

## DAFTAR PUSTAKA

- Airbnb (2008). *Tentang kami*. Diakses pada 25 Agustus 2018, dari <https://www.airbnb.co.id/about/about-us>.
- Ali, Faizan, et al. (2013). “*An examination of the relationships between physical environment, Perceived Value, image and Behavioral Intentions: A SEM approach towards Malaysian resort hotels*”.
- Ansari, Azarnoush & Riasi, Arash. (2016). “*Modelling and evaluating customer loyalty using neural networks: Evidence from startup insurance companies*”.
- Bahram Ranjbarian, Java Khazaei Pool (2015). “The impact of Perceived Quality and Value on Tourists’ Satisfaction and Intention to Revisit Nowshahr City of Iran”.
- Boone & Kurtz (2015). *Contemporary Management*. United States : Cengage Learning.
- Cang, Kuo-Chien, et. al. (2014). ”*The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators*”.
- Cbsinsights (2015). *Why That Crazy-High Airbnb Valuation is fair*. Diakses pada 1 September 2018, dari <http://www.cbinsights.com/research/airbnb-hospitality-industry-valuation-breakdown/>.
- Chandra Ivonny, Hartono Subagio (2013). “*Analisa Pengaruh Experiential Marketing Terhadap Customer Satisfaction Dengan Perceived Value Sebagai Variabel Intervening Konsumen The Premiere Grand City Surabaya*”. Jurnal Manajemen Pemasaran Petra, Vol. 1, No. 2, pp. 1-10.
- Chen, Ching-Fu. (2010). “*Experience quality, Perceived Value, satisfaction and Behavioral Intentions for heritage tourists*”.
- Curras-Perez, R, et al. (2017). “*Determinants of customer retention in virtual environments. The role of perceived risk in a tourism services context*”.
- Dwi Aryanti dan Febrina Rosinta. (2010). *Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan*. Bisnis dan Birokrasi Journal, Vol 17, No 2
- Durianto, Damadi, et. al. (2011). *Brand Equity Ten: Strategi Memimpin Pasar*. Jakarta: PT Gramedia Pustaka Utama.

- Echi. (2016). *Apa itu Airbnb? Ini Fakta yang Harus Kamu Ketahui!* Diakses pada 26 Agustus 2018, dari <https://phinemo.com/pengertian-airbnb/>.
- Emarketer. (2017). *Top 10 US Hotel & Accomodation Sites, Ranked by Total Traffic, Q1 2017 (millions and %change vs same period of prior year)*. Diakses pada 8 September 2018, dari <http://www.emarketer.com/Chart/Top-10-US-Hotel-Accommodation- Sites-Ranked-by-Total-Traffic-Q1-2017-millions-change-vs-same-period- of-prior-year/208268>.
- Enrique Bonson Ponte, et. al. (2014). “*Influence of Trust and Perceived Value on the intention to purchase travel online: Integrating the effects of assurance on Trust antecedents*”.
- FE UNJ. (2012). *Pedoman Penulisan Skripsi*. Diakses pada 5 Agustus 2018 dari <http://fe.unj.ac.id/wp-content/uploads/2015/05/PEDOMAN-SKRIPSI-2012- terakhir.pdf>
- FE UNJ. Surat Keterangan Dekan Mengenai Tata Cara Pengutipan Dalam Tugas Akhir Mahasiswa Nomor 1034/UN39.5.FE/LL/2018. 13 April.
- Ferrinadewi. (2008). *Pengaruh Threat Emotion Konsumen dan Brand Trust pada Keputusan Pembelian Produk Susu Anlene di Surabaya*. Surabaya: Universitas Kristen Petra.
- Gurviez, et al. (2011). *Marketing : Responsible and Relevan*. Proposal for a Multidimensional Brand Trust Scale, 7.
- Hair, et al. (2013). *Multivariate Data Analysis: A Global Perspective*. United States of America: Pearson Education Limited.
- Hidayat, dan Sedarmayanti (2011). *Metodologi Penelitian*. Bandung: Penerbit Mandar Maju.
- Hsin-Hui, et al. (2009). ”*Relationships and impacts of Service Quality, Perceived Value, customer satisfaction, and image: an empirical study*”.
- Irawan. (2012). “*Dimensi Kualitas Layanan : Konsep dan Perkembangannya*”. Jurnal ISEI Jember, Vol. 2, No. 1.
- Irena Pandza Bajs. (2013). “*Tourist Perceived Value, Relationship to Satisfaction, and Behavioral Intentions: The Example of the Croatian Tourist Destination Dubrovnik*”.
- Ivan, Ka Wai Lai. (2014). “*The Role of Service Quality, Perceived Value, and Relationship Quality in Enhancing Customer Loyalty in the Travel Agency Sector*
- Kartajaya, Hermawan dan Yuswohady. (2010). *Attracting Tourists,*

- Traders, Investor: Strategi Memasarkan Daerah di Era Otonomi.* Jakarta: MarkPlus&Co.
- Kuo-Chien Chang, Nien-Te Kuo, Chia Lin Hsu, Yi-Sng Chen (2014). “*The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value Moderators*”.
- Kotler, Philip dan Kevin Lane Keller. (2016). *Marketing Management. 15e Global Edition*. Essex: Pearson Education Limited
- Laudon, C. Kenneth (2009). *E-Commerce, 5th Edition*. New York University: Pearson Education Limited
- Lau, G. T. (2013). *Consumers' Trust in a Brand and the Link to Brand Loyalty*. Journal of Market Focused Management, 341-370.
- Lovelock, W. (2011). *Service Marketing: People, Technology, Strategy*. Sevent Edition, United States: Pearson Education, Inc.
- Mardikawati Woro dan Naili Farida. (2013). “*Pengaruh nilai pelanggan dan kualitas layanan terhadap loyalitas pelanggan, melalui kepuasan pelanggan pada bus efisiensi (Studi PO Efisiensi Jurusan Yogyakarta-Cilacap)*.” Jurnal Administrasi Bisnis 2 (1).
- Moormal. (2013). *Antecedents of Brand Loyalty: An Empirical Study from Pakistan Internation Journal of Research in Commerce, Economics and Management*, 169-174.
- Maholtra, N. K. (2010). *Marketing Research: An Applied Orientation 10th Edition*.United States of America: Pearson Education Limited.
- Prasetyo, Adhi. (2013). E-commerce & IT business. CV Dinamika Komunika: Bandung.
- Priyatno, et al (2010). *Teknik Mudah dan Cepat Melakukan Analisis Data Penelitian dengan SPSS*. Yogyakarta: Gava Media.
- Ranjbarian, Bahram, et al. (2015). “*The Impact of Perceived Quality and Value on Tourists' Satisfaction and Intention to Revisit Nowshahr City of Iran*”.
- Rentivo. (2016). *The Results Are In –What Owners & Managers Really Think About OTA's (HomeAway, VRBO, Airbnb etc)*. Diakses pada 15 September 2018, dari <https://www.rentivo.com/blog/online-travel-agencies-opinion-statistics/>.
- Rifai dan Suryani. (2016). *Peran customer perceived value pada kepuasan pelanggan tiket online*. E-Journal Manajemen UNUD 5 (6), 3305-3304

- Sarwono, J. (2010). *Pengertian Dasar Structural Equation Modeling (SEM)*. Jurnal Ilmiah Manajemen Bisnis, 10(3), 173-182.
- Sanusi. (2011). *Metodologi Penelitian Bisnis*. Jakarta: Salemba Empat.
- Sekaran, Uma dan Bougie, Roger. (2010). *Research Methods for Business*. Fifth Edition. UK: Wiley.
- Setiawati dan Sugiharto. (2011). “*Analisis Tingkat Kepentingan Dan Kinerja Layanan Teller Machine (ATM) Bank Mandiri*”, Universitas Gunadarma.
- Shwu-Ing Wu, Yen-Jou Chen (2014). “*The Impact of green marketing perceived innovation on purchase intention for green products*”.
- Sigi Goode, et al. 2015). “*Rethinking the role of security in client satisfaction with Software-as-a-Service (SaaS) providers*”.
- Simamora, B. (2010). *Analisis Multivariat Pemasaran*. Jakarta: Gramedia Pustaka Utama
- Sukardi. (2015). *Metodologi Penelitian Pendidikan*. Jakarta: PT. Bumi Aksara
- Underconsideration. (2014). *All Your Bed Are Belong to Us*. Diakses pada 26 Agustus 2018, dari <http://www.underconsideration.com/brandnew/archives/newlogoandidentityforair>
- Tjiptono, F. (2011). *Service Quality and Satisfaction*. Jakarta: Andi.
- Wang, Hsiu-Yuan, et al. (2010). “*Predicting mobile hotel reservation adoption: Insight from a Perceived Value standpoint*”.
- Winarno, M (2013). *Metodologi Penelitian*. Universitas Negeri Malang.
- Wirtz & Lovelock (2011). *Service Marketing : People, Techonology, Strategy*. Seventh Edition. United States : Pearson Education.
- Wu, Shwu-Ing, et al. (2014). “*The Impact of Green Marketing and Perceived Innovation on Purchase Intention for Green Products*”.
- Ying-Feng Kuo, et al. (2009). “*The relationships among Service Quality, Perceived Value, customer satisfaction, and post-purchase intention in mobile value- added services*”
- Zabkar, Vesna, et al. (2009). “*Modelling Perceived Quality, visitor satisfaction and Behavioral Intentions at the destination*