

DAFTAR PUSTAKA

- [1] P. K. Bantul, “Laporan Akuntabilitas Kinerja Instansi Pemerintah (LAKIP) Kabupaten Bantul Tahun 2014,” 2015.
- [2] P. K. Bantul, “Data Statistik Website Dinas Kebudayaan dan Pariwisata Kabupaten Bantul,” Bantul, 2015.
- [3] J. Fernández-cavia, C. Rovira, P. Díaz-luque, and V. Cavaller, “Web Quality Index (WQI) for official tourist destination websites. Proposal for an assessment system,” *TMP*, vol. 9, pp. 5–13, 2014.
- [4] A. Sambhathan and A. Good, “Strategic Advantage in Web Tourism Promotion : An e-Commerce Strategy for Developing Countries Strategic Advantage in Web Tourism Promotion : An e-Commerce Strategy for Developing Countries,” *Int. J. Inf. Syst. Serv. Sect.*, vol. 6, no. 3, pp. 1–21, 2014.
- [5] R. Filieri, “Why do travelers trust TripAdvisor? Antecedents of trust towards consumer-generated media and its influence on recommendation adoption and word of mouth,” *Tour. Manag.*, vol. 51, pp. 174–185, 2015.
- [6] Kotler and Armstrong, *Prinsip-prinsip Pemasaran*, Kedelapan. Jakarta: Erlangga, 2004.
- [7] R. Filieri and F. McLeay, “E-WOM and Accommodation: An Analysis of the Factors That Influence Travelers’ Adoption of Information from Online Reviews,” *J. Travel Res.*, vol. 53, pp. 44–57, 2014.
- [8] M. R. Jalilvand and N. Samiei, “The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB),” *Internet Res.*, vol. 22, pp. 591–612, 2012.
- [9] C. L. Hsu, K. C. Chang, and M. C. Chen, “The impact of website quality on customer satisfaction and purchase intention: Perceived playfulness and perceived flow as mediators,” *Inf. Syst. E-bus. Manag.*, vol. 10, no. 313, pp. 549–570, 2012.
- [10] B. Alma, *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta, 2011.
- [11] P. Kotler and K. L. Keller, *Manajemen Pemasaran Jilid I*, 12th ed. Jakarta: PT. Indeks, 2009.
- [12] Fandy Tjiptono, *Strategi Pemasaran*. Yogyakarta: Andi Offset, 2008.
- [13] Z. Aulia, “Pengaruh Word of Mouth Terhadap Keputusan Berkunjung Wisatawan Grup di Desa Wisata Lembur Kahuripan Pasanggrahan,” *Tour. Hosp. Essent. Anthol.*, vol. 1, no. 1, pp. 1–17, 2013.
- [14] Kemkominfo, “Kemkominfo: Pengguna Internet di Indonesia Capai 82

- Juta,” 2015. [Online]. Available: http://kominfo.go.id/index.php/content/detail/3980/Kemkominfo%3A+Penggunaan+Internet+di+Indonesia+Capai+82+Juta/0/berita_satker#.VStOIvmsXwk. [Accessed: 13-Apr-2015].
- [15] A. Mochalova and A. Nanopoulos, “Electronic Commerce Research and Applications A targeted approach to viral marketing,” *Electron. Commer. Res. Appl.*, vol. 13, no. 4, pp. 283–294, 2014.
- [16] D. Buhalis and O. Deimezi, “eTourism Developments in Greece: Information Communication Technologies adoption for the strategic management of the Greek tourism industry,” *Tour. Hosp. Res.*, vol. 5, no. 2, pp. 103–130, 2004.
- [17] C. L. Corritore, B. Kracher, and S. Wiedenbeck, “On-line trust: Concepts, evolving themes, a model,” *Int. J. Hum. Comput. Stud.*, vol. 58, pp. 737–758, 2003.
- [18] A. E. Schlosser, T. B. White, and S. M. Lloyd, “Converting Web Site Visitors into Buyers: How Web Site Investment Increases Consumer Trusting Beliefs and Online Purchase Intentions,” *J. Mark.*, vol. 70, no. April, pp. 133–148, 2006.
- [19] M. Head, K. Hassanein, and E. Cho, “Establishing eTrust through Humanized Website Design,” *16th Bled eCommerce Conf. eTransformation*, pp. 365–382, 2003.
- [20] P. McCole, “The role of trust for electronic commerce in services,” *Int. J. Contemp. Hosp. Manag.*, vol. 14, pp. 81–87, 2002.
- [21] R. F. Wilson and E. Consultant, “The Six Simple Principles of Viral Marketing,” *Consultant*, vol. 70, p. 232, 2005.
- [22] E. Yeoh, K. Othman, and H. Ahmad, “Understanding medical tourists: Word-of-mouth and viral marketing as potent marketing tools,” *Tour. Manag.*, vol. 34, pp. 196–201, 2013.
- [23] J. C. Sweeney, G. N. Soutar, and T. Mazzarol, “Word of mouth: measuring the power of individual messages,” *Eur. J. Mark.*, vol. 46, pp. 237–257, 2012.
- [24] A. M. Kaplan and M. Haenlein, “Two hearts in three-quarter time: How to waltz the social media/viral marketing dance,” *Bus. Horiz.*, vol. 54, no. 3, pp. 253–263, 2011.
- [25] Sugiharto, “Pendekatan Informasi Sebagai Komoditi Dalam Proses Diseminasi Informasi,” 2011. [Online]. Available: <http://www.pdii.lipi.go.id/read/data/2011/09/Sugiharto-Informasi-sebagai-Komoditi.pdf>. [Accessed: 31-Jul-2015].
- [26] R. Indonesia, “Undang-Undang Republik Indonesia Nomor 10 Tahun 2009 Tentang Kepariwisata,” 2009.

- [27] Y. Kusrianawati, “Analisis Sistem Informasi Pariwisata Menggunakan Metode Modified End User Computing Satisfaction (EUCS) Studi Kasus Pada Dinas Kebudayaan, Pariwisata, Pemuda Dan Olah Raga Kabupaten Ponorogo,” Universitas Gadjah Mada, 2015.
- [28] R. Hidayat, *Cara Praktis Membangun Website Gratis*. Jakarta: PT Elex Media Komputindo, 2010.
- [29] M. Affan, “Analisis Kualitas Website Jaringan Dokumentasi dan Informasi Hukum (JDIH) Sulteng Menggunakan Model Modifikasi Kesuksesan Sistem Informasi DeLone dan McLean (Studi Kasus pada Biro/Bagian Hukum Sekretariat Daerah Provinsi/Kabupaten/Kota se Sulawesi Tengah,” Universitas Gadjah Mada, 2015.
- [30] R. Indonesia, “Instruksi Presiden Republik Indonesia Nomor 3 Tahun 2003.” 2003.
- [31] P. K. Bantul, “Arsip Berita,” 2015. [Online]. Available: <http://disbudpar.bantulkab.go.id/berita>. [Accessed: 25-Mar-2015].
- [32] Alexa, “Top Sites in Indonesia.” [Online]. Available: <http://www.alexa.com/topsites/countries/ID>. [Accessed: 17-Sep-2015].
- [33] H. W. Kim, Y. Xu, and J. Koh, “A Comparison of Online Trust Building Factors between Potential Customers and Repeat Customers,” *J. Assoc. Inf. Syst.*, vol. 5, no. 10, pp. 392–420, 2004.
- [34] E. Y. Iliachenko, “Electronic Service Quality (E-SQ) in Tourism :,” *Ind. Mark.*, 2006.
- [35] Z. Yang, S. Cai, Z. Zhou, and N. Zhou, “Development and validation of an instrument to measure user perceived service quality of information presenting Web portals,” *Inf. Manag.*, vol. 42, pp. 575–589, 2005.
- [36] L. L. Olsen and M. D. Johnson, “Service Equity, Satisfaction, and Loyalty: From Transaction-Specific to Cumulative Evaluations,” *J. Serv. Res.*, vol. 5, no. 3, pp. 184–195, 2003.
- [37] A. Beldad, M. De Jong, and M. Steehouder, “How shall i trust the faceless and the intangible? A literature review on the antecedents of online trust,” *Comput. Human Behav.*, vol. 26, no. 5, pp. 857–869, 2010.
- [38] Y. Bart, V. Shankar, F. Sultan, and G. L. Urban, “Are the Drivers and Role of Online Trust the Same for All Web Sites and Consumers? A Large-Scale Exploratory Empirical Study,” *J. Mark.*, vol. 69, no. October, pp. 133–152, 2005.
- [39] C. Sohn and S. K. Tadisina, “Development of e-service quality measure for internet-based financial institutions,” *Total Qual. Manag. Bus. Excell.*, vol. 19, no. 9, pp. 903–918, 2008.
- [40] C. Jayawardhena, “Measurement of Service Quality in Internet Banking: The Development of an Instrument,” *J. Mark. Manag.*, vol. 20, no. 1–2, pp.

185–207, 2004.

- [41] C. M. K. Cheung, M. K. O. Lee, and N. Rabjohn, “The impact of electronic word-of-mouth: The adoption of online opinions in online customer communities,” *Internet Research*, vol. 18, no. 3, pp. 229–247, 2008.
- [42] S. W. Sussman and W. S. Siegal, “Informational Influence in Organizations: An Integrated Approach to Knowledge Adoption,” *Inf. Syst. Res.*, vol. 14, no. 1, pp. 47–65, 2003.
- [43] I. Ghozali, *Structural Equation Modeling Metode Alternatif Dengan Partial Least Squares (PLS)*, 4th ed. Semarang: Badan Penerbit Universitas Diponegoro, 2014.
- [44] I. Ghozali and H. Latan, *Partial Least Squares: Konsep, Teknik dan Aplikasi SmartPLS 3.0 untuk Penelitian Empiris*, 2nd ed. Semarang: Badan Penerbit Universitas Diponegoro, 2015.
- [45] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2009.
- [46] Chomeya, “Quality of Psychology Test Between Likert Scale 5 and 6 Points,” *J. Soc. Sci.*, vol. 6, no. 3, pp. 399–403, 2010.
- [47] J. F. Hair, C. M. Ringle, and M. Sarstedt, “PLS-SEM: Indeed a Silver Bullet,” *J. Mark. Theory Pract.*, vol. 19, no. 2, pp. 139–152, 2011.
- [48] C. R. W. Vanvoorhis and B. L. Morgan, “Understanding Power and Rules of Thumb for Determining Sample Sizes,” *Tutorials Quant. Methods*, vol. 3, no. 2, pp. 43–50, 2007.
- [49] Sugiyono, *Metode Penelitian Manajemen*. Bandung: Alfabeta, 2014.
- [50] P. K. Bantul, “Arsip Berita 2015,” 2015. [Online]. Available: <http://disbudpar.bantulkab.go.id/berita/arsip/2015-10>. [Accessed: 26-Oct-2015].
- [51] W. W. Chin, “The Partial Least Square Approach to Structural Equation Modeling,” *Modern Methods for Business Research*. 1998.
- [52] D. F. Fornell, C., Larcker, “Evaluating structural equation models with unobservable variables and measurement error,” *J. Mark. Res.*, vol. 18, no. 1, pp. 39–50, 1981.
- [53] L. S. Pheng and T. H. Fang, “Modern-day lean construction principles: Some questions on their origin and similarities with Sun Tzu’s Art of War,” *Management Decision*, vol. 43, pp. 523–541, 2005.
- [54] H. Jogiyanto, *Konsep dan Aplikasi Structural Equation Modeling (SEM) Berbasis Varian Dalam Penelitian Bisnis*, 1st ed. Yogyakarta: UPP STIM YKPN, 2011.
- [55] K. K. Wong, “Partial Least Squares Structural Equation Modeling (PLS-SEM) Techniques Using SmartPLS,” *Mark. Bull.*, vol. 24, 2013.

- [56] T. Kuo, I. Lu, C. Huang, and G. Wu, "Measuring users' perceived portal service quality: An empirical study," *Total Qual. Manag. Bus. Excell.*, vol. 16, no. 3, pp. 309–320, 2005.
- [57] E. Sillence, P. Briggs, L. Fishwick, and P. R. Harris, "Trust and mistrust of online health sites," *CHI*, vol. 6, no. 1, pp. 663–670, 2004.
- [58] T. Chee-Wee, I. Benbasat, and R. T. Cenfetelli, "Building citizen trust towards e-government services: Do high quality websites matter?," *Proc. Annu. Hawaii Int. Conf. Syst. Sci.*, pp. 1–10, 2008.
- [59] P. B. Lowry, A. Vance, G. Moody, B. Beckman, and A. Read, "Explaining and Predicting the Impact of Branding Alliances and Web Site Quality on Initial Consumer Trust of E-Commerce Web Sites," *J. Manag. Inf. Syst.*, vol. 24, no. 4, pp. 199–224, 2008.
- [60] E. W. Welch, C. C. Hinnant, and M. J. Moon, "Linking citizen satisfaction with e-government and trust in government," *J. Public Adm. Res. Theory*, vol. 15, no. 3, pp. 371–391, 2005.
- [61] B. Pan, H. Hembrooke, T. Joachims, L. Lorigo, G. Gay, and L. Granka, "In Google we trust: Users' decisions on rank, position, and relevance," *J. Comput. Commun.*, vol. 12, no. 3, pp. 801–823, 2007.
- [62] S. J. Yoon, "The antecedents and consequences of trust in online-purchase decisions," *J. Interact. Mark.*, vol. 16, no. 2, pp. 47–63, 2002.
- [63] A. Koohang and J. Ondracek, "Users' views about the usability of digital libraries," *Br. J. Educ. Technol.*, vol. 36, no. 3, pp. 407–423, 2005.
- [64] N. Kassim and N. A. Abdullah, "The effect of perceived service quality dimensions on customer satisfaction, trust, and loyalty in e-commerce settings: A cross cultural analysis," *Asia Pacific J. Mark. Logist.*, vol. 22, no. 3, pp. 351–371, 2010.