

DAFTAR PUSTAKA

- Amaro, S., Duarte, P., & Henriques, C. (2016). Travelers' use of social media: A clustering Approach. *Annals of Tourism Research*, 59, 1-15.
- Bai, B., Law, R., & Wen, I. (2008). The impact of website quality on customer satisfaction and purchase intentions: Evidence from Chinese online visitors. *International Journal of Hospitality Management*, 27, 391-402.
- Barber, N., Taylor, D.C., & Deale, C.S. (2010). Wine tourism, environmental concerns and purchase intention. *Journal of Travel & Tourism Marketing*, 27, 146-165.
- Brata, B.H., Husani, S., & Ali, H. (2017). The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4B), 433-445.
- Chang, K.C., Kuo, N.T., Hsu, C.L., & Cheng, Y.S. (2014). The Impact of Website Quality and Perceived Trust on Customer Purchase Intention in the Hotel Sector: Website Brand and Perceived Value as Moderators. *International Journal of Innovation, Management and Technology*, 5(4), 255-260.
- Chi, H.K., Yeh, H.R., & Yang, Y.T. (2009). The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty. *The Journal of International Management Studies*, 4(1), 136-144.
- Dedeke, A. (2016). Travel web-site design: Information task-fit, service quality and purchase intention. *Tourism Management*, 54, 541-554.
- Diallo, M.F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*, 19, 360-367.
- Ferdinand. (2002). Metode Penelitian Manajemen: Pedoman penelitian untuk Skripsi, Tesis, dan Desertasi Ilmu Manajemen, Semarang: Badan Penerbit Universitas Diponegoro.
- Firdausy & Idawati. (2017). Effects of Service Quality, Price and Promotion on Customers' Purchase Decision of Traveloka Online Airline Tickets in Jakarta, Indonesia. *International Journal of Management Science and Business Administration*, 3(2), 42-49.
- Gay, L. R. & Diehl, P. L., (1992), *Research Methods for Business and Management*, MacMillan Publishing Company, New York.

- Ghozali, Imam. (2013). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 21 Update PLS Regresi*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hustic, I., & Gregurec, I. (2015). The influence of price on customer's purchase decision. *Central European Conference on Information and Intelligent Systems*, 27-32.
- Indriantoro, Nur dan Bambang Supomo. (2013). *Metodologi Penelitian Bisnis*. Yogyakarta: BPFPE.
- Jeon, H.J., Jang, J.C., & Barret, E.B. (2016). Linking Website Interactivity to Consumer Behavioral Intention in an Online Travel Community: The Mediating Role of Utilitarian Value and Online Trust. *Journal of Quality Assurance in Hospitality & Tourism*, 1-24.
- Karmarkar, U., & Shiv, B., & Knutson, B., (2014). Cost Conscious? The Neural and Behavioral Impact of Price Primacy on Decision Making. *Journal of Marketing Research*, 52, 1-50.
- Kim, D.J., Ferrin, D.L., & Rao, H.R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44, 544-564.
- Kim, H.W., Xu Y.J., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust?. *Electronic Commerce Research and Applications*, 11, 241-252.
- Kucukergin, K.G., & Dedeoglu, B.B. (2014) The importance of employee hospitability and perceived price in the hotel industry, *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2), 254-267.
- Kotler & Armstrong (2008). *Prinsip-prinsip Pemasaran*, Jilid 1, Jakarta: Erlangga.
- Kotler, Philip.(2005). *Manajemen Pemasaran*. Jilid 1 dan 2. Jakarta: PT Indeks Kelompok Gramedia.
- Kotler, Philip. (2011). *Manajemen Pemasaran di Indonesia : Analisis, Perencanaan, Implementasi dan Pengendalian*. Jakarta: Salemba Empat.
- Li, L., Peng, M.J., Jiang, N., & Law, R. (2017). An empirical study on the influence of economy hotel website quality on online booking intentions. *International Journal of Hospitality Management*, 63, 1–10.
- Lien, C.H., Wen, M.J., Huang, L.C., & Wu, K.L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 1-9.

- Liu, N.K., & Zhang, E.Y. (2014). An investigation of factors affecting customer selection of online hotel booking channels. *International Journal of Hospitality Management*, 39, 71-83.
- Machfoedz, Mahmud. (2005). *Pengantar Pemasaran Modern*. Yogyakarta: UPP AMP YKPN.
- Mohseni, S., Jayashree, S., Rezaei, S., Kasim, A., & Okumus, F. (2016). Attracting tourists to travel companies' websites: the structural relationship between website brand, personal value, shopping experience, perceived risk and purchase intention. *Current Issues in Tourism*, 21(6), 616-645.
- Nugroho J. (2003). *Perilaku Konsumen*. Jakarta: Kencana.
- Nunkoo, R., & Ramkissoon, H. (2012). Travelers' E-Purchase Intent of Tourism Products and Services. *Journal of Hospitality Marketing & Management*, 1-25.
- Parasuraman *et al.* (1998), SERVQUAL: A Multiple Item Scale for Measuring Consumer Perceptions of Service Quality, *Journal of Retailing*, 64(1), 12-40.
- Park, M.J., & Lennon, S. J. (2009). Brand name and promotion in online shopping contexts", *Journal of Fashion Marketing and Management: An International Journal*, 13(2), 149-160.
- Roest, H., & Rindfleisch, A. (2010). The influence of quality cues and typicality cues on restaurant purchase intention, *Journal of Retailing and Consumer Services*, 17, 10–18
- Shukla, P. (2009). Impact of contextual factors, brand loyalty and brand switching on purchase decisions. *Journal of Consumer Marketing*, 26(5), 348-357.
- Sin, S.S., Nor, K.M., & Al-Agaga, A.M. (2012). Factors Affecting Malaysian young consumers' online purchase intention in social media websites. *Social and Behavioral Sciences*, 40, 326-333.
- Sparks, B.A., & Browning, V. (2011). The impact of online reviews on hotel booking intentions and perception of trust. *Tourism Management*, 32,1310-1323.
- Stanton, William J. (2000). *Prinsip-prinsip Pemasaran*, Jilid 1 Edisi ke 3, Alih Bahasa oleh Yohanes Lamarto, Jakarta: Erlangga.
- Sugiyono. (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Swasta, B., & Handoko, T.TH. (2008). *Manajemen Pemasaran, Analisa. Perilaku Konsumen*, edisi pertama, cetakan keempat. Yogyakarta: BPFE.

Tjiptono. (2009). *Strategi Pemasaran*, edisi kedua, cetakan ketujuh. Yogyakarta: Andi Offset

Wen, I. (2012). An empirical study of an online travel purchase intention model. *Journal of Travel & Tourism Marketing*, 29, 18–39.

Wibowo. (2012). *Managemen Kinerja (edisi ke-3)*. Jakarta: Rajawali Pers.

Wu, C.S., Yueh, Y.Y., & Hsiao, C.R. (2011). The effect of store image and service quality on brand image and purchase intention for private label brands. *Australasian Marketing Journal*, 19, 30–39.

Yeh, L.L., Siew, H.K., & Fah, C.Y. (2013). Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y. *International Journal of Asian Social Science*, 3(12), 2426-2440.

Zhao, X.Y., Wang, L., Guo, X., & Law, R. (2015). The influence of online reviews to online hotel booking intentions. *International Journal of Contemporary Hospitality Management*, 27(6).

Sumber Internet:

Prodjo, Wahyu Adityo. (29 Desember 2015). Tahun 2016, Penggunaan Aplikasi Online Travel Agent akan Meningkat. Diperoleh 12 Januari 2019, dari <https://travel.kompas.com/read/2015/12/29/181500027/Tahun.2016.Penggunaan.Aplikasi.Online.Travel.Agent.akan.Meningkat>.

Zuhra, Wan Ulfa Nur. (16 Juni 2017). Tiket.com Diakuisisi Bliblicom, Bersiap Menyalip Traveloka. Diperoleh 12 Januari 2019, dari <https://tirto.id/tiketcom-diakuisisi-bliblicom-bersiap-menyalip-traveloka-cqPg>.