DAFTAR PUSTAKA

- Dornaz, Haas Karen Beatriz; Jose Marcos Carvalho de Mesquita; dan Rachel Patrocinio; (2014), "The relationship between kepercayaan nasabah, value and loyalty in the internet era," *Journal of Bussiness and Economics*
- Ferdinand, Augusty T., (2006), *Struktural Equation Modelling Dalam Penelitian Manajemen*, Badan Distributor Universitas Diponegoro, Semarang.
- Fu Ling Hu dan Chao Chao Chuang, (2012), "A study of the relationship between the value perception and loyalty intention toward an A retailer website," *Journal of Internet Banking Commerce*
- Hair, Anderson, R.E., Tatham, R.L., dan Black, W.C., (1995), "Multivariate Data Analysis, With Readings", Fourth Edision, New Jessey, Prentice Hall
- Jin, LY; dan Osman A, (2014), "Key drivers of purchase intention among under graduate students a perspective of online shopping," *International Journal of Economics, Commerce and Management*
- Kotler, Philip, (2000), Marketing Management: Analysis, Planning, Implementation, and Control, 9th Ed., Englewood Cliffs, NJ: Prentice Hall, Inc.
- Kayaman, Ruchan; dan Huesyin Arasli, (2007)," customer best ekuitas merek: evidence from the hotel industry," *Managing Service Quality*
- Kyauk, Sai Tip; dan Sirion Chaipoopirutana, (2014), "Factors influencing repurchase intention," ICTEHM
- Marzouk, Waffa Gallal, (2014), "Influence of customer equity drivers on firms shareholder value in Banking indiustry," Interdisciplinarry Journal of Research in Bussiness
- Mosavi, Seyed Alireza dan Mahnoosh Ghaedi, (2012), "Role of perceived value in explaining kepercayaan nasabah and repurchase intention in e shopping," African Journal of Bussiness Management
- Nguyen, Long; Duc Tho Nguyen; dan Tarlok Singh, (2014),"Effect of kepercayaan nasabah on customer intention to use electronic banking in Vietnam," Global Bussiness and Finance Research
- Serino, Thomas, Sharma, Arun; dan Thomas F Stafford, (2009), "The effect of retail atmospherics on customers perception of salespeople on customer persuasion," Journal of Bussiness Research, Vol. 9, No. 4
- Tung, Peng Liang; Hsin Yi Chen; Timon Du; Efraim Turban; dan Yuwen Li, (2003), "Effect of personalization on the perceived usefullness of on line customer services: A dual core theory," Journal of Electric Commerce Research, Vol. 13, No. 4

- Wahyuni, Sari., Ghauri, Pervez N. and Postma, Theo J.B.M. 2003. "An Investigation Into Factors Influencing International Strategic Alliance Process", Gadjah Mada International Journal of Business. Vol.5 No.3 pp.273-299
- Zeithami, Valerie A, 1996, "Defining and Relaying Price, Perceived Quality, and Perceived Value," Marketing Science, Institute, Cambridge, MA Report No.87-101.