

## DAFTAR PUSTAKA

- [1] U. Sumarwan, *Perilaku Konsumen*, Jakarta: Ghalia Indonesia, 2003.
- [2] P. Kotler and K. I. Keller, *Marketing Management*, United State: Pearson, 2012.
- [3] W. Stanton, *Prinsip Pemasaran*, Jakarta: Erlangga, 1998.
- [4] P. Kotler and G. Armstrong, *Prinsip-prinsip Pemasaran*, Jakarta: Erlangga, 2008.
- [5] L. G. Schiffman and L. L. Kanuk, *Consumer Behavior*, USA: Prentice-Hall, 2000.
- [6] L. G. Schiffman and K. Leslie L, *Consumer Behavior*, New Jersey: Prentice-Hall Inc, 2000.
- [7] B. Swastha and H. Handoko, *Manajemen Pemasaran-Analisis Perilaku Konsumen*, Yogyakarta: BPFE, 2011.
- [8] F. Devaraj and K. , *E-loyalty elusive ideal or competitive edge*, *Communication of the ACM*, 2003.
- [9] P. Kotler, *Manajemen Pemasaran*, Jakarta: Prehallindo, 2002.
- [10] J. Mowen and M. Minor, *Perilaku Konsumen*, Jakarta: Erlangga, 2002.
- [11] J. G. Barnes, *Secrets Of Customer Relationship Management*, 2003.
- [12] M. M. Akbar and N. Parvez, *Impact of sevice, qualit, trust and customer satisfaction on customer loyalty*, *ABAC*, 2009.
- [13] Z. Liao, *Internet based e-shopping and consumer attitudes: an empirical study*, 2001.
- [14] D. H. V. C. Mcknight and K. C. J., *Developing And Validating Trust Measure for E-Commerce: An Integrative Typology*. *Informatin System Research*, Michigan: Michigan State University, 2002.
- [15] P. A. Pavlou and G. D. , *Building Effective Online Marketplaces with Institution-based Trust*, 2004.
- [16] Wibowo, *Manajemen Kinerja*, Jakarta: PT. Raja Grafindo Parsada, 2007.

- [17] G. R. Amijaya, pengaruh Persepsi Teknologi Informasi, Kemudahan, Minat Ulang Nasabah Bank Dalam Menggunakan Internet Banking, Semarang: Universitas Diponegoro, 2010.
- [18] S. A. Kartika, W. and J. , "Sikap Online Shopping Dan Niat Pencarian Informasi Terhadap Niat dan Perilaku Belanja," *Manajemen Bisnis*, vol. 1, pp. 3-8, 2012.
- [19] F. D. Davis, "Perceived Usefulness, Perceived Ease of Use, and User Acceptance of Information Technology," vol. 13 (3), pp. 319-340, 1989.
- [20] T. Sutabri, Konsep Sistem Informasi, Yogyakarta, 2012.
- [21] M. Wolfinbarger and G. M. , "Dimensionalizing, Measuring And Predicting Etail Quality," *Journal of Retailing*, vol. 79, pp. 183-98, 2003.
- [22] S. Gondodiyoto, Audit Sistem Informasi Pendekatan Konsep, Jakarta: Media Global Edukasi, 2003.
- [23] L. Fajar, Manajemen Pemasaran, Yogyakarta: Graha Ilmu, 2008.
- [24] F. Tjiptono, Strategi Pemasaran, Yogyakarta: Andi Ofset, 2010.
- [25] R. Lupiyoadi, Manajemen pemasaran jasa, Jakarta: Salemba Empat, 2013.
- [26] Z. Aimsyah, Manajemen sistem informasi, Jakarta: PT. Gramedia Pustaka, 2003.
- [27] F. Tjiptono, Strategi Pemasaran, Yogyakarta, 2008.
- [28] F. Meskaran, Z. Ismail and B. Shanmugam, "Online Purchase Intention: Effects of Trust and Security Perception," *Australian Journal of Basic and Applied Sciences*, vol. 7(6), pp. 307-315, 2013.
- [29] A. Achyar and . M. Brilliant, The Impact of Satisfaction and Trust on Loyalty of E-commerce Customers, *ASEAN Marketing Journal*, 2013.
- [30] A. Nuseir, A.-M. M. M. and G. M. , "A Consumer Perspective," vol. (6)5, pp. 94-102, 2010.
- [31] V. ujarweni, Metodologi Penelitian Bisnis & Ekonomi, Yogyakarta: Pustakabarupress, 2015.
- [32] Sugiyono, Metode Penelitian Manajemen, Bandung: Alfabeta, 2015.
- [33] D. Priyatno, Mandiri Belajar Analisis Data Dengan SPSS, Yogyakarta: Mediakom, 2013.

- [34] D. Priyatno, *Mandiri Belajar Analisis Data Dengan SPSS*, Yogyakarta: Cetakan Pertama, 2013.
- [35] I. Ghozali, *Aplikasi Analisis Multivariat dengan Program SPSS 21*, Semarang: Badan Penerbit Universitas Diponegoro, 2013.
- [36] D. Kim, F. D. and R. R. , "A trust-based consumer decision-making model in electroni," *The role of trust, perceived risk, and their antecedents*, vol. 44, no. University of Houston Clear Lake, pp. 544-564, 2008.



UNIVERSITAS  
MIKROSKIL