journal of Administrative Science* . Volume 22 , 3:245-254
- Zhou, L., Dai, L. and Zhang, D. 2007. *Online shopping Acceptance Model - A Critical Survey Of Consumer Factors In Online Shopping*. *Journal of Electronic Commerce Research*, Vol.8, No.1, p.41-62.