DAFTAR PUSTAKA

Ahmad, Ala'Eddin M.K. & Al-Zu'bi, Hasan A. 2011. E-banking Functionality and Outcomes of Customer Satisfaction: An Empirical Investigation. *International Journal of Marketing Studies. Vol. 3, No. 1.* 50-65.

Allahawiah, Sattam R. 2013. Factors Affecting the Use of E-Services from User Perspectives: A Case Study of Al-Balqa' Applied University. *Journal of Management Research. Vol. 5, No. 2.* 45-64.

Amer, M., Memari, A. & Gomez, J.M. 2010. B2B Electronic Service Quality in the Information Systems Discipline: Providing a Research Methodology for Enhanced Scientific. *ICT Innovations 2010 Web Proceedings.* 357-368.

Amirzadeh, Rasoul & Mousavi, Mohammad. 2011. Ranking E-Banking Service Quality Factors Using A Fuzzy TOPSIS Approach: A Study About Automatic Teller Machine. *Asian Journal of Business Management Studies 2 (3).* 101-109.

Arikunto, S. 2010. *Prosedur penelitian : Suatu Pendekatan Praktik. (Edisi Revisi).* Jakarta : Rineka Cipta.

Aryani, Dwi & Rosinta, Febrina. 2010. Pengaruh Kualitas Layanan terhadap Kepuasan Pelanggan dalam Membentuk Loyalitas Pelanggan. *Bisnis & Birokrasi, Jurnal Ilmu Administrasi dan Organisasi. Vol. 17, No. 2.* 114-126.

Asiabugwa, Mary A. & Munyoki, Justus. 2013. E-Commerce Strategy and Performance of Commercial Banks in Kenya. *African Journal of Business and Management. Vol. 3.* 52-66.

Augusto, Raphael H. *et al.* 2012. Competitive Advantages: the E-commerce as a Strategy for Competitiveness in the Retail Market. *International Journal of Engineering Research and Development. Vol. 5, Issue 1.* 60-66.

Awang, Zainudin Hj & Jusoff, Kamaruzaman. 2009. The Effects of Corporate Reputation on the Competitiveness of Malaysian Telecommunication Service Providers. *International Journal of Business and Management. Vol. 4, No. 5.* 173-178.

Beheshti, H. M., Salehi-Sangari, E. & Engstrom, A. 2006. Competitive Advantage with E-Business: A Survey of Large American and Swedish Firms. *Competitiveness Review. Vol. 16, No. 2.* 150-157.

Broutsou, Andromachi & Fitsilis, Panos. 2012. Online Trust: The Influence of Perceived Company's Reputation on Consumers' Trust and the Effects of Trust on Intention for Online Transactions. *Journal of Service Science and Management. Vol.5.* 365-372.

Chaffey, Dave. 2009. *E-Business and E-Commerce Management Fourth Edition.* Harlow: Pearson Education Limited.

Daneshvar, Poolad & Ramesh, H.N. 2010. Review of Information Technology Effect on Competitive Advantage-Strategic Perspective. *International Journal of Engineering Science and Technology. Vol. 2 (11).* 6248-6256.

Dirisu, J.I., Iyiola, O. & Ibidunni, O.S. 2013. Product Differentiation: A Tool of Competitive Advantage and Optimal Organizational Performance (A Study of Unilever Nigeria Plc). *European Scientific Journal. Vol. 9, No. 34.* 258-281.

Dolphin, Richard R. 2004. Corporate Reputation: A Value Creating Strategy. *Corporate Governance. Vol. 4, No. 3.* 77-92.

Doost, Hossein V. & Ashrafi, Azadeh. 2014. Relationship of Online Service Quality with Customer Satisfaction in Internet Banking Case Study: Pasargad Bank. *International Journal of Economy, Management and Social Sciences. Vol. 3 (1).* 130-135.

Durkasree, P & Ramesh, M. 2011. Service Quality in Online Marketing: Customers Centric Analysis. *Perspectives of Innovations, Economics & Business. Vol. 7, Issue 1.* 27-34.

Eid, Mustafa I. 2011. Determinants of E-Commerce Customer Satisfaction, Trust, and Loyalty in Saudi Arabia. *Journal of Electronic Commerce Research. Vol. 12, No. 1.* 78-93.

Fombrun, C. J. 2001. Corporate Reputations – Its Measurements and Management. *Thexis. Vol. 18, No. 4.* 327-340.

Fuller, M. A., Serva, M. A. & Benamati, John. 2007. Seeing Is Believing: The Transitory Influence of Reputation Information on E-Commerce Trust and Decision Making. *Decision Science. Vol. 38, No. 4.* 675-699.

Hemmatfar, M., Salehi, M. & Bayat, M. 2010. Competitive Advantage and Strategic Information Systems. *International Journal of Business and Management. Vol. 5, No. 7.* 158-169.

Hiwarkar, Tryambak. 2013. E-Commerce Infrastructure for The Development of Technology and Communication. *International Journal of Advanced Research in Management and Social Sciences. Vol. 2, No. 4.* 84-94.

Ikeda, A. A., Martins C. A. & Campomar M. C. 2013. Signaling Quality in E-Commerce Prior to Purchase: Differences between Luxury E-Retailers and Mass E-Retailers. *PMKT - Brazilian Journal of Marketing, Opinion, and Media Research. Vol. 13.* 15-33.

Indriantoro, Nur & Supomo, Bambang. 2011. *Metodologi Penelitian Bisnis: Untuk Akuntansi dan Manajemen.* Yogyakarta: BPFE Yogyakarta.

Irmawati, Dewi. 2011. Pemanfaatan E-Commerce Dalam Dunia Bisnis. *Jurnal Ilmiah Orasi Bisnis, Edisi ke-VI.* 95-112.

Iwu-Egwuonwu, Ronald C. 2011. Corporate Reputation & Firm Performance: Empirical Literature Evidence. *International Journal of Business and Management. Vol. 6, No. 4.* 197-206.

Jindal, Neha. 2012. Measurement of E-Service Quality in Online Tourism. *International Journal of Advanced Research in Management and Social Sciences. Vol. 1, No. 3.*

Kassim, Abdul W.M. 2014. Mediating Effect of Customer Satisfaction on Perceived Product Quality, Perceived Value, and Their Relation to Brand Loyalty. *International Journal of Research in Management & Business Studies. Vol. 1, Issue 2.* 13-18.

Kotler, P & Armstrong. 2014. *Principles of Marketing, fifteenth edition.* Harlow: Pearson Education Limited.

Kuncoro, Mudrajad. 2006. *Strategi Bagaimana Meraih Keunggulan Kompetitif*. Jakarta: Erlangga.

Lim, Seongbae & Trimi, Silvana. 2014. Impact of Information Technology Infrastructure Flexibility on the Competitive Advantage of Small and Medium Sized-Enterprises. *Journal of Business and Management. Vol. 3, Issue 1.* 01-12.

Mahon-Haft, Taj A. & Dilman, Don A. 2010. Does Visual Appeal Matter? Effects of Web Survey Aesthetics on Survey Quality. *Survey Research Method. Vol. 4, No. 1.* 43-59.

Mahzari, Anahita & Ahmadzadeh, Marzieh. 2013. Finding Gender Preferences in E-Commerce Website Design by an Experimental Approach. *International Journal of Applied Information Systems (IJAIS). Vol. 5, No. 2.* 35-39.

Makhija, P., Leena, J. & Nagpal K. 2013. Utilization of Technology in Human Resource Management. *Astitva International Journal of Commerce Management and Social Sciences. Vol. 2, No. 3.* 72-89.

Mansor, Norudin & Ali, Siti H.S. 2010. A B2C Business Agenda: Analyzing Customers' Perceptions towards Bumiputera Retailers. *Asian Social Science. Vol. 6, No. 7.* 132-141.

Marketeers. 2013. "MarkPlus Insight: Pengguna Internet Indonesia 74 Juta di Tahun 2013". Melalui http://www.the-marketeers.com/archives/Indonesia%20Internet% 20Users.html#.U7didNIW0rU [05/23/2014]

Maryama, Siti. 2013. Penerapan *E-Commerce* dalam Meningkatkan Daya Saing Usaha. *Jurnal Liquidity. Vol. 2, No. 1.* 73-79.

Murugan, R. Thiru & Sudhahar, J. Clement. 2013. Predictors of Customer Retention in Online Health Care System (OHCS) - Structural Equation Modelling (SEM) Approach. *International Journal of Management. Vol. 4, Issue 1.* 243-257.

Nanehkaran, Yaser A. 2013. An Introduction to Electronic Commerce. *International Journal of Scientific and Technology Research, Vol. 2, Issue 4.* 190-193.

Narimawati, Umi. 2010. *Penulisan Karya Ilmiah*. Jakarta: Genesis.

Nimako, Simon G. 2012. Confirmatory factor analysis of service quality dimensions within mobile telephony industry in Ghana. *The Electronic Journal Information Systems Evaluation*. 197-215.

Padget, Robert C. & Moura-Leite, Rosamaria C. 2012. The impact of R&D intensity on corporate reputation: Interaction effect of innovation with high social benefit. *Intangible Capital. Vol. 8, No. 2.* 216-238.

Pakaya, Abd. Rahman. 2011. Pengaruh Manajemen Sumberdaya Manusia Strategi dan Manajemen Transformasi Terhadap Keunggulan Bersaing. *Inovasi, Vol. 8, No. 3.* 102-124.

Piriyakul, Montree & Wingwon, Boonthawan. 2013. Effect of corporate ability and reputation on organization's performance and CSR. *African Journal of Business and Management. Vol. 7, No.9.* 738-749.

Piskar, Franka. 2007. The Impact of the Quality Management System ISO 9000 on Customer Satisfaction of Slovenian Companies. *Managing Global Transitions. Vol. 5, No. 1.* 45-61.

Ponzi, L. J., Fombrun, C. J. & Gardberg, N. A. 2011. RepTrak™ Pulse: Conceptualizing and Validating a Short-Form Measure of Corporate Reputation. *Corporate Reputation Review. Vol. 14, No. 1.* 15-35.

Pratiwi, Hesti. 2013. "Andi S. Boediman: Peluang E-Commerce di Indonesia Luar Biasa". Melalui http://dailysocial.net/post/andi-s-boediman-peluang-e-commerce-di-indonesia-luar-biasa [06/20/2014]

Sarwar, M.Z., Abbasi, K.S., & Pervaiz, S. 2012. The Effect of Customer Trust on Customer Loyalty and Customer Retention: A Moderating Role of Cause Related Marketing. *Global Journal of Management and Business Research. Vol. 12, Issue 6.* 26-36.

Saastamoinen, Jani. 2009. Returns on Reputation in Retail E-Commerce. *Journal of Electronic Commerce Research. Vol. 10, No. 4.*

Satibi, Iwan. 2011. *Teknik Penulisan Skripsi Tesis Disertasi.* Bandung: Ceplas.

Setiyono, Budi. 2004. *Cakap Kecap*. Jakarta: PPPI.

Shamma, Hamed M. 2012. Toward a Comprehensive Understanding of Corporate Reputation: Concept, Measurement and Implications. *International Journal of Business and Management. Vol. 7, No. 16.* 151-169.

Sharing Vision. 2013. "Perkembangan *E-Commerce* di Indonesia". Melalui http://sharingvision.com/2013/10/perkembangan-e-commerce-di-indonesia/ [06/20/2014]

Smaiziene, Ingrid & Jucevicius, Robertas. 2009. Corporate Reputation: Multidisciplinary Richness and Search for a Relevant Definition. *Inzinerine Ekonomika-Engineering Economics. Vol. 2.* 91-101.

Sukarmen, P., Sularso, A. & Wulandari, D. 2013. Analisis Pengaruh Inovasi Produk Terhadap Kepuasan Konsumen Dengan Keunggulan Bersaing Sebagai Variabel Intervening Pada Produk Gula Pasir Sebelas (Gupalas) Pabrik Gula Semboro PTP Nusantara XI (Persero). *JEAM. Vol. XII, No. 1.* 64-79.

Sugiyono. 2009. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Sugiyono. 2011. *Metode Penelitian Kuantitatif, kualitatif dan R&D*. Bandung: Alfabeta.

Sumer, Kerem & Bayraktar, Cahit A. 2012. Business Strategies and Gaps in Porter's Typology: A Literature Review. *Journal of Management Research. Vol. 4, No. 3.* 100-119.

Supangat, Andi. 2007. *Statistik: Dalam Kajian Deskriptif, Inferensi, dan. Nonparametrik.* Jakarta: Kencana.

Supriati. 2012. *Metode Penelitian*. Bandung: Labkat Press UNIKOM.

Tambajong, Geraldy. 2013. Bauran Pemasaran Pengaruhnya Terhadap Penjualan Sepeda Motor Yamaha di PT. Sarana Niaga Megah Kerta Manado. *Jurnal EMBA, Vol. 1, no. 3.* 1291-1301.

Tangkary, Septriana. 2014. "Kemkominfo: Pengguna Internet Indonesia Capai 82 Juta". Melalui http://kominfo.go.id/index.php/content/detail/3980/Kemkominfo%3A+Pengguna+Internet+di+Indonesia+Capai+82+Juta/0/berita_satker#.U7dfMNIW0rU [06/15/2014]