

DAFTAR PUSTAKA

- Ajzen, Icek dan Martin Fishbein. (1980). *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, New Jersey: Prentice-Hall.
- Ajzen, Icek. (1991). "The Theory of Planned Behavior". *Journal of Organizational Behavior and Human Decision Process*, Vol. 50, pp 179-211.
- Ajzen, Icek. (2005). *Attitudes, Personality, and Behavior*. New York: Mc Graw-Hill
- Akdon, Ridwan. (2007). *Rumus and Data dalam Aplikasi Statistika*. Bandung: Alfabeta.
- Bagozzi, Richard dkk. (1989). "User Acceptance of Computer Technology: a Comparison of Two Theoretical Models". *Journal of Management Science*, Vol. 35, No. 8, pp. 982-1003.
- Daft, Richard and Robert Lengel. (1986). "Organizational Information Requirements, Media Richness, and Structural Design". *Management Science Journal*, 32 (5), 554-571.
- Dharmmesta, Basu Swastha. (1998). "Theory of Planned Behaviour dalam Penelitian Sikap, Niat dan Perilaku Konsumen". KELOLA No.18/VII/1998, pp. 85-103.
- Erdogmus, Irem Eren and Mesut Cicek. (2012). "The Impact of Social Media Marketing on Brand Loyalty, Procedia Social, and Behavioral Sciences", 58, pp. 1355-1360.
- Ferdinand, Augusty. (2002). *Structural Equation Modelling dalam Penelitian Manajemen Aplikasi Model-model Rumit dalam Penelitian untuk Tesis Magister and Disertasi Doktor*. Semarang: Badan Penerbit Universitas Diponegoro.

- Filieri, Raffaele dan Fraser McLeay. "eWOM and Accomodation: An Analysis of The Factors That Influence Travelers' Adoption of Information from Online Reviews". *Journal of Travel Research*, 53 (I), pp. 44-57.
- Gunelius, Susan. (2011). "30 Minutes Social Media Marketing". http://www.slideshare.net/SusanGunelius/30minute-social-media-marketing-by-susan-gunelius?from_action=save, diakses 4 Juni 2016.
- Heung, Vincent, Hailin Qu, dan Raymond Chu. (2001). "The Relationship Between Vacation Factors and Socio Demographic and Travelling Characteristics: The Case of Japanese Leisure Travellers". *Tourism Management Journal*, 22, pp. 259-269.
- Huang and Hsu. (2009). "Effect of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention". *Journal of Travel Research*, Vol. 48, No. 1, August, pp. 29-44.
- Jalilvand, Muhammad Reza and Neda Samiei. (2012). "The Impact of Electronic Word of Mouth on A Tourism Destination Choice: Testing The Theory of Planned Behavior". *Journal of Internet Research*, Vol. 22 No. 5, pp. 591-612.
- Jalilvand, Muhammad Reza, Neda Samiei, Behrooz Dini, Parisa Yaghoubi Manzari. (2012). "Examining the Structural Relationship of Electronic Word of Mouth, Destination Image, Tourist Attitude toward Destination, and Travel Intention: An Integrated Approach". *Journal of Destination Marketing and Management* 1, pp. 134-143.
- Jones, Brian. (2010). "Entrepreneurial Marketing and the Web 2.0 Interface". *Journal of Research in Marketing and Entrepreneurship*, Vol. 12, No. 2, pp 143-152
- Kaplan, Andreas and Michael Haenlein. (2010). "User of The World, Unite! The Challenges and Opportunities of Social Media". *Business Horizon* 2010 (53), 59-68

- _____. (2012). "Social Media: Back to The Roots and Back to The Future". *Journal of System and Information Technology*, Vol. 14, No. 22, pp 101-104.
- Klein, Gary. (2008). "Naturalistic Decision Making". *Human Factor Journal*, Vol.50, No.3, June, Human Factor and Ergonomics Society, pp. 456-460.
- Kottler, Philip and Keller. (2012). *Marketing Management*. Prentice Hall. 14th Edition, hal. 498-510.
- Kurnianto, Heru dan Hari Ardi. (2008). "Kajian Niat Mahasiswa Manajemen Universitas Muhammadiyah Yogyakarta Menjadi Wirausaha". *Jurnal Manajemen dan Bisnis*, Vol. 16, No. 1, hal. 46-63.
- Kurnianto, Heru dan Heny Widiastuti. (2016). "An Application of The Theory of Planned Behavior in Describing Top Manager's Intention to Employ People with Disabilities in Indonesia". *Journal of The National and International Graduate Research Conference 2016*. Graduate School Khoen-Khoen University of Thailand and Universitas Muhammadiyah Yogyakarta, pp. 1680-1688.
- Kurnianto, Heru dan Majang Palupi. (2014). "Model Konseptual Intensi Berwirausaha Berbasis Teknologi Informasi". *Jurnal Bisnis dan Teknologi Informasi*, Vol. 5, No. 1, Februari 2014, Universitas Muhammadiyah Yogyakarta.
- Kurnianto, Heru, Tri Maryati, dan Fauziyah. (2013). "Intensi Mahasiswa Yogyakarta Berwirausaha Berbasis Teknologi Informasi". *Jurnal Siasat Bisnis*, Vol.17, No.1, Januari 2013. Universitas Muhammadiyah Yogyakarta.
- Litvin, Stephen, Ronald Goldsmith, and Bing Pan. (2005). "Electronic Word of Mouth in Hospitality and Tourism Management". *Journal of Tourism Management*, 29, pp. 458-468.
- Lukman, Enricko. "The Latest Numbers On Web, Mobile, And Social Media In Indonesia" (Infographic). Tech in Asia 21 Januari 2015. <https://www.techinasia.com/indonesia-web-mobile-data-start-2015>, diakses 1 Juni 2016.

- O'Neill, Palmer, and Charters. (2002). "Wine Production as a Service Experience-The Effects of Service Quality on Wine Sales". *The Journal of Services Marketing*, Vol.16, No.4, pp 342-362.
- Pachal, Peter. "Why Friendster Died: Social Media isn't a Game". *PC Mag Online*, 28 April 2011. <http://www.pcmag.com/article2/0,2817,2384588,00.asp>, diakses 20 Juni 2016.
- Peng Huang, Nicholas Lurie, and Sabyasachi Mitra. (2009). "Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods". *Journal of Marketing*. Vol.73 (March 2009), American Marketing Association, pp. 55-69.
- Peng Huang, Nicholas Lurie, and Sabyasachi Mitra. (2009). "Searching for Experience on the Web: An Empirical Examination of Consumer Behavior for Search and Experience Goods". *Journal of Marketing*, Vol.73 (March), American Marketing Association, pp. 55-69.
- Pizam, Abram and Yoel Masfeld. (2009). *Consumer Behavior in Travel and Tourism*. Routledge. New York. hal.7-30.
- Schau and Gilly. (2003). "We are What We Post? Self-presentation in Personal Web Space". *Journal of Consumer Research*, 30 (3), pp 385-404.
- Schmidt, Peter. (2014). "Quantitative Methods". *Economics and Statistics Journal*. School of International Business. Hochschule Bremen.
- Shah Alam, Syed and Nazura Mohamed Sayuti. (2011). "Applying Theory of Planned Behavior (TPB) in Halal Food Purchasing". *International Journal of Commerce and Management*, Vo. 21, No. 1, pp. 80-20.
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif, and R&D*. Bandung: Alfabeta. hal.79.

- Travel Industry Association of America (TIA). (2005). “Executive Summaries – Travelers’s Use of the Internet”, 2004 edition, www.tia.org/researchpubs/executive_summaries_travelers_use.html, diakses 30 Mei 2016.
- Venkatesh, Viswanath dkk. (2009). “User Acceptance of Information Technology: Toward A Unified View”. *MIS Quarterly*, Vol. 27 No. 3, pp. 425-478.
- Warshaw, Paul and Fred Davis. (1985). “The Accuracy of Behavioral Intention versus Behavioral Expectation for Predicting Behavioral Goals”. *Journal of Psychology*, Vol. 119, No. 6, pp 599-602.
- Woodside and Lysonsky. (1989). “A General Model of Traveler Destination Choice”. *Journal of Travel Research*. April 1989 27, pp. 8-14