



DAFTAR PUSTAKA

- Cooper, D. R. dan Pamela, S. S., 2013, *Business Research Method Eight Edition*. New York. McGraw Hill.
- Fajar, Ario, 2011, Pundi Uang Kaskus Makin Menggelembung (internet), <<http://swa.co.id/listed-articles/pundi-uang-Kaskus-makin-menggelembung>> (diakses 20 Maret 2016).
- Gaertner, Nikki dan Smith, M., 2001, “E-commerce in a Web-based environment: auditing relative advantages in the Australian health sector”, *Managerial Auditing Journal*, 16(6), hal 347-365.
- Ghozali, Imam, 2011, *Analisis Multivariate dengan Program IBM SPSS 19*, Semarang: Badan Penerbit Undip.
- Hardjito, 2002, “Internet Untuk Pembelajaran”, Jurnal Teknologi Pendidikan, No. 10/VI/Teknodik/Okttober/2002.
- Hair, J. F. J., Anderson, R. E., Tatham, R. L., and Black, W. C., 2006, *Multivariate Data Analysis: With Readings, 4th Ed.*, Englewood Cliffs, New Jersey: Prentice Hall.
- Herbig, P. and Hale, B., 1997, "Internet: The Marketing Challenge of The Twentieth Century", *Internet Research: Electronic Networking Applications and Policy*, 7(2), hal. 95-100.
- Huang, M., Cai, F. Tsang, A.S.L. dan Zhou, N., 2011, “Making your online voice loud: the critical role of WOM information”, *European Journal of Marketing*, 7/8(45) hal. 1277-1297.
- Jogiyanto, 2007, *Model Kesuksesan Sistem Teknologi Informasi*, Yogyakarta: Penerbit Andi.
- Kalakota, Ravi, Whinston, B. and Andrew, B., 1997, *Electronic Commerce: A Manager's Guide*, USA: Addison-Wesley.
- Kietzmann, J. dan Canhoto, A., 2013, “Bittersweet! Understanding and managing electronic word of mouth”, *Journal of Public Affairs*, 13(2), hal. 146-159.
- Koswara, 2000, *Dinamika Informasi Dalam Era Global*, Bandung: PT. Remaja Rondakarya.
- Kaskus, 2015, About Kaskus (internet), <<https://bantuan.Kaskus.co.id/hc/id/articles/214603738-Sejarah-KASKUS>> (diakses 30 Januari 2015).



- Lukman, Enricko, 2014, Selamat Ulang Tahun Ke-15 Kaskus! (UPDATED) (internet <<https://id.techinasia.com/ulang-tahun-15-Kaskus-tebak-adu-harga-andrew-darwis-sejarah/>> (diakses 20 Maret 2016).
- Lawrence, W. T. L., 2014, “an Exploratory on eWOM Information Seeking Behavior and Attitudes in Services Consumption”, *Review of Integrative Business Economics Research*, 3(1), hal. 172-189.
- O'Brien, James A., 2005, *Introduction to Information Systems*, 12th Ed., New York: Mc.Graw-Hill.
- Rayport, J.F and Jaworski, B.J., 2002, *Introduction to e-commerce*. New York: McGraw-Hill.
- Rieh, S.Y., 2002, “Judgment of information quality and cognitive authority in the web”. *Journal of The American Society for Information Science and Technology*. 53(2), hal. 145-161.
- Schiffman dan Kanuk., 2010, *Perilaku Konsumen*, Edisi Kedua, Jakarta: PT. Indeks Gramedia.
- Sekaran, Uma dan Bougie, R., 2013, *Research Methods For Business: A Skill – Building Approach*, John Wiley and Son, Inc: London.
- Smith, Donnavieve, Satya, M. and Sivakumar, K., 2007. “Online Peer and Editorial Recommendations, Trust, and Choice in Virtual Markets”, *Journal of Interactive Marketing*, 19(3), hal. 15-37.
- Smith, Robert, E. and Christine, A. V., 1995, “The Effects of Integrating Advertising and Negative Word of Mouth Communications on Message Processing and Response”, *Journal of Verbal Learning and Verbal Behavior*, Vol. 5, hal. 381-391.
- Turban, E., 2012, *Electronic Commerce 2012*. New jersey: Pearson 7th-Global Edition.
- Wong, Pan Pan., 2012, Electronic Word of Mouth Information in China: Factors Affecting the acceptance of eWOM Information and Forwarding Activities, Degree Project : Hong Kong Baptist University.
- Xiaorong, Fu., Bin, Zhang., Qinghong, Xie., Liuli, Xiao dan Yu, Che., 2011, “Impact of Quantity and Timeliness of eWOM Information on Consumer’s Online Purchase Intention under C2C Environment”, *Asian Journal of Business Research*. Vol. 1, No. 2, hal. 37-52.
- Zikmund, William, G. dan Raymond M., 2003, *Customer Relationship Management Integrating Marketing Strategy and Information Technology*, New Jersey: John Wiley and Sons.