**DAFTAR PUSTAKA**

Aaker, David (1991) Managing Brand Equity. Capitalizing on the Value of a Brand Name. Free Press: New York.

Ahn, T., Ryu, S., Han, I., 2007. The impact of Web quality and playfulness on user acceptance of online retailing. Inf. Manage. 44 (3), 263–275.

Anderson, R.E., Srinivasan, S.S., 2003. E-satisfaction and e-loyalty: a contingency framework. Psychol. Marketing 20 (2), 123–138.

Apkomindo. 2015. Pasar E-Commerce Berpotensi Meningkat, https://www.apkomindo.id

Arifin. September 23, 2015. Fakta Menarik Seputar Perkembangan Internet dan Bisnis. http://www.seputarteknologi.com

B. Hilligoss, and S.Y. Rieh. 2008. Developing a unifying framework of credibility assessment: Construct, heuristics, and interaction in context. *Journal Information Processing and Management* (44), 467–1484.

B. Hilligoss, S.Y. Rieh, Developing a unifying framework of credibility assessment: construct, heuristics, and interaction in context, Inf. Process. Manag. 44 (4), 2008, pp. 1467–1484.

Bandura, A. (1977). Self-efficacy: Toward a unifying theory of behavioral change. Psychological Review, 84(2), 191-215.

Barreda, A.A., Bilgihan, A., Nusair, K., Okumus, F., 2015. Generating brand awareness in online social networks. Comput. Hum. Behav. 50 (1), 600–609.

Barreda, A.A., Bilgihan, A., Nusair, K., Okumus, F., 2015. Generating brand awareness in online social networks. Comput. Hum. Behav. 50 (1), 600–60.

Berita Satu. 2015. Traveloka Online Travel Agent Semakin Jadi Andalan Perjalanan Tanah Air http://www.beritasatu.com.

Bowden, J., 2009. The process of customer engagement: a conceptual framework. J. Marketing Theory Pract. 17 (1), 63–74.

Braun, C., Batt, V., Bruhn, M., Hadwich, K., 2016. Differentiating customer engaging behavior by targeted benefits–an empirical study. J. Consum. Marketing 33 (7), 528–538.

Brodie, R. J., Ilic, A. Juric, B. and Hollebeek, L. (2013). Consumer engagement in a Virtual Brand Community: An Exploratory Analysis. Journal of Business Research, 66, 1, 105–114.

Burke, R.R., 1997. Do you see what I see? The future of virtual shopping. Journal of the Academy of Marketing Science 25, 352}360.

Cameron, K.S. and Quinn, R.E. (1999). Diagnosing and Changing Organizational Culture: based on the Competing Values Framework, Addison-Wesley, New York.

Coates, G. 1992. Program from Invcible site –a virtual sbo, a multimedia performance work presented by George Coartes Performance Works, San Fransisco.

De Vries, N.J., Carlson, J., 2014. Examining the drivers and brand performance implications of customer engagement with brands in the social media environment. J. Brand Manage. 21 (6), 495–515.

Delone William and McLean. 2003. The DeLone and McLean Model of Information Systems Success: A Ten-Year Update. *Journal of Management Information Systems*, Vol. 19, No. 4, pp. 9–30.

Dholakia, U.M., Blazevic, V., Wiertz, C., Algesheimer, R., 2009. Communal service delivery how customers benefit from participation in firm-hosted virtual P3 communities. J. Serv. Res. 12 (2), 208–226.

Donthu N, Garcia A. The internet shopper. J Advertising Res 1999; 39(3):52 – 8 (May – June).

Doorn, V., Lemon, N., Mittal, V., Nass, S., Pick, D., Pirner, P., Verhoef, P.C., 2010. Customer engagement behaviour: theoretical foundations and research directions. J. Serv. Res. 13 (1), 253–266.

Eppler Martin J. 2007. Knowledge Communication Problems between Experts and Decision Makers: an Overview and Classification. Electronic Journal of Knowledge Management Volume 5 Issue 3, (291 - 300).

Eppler, M.J., 2006. Managing Information Quality: Increasing the Value of Information in Knowledge-Intensive Products and Processes. Springer Science & Business Media.

Fuller, G., 2010. Refining virtual co-creation from a consumer perspective. California Manage. Rev. 52 (2), 98–122.

Gorla, N., Somers, T.M., Wong, B., 2010. Organizational impact of system quality, information quality, and service quality. J. Strateg. Inf. Syst. 19 (3), 207–228.

Guo Z Q, Li X Y, and Chapman M. 2012. Correlation of brittleness index with fractures and microstructure in the Barnett Shale 74th 502 EAGE Conference & Exhibition, Extended 503 Abstracts F022.

Hollebeek, L., Glynn, M. and Brodie, R. (2014) 'Consumer Brand Engagement In Social Media: Conceptualization, Scale Development And Validation'. Journal of Interactive Marketing 28 (2), 149-165.

Hollebeek, L.D. (2013). The customer engagement/value interface: An exploratory investigation. Australasia Marketing Journal. 21, 17-24.

Infokomputer. 2015. menguak peluang bisni online  dari Traveloka dan tiket.com, https://infokomputer.grid.id/

Islam, J. U., & Rahman, Z. (2017). The impact of online brand community characteristics on customer engagement: An application of Stimulus-Organism-Response paradigm. Telematics and Informatics, 34(4), 96-109.

Islam, J., Rahman, Z., 2016b. Linking customer engagement to trust and word of mouth on Facebook brand communities: an empirical study. J. Internet Commerce 15 (1), 40–58.

Jang, H., Olfman, L., Ko, I., Koh, J., Kim, K., 2008. The influence of on-line brand community characteristics on community commitment and brand loyalty. Int. J. Electron. Commer. 12 (3), 57–80.

JPNN. 2015. Traveloka, Startup Terunggul di Indonesia, http://www.jpnn.com/news/traveloka-startup-terunggul-di-indonesia

Luthans and S. J. Peterson. 2002. Employee engagement and manager self-efficacy: Implications for managerial effectiveness and development, Journal of Management Development 21 (5), pp. 376–387.

Luthans F, Avolio BJ. (2003). Authentic leadership: A positive developmental approach. In Cameron KS, Dutton JE, Quinn RE (Eds.), Positive organizational scholarship (pp. 241–261). San Francisco: Barrett-Koehler.

Ghasemaghaei and Hassanein, (2015), "Online Information Quality and Consumer Satisfaction: The Moderating Roles of Contextual Factors - A Meta-Analysis", Information & Management, 52 (8), 965-981.

M.J. Eppler, Managing Information Quality: Increasing the Value of Information in Knowledge Intensive Products and Processes, Springer-Verlag, Berlin, 2006.

Madhavaram, S., Badrinarayanan, V., McDonald, R.E., 2005. Integrated marketing communication (IMC) and brand identity as critical components of brand equity strategy: a conceptual framework and research propositions. J. Advertising 34 (4), 69–80.

Mahoney, R. C. and Lederer, A. L. (2006). The Effect of Intrinsic and Extrinsic Rewards for Developing an Information Systems Project Success. Project Management Journal, 37 (4), pp. 42-45.

McAlexander; John W Schouten; Harold F Koening. 2002. Building brand community. Journal of Marketing

McKinney, V., Yoon, K., Zahedi, F.M., 2002. The measurement of web-customer satisfaction: an expectation and disconfirmation approach. Inf. Syst. Res. 13 (3), 296–315.

Mia Chitra Dinisari http://industri.bisnis.com Traveloka Raih Penghargaan 2 Kategori Top Brand Award 2016

Mobtoska. 2016. 10 Aplikasi Booking Hotel dan Pesawat Terbaik Di Android http://montoska.com.

Newman, A., Sheikh, A.Z., 2012. Organizational rewards and employee commitment: a Chinese study. J. Manage. Psychol. 27 (1), 71–89.

Oliver, R.L., 1999. Whence consumer loyalty? J. Marketing 63 (1), 33–44.

Parasuraman, A., Zeithaml, V.A., Malhotra, A., 2005. ES-QUAL a multiple-item scale for assessing electronic service quality. J. Serv. Res. 7 (3), 213–233.

Parasuraman, Zeithaml and Berry, "A Conceptual Model of Service Quality and Its Implications for Future Research," Journal of Marketing, Fall 1985, pp. 41-50.

Porter, C. E., Donthu, N., MacElRoy, W., & Wydra, D. (2011). How to Foster and Sustain Engagement in Virtual Communities. California Management Review , 80-110.

Pratama Aditya. 2017. Traveloka Hadirkan Fitur Loyalty Traveloka Poin untuk Tiket Pesawat dan Hotel. https://id.techinasia.com/

R.S. Taylor. 1986. Value-Added Processes in Information Systems

R.Y. Wang, D.M. Strong, Beyond accuracy: what data quality means to data consumers, J. Manag. Inf. Syst. 12 (4), 1996, pp. 5–34.

Sheth, J.N and Paryatiyar, A. 1995. Relationship Marketing in Consumer Markets Antecendents and Consequences. *Journal og the Academy if Marketing Science.* Vol 2 No.4, 255-71

Shih Hung Pin. 2004. An empirical study on predicting user acceptance of e-shopping on the Web. *Journal Information & Management.* (41), 351–368.

Sinar Harapan. 2015. Traveloka Raih Penghargaan Top Brand, http://www.sinarharapan.co

Sinioukov, T. (1999) Mastering the web by the book, Book Tech the Magazine 2(March) 50-54.

Stajkovic, A.D., & Luthans, F. (2003). Behavioral management and task performance in organizations: Conceptual background, meta-analysis, and test of alternative models. Personnel Psychology, 56, 155-194.

Steuer, J., 1992. Defining virtual reality dimensions determining telepresence. J. Commun. 42 (4), 73–93.

Steuer, J., 1992. Defining virtual reality dimensions determining telepresence. J. Commun. 42 (4), 73–93.

Taylor, S. 1986, Modelling Financial Time Series, Wiley, Chichester.

Vivek, S. (2009). A Scale of Consumer Engagement. Doctor of Philosophy Dissertation, Department of Management & Marketing, Graduate School– The University of Alabama.

Wang and Strong. 1996. Beyond Accuracy: What Data Quality Means to Data Consumers. *Journal of Management Information Systems*, Vol. 12, No. 4, pp. 5-33.

Wang, Y. D., & Emurian, H. H. (2005). An overview of online trust: Concepts, elements, and implications. Computers in human behavior, 21(1), 105-125.

Wirtz, B. M., & Lihotzky, N. (2003). Customer Retention Management in the B2CElectronic Business. Long Range Planning, 36, 517–532.

Wirtz, J., den Ambtman, A., Bloemer, J., Horváth, C., Ramaseshan, B., van de Klundert, J., Gurhan Canli, Z., Kandampully, J., 2013. Managing brands and customer engagement in online brand communities. J. Serv. Manage. 24 (3), 223–244.

X. Guo, K.C. Ling, M. Liu, Evaluating factors influencing consumer satisfaction towards online shopping in China, Asian Soc. Sci. 8 (13), 2012, pp. 40–50.

Zaglia M. E. 2013. Brand communities embedded in social networks. Journal of Business Research. Vol 66, 216-223.