

# SEM: Daftar Referensi

## DAFTAR PUSTAKA

- Algesheimer, R., Dholakia, U.M. & Hermann, A. 2005. The Social Influence of Brand Community: Evidence from European Car Club. *Journal of Marketing*, 69 (July), 19-34.
- Bagozzi, R.P. & Dholakia, U. (1999). *Goal Setting and Goal Striving in Consumer Behavior. Journal of Marketing*, 63, 19-32.
- Bagozzi, R.P. & Dholakia, U. (2002). *Intentional Social Action in Virtual Communities. Journal of Interactive Marketing; Spring 2002; 16, 2; ABI/INFORM Global*, 2.
- Barret, P. (2007). Structural Equation Modelling: Adjudging Model Fit. *Personality and Individual Differences*, 42, 815-824. Doi:10.1016/j.paid.2006.09.018.
- Boomsma, A. (1982). Robustness of LISREL Against Small Sample in Factor Analysis Models. In Hau, K.T. & Marsh, H.W. (2004). The Use of Item Parcels in Structural Equation Modelling: Non-normal Data and Small Sample Size. *British Journal of Mathematical & Statistical Psychology*; 57, 327-351.
- Byon, K.K. & Zhang, J.J. (2010). Development of A Scale Measuring Destination Image. *Marketing Intelligence & Planning*, 28 (4), 508-532, DOI 10.1108/02634501011053595.
- DeCoster, J. (1998). *Overview of Factor Analysis*. Retrieved March 24, 2011 from <http://www.stat-help.com/notes.html>.
- Ekinci, Y., Dawes, P.L. & Massey, G.R. (2008). An Extended Model of the Antecedents and Consequences of Consumer Satisfaction for Hospitality Services. *European Journal of Marketing*, 42 (1/2,) 35-68.
- Hair, Jr., J.F., Black, W.C., Bobin, J.B., Anderson, R.E. & Thatam, R.L. (2006). *Analisis Data Multivariate*. Uppersaddle River: Pearson Prentice-Hall, Inc.
- MacKenzie, S.B. (2003). The Dangers of Poor Construct Conceptualization. *Academy of Marketing Science. Journal*, 31 (3).
- McAlexander, J.H, Schouten, J.W. & Koenig, H.F. (2002). Building Brand Community. *Journal of Marketing*, 66 (1), 38.
- McMillan, D.W. & Chavis, D.M. (1986). Sense of Community: A Definition and Theory. *Journal of Community Psychology*, 14, 6-23.

Muniz, J.R., A. M & O'Guinn, T.C. (2001). Brand Community. *Journal of Consumer Research*, Inc., 27, March.

Malhotra N. K. (2012). *Marketing Research An Applied Approach*. New Jersey: Prentice Hall, Inc.

Perugini, M. & Bagozzi, R.P. (2001). The Role of Desires and Anticipated Emotions in Goal-Directed Behaviours: Broadening and Deepening The Theory of Planned Behavior. *The British Journal of Social Psychology*; 40.

Schau, H. J., Muniz, Jr., A.M. & Arnould, E.J. (2009). How Brand Community Practices Create Value. *Journal of Marketing*, 73, 30-51.

Simamora, B. (2011). Pengaruh *Sense of Community* terhadap Intensi Kastemisasi Sepeda Motor Sebuah Studi terhadap Anggota-anggota Komunitas Merek Sepeda Motor. Disertasi pada Pasca Sarjana Ilmu Manajemen Fakultas Ekonomi Universitas Indonesia. Tidak dipublikasikan.

Vigneron, F. & Johnson, L.W. (1999). A Review and a Conceptual Framework of Prestige-Seeking Consumer Behavior. *Academy of Marketing Science Review*. Vancouver: Vol. 1999.

Wijayanto, S.H. (2008). *Strucutral Equation Modelling dengan Lisrel 8.8*. Graha Ilmu, Yogyakarta.

Worthington, R.L. & Whittaker, T.A. (2006). Scale Development Research: A Content Analysis and Recommendations for Best Practices. *The Counseling Psychologist*, 34, 806-838. DOI: 10.1177/0011000006288127.