

DAFTAR PUSTAKA

BUKU

- Anoraga. (2010). Management Bisnis. Jakarta: Reinaka Cipta.
- Belch, George E. & Michael A. Belch. (2009) Advertising and Promotion: An Integrated Marketing Communication Perspective. 8th Edition. New York: McGraw-Hill.
- Bilson, Simamora. 2011. Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel. Jakarta: PT. Gramedia Pustaka Utama]
- Durianto, dkk. (2013). Strategi Menaklukkan Pasar Melalui Rset Ekuitas dan Perilaku Merek. Jakarta: Penerbit Gramedia Pustaka Utama.
- Gane, Nicholas & Beer, David. 2008. NEW MEDIA The Key Concepts. USA: Berg.
- Ghozali, Imam 2011. Aplikasi Analisis Multivariate Dengan Program SPSS. Universitas Diponogoro Semarang.
- Ghozali, Imam 2013. Aplikasi Analisis Miltivariate Dengan Program SPSS. Edisi 7. Universitas Diponogoro Semarang.
- Gunelius, Susan. (2011). 30-Minute Social Media Marketing. United States: McGraw-HillCompanies.
- Heth, Jagdish N and Mittal, Banwari. 2019. Customer Behaviour: Managerial Perspective. Second Edition. Singapore: Thomson
- Husein, Umar. 2010. Metode Penelitian Untuk Skripsi dan Tesis Bisnis Edisi 11. Jakarta: PT Raja Grafindo Persada.
- Kotler, dan Keller. (2012). Manajemen Pemasaran. Edisi 12. Jakarta: Erlangga
- Kotler, Philip dan Armstrong, Gary, (2014), Principles of Marketin, 12th Edition, Jilid 1 Terjemahan Bob Sabran Jakarta : Erlangga.
- Kotler, Philip Dan Kevin Lane Keller. 2009. Manajemen Pemasaran. Edisi 13 Jilid satu. Erlangga: Jakarta
- Ling, Kwek Choon., Chai, Lau Teck., & Tan Hoi Piew. 2010. The Effects of Shopping Orientations, Online Trust and Prior Online Purchase Experience toward Customer's Online Purchase Intention. International Business Research. 3 (3). 63- 76. Malaysia.
- Moriarty, Sandra, dkk. 2009. Advertising Edisi Kedelapan. Jakarta : Kencana Prenada Media Group.
- Nasrullah, Rulli. 2015. Media Sosial. Bandung: Simbiosis Rekata Media

- Pitt, L. F, Berthoan, P. R, Plangger, K, & Saphiro, D. (2012). Marketing meets Web, 2.0 social media, and creative consumers : Implication for International marketing strategy (Vol. 55 (3)). Business Horizons. Diambil kembali dari <https://linkinghub.elsevier.com/retrieve/pii/S0007681312000080>
- Royan, Frans M. 2004. Marketing Celebrities. Jakarta: PT Elex Media Komputindo.
- Schiffman, L., & Kanuk, L.L. (2010). Consumer Behavior. 10th Edition. New Jersey: Pearson Prentice Hall.
- Shimp, Terence A., 2008. Periklanan Promosi : Komunikasi Pemasaran Terpadu. Jilid 2, Edisi kelima, Jakarta, Erlangga
- Solis, Brian. (2010). Engage: The Complete Guide for Brands and Business to Build, Cultivate, and Measure Success in the New Web. New Jersey: John Wiley & Sons Inc.
- Sugiono 2013. Metodologi Penelitian Manajemen : Pendekatan, Kualitatif, Kuantitatif, Kombinasi, Penelitian, Tindakan dan Penelitian Evaluasi. Alfabeta. Bandung.
- Sugiyono 2010 . Metodologi Penelitian Kuantitatif, Kualitatif, dan R&d. Alfabeta. Bandung
- Sugiyono 2012. Metodologi Penelitian Kombinasi. Alfabeta. Bandung.
- Sugiyono. 2008. Metode Penelitian Administratif. Bandung.
- Umi Narimawati. 2008. Metodologi Penelitian Kualitatif dan Kuantitatif, Teori dan Aplikasi. Bandung: Agung Media
- Weinberg, Tamar. (2009). The New Community Rules: Marketing on the Social Web. CA : O'Reilly Media, Inc
- White, John. 2012. Evaluating Responses to Celebrity Endorsements using Projective Techniques. Qualitative Market Research: An Internal Journal.
- Zimmerman, Jan & Sahlin, Doug. (2010). Social Media Marketing All-In-One For Dummies. Canada: Wiley Publishing, Inc.

JURNAL

- Ashari, A. (2012). *Pengaruh Promosi Penjualan Pakaian Wanita di Group Blackberry Messenger Terhadap Minat Beli Mahasiswi Ilmu Komunikasi Universitas Hasanudin*, 246.
- Berthon, et al. 2012. *Captivating Company: Dimensions of Attractiveness and Employer Branding. International Journal of Advertising*.
- Hidayat, Elita, & Setiaman. (2012). *Hubungan Antara Atribut Produk dan Minat Beli Konsumen* (Vol. 1).

- Hidayat, Erlita, & Setiawan. (2012). *Hubungan Antara Atribut Produk Dengan Minat Beli Konsumen, 1*.
- Rodriguez, K. (2008). *Apparel Brand Endorser And Their Effects On Purchase Intention : Study of Philippine Consumer International*MBA (IMBA). National Cheng kung University, Taiwan.
- Russuarsi, Tapan. (2012). *Analisis Pengaruh Kualits Produk, Harga dan Daya Tarik Iklan Terhadap Minat Beli Sepeda Motor Yamaha*. (Vol.1).
- Titik Efnita, (2017).*Pengaruh Variasi Produk, kualitas Pelayanan, Harga dan Lokasi Terhadap Kepuasan Konsumen Pada Wedding organizer*.Skripsi, Ekonomi dan Bisnis, Universitas Putera Batam, Batam, Indonesia.