

DAFTAR PUSTAKA

- Aaker, D., Kumar, V., Day, George S. 2010. *Marketing Research 9 Edition*. John Wiley & Sons, Danvers
- Adji, J. dan H. Samuel. 2014. *Pengaruh Satisfaction Dan Trust Terhadap Minat Beli Konsumen (Purchase Intention) Di Starbucks The Square Surabaya*. Jurnal Manajemen Pemasaran Petra Vol. 2, No. 1 hal. 1-10
- Ali, Hasan. 2013. *Marketing dan kasus-kasus pilihan*, Yogyakarta, CAPS (Center for Academic Publishing Service).
- Alma, Buchari. 2013. *Manajemen Pemasaran dan pemasaran Jasa*, Bandung, Alfabet.
- Al-mu'ani, Lu'ay, *The effect of Marketing Communications on Customer Based Brand Equity*, Global journal of Management and Business Research Marketing, Vol 13, issue 6.
- Arikunto, S. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*, Jakarta, Rineka Cipta.
- As'ad, H. Abu-Rumman. 2014. *The Impact of Social Media marketing on Brand Equity: An Empirical Study on Mobile Service Providers in Jordan*. Journal Society of Interdisciplinary Business Research Vol. 3 No. 1 ISSN: 2304- 1013; 2304-1269.
- Bastian, DA, *Analisa Pengaruh Citra Merek (Brand Image) dan kepercayaan merek (brand trust) terhadap loyalitas merek (brand loyalty) ADES PT. Ades Alfindo Putra Setia*, Jurnal Manajemen Pemasaran Petra, Vol 2, No 1, 1-9, (2014).
- Buchory, Herry dan Jaslim. (2010). *Manajemen Pemasaran: Edisi Pertama*, Bandung, Linda Karya.
- Che-Hui Lien a, Miin-Jye Wen b, Li-Ching Huang b, Kuo-Lung Wu. 2015. *Online hotel booking: The effects of brand image, price, trust and value on purchase intentions*. Asia Pacific Management Review 20 (2015) 210-218.
- Dharmmesta, B. 2014. *Manajemen Pemasaran*, Yogyakarta, BPFE.
- Dian Yudhiartika dan Jony Oktavian Haryanto. 2012. *Pengaruh Personal Selling, Display, Promosi Penjualan terhadap Kesadaran Merek dan Intensi Membeli Pada Produk Kecantikan Pond's*. BULETIN STUDI EKONOMI, Volume 17, No.2, Agustus 2012. ISSN 1410-4628.

- Distiani F. K., dan Berlian G. S. 2013, *Pengaruh Orientasi Belanja Terhadap Intensi Pembelian Produk Pakaian Secara Online pada Pengguna Online Shop*. *Jurnal Psikologi Industri dan Organisasi*, Vol. 02, No. 1, pp. 1-10
- Durianto, Darmadi. 2011. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*, Cetakan XX, Jakarta, PT. Gramedia Pustaka Utama
- Duwi, priyatno. 2016. *SPSS Handbook*, Yogyakarta, Mediakom.
- EQ, Zainal Mustofa dan Toni Wijaya. 2012. *Panduan Teknik Statistik SEM & PLS dengan SPSS AMOS*, Yogyakarta, Cahaya Atma Pustaka.
- Gunelius, Susan. 2011. *30 - minute social media marketing*, united states, Mc Graw-hill Companies.
- Halal Mui. © Copyright 2014 *Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia* <http://www.halalmui.org/>
- Hermawan, A. 2013. *Komunikasi Pemasaran*, Jakarta, Erlangga,.
- Kartajaya, Hermawan. 2010. *Brand Operation*, Jakarta, Esensi Erlangga Group.
- Kerin, Hartley, Rudelius, Theng. 2010. *Marketing in Asia*. Singapore : Mc Graw Hill.
- Kotler, Philip and Keller, Kevin Lane (2013), *Manajemen Pemasaran*, Jilid 1, Edisi 13, Erlangga.
- Kotler, Philip dan Gary Armstrong. 2012. *Prinsip-prinsip Pemasaran Edisi 13. Jilid 1*, Jakarta, Erlangga
- Lewis, B.K. 2010. *Social Media and Strategic Communication : Attitudes and Perceptions Among College Student*. International Journal of Public Relation Society of America.
- Lira Oktaviani. 2014. *Pengaruh Bauran Promosi terhadap Persepsi Kualitas, Persepsi Merek dan Intensi Pembelian oleh Konsumen untuk Produk susu cair kemasan botol Merek XYZ*. Koleksi perpustakaan universitas terbuka (2014) 270/1/41964.
- Lupiyoadi, Rambat. 2013. *Manajemen Pemasaran Jasa*, Jakarta, Salemba empat.
- Melinda Soewandi. 2015. *The Impact of Social Media Communication Forms on Brand Equity Dimensions and Consumer Purchase Intention*. iBuss Management Vol. 3, No. 2, (2015) 204-213
- Methaq Ahmed Sallam. 2016. *The Impact of Brand Image and Corporate Branding on Consumer's Choice: The Role of Brand Equity*, International Journal of Marketing Studies; Vol. 8, No. 1; 2016, ISSN 1918-719X E-ISSN 1918-720 Published by Canadian Center of Science and Education.

- Mohammad Hakkak, Hojjat Vahdati Seyed, Hadi Mousavi Nejad. 2015. *Studi The Role Of Customers-Based Brand Equity In The Brand Personality Effect On Purchase Intention*. *International Journal of Asian Social Science*, 2015, 5(7): 369-381
- Paul, Wu,Yeh, G, Y,Y, Hsio, C.,R, *The Effect of Store Image and Service Quality on Brand Image and Purchase Intention for Private Label Brands*, *Australia Marketing Journal (AMJ)*, 19 (1), 30-39, (2011).
- Punto, danis. 2011. *Meningkatkan Penjualan Melalui Sosial Media*, Elex-Gramedia.
- Raviany, Arma Hedita Sepala, 2011. *Analisis Pengaruh Efektivitas Iklan Pesaing dan Perilaku Mencari Variasi Terhadap Perilaku Perpindahan Merek pada Konsumen Tehbotol Sosro*, Skripsi Semarang: Fakultas Ekonomi UNDIP.
- Riana, Gede. 2010. *Pengaruh Trust In Brand terhadap Brand Loyalty pada Konsumen Air Minum Aqua di Kota Denpasar*. Skripsi.
- Solis, Brian. 2010. *Engage: The Complate Guide for Brands and Business to Build Cultivate and Measure Succes on the Web*. New Jersey: Jhon Wiley & Sons.
- Sugiyono. 2013. *Metode Penelitian Manajemen*. Bandung: Alfabeta.
- Sugiyono. 2014. *Metode Penelitian Bisnis*, Bandung, CV. Alfabeta.
- Sulistiyari, I N, *Analisis Pengaruh Citra Merek, Kualitas Produk dan Harga Terhadap Minat Beli Oriflame*. Universitas Diponogoro.
- Sulistiyari, Ikanita Novirina. 2012. *Analisis Pengaruh Citra Merek, Kualitas Produk, Dan Harga Terhadap Minat Beli Produk Oriflamme (Studi Kasus Mahasiswi Fakultas Ekonomika Dan Bisnis Jurusan Manajemen Universitas Diponegoro Semarang)*, *Diponegoro Journal of Management*, Volume 1, Nomor 1, Tahun 2012
- Sumarwan, Ujang dkk. 2011. *Riset Pemasaran dan Konsumen : Panduan Riset dan Kajian : Kepuasan, Perilaku Pembelian, Gaya Hidup, Loyalitas dan Persepsi Resiko*, PT Penerbit IPB Press, Bogor
- Swara, Eno Bening. 2014. *YouTube Sebagai 'New Media': Pengaruhnya Terhadap Masyarakat Indonesia Menurut Pemikiran Jean Baudrillard*. Skripsi Program Studi Ilmu Filsafat Fakultas Ilmu Pengetahuan Budaya Universitas Indonesia. Diakses pada 12 Mei 2018 pukul 00.52 WIB melalui: <http://lib.ui.ac.id/file?file=digital/2015-8/20387224-S57164-Eno%20Bening%20Swara.pdf>.
- Taprial, Varinder & Priya Kanwar. 2012. *Understanding Social Media*. London: Ventus Publishing ApS.

Teo, Timothy., Lee, Chwee Beng. 2010. *Explaining the Intention to Use Technology among Student Teachers: An application of th Theory of Planned Behavior (TPB)*. Campus-Wide Information Systems, Vol. 27, No. 2, 2010, pp. 60-67

Tjiptono, fandi. 2012. *Pemasaran jasa*, Yogyakarta, CV aridi offset.

We are Social. *Digital in 2017*, <https://wearesocial.com/sg/blog/2017/01/digital-in-2017-global-overview>.

Zafarullah Chandio, Shoaib Ahmed dan Sarah Zafar. 2015. *Impact of Social Media Marketing on Customer Purchase Intention*. *IBT Journal of Business Studies (Formaly Journal of Management & Sosial Sciences)* Vol. 11, No 1, (Spring 2015) 119-129

Zhu, Y. 2016. 'Academics' active and passive use of YouTube for research and leisure' in Antonella Esposito (ed.) *Research 2.0 and the Impact of Digital Technologies on Scholarly Inquiry*. IGI Global, Diakses pada, 12 Mei 2018 pukul 06.38 WIB melalui: https://www.academia.edu/28072689/Academics_active_and_passive_use_of_YouTube_for_research_and_leisure.

