

REFERENCES

- Alghesheimer, R., Dholakia, U.M., Hermann, A. (2005). The social influence of brand community: evidence from European car clubs. *Journal of Marketing*, Vol. 69, No. 3, pp. 19-34.
- Ardnt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, Vol. 4, pp. 252 - 276.
- Batson, C.D. (1994). Why act for the public goods? Four answers. *Personality and Social Psychology*, Vol. 20, No. 5, pp. 603-610.
- Becerra, E. P., & Badrinarayanan, V. (2013). The influence of brand trust and brand identification on brand evangelism. *Journal of Product & Brand Management*, Vol. 22, No. 5/6, pp. 371–383.
- Bock, G.W., Zmud, R.W. & Lee, J.N. (2005). Behavioral intention formation in knowledge sharing: examining the roles of extrinsic motivators, social-psychology forces, and organizational climate. *MIS Quarterly*, Vol. 29, No. 1, pp. 103-138.
- Burton, J. & Khammash, M. (2010). Why do people read reviews posted on customer opinion portals. *Journal of Marketing Management*, Vol. 26, No. 3-4, pp. 230-255.
- Cheung, C.M.K., & Lee, M.K.O. (2012). What drives consumers to spread electronic word of mouth in online consumer-opinion platforms. *Decision Support Systems*, Vol. 53, pp.218-225.
- Cheung, C.M.K.; Lee, M.K.O. & Rabjohn, Neil (2008), The impact of electronic word-of-mouth; The adoption of online opinions in online customer

communities. *Internet Research*, Vol. 18, Issue 3, 229-247.

Constant, D., Kiesler, S., & Sproull, L. (1994). What's mine is ours, or is it? A study of attitudes about information sharing. *Information Systems Research*, Vol 5, No. 4, pp. 400-421.

Dholakia, U.M., Bagozzi, R.P., & Pearo, L.K. (2004). A social influence model of consumer participation in network-and-small-group-based virtual communities. *International Journal of Research in Marketing*, Vol. 21, No. 3, pp. 241-263.

Dichter, E. (1966). How word-of-mouth advertising works. *Harvard Business Review*, Vol. 44, No. 6, pp. 147-166.

Doh, S.J., & Hwang, J.S. (2009). How consumers evaluate e WOM (electronic word-of-mouth) messages. *Cyberpsychology and behavior*, Vol. 12, No. 2, pp. 193-197.

Doherty, M. (1994). Probability versus Non-Probability Sampling in Sample Surveys, *The New Zealand Statistics Review March 1994 Issue*, pp 21-28.

Duan, W., Gu, B. and Whinston, A.B. (2011). Do online reviews matter? — An empirical investigation of panel data. *Decision Support Systems*, Vol. 45, No. 4, pp. 1007–1016.

Ekeh, P. (1974). Social exchange theory: The two traditions. *Harvard University press*. Cambridge. MA.

Feick, L.F. & Price, L.L. (1987). The market maven: a diffuser of marketplace information. *Journal of Interactive Marketing*, Vol. 23, No. 3, pp. 209-220.

Finn, A., Wang, L., & Frank, T. (2009). Attitude perceptions, customer satisfaction and intention to recommend e-services. *Journal of Interactive Marketing*, Vol. 23,

No. 3, pp. 209-220.

- Ghozali, Imam (2011). Aplikasi analisis multivariate dengan program IBM SPSS 19 (edisi kelima). *Badan Penerbit Universitas Diponegoro*. Semarang.
- Gu, B., Park, J., & Konana, P. (2012). The impact of external word-of-mouth communication and an investigation of service quality and customer commitment as potential antecedents. *Information Systems Research*, Vol. 23, No. 1, pp. 182-196.
- Goldsmith, R.E. (2006), Electronic word-of-mouth, in Khosrow-Pour, M. (Ed.), *Encyclopedia of E-Commerce, E-Government and Mobile Commerce*. Idea Group Publishing: Hershey, PA, 408-12.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., Anderson, R. E., & Tatham, R. L. (2006). *Multivariate Analysis, 6th edition*. Upper Saddle River, NJ: Pearson Prentice-Hall.
- Hair, J. F. Jr., Celsi, M. W., Oritinau, D. J., and Bush, R. P. (2013). *Essentials of Marketing Research, 3rd edition*. New York: McGraw-Hill Irwin
- Hars, A., & Ou, S. (2002). Working for free? Motivations of participating in open source projects. *International Journal of Electronic Commerce*, Vol. 6, No. 3, pp. 25-39.
- Henning-Thurau, T., Gwinner, K. P., Walsh, G. & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52.
- Higie, R. & Feick, L. (1989). Enduring involvement: Conceptual and measurement issues.

- Ho, J., & Dempsey, M. (2010). Viral marketing: Motivations to forward online content. *Journal of Business Research*, 62, 1000–1006.
- Hunt, S.M. & Bhopal, R. (2004). Self report in clinical and epidemiological studies with non-English speakers: the challenge of language and culture. *Journal of Epidemiology and Community Health*, Vol. 58, pp. 618-622.
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: the case of MINI on Facebook. *Journal of Product & Brand Management*, Vol. 22, No. 5/6, pp. 342–351.
- Jones, T.O., & Sasser, W. E. Jr. (1995). Why Satisfied Customers Defect. *Harvard Business Review*, Vol. 73, No. 6, pp. 88-99.
- King, J. (2011), “How big telecom used smartphones to create a new digital divide ”, available at: [Colorlines.com, http://colorlines.com/archives/2011/12/the_new_digital_divide_two_separate_but_unequal_internets.html](http://colorlines.com/archives/2011/12/the_new_digital_divide_two_separate_but_unequal_internets.html) (accessed 12 November 2015).
- Lakhani, K.R., & Von Hippel, E. (2003). How open source software works: ‘free’ user-to-user assistance. *Research Policy*, Vol. 32, No. 6, pp. 923-943.
- Li F., & Du T.C. (2011). An ontology-based opinion leader identification framework for word-of-mouth marketing in online social blogs. *Decision Support Systems*, Vol. 51, No. 1, pp 190–197.
- Lee, M.K.O., Cheung, C.M.K., Lim & K.H., Sia, C.L. (2006). Understanding customer knowledge sharing in web-based discussion boards: an exploratory study.

- Man Yee Cheun; Chuan Luo; Choon Ling Sia & Huaping Chen (2009), Credibility of Electronic Word-of-Mouth: Informational and Normative Determinants of On-line Consumer Recommendations. *International Journal of Electronic Commerce*, Vol. 13 Issue 4, 9-38.
- Mc Millian, D.W., & Chavis, D.M. (1986). Sense of community: a definition and theory. *Journal of Community Psychology*, Vol. 14, No. 1, pp. 6-23.
- Mc Connell, B., Huba, J. (2003). *Creating Customer Evangelists: How Loyal Customers Become a Volunteer Sales Force*, Chicago, IL: Dearborn Trade Publishing.
- Nunnenkamp, P. (2002). Determinants of FDI in developing countries: has globalization changed the rules of the game. *Kieler Arbeitspapiere*, No. 1122.
- O'Cass, A. (2004). Fashion clothing consumption: antecedents and consequences of fashion clothing involvement. *European Journal of Marketing*, Vol. 38, No. 7, pp. 869-882.
- Park, C., & Lee, T. (2009). Information direction, website reputation and EWOM effect: a moderating role of product type. *Journal of Business Research*, Vol. 62, No. 1, pp. 61-67.
- Rafaeli, S. & Raban, D.R. (2005), Information sharing online: a research challenge. *International Journal of Knowledge and Learning*, Vol. 1 Issue 1/2, 62-79
- Roscoe, J.T. (1975). *Fundamental Research Statistics for the Behavioural Sciences*, 2nd edition. New York: Holt Rinehart & Winston.
- Schiffman, L., & Kanuk, L. (2006). *Consumer Behavior* (9th ed.). Upper Saddle River, NJ: Prentice Hall.



Sekaran, U. & Bougie, R. (2009). *Research Methods for Business: A Skill Building Approach*, 5th edition. West Sussex: John Wiley and Sons Ltd.

Silvadas, E., & Baker-Prewitt, J.L. (2000). An examination of the relationship between service quaiety, customer satisfaction, and store loyalty. *International Journal of Retail and Distribution Management*, Vol. 28, No. 2, pp. 73-82.

Sundaram, D.S., Mitra K. & Webster, C. (1998). Word-of-mouth communications: A motivational analysis. *Advances in Consumer Research*, Vol. 25, pp.527-531.

Tajfel, H., & Turner, J.C. (2000). The social identity of intergroup behavior. *Psychology of Intergroup Relations*. Nelson Hall, Chicago.

Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of word-of-mouth versus traditional marketing: Findings from an internet social networking site. *Journal of Marketing*, Vol. 73, No. 5, pp. 90–102.

Warrington, P., & Shim, S. (2000). An empirical investigation of the relationship between product involvement and brand commitment. *Psychology and Marketing*, Vol. 17, No. 9, pp. 761-782.

Wasko, M., Faraj, S. (2000). ‘It is what one does’: why people participate and help others in electronic communication of practice. *The Journal of Strategic Information Systems*, Vol. 9, pp. 155-173.

Wasko, M., Faraj, S. (2003). Why should I share? Examining social capital and knowledge contribution in electronic networks of practice?. *MIS Quarterly*, Vol. 29, No. 1, pp. 35-57.

Wolny, J., & Mueller, C. (2013). Analysis of fashion consumer’s motives to engage in electronic word-of-mouth communication through social media platforms.

Journal of Marketing, Vol. 29, Nos, 5-6, pp. 562-583.

Zeelenberg, M., & Pieters, R. (2004). Beyond valence in customer dissatisfaction: a review and new findings on behavioral responses to regret and disappointment in failed services. *Journal of Business Research*, Vol. 57, No. 4, pp. 445-455.

Zhang, W. & Watts, S. (2003), Knowledge adoption in online communities of practice. In S.T. March, A. Massey & J.I. DeGross (eds.), *24th International Conference on Information Systems*. Atlanta: AIS, 2003, 96–109.

.....*Badan Pusat Statistik*, Location: <http://www.bps.go.id>,

Accessed on: 07.51, 13rd October 2015.

.....*ComScore Inc.*, Location: <http://www.comscore.com>,

Accessed on: 22.53, 3rd November 2015.

.....*eMarketer*, Location: <http://www.emarketer.com>,

Accessed on: 22.38, 3rd November 2015.

.....*Infogroup Inc.*, Location: <http://www.opinionresearch.com>

Accessed on: 22.50, 3rd November 2015.

.....*International Data Corporation*, Location: <http://www.idc.com>,

Accessed on: 14.38, 3rd November 2015.

.....*The Jakarta Globe*, Location: <http://www.thejakartaglobe.beritasatu.com>,

Accessed on: 08.03, 12th October 2015.

.....*Trulyjogja*, Location: <http://www.trulyjogja.com>

Accessed on: 20.50, 11th November 2015.