

DAFTAR PUSTAKA

BUKU

- Arikuto, Suharsimi. 2010. *Prosedur Penelitian: Suatu Pendekatan Praktik*.
Jakarta: PT.Rineka Cipta
- Dahlen, Micael, Fredrik Lange, & Terry Smith,. 2010. *Marketing Communications A Brand Narrative Approach*. John Wiley & Sons Ltd
- Delgado-Ballester, Elena, Munuera-Aleman, Jose Louis & Yogue-Guillen, Maria Jesus. 2003. "Development and Validation of A Brand Trust and Scale",
International Journal of Market Research, Vol.45/1,p. 35-53
- Ghozali, Imam. 2012. *Aplikasi Analisis Multivariate Dengan Program IBM SPSS*.
Semarang: Badan Penerbit Universitas Diponogoro
- Ing, Phang & Fumitaka Furuoka,. 2007. *An Examination Of The Celebrity Endorsers Characteristics And Their Relationship With The Image Of Consumer Products*. UNITAR E-JOURNAL Vol , No 2, Jun 2007
- Kautonen, Teemu & Heikki Karjaluoto,. 2008. *Trust And New Technologies: Marketing And Management On The Internet And Mobile Media*,Edward Elgar Publishing
- Kenning, Peter,. 2008. *The Influence of General Trust and Specific Trust on Behaviour*.Vol. 36 No. 6, 2008 pp. 461-476
- Kotler, Philip, & Gary Armstrong,. 2010, *Principles of Marketing thirteen* New Jersey: Pearson Education Prentice Hall
- Kotler, Phillip dan Kelvin Lane Keller, 2012, "*Marketing Management*", 14th Edition. New Jearsey : PEARSON

Pujiastuti, Y. Sri; Tamtomo, T.D. Haryo; Suparno, N. IPS Terpadu Semester 1.

Erlangga: Jakarta. 2006

Rangkuti, Freddy (2004). *The Power of Brand*, Jakarta: PT. Gramedia Pustaka

Utama

Schiffman , Keanuk. (2010). *A Model Of Consumer Decision Making. Mc Graw*

Hill

Simamora, Bilson. (2004). *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia

Pustaka Utama

Sugiyono. (2007). *Metode Penelitian Pendidikan*. Bandung: Penerbit Alfabeta.

——— (2008). *Metode Penelitian Pendidikan*. Bandung: Penerbit Alfabeta.

——— (2009). *Metode Penelitian Pendidikan*. Bandung: Penerbit Alfabeta.

Sugiyono, (2012). *Metode Penelitian Kuantitatif Kualitatif dan R&D*.

Bandung: Alfabeta

Thae, Lee Min,. 2005. *The Impact Of Perceptions of Interactivity on Customer*

Trust and Transaction Intention in Mobile Commerce. International Journal of Marketing Research

Tjiptono, Fandy. (2008). *Strategi Pemasaran Edisi 3*. Yogyakarta : Penerbit Andi.

E-BOOK

Kotler, Philip, & Gary Armstrong,. 2012, *Principles of Marketing 14E*. New

Jersey: Pearson Education, Inc., publishing as Prentice Hall, One Lake

Street, Upper Saddle River.

INTERNET

Beritaonline. (2012). Strategi Penjualan *Smartphone* BlackBerry. Tersedia:

<http://toyota.add-news.com/strategi-penjualan-handphone-blackberry/>

Answers Corporation. (2014). What is BlackBerry's Vision and Missions Statement? Tersedia:

http://wiki.answers.com/Q/What_is_blackberry%27s_vision_and_mission_statement?#slide=1

Strategic Management Insight. (2013). Mission Statement Of BlackBerry. Tersedia:

http://www.strategicmanagementinsight.com/missionstatements/blackberry_mission-statement.html