



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk menggubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Belch, George E. dan Michael A. Belch. *“Advertising and Promotion An Integrated Marketing Communication Perspective 8th Edition”*. United States Of America: McGraw-Hill, 2009.
- Chaffey, Dave. *“E-Business and E-Commerce Management 3rd Edition”*. New Jersey: Pearson Education, 2007.
- Hasan, Ali. “Definisi Loyalitas Pelanggan”. 27 September 2014. <https://ilmumanajemenpemasaran.wordpress.com/2009/11/10/definisi-loyalitas-pelanggan/>
- Kemkominfo. “Pengguna Internet di Indonesia Capai 82 Juta”. 23 September 2014. http://kominfo.go.id/index.php/content/detail/3980/Kemkominfo%3A+Pengguna+Internet+di+Indonesia+Capai+82+Juta/0/berita_satker#.VCKKypSSyCM
- Kotler, Philip dan Armstrong Gary. *“Principle Of Marketing 14e”*. New Jersey: Pearson Education, 2012.
- Kurtz, David L. dan Boone. *“Principles Of Contemporary Marketing 14e”*. South-Western: Cengage Learning, 2010.
- Lovelock, Christopher & Jochen Wirtz. *“Service Marketing People, Technology, Strategy 7th Edition”*. New Jersey: Pearson Education, 2011.
- Lukman, Enricko. “18 Popular Online Shopping Sites In Indonesia (2014 Edition)”. 25 September 2014. <http://www.techinasia.com/popular-online-shopping-platforms-in-indonesia/>
- Sidharta, Lina. “Paket Internet Unlimited Telkomsel Hanya 5000 Perak”. 23 September 2014. <http://www.teknonetwork.com/paket-internet/paket-internet-unlimited-telkomsel-hanya-5000-perak.html>
- Startupbisnis. “Data Statistik Mengenai Pertumbuhan Pangsa Pasar E-Commerce di Indonesia Saat Ini”. 25 September 2014. <http://startupbisnis.com/data-statistik-mengenai-pertumbuhan-pangsa-pasar-e-commerce-di-indonesia-saat-ini/>
- Turban, *et al.* *“Electronic Commerce: A Managerial and Social Networks Perspective 7th Edition”*. New Jersey: Prentice Hall, 2012.