

DAFTAR PUSTAKA

- Angelnova, Biljana, and Jusf Z. 2011. Measuring Customer Satisfaction with Service Quality Using American Customer Satisfaction Model (ACSI Model). *International Journal of Academic Research in Business and Social Sciences*. Vol 1. No. 3, pp. 232-258.
- Argan, Metin. 2012. Word-of-Mouth (WOM): Voters Originated Communications on Candidates during Local Elections. *International Journal of Business and Social Sciences*. Vol. 3, No. 15, pp. 70-77.
- Armstrong, Gary and Kotler, Philip. 2007. *Marketing: an Introduction*. 8th edition. New Jersey: Pearson Prentice Hall.
- Aritonang, Lerbin R. 2005. *Kepuasan Pelanggan*. Edisi Pertama, Cetakan Pertama, Jakarta: PT. Gramedia Pustaka Utama.
- Braga, Fernandes, Nascimento, Adriane Geralda do, and Luciano Alves. 2011. The Word of Mouth Communication And Management Service. *African Journal of Marketing Management*. Vol. 3, No. 4, pp.89-93.
- Chen, Shih-Chih. 2011. Understanding The Effects of Technology Readiness, Satisfaction and Electronic Word-Of-Mouth On Loyalty In 3C Products. *Australian Journal Business and Management Research*. Vol. 1, No. 3, pp. 1-9.
- East, Robert, Hammond, Kathy, and Wendy L. 2008 .Measuring The Impact of Positive and Negative Word of Mouth on Brand Purchase Probability. *International Journal of Research in Marketing*. Vol. 25, pp: 215-224.
- Goyette, Isabelle, Line R., Jasmin B., and Francois M. 2010. E-WOM Scale: Word-of-Mouth Measurement Scale for e-Service Context. *Canadian Journal of Administrative Sciences*. Vol. 27, No. 1, pp: 5-23.
- Grigoroudis, Evangelos and Yannis Siskos. 2010. *Customer Satisfaction Evaluation: Methods for Measuring and Implementing Service Quality*. 1st edition. New York: Springer.

- Handayani, SB. 2011. *Kekuatan Word of Mouth (WOM) dalam Strategi Pemasaran*. Jurnal Dharma Ekonomi. Vol. 18, No. 34, hal. 1-13.
- Hanzaee, Kambiz H. and Mahmoud K. 2011. Investigation of The Effect of Consumption Emotions on Satisfaction and Word of Mouth Communications. *Middle-East Journal of Scientific Research*. Vol. 9, No. 5, pp. 566-571.
- Hasan, Iqbal. 2009. *Analisis Data Penelitian Dengan Statistik*. Cet: IV. Jakarta: Bumi Aksara.
- Hurriyanti, Ratih. 2010. *Bauran Pemasaran dan Loyalitas Konsumen*. Cet ke 3. Bandung: Alfabeta.
- Irwanto, Agus, Rohman, Fatchur, and Noermijati. 2013. Analisis Pengaruh Kualitas Produk dan Strategi Harga terhadap Kepuasan Pelanggan, dan Pengaruhnya pada Terbentuknya Word-of-mouth di Perumahan Madani Group Jabodetabek. *Jurnal Aplikasi Manajemen*. Vol. 11, No. 1, hal: 85-94.
- Jansen, Bernard J., and Zhang Mimi. 2009. Twitter Power: Tweets as Electronic Word of Mouth. *Journal of The American Society for Information Science and Technology*. Vol 60, No. 11, pp: 2169–2188
- Kotler, Philip and Kevin Lane Keller. 2012. *Marketing Management*. 14th edition. New Jersey: Prentice Hall.
- Lupiyoadi, Rambat. 2006. *Manajemen Pemasaran Jasa*. Edisi kedua. Jakarta: Salemba Empat.
- Maholtra, Naresh K. 2010. *Marketing Research: an Applied Orientation*. 6th edition. New Jersey: Prentice Hall.
- Matos, Celso Augusto and Rossi, Carlos Alberto Vargas. 2008. Word-of-Mouth Communications in Marketing: A Meta-Analytic Review of The Antecedents and Moderators. *Journal of The Academic Marketing Science*. Vol 36. pp: 578–596.

- Muhidin, Sambas A. dan Maman A. 2011. *Analisis Korelasi, Regresi, dan Jalur dalam Penelitian (dilengkapi aplikasi program SPSS)*. Cet ke-1. Bandung: Pustaka Setia.
- Pereda, Maria, Airey, and Bennet. 2007. Service Quality in Higher Education: The Experience of Overseas Students. *Journal of Hospitality, Leisure, Sport and Tourism Education*. Vol. 6, No. 2, pp. 55-67.
- Prasetyo, Bambang. 2008. *Metode Penelitian Kuantitatif: Teori & Aplikasi*. Cetakan ke-4. Jakarta: PT. RajaGrafindo Persada.
- Pride, William M., and Ferrel, O.C. 2010. *Marketing*. 15th edition. Canada: Nelson Education.
- Raymond, T. C Keong. 2006. Word-of-Mouth: The Effect of Service Quality, Customer Satisfaction and Commitment in a Commercial Education Context. *Thesis Doctor of Philosophy*. WA: University of Western Australia.
- Salomon, Michael R. 2009. *Consumer Behavior*. 8th edition. New Jersey: Pearson-Prentice Hall.
- Salomon, Michael R. 2013. *Consumer Behavior: Buying, Having, and Being*. 10th edition. Essex: Pearson Education
- Sciffman, Leon G., Kanuk, Lesli L., and Joseph Wisenblit. 2010. *Consumer Behavior*. 10th edition. New Jersey: Prentice Hall.
- Shukla, Paurav. 2008. *Essential of Marketing Research*. 1st edition. Brighton: Ventus Publishing.
- Singh, Yogesh K. 2006. *Fundamental of Research Methodology and Statistics*. 1st edition. New Delhi: New Age International.
- Sugiyono. 2012. *Statistika Untuk Penelitian*. Cetakan Ke-20. Bandung: Alfabeta.

- Sumaedi, Sik, I Gede Mahatma. Y. B., dan Medi Y. 2012. The Empirical Study of Public Transport Passengers' Behavioral Intentions: The Roles of Service Quality, Perceived Sacrifice, Perceived Value, And Satisfaction (Case Study: Paratransit Passengers In Jakarta, Indonesia). *International Journal for Traffic and Transport Engineering*. Vol. 2, No. 1, pp. 83-97.
- Sunyoto, Danang. 2011. *Analisis Regresi dan Uji Hipotesis*. Cet ke-1. Yogyakarta: CAPS.
- Supangat, Andi. 2008. *Statistika: Dalam Kajian Deskriptif, Inferensi, dan Non Parametrik*. Jakarta: Kencana.
- Suputra, I Gusti Nyoman K. dan I Wayan W. 2008. Analisis Faktor-Faktor Penentu Kualitas Pelayanan yang Mempengaruhi Kepuasan Pelanggan Pemilik Member Card pada Pasar Swalayantiara Dewata Denpasar. *Jurnal Manajemen*. Vol. 6, No. 1, hal: 11-31.
- Suryabrata, Sumadi. 2010. "*Metodologi Penelitian*". Cet ke-21. Jakarta: Rajawali Pers.
- Suwantara, Pande P. L. 2012. *Pengaruh Kualitas Layanan Terhadap Kepuasan dan WOM Mahasiswa Lembaga Pelatihan Pariwisata Bali*. Tesis. Denpasar: Universitas Udayana.
- Suwardi. 2011. Menuju Kepuasan Pelanggan Melalui Penciptaan Kualitas Pelayanan. *Jurnal Pengembangan Humaniora*. Vol. 11, No. 1, hal: 51-58.
- Tjiptono. 2008. *Strategi Pemasaran*. Edisi Ketiga. Yogyakarta: Penerbit Andi.
- Tim Penyusun. *Pedoman Penulisan Skripsi Sarjana Ekonomi*. Fakultas Ekonomi Universitas Negeri Jakarta.
- Trarintya, Mirah A.P. 2011. *Pengaruh Kualitas Pelayanan Terhadap Kepuasan dan Word Of Mouth (Studi Kasus Pasien Rawat Jalan di Wing Amerta RSUP Sanglah Denpasar)*. Tesis. Denpasar: Universitas Udayana.
- Utami, Mira M. dan Ayu N. H. 2010. Analisis Faktor-Faktor yang Mempengaruhi Word of Mouth Mahasiswa Unimus. *Jurnal Sains, Teknologi, Kimia Sosial, dan Humanoria*. Vol. 3, No. 1, hal: 398-415.

Widodo, Adi, Waridin, dan K, Johanna. 2011. Analisis Pengaruh Pengeluaran Pemerintah di Sektor Pendidikan dan Kesehatan Terhadap Pengentasan Kemiskinan Melalui Peningkatan Pembangunan Manusia di Provinsi Jawa Tengah. *Jurnal Dinamika Ekonomi Pembangunan*. Vol. 1, No. 1, hal: 25-42.

Williams, Martin, Buttle, Francis, and Sergio Biggemann. 2012. Relating Word-of-Mouth to Corporate Reputation. *Public Communication Review*. Vol. 2, No. 2

Wirawan, Panji. 2012. *Pengaruh Dimensi Kualitas Layanan Terhadap Tingkat Kepuasan Nasabah PT. Bank Mega Tbk Cabang Makassar*. Skripsi. Makasar: Universitas Hasanudin.

Wirtz, Jochen, Patricia Chew, and Christopher Lovelock. 2012. *Essentials of Services Marketing*. 2nd edition. Singapore: Prentice Hall.

Zeithalm, Valarie A., Bitner, Mary J., and Gremler, Dwayne D. 2009. *Service Marketing: Integrating Customer Focus Accross The Firm*. 5th edition. Singapore: McGraw Hill.

<http://id.wikipedia.org/wiki/JNE> (diakses pada tanggal 22 September 2012, pukul 2:36 WIB)

http://id.wikipedia.org/wiki/Pos_Indonesia (diakses pada tanggal 22 September 22 2012, pukul 2:36 WIB)

<http://www.jne.co.id/index/images/images/index.php?mib=pages&id=2008081110551305&lang=EN> (diakses pada tanggal 1 Februari 2014, pukul 9:20 WIB)

<http://www.jne.co.id/index.php?mib=produk.detail&id=2008072912122307> (diakses pada tanggal 1 Feburari 2014, pukul 9:12 WIB)

<http://www.kaskus.co.id/> (diakses pada tanggal 3 Oktober 2012, pukul 10:04 WIB)

<http://www.kaskus.co.id/showthread.php?t=3404441> (diakses pada tanggal 3 Oktober 2012, 10:04 WIB)

<http://www.kaskus.co.id/showthread.php?t=11618516-16402680> (diakses pada tanggal 18 September 2012, pukul 8:17 WIB)

<http://www.topbrand-award.com/top-brand-survey/survey-result/top-brand-result-2011/> (diakses pada tanggal 21 Oktober 2012, pukul 9:13 WIB)

<http://www.topbrand-award.com/top-brand-survey/survey-result/top-brand-result-2012/> Sunday, october 21 2012 (9:13 PM)