

## DAFTAR PUSTAKA

- Albert Kurniawan. 2010. *Belajar Mudah SPSS Untuk Pemula*. Yogyakarta: Mediakom
- Angga Sulistiono. 2012. Analisis Pengaruh Iklan Televisi Terhadap Keputusan Pembelian Motor Yamaha Jupiter MX (Effect of Television Advertisement to Purchasing Decision). *Jurnal Ilmiah Kesatuan Nomor 1 Volume 14, April 2012*.
- Bambang Sukma Wijaya. 2012. The Development of Hierarchy of Effects Model in Advertising. *International Research Journal of Business Studies* vol. V no. 01. Universitas Bakrie, Jakarta
- Bernard T. Wijaya, 2009. *Lifestyle Marketing Servlist: Paradigma baru pemasaran Bisnis Jasa dan lifesyle*. Jakarta: Gramedia Pustaka Utama
- Buchari Alma, 2011. *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta
- \_\_\_\_\_. 2007. *Manajemen Pemasaran dan Pemasaran Jasa Edisi Revisi*. Bandung: Alfabeta
- Elina Jaakkola. 2012. Purchase decision-making within professional consumer services: Organizational or consumer buying behaviour. *Turku School of Economics. Finland*
- Fandy Tjiptono, 2008. *Pemasaran Strategik*. PT. ANDI Offset. Yogyakarta
- Ghulam Shabbir Khan Niazi and Javaria Siddiqui and Burhan Ali Shah and Ahmed Imran Hunjra. 2012. Effective advertising and its influence on consumer buying behavior. *Quiad-e-Azam University Islamabad, Pakistan., Federal Urdu University of Arts, Science, & Technology Islamabad, Pakistan, Iqra University Islamabad Campus, Pakistan. Information Management and Business Review Vol. 4, No. 3, Mar 2012*
- Husein Umar. 2008. *Metode Riset Bisnis*. Jakarta: PT. Gramedia Pustaka Utama.
- Kotler, Philip dan Gary Armstrong, 2012. *Principles of Marketing*. New Jersey: Pearson Prentice Hall
- \_\_\_\_\_. 2009. *Prinsip-Prinsip Pemasaran*. Jakarta: Erlangga

- Kotler, Philip dan Kevin Lane Keller, 2012. *Marketing of Management 14th Edition*, New Jersey: Prentice Hall
- Kotler, Philip dan Kevin Lane Keller, 2009. *Manajemen Pemasaran*. Jakarta: Erlangga
- Nidhi Kotwal, Neelima Gupta and Arjee Devi. 2008. Impact of T.V Advertisements on Buying Pattern of Adolescent Girls. *Government College for Women, Parade, Jammu, Jammu and Kashmir, India*.
- Riduwan dan Sunarto. 2010. *Statistika untuk Pendidikan, Sosial, Ekonomi Komunikasi dan Bisnis*. Bandung: Alfabeta
- Schiffman, Leon G dan Lesli Lazer Kanuk. (2008). *Perilaku Konsumen Edisi ke-7*, Jakarta. Erlangga
- Shimp, Terence A. 2003. *Periklanan Promosi: Aspek Tambahan Komunikasi Pemasaran Terpadu*. Jakarta: Erlangga
- Sudjana. 2000. *Statistika untuk Ekonomi dan Niaga*. I Edisi Baru. Bandung: Tarsito
- Sugiyono. 2013. *Metode Penelitian Pendidikan*. Bandung: Alfabeta.
- \_\_\_\_\_. 2012. *Metode Penelitian Pendidikan*. Bandung: Alfabeta.
- \_\_\_\_\_. 2011. *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- \_\_\_\_\_. 2009. *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Suharsimi Arikunto, 2010. *Prosedur Penelitian Suatu Pendekatan Praktis*, Yogyakarta: Bina Aksara
- Suharsimi Arikunto, 2009. *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rineka Cipta.
- Sujata Khandai, Bhawna Agrawal. 2012. Impact of Television Commercials upon the purchase behavior of Urban Indian Children. *International Journal of Marketing and Technology. Volume 2, Issue 4. India*
- Swati Bisht. 2012. Impact of TV Advertisement on Youth Purchase Decision. *International Mounthly Refereed Journal of Research in Management & Technology. Volume II. India*

Uma Sekaran. Roger Bougee. 2009. *Research Methods for Business. A skill building approach*, John Wiley & Sons, Limited Academic Internet Publishers Incorporated.

U. Sumarwan, Megawati Simanjuntak, Yurita. 2012. Persepsi dan Preferensi Iklan Mempengaruhi Niat Beli Anak Produk Makanan Ringan. Vol. 5, No. 2. *Departemen Ilmu Keluarga dan Konsumen, Fakultas Ekologi Manusia, Institut Pertanian Bogor, Bogor 16680, Indonesia*

Yogendra Pandey. 2011. Impact of Creative Advertising on Consumers' Consumer Buying Behavior,, "A Study of Decision Making". *Assistant Professor KIPM-College of Management, GIDA, GORAKHPUR, Volume 1, Number 1, (December, 2011)*

Website:

<http://finance.detik.com/read/2012/01/17/131717/1817657/6/emiten-bakal-sulit-dapat-modal-dari-eropa-karena-krisis> (Ramdhania EL Hida, Emiten Bakal Sulit Dapat Modal dari Eropa karena Krisis akses: 6/5/2012, 20:03)

[www.topbrand-award.com](http://www.topbrand-award.com). (Top Brand Indeks Kategori Mie Instan tahun 2010-2013, akses: 13/02/2013, 20:32)

<http://indonesianculinary.tumblr.com/post/48111877766/3-dari-10-mie-instan-terbaik-di-dunia-berasal-dari> (Mie instan terfavorite di dunia akses: 2/6/2013 7:14)

<http://food.detik.com/read/2013/05/08/160121/2241258/297/ini-dia-10-mie-instan-terbaik-di-dunia-tahun-2013--1-> (Mie instan terfavorite di dunia Andi Anisa Dwi Rahmawati Nurdin, akses: 2/6/2013 7:14)

<http://www.okefood.com/read/2012/02/08/299/571650/large> (Konsumsi Mie Instan di Indonesia Terbesar Ke Dua di Dunia, Johan Sompotan akses: 2/6/2013 7:44)

<http://instantnoodles.org/noodles/expanding-market.html> (Global Demand for Instant Noodles akses: 2/6/2013, 8:11)

[http://id.wikipedia.org/wiki/Mie\\_instan](http://id.wikipedia.org/wiki/Mie_instan) (Produsen Mie Instan di Indonesia, Akses 22/02/2013, 08:22)

[http://www.wingscorp.com/content/product/product\\_detail.php?c=22&l=1&m=63](http://www.wingscorp.com/content/product/product_detail.php?c=22&l=1&m=63) (Variasi Rasa Produk Mie Sedaap akses: 2/6/2012, 7:49)

Mabda Safarotus Sururi, 2014

*Pengaruh Iklan Produk Mie Sedaap di Televisi Terhadap Keputusan Pembelian*

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

<http://marsnewsletter.wordpress.com/2009/08/10/sengit-persaingan-rebut-ceruk-pasar-mie-instant/> , <http://scylics.multiply.com> , <http://techno.okezone.com>  
(Strategi Pasar Mie Sedaap akses 7/5/2012, 14:24)

<http://techno.okezone.com/read/2011/02/01/54/420204/2010-belanja-iklan-telekomunikasi-naik-43> (Ahmad Taufiqurrohman, Belanja Iklan Telekomunikasi Naik akses: 7/5/2012, 14:41)

<http://mix.co.id/marketing-update/2012-belanja-iklan-challenger-brand-kalahkan-market-leader/> (Dwi Wulandari, 2012 Belanja Iklan *Challenger Brand* Kalahkan *Market Leader*)

<http://www.indonesiainancetoday.com/read/36599/Persaingan-Ketat-Jadi-Risiko-Ekspansi-Kapasitas-Indofood-CBP>, (Andryanto Suwismo, Hadi Saksono & Monalisa, Persaingan Ketat Jadi Risiko Ekspansi Kapasitas Indofood CBP)

<http://www.indonesiainancetoday.com/read/35480/Indofood-CBP-Akan-Diuntungkan-dari-Pertumbuhan-Pasar-Mi-Instan> (Dany Wijaya & Hadi Saksono, Indofood CBP Akan Diuntungkan dari Pertumbuhan Pasar Mi Instan)

<http://www.indonesiainancetoday.com/read/4799/Produksi-Mi-Instan-Tumbuh-Rata-Rata-12> (Monalisa, Hadi Saksono & Sanusi, Produksi Mi Instan Tumbuh Rata-Rata 12%)

<http://www.indonesiainancetoday.com/read/38718/Utilisasi-Produsen-Mi-Instan-Capai-80> (Hadi Saksono, Utilisasi Produsen Mi Instan Capai 80%)

<http://www.theramenrater.com> akses: 2/6/2013, 8:21

[http://www.youtube.com/results?search\\_query=iklan+mie+sedaap&sm=3](http://www.youtube.com/results?search_query=iklan+mie+sedaap&sm=3)

Majalah:

SWA No 16/XXV/7 Juli- 5 Agustus 2009

SWA No 15/XXVI/ 15-28 Juli 2010

SWA No 18/XXVII/ 18-27 Juli 2011

SWA edisi XXVIII 20 September-3 Oktober 2012

Mabda Safarotus Sururi, 2014

*Pengaruh Iklan Produk Mie Sedaap di Televisi Terhadap Keputusan Pembelian*  
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu