

DAFTAR PUSTAKA

- Aaker, David A., V. Kumar, & George S. Day. 2001. *Marketing Research*, 7th ed, John Wiley & Sons: Inc.
- Assael, Henry. 2001. *Consumer Behavior and Marketing Action*. Shouth-Western College Publishing. Cincinati, Ohio.
- Bahmanziari T, Pearson J, Crosby L (2003). *Is trust important in technology adoption? A policy capturing approach*. J Comp Info Systems. 43(4):46–54
- Barnes, S., & Scornavacca, E. (2008). *Uncovering patterns in mobile advertising opt-in behaviour: A decision hierarchy approach*. International Journal of Mobile Communications, 6(4), 405–16
- Barwise,P. and Strong,C. (2002).*Permission-based mobile advertising*. J.Int. Mkt, 16(1): 14-24
- Bauer et al(2005). *Driving consumer acceptance of mobile marketing: A theoretical framework and empirical study*. Journal of Electronic Commerce Research, 6(3), 181–19
- Brackett LK, Carr BN (2001). *Cyberspace advertising vs. other media: consumer vs. mature students attitudes*. J. Advertising Res. 41(5): 23-32.
- Carroll, A., et al (2007). *Consumer perceptions and attitudes towards SMS advertising: Recent evidence from New Zealand*. International Journal of Advertising, 26(1), 79–98
- Chakrabarty, S., & Yelkur, R. (2005). *The effects of ad irritation on brand attitudes*. Journal of Promotion Management, 11(2/3), 37-48
- Cho, James., Loung, Duy Binh., & Vo, Thi H, (2016) “*The impact of mobile advertising on Vietnamese consumer buying decision*” International Journal of Research Studies in Management Volume 5 Number 1, 3-18

- Chowdhury, H., Parvin, N., Weitenberner, C., & Becker, M. (2006). *Consumer attitude toward mobile advertising in an emerging market: An empirical study*. International Journal of Mobile Marketing, 1(2), 33-42.
- Dharmmesta, B.S. 1998, *Theory of Planned Behavior dalam Penelitian Sikap, Niat dan Perilaku Konsumen*. KELOLA Gadjah Mada University Business Review”, Th.VII, No. 18, h. 85103.
- Dickinger, A., et al (2004). *An investigation and conceptual model of SMS marketing*. Proceedings of the Thirty Seventh Hawaii International Conferences of System Sciences, Hawaii, 1-10
- Drossos, M., Giaglis, G. M., Lekakos, G., Kokkinaki, F., & Stavradi, M. G. (2007). *Determinants of effective SMS advertising: An experimental study*. Journal of Interactive Advertising, 7(2), 1-23. Dufrene
- Ducoffe, R. (1996). *Advertising value and advertising on the web*. Journal of Advertising Research, 36(5), 21-35.
- Ellyzar, Z. (2011, 15 Juli). “Q2, Iklan mobile Indonesia capai 3,8 milyar”. Retrieved from <http://swa.co.id/swa/listed-articles/q2-iklan-mobile-indonesia-capai-38-miliar>
- Ene S & Özkaya B (2015).“*The Role of Mobile Advertising on Consumers Purchase Decisions: A Research on Consumer Attitudes towards Mobile Advertising*”. International Journal of Humanities and Social Science, Vol. 5, No. 1
- Feng, X. et al (2016). *Determinant of consumers' attitudes toward mobile advertising: The mediating roles of intrinsic and extrinsic motivation*. Computers in Human Behavior, 63, 334-341.
- Fernandez, K. V., & Rosen, D. L. (2000). *The effectiveness of information and color in Yellow Page advertising*. Journal of Advertising, 29(2), 61–73.
- Gao, Y., Koufaris, M. (2006). *Perceptual antecedents of user attitude in electronic commerce*. ACM SIGMIS Database, 37(2-3), 42-50.

- Goldsmith, R. E., Lafferty, B. A., & Newell, S. J. (2000). *The impact of corporate credibility and celebrity credibility on consumer reaction to advertisements and brands*. *Journal of Advertising*, 29(3), 43-54.
- Haghirian, P., Madlberger, M., and Tanuskova, A. (2005). *Increasing advertising value of mobile marketing – An empirical study of antecedents*. Paper presented at the Proceedings of 38th Hawaii International Conference on System Sciences, 2005
- Haghirian, P., & Madlberger, M. (2005). *Consumer attitude toward advertising via mobile devices - an empirical investigation among Austrian users*. Proceedings of the 13th European Conference on Information Systems, Information Systems in a Rapidly Changing Economy, ECIS 2005, Regensburg, Germany.
- Haghirian, P., & Inoue, A. (2008). *An advanced model of consumer attitudes toward advertising on the mobile internet*. *International Journal of Mobile Communications*, 5(1), 48–67.
- Hair, J. F., et al (2000). *Marketing Research: A practical approach for the millennium*, Irwin McGraw-Hill.
- InMobi. (2012, 26 April). Press release: *Vietnam mobile advertising market grows 121% in 2011 as mobile becomes top channel for media*: InMobi.
- Islam, M., Kang, M., & Yang, S. B. (2013). *A research to identify the relationship between consumers' attitude and mobile advertising*. PACIS 2013 Proceedings, 39
- Javid, M. H., Namin, A. T., & Noorai, M. (2012). *Prioritization of factors affecting consumers' attitudes toward mobile advertising*. *Journal of Basic and Applied Scientific Research*, 2(9).
- Kaasinen, E. (2003). *User Needs for Location-aware Mobile Services*. *Personal and Ubiquitous Computing*, 7(70 – 79).

- Katterbach, W. (2002). *Die SMS-Verkäufer*. Impulse. February 1, 2002.
- Kim, Y. J., & Han, J. (2014). *Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization*. *Computers in Human Behavior*, 33(January), 256–269.
- Kotler, Philip. 2000. *Marketing Management*, The Millenium Editor. New Jersey: Prentice-Hall International, Inc
- Lane, N. (2010). *The USMA: The United States of mobile advertising*. CA, USA: Smaato Inc.
- Le, T. & Nguyen,B. (2014) *Attitudes toward mobile advertising: a study of mobile web display and mobile app display advertising*. *Asian Academy of Management Journal*, Vol. 19, No. 2, 87–103
- Leung, F. & Cheung, C. (2004). *Consumer attitude toward mobile advertising*. Americas Conferences on Information Systems.
- Liu, C-L, et al (2012). *Determinants of consumer perceptions toward mobile advertising: a comparison between Japan and Austria*. *Journal of Systems and Information Technology*, 10(3), 251-265.
- MacKenzie, S. B., and Lutz, R. J. (1989). *An empirical examination of the structural antecedents of attitude toward the ad in an advertising pretesting context*. *Journal of Marketing*, 53, 48-65.
- McQuail, D. (1983). *Mass communication theory: An introduction*. London: Sage
- Merisavo, M., Kajalo, S., Karjaluoto, H., Virtanen, V., Salmenkivi, S., & Raulas, M. (2007). *An empirical study of the drivers of consumer acceptance of mobile advertising*. *Journal of Interactive Advertising*, 7(2), 41-5
- Milne, G., & Gordon, M. E (1993). *Direct mail privacy - efficiency trade-offs within an implied social contract framework*. *Journal of Public Policy & Marketing*, 12(2), 206-216.

- Mitchell, A.A., and Olson, J.C. (1981). *Are product attribute beliefs the only mediator of advertising effects on brand attitude?*. Journal of Marketing Research, 18, 318-332
- Oh, L.-B., & Xu, H. (2003). *Effects Of Multimedia On Mobile Consumer Behavior: An Empirical Study Of Location-Aware Advertising*. Twenty-Fourth International Conference on Information Systems, 679–691.
- Pramudhita. 2008. *Pengaruh Isi Pesan pada Sikap Konsumen Mengenai Iklan SMS Melalui Handphone*. Surakarta: Skripsi Universitas Sebelas Maret.
- Saadeghvaziri et al. (2011). Attitude toward advertising: Mobile advertising Vs advertising-in-general. European Journal of Economics, Finance and Administrative Sciences, no 28.
- Sekaran, Uma. 2000. *Research Methode for Business*. New York: John Willey & Sons, Inc.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business: A Skill Building Approach*. Chichester: British Library.
- Shavitt, W., Lowrey, P., & Haefner, J. (1998). Public attitudes towards advertising: More favorable than you might think. Journal of Advertising Research, 38(4), 7-22.
- Siau, K. and Z. Shen (2003). *Building Customer Trust in Mobile Commerce*. Communications of the ACM, 46(4), 91 - 94.
- Stewart, D. W., & Pavlou, P. A. (2002). From consumer response to active consumer: measuring the effectiveness of interactive media. Journal of the Academy of Marketing Science, 30(4), 376-396.
- Sugiyono. 2008. *Metodelogi Penelitian Bisnis*. Bandung: Alfabeta
- Tsang, M. M., S. C. Ho & T. B. Liang, (2004), “*Consumer Attitudes Toward Mobile Advertising: An Empirical Study*”, International Journal of Electronic Commerce, 8(3), pp.65-78.

- Varshney, U. (2003). Wireless I: mobile and wireless information systems: applications, networks, and research problem, Communications of the AIS 12
- Varshney, U. (2003). Location management for mobile commerce applications in wireless internet environment. *ACM Transactions on Internet Technology*, 3(3), 236-255.
- Vasickova, J. (2014). Attitude towards mobile advertising and purchase intention of Swedish customers A quantitative study on the impact of message content and flow experience.
- Xu, D. J. (2007). *The influence of personalization in affecting consumer attitudes toward mobile advertising in China*. *Journal of Computer Information Systems*, 9-19.
- Xu, D., S. S. Liao & Q. Li, (2008). "Combining Empirical Experimentation and Modeling Techniques: A Design Research Approach For Personalized Mobile Advertising Applications", *Decisions Support Systems*, 44(3), pp.710-724
- Waldt, D, Robello, T, Brown, J. 2009. *Attitude of Young Consumers Toward SMS Advertising*. Department of Marketing and Communication Management. *African Journal of Business Manajement* 3(9), pp. 444-452
- Wang, T., & Yeh, R. K. (2016). Toward a model for the role of product involvement in the effect of mobile advertising features.
- Wanmo Koo, B. S. (2010). Generation Y attitudes toward mobile advertising: Impacts of modality and culture. Unpublished master's thesis for master's degree, University of North Texas.
- Wilska, T.-A. (2003). *Mobile phone use as part of young people's consumption*. *Journal of Consumer Policy*, 26(4), 441–463

Wong, M. M. T., & Tang, E. P.Y. (2008), *Consumers' attitudes towards mobile advertising: The role of permission*. Review of Business Research, 8(3), 181-187.

Yang, H., Liu, H., & Zhou, L. (2010). Predicting Chinese young consumers' acceptance of mobile advertising: a structural equation modeling approach. Chinese Journal of Communication, 3(4), 435-452.aa

Zabadi, A. M. A., Shura, M., & Elsayed, E. A. (2012). Consumer Attitudes toward SMS Advertising among Jordanian Users. International Journal of Marketing Studies, 4(1), p77

Sumber internet:

<http://www.dikti.go.id/> diakses pada tanggal 28 Juli 2017