

DAFTAR PUSTAKA

- Ajzen. (2002). *Perceived Behavioral Control, Self Efficacy, Locus of Control, and The Theory of Planned Behavior*, *Journal of Applied Social Psychology*. Vol. 32 (4), 179.
- Assael, H. (2004). *Consumers Behavior and Marketing Action* (Vol. Edisi 3). Cincinnati, Cincinnati, South Western College: OH.
- Baron, R., & Kenny, D. (1986). *The moderator-mediator variable distinction in social psychological research: conceptual, strategic, and statistical considerations*. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Charlton, G. (2015). *Ecommerce Consumer Reviews: Why You Need Them and How to Use Them*. Retrieved December 8, 2022, from Econsultancy July 15.: <https://econsultancy.com/blog/9366-ecommerce-consumer-reviews-why-you-need-them-and-how-to-use-them/>
- Chatterjee, P. (2001). *Online Reviews: Do Consumers Use Them?* *ACR 2001 Proceedings*, eds. M. C. Gilly and J. Myers-Levy, Provo, UT: Association for, 129-134. .
- Cheung, C., & Tadani, D. (2012). *The Impact of Electronic Word-Of-Mouth Communication: A Literature Analysis and Integrative Model*. *Decision Support Systems*, 54(1), 461–470.
- Cheung, C., Lee, M., & Thadani, D. (2009). *The Impact of Positive Electronic Word-Of-Mouth on Consumer Online Purchasing Decision*. *World Summit on Knowledge Society*, 501–510.

- Chevalier, J. A. (2006). Chevalier, *The Effect of Word of Mouth on Sales: Online Book Reviews*. *Journal of Marketing Research*, 43(3), 345–354.
- Chin, W., Peterson, R., & Brown, S. (2008). *Structural equation modeling in marketing: Some practical reminders*. *Journal of Marketing Theory and Practice*, 16(4), 287-298.
- Creswell, J. (2014). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. ((. ed.), Ed.) SAGE Publications, Inc.
- Day, .. (1971). *Attitude change, media and word of mouth*. *Journal of Advertising Research*, 11(6), 31-40.
- Degeratu, A. (1999). *Why do Some Customer's Switch: Is it Variety Seeking or Forgetting?* *Business Administration Building, University Park, PA 16802,; Pennstate*.
- East, R. H. (2008). *Measuring the impact of positive and negative word of mouth on brandpurchase probability*. *International Journal of Research in Marketing*, 25(3), 215–224.
- Faustine, M. (2015). *The Impact of Variety Seeking, Social Status, Quality and Advertisement Towards Brand Switching in Smartphone Product (A Case Study of BlackBerry User That Has Ever Changed Into Another Smartphone Product in Surabaya)*. *International Business Management Program, Vol. 3 No. 2*, 142-153.
- Febiastuti, S. &. (2018). *Factors Influencing Brand Switching Behavior: Role Of Variety Seeking Need As Moderator Variable*. *Journal of Research in Management, Vol. 1, No. 2*, 34 - 48.
- File, K. M., & Prince, J. R. (1992). *Interactive Marketing: The Influence of Participation on Positive Word-of-Mouth and Referrals*. *Journal of Services Marketing, Vol. 6(Issue 4)*, 5-14.

- Floyd, K., Freling, R., Alhoqail, S., Cho, H., & Freling, T. (2014). *How Online Product Reviews Affect Retail Sales: A Meta-Analysis*. *Journal of Retailing*, 90(2), 217–232. doi: doi:10.1016/j.jretai.2014.04.004.
- Formell, C., & Larcker, D. (1981). *Evaluating structural equation models with unobservable variables and measurement error*. *Journal of Marketing Research*, 18(1), 39-50.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS* (Vol. Edisi ke 4). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares: Concepts, Techniques and Applications using SmartPLS 3*. Semarang: Diponegoro University Press.
- Gold, A., Malhotra, A., & Segars, A. (2001). *Knowledge management: An organizational capabilities perspective*. *Journal of Management Information Systems*, 18(1), 185–214.
- Goyette, I., Richard, L., Bergeron, J., & Marticotte, F. (2010). *e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context*. *Canadian Journal of Administrative Sciences*, 27, 5-23.
- Grover, R., & Srinivasan, V. (1992). *Evaluating the multiple effects of retail promotions on brand loyal and brand switching segments*. *Journal of Marketing Research*, 29(1), 76-89.
- Gunawan, A., Diana, B., & al, e. (2016). *The Effect of Involvement and Electronic Word of Mouth (eWOM) on Brand Image and Its Impact on Consumers Brand Switching of Mamypoko*. *International Journal of Economics and Management*, 19-31.
- Guoqing, G., Zhongke, Z., Kai, C., & Xiaofan, W. (2012). *The Influence of WOM on Consumers' Intention of Brand Switching: The Mediate Role of Subjective Norms*. *Management Review*, Vol. 12 No 9, 48-54.

- Gupta, R. (2017). *Promotion Mix And Brand Switching Behaviour: A Synthesis Of Evidences, Measurement And Moderating Variables*. *Elk Asia Pacific Journal Of Marketing And Retail Management*, Volume 8(Issue 4).
- Hair, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. (2014). *Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research*. *European Business Review*, Vol.26 No. 2, 106-121.
- Hair, J., Ringle, C., & Sarstedt, M. (2011). *PLS-SEM: Indeed a Silver Bullet*. *Journal of Marketing Theory and Practice*, 19, 139-151.
- Hasan, A. (2010). *Word of Mouth Marketing*. Jakarta: Medpress.
- Henning-Thurau, T., K.P., G., Walsh, G., & Gremier, .. (2004). *Electronic Word-of-Mouth via consumer-opinion platforms: what motivates consumer to articulate themselves on the Internet?* *Journal of Interactive Marketing*, 18(1), 38-52.
- Hensler, J., & G., F. (2009). *Testing Moderating Effects in PLS Path Models: An Illustration of Available Procedures*.
- Hoyer, W., & Ridgway, N. (. (1984). *Variety Seeking As An Explanation For Exploratory Purchase Behavior: A Theoretical Model*. *Advances in Consumer Research*, Volume 11, 114-119.
- Hussein, A. (2015). *Penelitian Bisnis dan Manajemen Menggunakan Partial Least Squares (PLS) dengan SmartPLS 3.0*. Malang: Universitas Brawijaya.
- Indriani, A. R., & Pasharibu, Y. (2020, Mei). *Pengaruh Mencari Variasi, Ketidakpuasan Konsumen, Harga dan eWOM Terhadap Perpindahan Merek*. *Jurnal Ekobis Dewantara*, Vol. 3 No. 2, 17-27.
- Isenberg, D. (1986). *Group polarization: A critical review and meta-analysis*. *Journal of Personality and Social Psychology*, 50(6), 1141-1151.
- Jung, H. S., & Yoon, H. H. (2012). *Why do satisfied customers switch? Focus on the restaurant patron variety-seeking orientation and purchase decision*

involvement. International Journal of Hospitality Management, Vol 31(Issue 3), 875-884.

Katz, E., & Lazarsfeld, P. (1955). *Personal influence*. Glencoe: IL: *Free Press*.

Kline, R. (2016). *Principles and Practice of Structural Equation Modeling*. New York, NY: *The Guilford Press*. (4. Edition, Ed.) New York: NY: *The Guilford Press*.

Kotler, P., & Amstrong. (2012). *Marketing Management 14th Edition*. New Jersey: *Prentice Hall*.

Kotler, P., & Keller, K. (2008). *Manajemen Pemasaran: (Vol. Edisi 12 Jilid 1)*. Jakarta: PT. Indeks.

Kumar, & Charlaas. (2011, October). *Brand Switching In Cellular Phone Service Industry Because Of Bill-Related Issues Faced By Clients*. *IJEMR, Vol 1(Issue 5)*.

Mahyarni, Mahyarni. (2013). *Theory of Reasoned Action dan Theory of Planned Behavior (sebuah Kajian Historis Tentang Perilaku)*. *Jurnal El-Riyasah, Vol. 4, No. 1, 13-23*.

McAllister, L., & Pessemier, E. (1982). *Variety Seeking Behavior: An Interdisciplinary Review*. Massachusetts: *Massachusetts Alfred P Sloan, School of Management*.

Mowen, C., & Minor, M. (2002). *Perilaku Konsumen (Translated)*. Jakarta: Erlangga.

Mowen, J., & Minor, M. (1998). *Consumer Behavior (Vol. Volume 3)*. New Jersey: *Prentice Hall*.

Musnaini, & Wijoyo, H. (2021). *Impact of Variety Seeking, and Elektronik Word of Mouth of Cosmetic Brand Switching (Studi Pada Industri Kosmetik di Indonesia)*. *Ekonomi: Jurnal Ekonomi, Vol. 03 No. 1, 23-32*. doi:<https://doi.org/10.37577/ekonam.v3i1.319>

- Nadarajan, G. B. (2017). *The study on negative eWOM and its relationship to consumer's intention to switch Mobile Service Provider*. *Procedia Computer Science*, 124, 388–396.
- Palma, M. A., Iriani, S. S., & Harti. (2021, August). *Effect of Variety Seeking and Electronic Word of Mouth on Brand Switching (Study on Millennial Generation as Modern Coffee Shop Consumers in Surabaya)*. *International Journal of Multicultural and Multireligious Understanding*, Volume 8(Issue 8), 333-345. doi: <http://dx.doi.org/10.18415/ijmmu.v8i8.2976>
- Peter, J. O. (2002). *Perilaku konsumen dan strategi pemasaran*. Jakarta: Erlangga.
- Peter, J., & Olson, J. (2002). *Perilaku Konsumen dan Strategi Pemasaran (Vol. Edisi Kesembilan Buku 1)*. (A. B. Dwiandani, Ed.) Jakarta: Salemba Empat.
- Peter, J., & Olson, J. (2010). *Consumer Behavior and Marketing Strategy (Vol. Nine Edition)*. New York: McGraw Hill.
- Raju, P. (1980, December). *Optimum Stimulation Level: Its Relationship to Personality, Demographics, and Exploratory Behavior*. *THE JOURNAL OF CONSUMER RESEARCH*, Vol. 7, 272-282.
- Randabunga, .., Hudayah, S., & Indriastuti, H. (2021). *The Effect of Electronic Word of Mouth and Sales Promotion on Brand Switching with Brand Image as an Intervening Variable at Erha Beauty Clinic in Samarinda City*. *Saudi Journal of Business and Management Studies*, 102-113.
- Richins, L. M. (1983). *Negative Word-of-Mouth by Dissatisfaction Consumers: A Pilot Study*. *Journal of Marketing*, Vol. 47, 68-78.
- Sa'ait, N., & Kanyan, A. &. (2016). *The Effect of E-WOM on Customer Purchase Intention*. *International Academic Research Journal of Social Science*, 2(1), 73-80.

- Safitri. (2019). *Electronic Word Of Mouth*, Kualitas Pelayanan Serta Suasana Kafe dan pengaruhnya Terhadap Pembelian Ulang Yang Dimediasi Oleh Kepuasan Konsumen Pada Warunk Upnormal. Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Lampung. Bandar Lampung.
- Schiffman, L., Hansen, H., & Kanuk, L. (2008). *Consumer Behavior*. Pearson Education.
- Siano, A. V. (2011). *Exploring the role of online consumer empowerment in reputation building: research questions and hypotheses*. *Journal of brand management*, 19(1), 57-71.
- Sugiyono. (2013). *Metode Penelitian Manajemen*. Bandung: Penerbit Alfabeta.
- Suharseno, T., Hidayat, R., & Dewi, D. A. (2018, Agustus). Pengaruh Ketidakpuasan Konsumen dan Karakteristik Produk Terhadap Keputusan Perpindahan. *Jurnal Buletin Studi Ekonomi*, Vol. 18 No. 2.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi* (Vol. 33). Yogyakarta: Pustaka Baru Press.
- Sulistyaningrum, D. (2012). Pengaruh *Brand Loyalty* Terhadap *Variety Seeking*. *Journal of Social and Industrial Psychology*, Vol. 1 No. 2, 41-46.
- Suliyanto. (2018). *Metode Penelitian Bisnis untuk Skripsi, Tesis, Disertasi* (Vol. 1 ed). Yogyakarta: ANDI.
- Susanto, Y. D., & Widyawati, N. (2016, Februari). Pengaruh *Variety Seeking*, Promosi Dan Citra Merek Terhadap Keputusan Perpindahan Blackberry Ke Smartphone. *Jurnal Ilmu dan Riset Manajemen*, Volume 5, Nomor 2.
- Tenenhaus, M., Amato, S., & Vinzi, V. (2004). *A Global Goodness-of-Fit Index for PLS Structural Equation Modelling*. *Proceedings of the XLII SIS Scientific Meeting*, 739-742.
- Utarestantix, Warokoka, A., & Gallato, C. (2012). *Do Customer Dissatisfaction and Variety Seeking Really Affect the Product Brand Switching? A Lesson*

from the Biggest Southeast Asia Mobile Telecommunication Market. Journal of Marketing Research & Case Studies, Vol. 2012.

- Van Tjrip, H., Hoyer, W., & Inman, J. (1996). *Why Switch? Product Category: Level Explanations for True Variety-Seeking Behavior. Journal of Marketing Research, 281-292.*
- Wang, Y., & Xiao, Z. (2022). *The Dual Effects of Consumer Satisfaction on Brand Switching Intention of Sharing Apparel. Sustainability, 14(8).* doi:tps://doi.org/10.3390/su14084526
- Wathne, K., Biong, H., & Heide, J. (2001). *Choice of supplier in embedded markets: Relationship and marketing program effects. Journal of Marketing, 65(2), 54-67.*
- Westbrook, R. A. (1987, August). *Product/Consumption-Based Affective Responses and Postpurchase Processes. Journal of Marketing Research, Vol. 24 No. 3, 258-270.*

