

DAFTAR PUSTAKA

- Arikunto, Suharsimi. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Yogyakarta: PT Rineka Cipta
- Hasan, Ali. (2010). *Marketing Dari Mulut Ke Mulut*. Yogyakarta, CAPS.
- Hasan, Ali. (2013). *Marketing Dan Kasus-Kasus Pilihan*. Yogyakarta; CAPS.
- Istijanto. (2009). *Aplikasi Praktis Riset Pemasaran*. Jakarta. PT Gramedia Pustaka Utama
- Kotler, Phillip. Armstrong, Gary. (2014). *Principles of Marketing 15th Global Edition*. Edinburgh Gate, Pearson Education Limited.
- Kotler, Phillip. Keller, Lane. (2012). *Marketing Management 14th edition*. New Jersey: Pearson Prentice Hall.
- Nazir. (2011). *Metode Penelitian*. Bogor: Ghalia Indonesia
- Sugiyono. (2011). *Statistika untuk Penelitian*. Bandung, Alfa Beta.
- Sugiyono, (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif dan R & D*. Bandung, Alfa Beta.
- Tjiptono, Fandy. (2014). *Pemasaran Jasa – Prinsip, Penerapan, dan Penelitian*. Yogyakarta, ANDI OFFSET.
- Tjiptono, Fandy. Chandra, Gregorius. (2012). *Pemasaran Strategik*. Yogyakarta, ANDI OFFSET.

Sumber Jurnal:

- Arista, E. Desi. Triastuti, Sri Rahayu. (2011). “Analisis pengaruh iklan, kepercayaan merek, dan citra merek terhadap minat beli konsumen”. *Aset*. Vol. 13, no. 1. 37-45.
- Bansal, Harvir. S. Voyer, Peter A. (2000). “Word of mouth processes within a services purchase decision context”. *Journal of Service Research*. Vol. 3, no. 2, 166-177.
- Berger, Jonah. Schwartz, Eric M. (2011). “What drives immediate and ongoing word of mouth?”. *Journal of Marketing Research*. Vol. 9, no. 8, 869-880.
- Buttle, Francis A. (1998). “Word of mouth: understanding and managing referral marketing”. *Journal of Strategic Marketing*. Vol. 6, 241-254.

- Chi, Hsin Kuang. Yeh, Huery Ren. Yang, Ya Ting. (2009). "The Impact of Brand Awareness on Consumer Purchase Intention: The Mediating Effect of Perceived Quality and Brand Loyalty". *The Journal of International Management Studies*. Vol. 4, no. 1, 135-144.
- Fure, Hendra. (2013). "Lokasi, keberagaman produk, harga, dan kualitas pelayanan pengaruhnya terhadap minat beli pada pasar tradisional Bersehati Calaca". *Jurnal EMBA*. Vol. 1, no. 3, 273-283.
- Godes, David. Mayzlin, Dina. (2004). "Using online conversations to study word of mouth communication". *Marketing Science*. Vol. 23, no. 4, 545-568.
- Hidayat, Asep Taufik. Elita, Funny Mustikasari. Setiawan, Agus. (2012). "Hubungan antara atribut produk dengan minat beli konsumen". *eJournal Mahasiswa Universitas Padjajaran*. Vol. 1, no. 1, 1-14.
- Jalilvand, Mohammad Reza. (2012). "The effect of electronic word of mouth on brand image and purchase intention". *Marketing Intellegence & Planning*. Vol. 30, no 4, 460-476.
- Khan, Saba Anwar. Ramzan, Naveed. Shoaib, M. Mohyuddin, Adam. (2015). "Impact of Word of Mouth on Consumer Purchase Intention". *Sci.Int.(Lahore)*. Vol. 27, no. 1, 479-482.
- Liu, Yong. (2006). "Word of mouth for movies: Its dynamics and impact on box office revenue". *Journal of Marketing*. Vol. 70, 74-89.
- Mahendrayasa, Andhanu Catur. Kumadji, Srikandi. Abdillah, Yusri. (2014). "Pengaruh word of mouth terhadap minat beli serta dampaknya pada keputusan pembelian". *Jurnal Administrasi Bisnis*. Vol. 12, no. 1, 1-7.
- Meldarianda, Resti. Lisan, Henky. (2010). "Pengaruh store atmosphere terhadap minat beli konsumen pada resort café Atmosphere Bandung". *Jurnal Bisnis dan Ekonomi*. Vol. 17, no. 2, 97-108.
- Naz, Fatima. "Word of mouth and its impact on marketing". *International Journal of Scientific and Research Publications*. Vol. 4, no. 1, 1-4.
- Sari, Ratna Dwi Kartika. Astuti, Sri Rahayu Tri. "Analisis pengaruh kualitas produk, persepsi harga, dan word of mouth communication terhadap keputusan pembelian mebel pada CV. Mega Jaya Mebel Semarang". *Diponegoro Journal of Management*. Vol. 1, no. 1, 1-13.

Semuel, Hatane. Lianto, Adi Suryanata. (2014). "Analisis ewom, brand image, brand trust, dan minat beli produk smartphone di Surabaya". *Jurnal Manajemen Pemasaran*. Vol. 8, no. 2, 47-54.

Sweeney, Jillian C. Soutar, Geoffrey N. Mazzarol, Tim. (2012). "Word of mouth: measuring the power of individual messages". *European Journal of Marketing*. Vol. 46, no. 1/2, 237-257.

Wee, Chiew Shi. Shoki, Mohd. Zakuan, Norhayati. Tajudin, Muhammad Naquib Mohd. (2014). "Consumers perception, purchase intention, and actual purchase behavior of organic food product". *Rev. Integr. Econ. Res*. Vol. 3, no. 2, 378-397.

Ying, Ho Lai. Chung, Cindy M.Y. (2007). "The effects of single-message single-source mixed word of mouth on product attitude and purchase intention". *Asia Pasific Journal of Marketing*. Vol. 19, no. 1, 75-86.

Sumber Majalah:

Global PwC. 2015. Total Retail Survey. Majalah Marketing, edisi 05/XV/Mei 2015.

Sumber Internet:

<http://program.indonesiakreatif.net/publication/perpres-6-2015-badan-ekonomi-kreatif/> diakses: 22 Juni 2015, pukul 9:49.

<http://news.indonesiakreatif.net/what-is/> diakses: 22 Juni 2015, pukul 9:59.

<http://program.indonesiakreatif.net/research/kontribusi-ekonomi-kreatif-terhadap-pdb-indonesia/> diakses: 22 Juni 2015, pukul 11.48.

<http://www.antaraneews.com/berita/482139/fesyen-sumbang-pdb-terbesar-kedua-dalam-ekonomi-kreatif> diakses: 2 Juli 2015, pukul 22.33.

<http://www.bandungaktual.com/2015/03/sejarah-kota-bandung-asal-usul-nama.html> diakses: 3 Juli 2015, pukul 00.04.

<http://swa.co.id/business-strategy/management/bandung-menuju-kota-ekonomi-kreatif> diakses: 22 Juni 2015, pukul 13.49.

<http://sentraindustribandung.com/sentra/industri-jeans-cihampelas/> diakses: 4 Juli 2015, pukul 16.34.

<http://www.levistrauss.com/our-story/> diakses: 24 Juni 2015, pukul 13.56.

<http://id.techinasia.com/darahkubiru-komunitas-denim-indigo/> diakses 24
Juni 2015, pukul 15.50.