

DAFTAR PUSTAKA

- Arrow, K. J. 1974. *The limits of organization*. New York: Norton.
- Beauchamp, Ailawadi K. L, J.P. Donthu, N, Gauri, D, & Shankar, V. 2008. Customer Experience Management in retailing communication and promotion.
- Berscheid, E. 1994. Interpersonal relationships. *Annual Review of Psychology*, 45, 79-129.
- Cooper, D.R. dan Schindler, P.S. 2014. *Business Research Methods*. New York: McGraw-Hill.
- Darsono, I.I. (2008). Hubungan *perceived service quality* dan loyalitas: peran *trust* dan *satisfaction* sebagai mediator. The 2nd National Conference UKWMS. Surabaya.
- Deutsch, M. 1958. Trust and suspicion. *Journal of Conflict Resolution*, 2:265-279.
- Edward, M. dan Sahadev, A. 2012. Modelling Of Consequences of Customer Confusion In A Service Marketing Context: An Empirical Study. *Journal of Services Research*, Vol. 12 No.2, pp. 127-146.
- Ferdinand. A. 2006. *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fox, A. 1974. *Beyond contract: Work, power and trust relations*. London: Faber
- Foxman, E.R., Berger, P.W. dan Cole, J.A. 1992. Consumer brand confusion: a conceptual framework, *Psychology and Marketing*, Vol. 9, pp. 123.
- Gambetta, D. 1988. Can we trust trust? In Gambetta, D. (Ed.), *Trust: Making and breaking cooperative relations*: 213-237. New York: Blackwell.
- Golembiewski, R. T. & McConkie, M. 1975. The centrality of interpersonal trust in group processes. In Cooper, G. L. (Ed.), *Theories of group processes*: 131-185. London: John Wiley & Sons.
- Ha, H. Y., dan Son, H.Y. 2014. Investigating Temporal Effects of Risk Perceptions and Satisfaction on Customer Loyalty. *Managing Service Quality*, Vol.24 No. 3, pp. 252-273.
- Hair, J. F. Jr., Babin, B., Money, A. H., and Samouel, P. 2003. *Essential of Business Research Methods*. John Wiley & Sons: United States of America.
- Hair, J. F. Jr., Black, W. C., Babin, B. J., and Anderson, R. E. 2010. *Multivariate Data Analysis*. New Jersey: Pearson Prentice Hall.

- Harrison, L. Jean-Walker. 2001. The Measurement Of Word Of Mouth Communication And An Investigation Of Service Quality And Customer Commitment As Potential Antecedents. *Journal of Service Research*, Vol. 4, No. 1, pp. 60-75.
- Ismagilova, Elvira et al. 2017. Electronic Word of Mouth (eWOM) in the Marketing Context: A State of the Art Analysis and Future Directions. Berlin : Springer.
- Jaeger, Lena-Christin dan Hoehler, Julia. 2021. Using Word of Mouth data from social media to identify asymmetric competition in food retailing. *Journal of Retailing and Consumer Services* 58 (2021) 102284
- Kawakami, T., Kishiya, K., dan Parry, M. E. 2013. Personal Word of Mouth, and Innovation Use. *Product Development & Management Association*, Vol. 30 No. 1, pp.17-30.
- Kotler, Philip & Lane Keller, Kevin. 2009. Manajemen Pemasaran. (Terjemagan, Edisi ke-13 jilid 1). Jakarta: PT Penerbit Erlangga.
- Lau, G. T. and Lee, S. H. 1999. Consumers' Trust in a Brand and the Link to Brand Loyalty. *Journal of Market Focused Management*, Vol. 4, pp.341-370.
- Leek, S. dan Kun, D. 2006. Consumer Confusion In The Chinese Personal Computer Market. *Journal of Product & Brand Management*, Vol. 15 No. 3, pp 184-193.
- Lewis, J. D. & Weigert, A. J. 1985a. Trust as a social reality. *Social Forces*, 63(4): 967-985.
- Mayer, R.C., Davis, J.H. and Schoorman, F.D. 1995. An integrative model of organizational trust. *Academy of Management Review*, Vol. 20 No. 3, pp. 709-34.
- Miller, George A. (1956), "The Magical Number Seven, Plus or Minus Two: Some Limits On Our Capacity for Processing Information", *Psychological Review*, 63 (March), pp. 81-92.
- Mitchell, V.W. dan Papavassiliou, V. 1997. Exploring Consumer Confusion In The Watch Market. *Marketing Intelligence and Planning*, Vol. 15 NO. 4, pp. 164-172.
- Moorman, C., Zaltman, G., & Deshpande, R. 1992. Relationship between providers and users of marketing research: The dynamics of trust within and between organizations. *Journal of Marketing Research*, 29(3), 314–329.
- Morgan, R. M. and Hunt, S. D. 1994. The Commitment-Trust Theory of Relationship Marketing. *Journal of Marketing*, Vol. 58, pp. 20-38.

- Mowen, John C., and Minor, M. (2002). *Perilaku konsumen*. Trans. (Lina Salim), Jakarta: Erlangga.
- Murti, B. (2013). *Desain dan Ukuran Sampel untuk Penelitian Kuantitatif dan*. Gadjah Mada University.
- Sernovitz, Andi. 2009. *Word Of Mouth Marketing*. New York. Kaplan.
- Rosadi, M. 2014. *Dampak Consumer Confusion Proneness dalam Pembelian Notebook di Kalangan Kaum Muda*, Universitas Atma Jaya Yogyakarta, Yogyakarta.
- Singh, J. and Sirdeshmukh, D. 2000. 'Agency and trust mechanisms in consumer satisfaction and loyalty judgments. *Journal of Academy of Marketing Science*, Vol. 28 No. 1, pp. 150-67.
- Su, Dan., dan Huang, Xu. 2011. Research on Online Shopping Intention of Undergraduate Consumer in China--Based on the Theory of Planned Behavior. *International Business Research*, Vol. 4, No. 1; January 2011
- Sutisna. 2002. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: Penerbit PT Rosda Karya Offset
- Tjahyadi, R. A. 2006. Brand Trust Dalam Konteks Loyalitas Merek: Peran Karakteristik Merek, Karakteristik Perusahaan, dan Karakteristik Hubungan Pelanggan-Merek. *Jurnal Manajemen*, Vol.6, No.1, pp.65-78.
- Turnbull, P.W., Leek, S., dan Ying, G. 2000. Customer Confusion: The Mobile Phone Market. *Journal of Marketing Management*, Vol. 16, pp. 143-163.
- Walsh, G. dan Mitchell, V. W. 2010. The Effect of Consumer Confusion Proneness on Word of Mouth, Trust, and Customer Satisfaction. *European Journal of Marketing*, Vol. 44 No. 6, pp. 838-859.
- Walsh, G., Hennig-Thurau, T., dan Mitchell, V.W. 2007. Consumer Confusion Proneness: Scale Development, Validation, and Application. *Journal of Marketing Management*, Vol. 23 No. 7-8, pp. 697-721.
- Yunus, 2006, Membangun Kepercayaan, 12, 10, 2010. <http://www.gsn-soeki.com/wouw>,