

## DAFTAR PUSTAKA

### Buku

Arikunto, Suharsimi. (2010). *“Prosedur Penelitian : Suatu Pendekatan Praktik (Edisi Revisi)”*. Jakarta : Rineka Cipta.

Belch, George E. dan Michael A. Belch. (2004). *“Advertising and Promotion: An integrated Marketing Communications Perspective”*. New York: The McGraw-Hill.

Burnett, Jhon. (2010). *“Introducing Marketing”*. Swiss: Global Marketing.

Durianto, Darmadi., dkk. (2004). *“Brand Equity Ten, Strategi Memimpin Pasar”*. Jakarta: PT. Gramedia Pustaka Utama.

Etzel, Michael j., dkk. (2004). *“Marketing”*. USA: The McGraw-Hill companies inc.

Hanson, Ward. A, dan Kirthi Kalyanan.(2007). *“Internet Marketing & E-Commerce”*. Australia: Thomson SouthWestern.

Hasan, Ali. (2013). *“Marketing dan Kasus-Kasus Pilihan”*. Yogyakarta: Center for Academics Publishing Service.

Husein, Umar. (2008). *“Metode Penelitian Untuk Skripsi dan Tesis Bisnis”*. Jakarta: PT Rajagrafindo Persada.

Keller, Kevin Lane. (2013). *“Brand Management”*. England: Pearson Education Limited.

Kotler, Philip dan Kevin Lane Keller,. (2012). *“Marketing Management”*. New Jersey: Pearson Education Inc.

Kotler, Philip dan Gary Armstrong. (2014). *“Principles of Marketing”*. Edinburg Gate: Pearson Education Limited.

Lee, Monle dan Carla Johnson. (2011). *“Prinsip-Prinsip Pokok Periklanan dalam Perspektif Global”*. Jakarta: Prenada Media Group.

McDaniel, Carl dan Roger Gates. (2007). *“Marketing Research: Seventh Edition”*. USA: John Wiley & Sons, Inc.

Perreaul, William d. dan E Jerome McCharty. (2002). *“Basic Marketing: a Global approach”*. USA: McGraw-Hill Companies.

Satori, Djam’an dan Aan Komariah. (2014). *“Metodologi Penelitian Kualitatif”*. Bandung: CV Alfabeta.

Shinta, Agustina. (2011). *“Manajemen Pemasaran”*. Malang: Universitas Brawijaya Press.

Sugiyono. 2014. *“Metode Penelitian Bisnis”*. Bandung: Alfabeta.

Shutterland, Max dan Alice K. Sylvester. (2005). *“Advertising and The Mind of The Customers: Iklan yang Berhasil, yang Gagal dan Penyebabnya”*. Jakarta: Victory Jaya Abadi.

Suyanto, M. (2003). *“Strategi Periklanan pada e-Commerce Top Dunia”*. Yogyakarta: Andioffset.

## **Jurnal**

Alhaddad, Abdullah Awad. (2015). *“The Effect of Advertising Awareness on Brand Equity in Social Media”*. International Journal of e-Education, e-Business, e-Management and e-Learning, Vol. 5, No. 2.

- Barreto, Ana Margarida. (2013). “*Do Users Look at Banner Ads on Facebook?*”.  
Journal of Research in Interactive Marketing, Vol. 7, No. 2.
- Briggs, Rex dan Nigel Hollis. (1997). “*Advertising on The Web: Is There Response Before Click-Through?*”. Journal of Advertising Research.
- Dreze, Xavier dan Francois Xavier Hussherr. (2003). “*Internet Advertising: Is Anybody Watching?*”. Journal of Interactive Marketing, Vol. 17, No. 4, p 4-23.
- Macdonald, Emma K dan Byron M. Sharp. (2000). “*Brand Awareness Effect on Consumer Decision Making for a Common, Repeat Purchase Product: Replication*”. Journal of Business Research, Vol. 48, pp 5-15.
- Malik, Muhammad Ehsan., dkk. (2013). “*Importance of Brand Awareness dan Brand Loyalty in Assessing Purchase Intentions of Consumer*”. International Journal of Business and Social Science, Vol. 4, No. 5, pp. 167-177.
- Manchanda, Puneet dkk. (2006). “*The Effect of Banner Advertising on Internet Purchasing*”. Journal of Marketing Research, Vol. XLIII, pp. 98-108.
- Newman, Eric F, Donald E. Stem Fr dan David E. Sprott. (2004). “*Banner Advertisement and Website congruity effects on consumer Web site pection*”. Industrial Management & Data System Vol. 104, No. 3, pp 273-281.
- Steenburg, Van Eric. (2012). “*Consumer Recall of Brand versus Product Banner Ads*”. Journal of Product & Brand Management Vol. 21, No. 6, pp 452-464.
- Yusuf . (2011). “*Current Approaches in E-Advertising*”. International Journal of Business and Social Science Vol. 2, No. 21, pp 124-137.

## Website

American Marketing Association. (2013). “*American Marketing Association*”. Tersedia: <https://www.ama.org/Pages/default.aspx>. [Online]. Yang diakses pada 17 Januari 2015.

Detik. (2015). “*Indonesia Diserbu e-Commerce Asing, idEA: Kami Tak Takut*”. Tersedia: <http://inet.detik.com/read/2016/01/22/144548/3124781/319/indonesia-diserbu-e-commerce-asing-idea-kami-tak-takut> . [Online]. Yang diakses pada: 24 Januari 2016.

eMarketer. (2014). “*Global B2C Ecommerce Sales to Hit \$1.5 Trillion This Year Driven by Growth in Emerging Markets*”. Tersedia: <http://www.emarketer.com/Article/Global-B2C-Ecommerce-Sales-Hit-15-Trillion-This-Year-Driven-by-Growth-Emerging-Markets/1010575>. [Online]. Yang diakses pada: 24 Januari 2016.

Infokomputer. (2016). “*Riset Baidu: Efektivitas Iklan di Media Online Masih Rendah*”. Tersedia: <http://www.infokomputer.com/2016/04/berita/berita-reguler/riset-baidu-efektivitas-iklan-online-rendah/>. [Online]. Yang diakses pada 10 Mei 2016.

Interactive Advertising Bureau. (2015). Tersedia: <http://www.iab.com/>. [Online]. Yang diakses pada 28 Januari 2016.

Top Brand Award. Tersedia: <http://www.topbrand-award.com>. [Online]. Yang diakses pada: 29 September 2015.

YouGovBrandIndex. (2015). “*2015 - Mid-Year Rankings: Indonesia E-Commerce and M-Commerce*”. Tersedia:

<http://www.brandindex.com/ranking/indonesia/2015-mid/e-commerce-and-m-commerce>. [Online]. Yang diakses pada: 24 Januari 2016.