

## DAFTAR PUSTAKA

- Azwar, Saifuddin. (2011). *Metode penelitian*. Yogyakarta: Pustaka Pelajar.
- Azwar, Saifuddin. (2010). *Penyusunan skala psikologi*. Yogyakarta: Pustaka Pelajar.
- Barnes, James G. (2001). *Secrets of customer relationship management*. Yogyakarta: Andi
- Bungin, Burhan. (2001). *Metodologi penelitian sosial: format-format kuantitatif dan kualitatif*. Surabaya: Airlangga University Press
- Collier, Joel E., & Bienstock, Carol C. (2006). Measuring service quality in e-retailing. *Journal of Service Research*, 8 (3), 260-275.
- Coteanu, Cristina. (2005). *Cyber consumer law and unfair trading practices*. England: Ashgate
- Ellitan, Lena., & Anatan, Lina. (2009). *Manajemen inovasi (Transformasi menuju organisasi kelas dunia)*. Bandung: Alfabeta
- Grazioli, Stefano., & Jarvenpaa, Sirkka L. (2000). Perils of internet fraud: An empirical investigation of deception and trust with experienced internet consumers. *IEE Transactions on Systems, Man, and Cybernetics-Part A: Systems and Humans*, 30 (4).
- Griffin, Jill. (2002). *Customer loyalty: How to earn it, how to keep it* (Revision Edition). San Fransisco: The Josely Perss
- Hadi, Sutrisno. (1986). *Statistik 2*. Yogyakarta: Yayasan Penerbitan Fakultas Psikologi Universitas Gadjah Mada
- Hasan, Iqbal. (2010). *Analisis Data Penelitian Dengan Statistik*. Jakarta: Bumi Aksara
- How Go, You., Hui Chua, Beng., Yu Lee, Chin., & Jia, Erica Ning. (2011). The Effect of Risk Perception on the Usage of Social Network Sites: a Conceptual Model and Research Propositions. Dipresentasikan pada The 2<sup>nd</sup> International Research Symposium in Service Management
- Kamus Besar Bahasa Indonesia (1995) edisi dua
- Kargaonkar, Pradeep A., & Karson, Eric J. (2007). The Influence of Perceived Product Risk on Consumers' e-Tailer Shopping Preference. *Journal Bussiness Psychology*, 22, 55-64

- Kotler, Philip & Armstrong, Gary. (2008). *Principles of marketing*. New York: Prentice Hall
- Kotler, Philip & Keller, Kevin Lane. (2008). *Manajemen Pemasaran (13th ed.)*. Jakarta: Erlangga
- Luam, Pin., & Hui Lin, Hsin. (2003). A customer loyalty model for e-service context. *Journal of Electronic Commerce Research* 4 (4)
- Malholtra, Naresh.K., & Birks, David.F. (2007). *Marketing research an applied approach (3rd ed.)*. New York: Prentice Hall
- Mardalis, Ahmad. (2005). Meraih loyalitas pelanggan. *Benefit: Jurnal Manajemen dan Bisnis* 9 (2), 111-119
- Mitchell, Vincent-Wayne. (1999). *Consumer perceived risk: Conceptualisations and models*. *European Journal of Marketing*, 33, 163-195
- Neuman, W.Lawrence,. (2000). *Social Research Methods : Qualitative and quantitative approaches*. London: Allyn and Bacon
- Pallant, J. (2007). *SPSS Survival Manual: A Step by Step Guide to Data Analysis using SPSS for Windows (3rd ed.)*. New York: McGraw-Hill.
- Pengguna internet meningkat , bisnis *e-commerce* diuntungkan (2012, 5 Juli). *Lampost.com* [on-line]. Diakses pada tanggal 13 Juli 2012 dari <http://www.lampost.com/index.php/home/pencarian-berita/47-games-a-gadget/40395/-pengguna-internet-meningkat-bisnis-e-commerce-diuntungkan.html>
- Radwanick, Sarah. (2010, 7 April). Social networking habits vary considerably across asia [on-line]. Diakses pada tanggal 29 Mei 2012 dari [http://www.comscore.com/Press\\_Events/Press\\_Releases/2010/4/Social\\_Net\\_working\\_Across\\_Asia-Pacific\\_Markets](http://www.comscore.com/Press_Events/Press_Releases/2010/4/Social_Net_working_Across_Asia-Pacific_Markets)
- Ranaweera, Chatura., McDougall, Gordon., & Bansal, Harvir. (2005). *A model of online customer behavior during the initial transaction: Moderating effects of customer characteristics*. *Marketing Theory*, 5 (1), 51-74
- Sadi. (2009). *Pengaruh kualitas layanan dan kualitas produk terhadap loyalitas pelanggan tahu bakso Ibu Pudji, Ungaran-Semarang*. (Tesis tidak diterbitkan). Universitas Diponegoro, Semarang.
- Satu dari 5 pengguna internet korban penipuan (2011, 14 Desember). *Vivanews* [on-line]. Diakses pada tanggal 15 Juli 2012 dari <http://fokus.news.viva.co.id/news/read/272143-1-dari-5-pengguna-internet--korban-penipuan>

- Srinivasan, Srini S., Anderson, Rolph., & Ponnnavolu Kishore. (2002). Customer loyalty in e-commerce: an exploration of its antecedents and consequences. *Journal of Retailing*, 78, 41-50.
- Stone, Robert N., & Gronhaug, Kjell. (1993). *Perceived risk: Further considerations for the marketing discipline*. *European Journal of Marketing*, 27 (3), 39-50
- Sujarweni, V. Wiratna. (2007). *Belajar mudah SPSS untuk penelitian skripsi, tesis, disertasi & umum*. Yogyakarta: Ardana Media
- Sujianto, Agus Eko. (2009). *Aplikasi statistik dengan SPSS 16.0*. Jakarta: Prestasi Pustaka
- Suyanto, M. (2003). *Strategi periklanan pada e-commerce perusahaan top dunia*. Yogyakarta: Andi
- Top 20 countries with the highest number of internet users (2012, 31 Maret). *Internet world stats* [on-line]. Diakses pada tanggal 29 Mei 2012 dari <http://www.internetworldstats.com/top20.htm>
- Wen Fan, Yi.Wu., Cheng-Chieh & Wu., Wei-Ting. (2010). The impacts of online retailing service recovery and perceived justice on consumer Loyalty. *International Journal of Electronic Bussines Management*, 8 (3), 239-249
- Wen, Chao., Prybutok, Victor.R & Xu, Chenyan. (2011). An integrated model for customer online repurchase intention. *Journal of Computer Information Systems*.
- Zhang, Lingying., Tan, Wojie., Xu, Yingchong., & Tan Genlue. (2012). Dimensions of consumer's perceived risk and their influences on online consumers' purchasing behavior. *Communications in Information Science and Management Engineering*, 2, 8-14