

DAFTAR PUSTAKA

Buku

- Belch, George. E., Belch, Michael.A.(2003). *Advertising and Promotion, 6th Edition*. New York: The Graw - Hill Companies
- Blythe, Jim.(2002). *Marketing Communications*. Essex, England: Financial Times-Pentice
- Clow, Kenneth E dan Donald E. Baack.(2016). *Integrated Advertising, Promotion, and Marketing Communications 7th Edition*.London: Pearson Education
- Duncan, Tom.(2002).*IMC Using Advertising Promotion to Built Brands*. New York: The Graw - Hill Companies
- Ghozali, Imam. (2012). *Aplikasi Analisis Multivariat dengan Program IMB SPSS 2.0 Edisi 5*. Semarang: Universitas Diponegoro.
- Griffin J.2010. *Customer Loyalty: How to earn it, How to keep it*. New York: John Wiley & Sons Inc
- Hermawan, Asep. (2009). *Penelitian Bisnis Paradigma Kuantitatif*. Jakarta: Grasindo.
- Kotler, Philip & Armstrong, Gary. (2014). *Principles of Marketing 15th Edition*. Harlow: Pearson Education Limited.
- Kotler, Philip & Keller, Kevin Lane. (2006). *Marketing Management 12th Edition*. New Jersey: Pearson Prentice Hall.
- Kotler, Philip & Keller, Kevin Lane. (2012). *Marketing Management 14th Edition*. New Jersey: Pearson Prentice Hall.
- Kriyantono, Rachmat. (2006). *Riset Komunikasi: Disertai Contoh Praktis Riset Media, Public Relations, Advertising, Komunikasi Organisasi, Komunikasi Pemasaran*. Jakarta: Kencana.
- Masri Singarimbun & Sofian Effendi. 1989. *Metode Penelitian Survei*, Jakarta: LP3ES
- Riduwan & Sunarto. (2014). *Pengantar Statistika untuk Penelitian: Pendidikan, Sosial, Komunikasi, Ekonomi, dan Bisnis*. Bandung: Alfabeta

- Schiffman, Leon G. & Kanuk, Leslie L. (2010). *Consumer Behavior 10th Edition*. USA: Pearson Education.
- Schultz, Don.(2004). *IMC The Next Generation: Five Steps for Delivering Value and Measuring Returns Using Marketing Communication*. New York: The Graw – Hill Compaies
- Sugiyono. (2012). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Swastha, Basu dan Irawan.(2005). *Manajemen Pemasaran Modern, Edisi Kedua, Cetakan Kesebelas*. Yogyakarta : Liberty Offset
- Tjiptono, Chandra, Adriana.(2008).*Pemasaran Stratejik*. Yogyakarta: Penerbit Andi
- Widiyanto, Ibnu. (2008). *Metode Penelitian Bisnis*. Jakarta: Salemba Empat.

Jurnal

- Assegaf (2015).*Pengaruh Trust dan Online Shopping Experience terhadap Perilaku Konsumen dalam Berbelanja Online: Perspektif Konsumen di Indonesia*.Jurnal Aplikasi Manajemen.Vol. 13 No.3
- Bastian.(2014).*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
- Kassim and Abdullah (2008).*Customer Loyalty in E-Commerce Settings: An Empirical Study*. Electronic Markets.Vol 18 No.3 .DOI : 10.1080/10196780802265843
- Marais, Klerk, Bevan- Dye.(2014).*Perceived Effectiveness of Sales Promotion Techniques amongst South African Generation Y Students*.Mediterranean Journal of Social Sciences.Vol 5 No. 21. DOI:10.5901/mjss.2014,v5n21p51
- Mendez, Bendixen, Abratt, Yurova, dan O’Leary.(2015). *International Journal of Education and Social Science Vol. 2, Sales Promotion and Brand Loyalty: Some New Insight* (103-117).
- Pradana, Mahir.(2015).*Klasifikasi Bisnis E-commerce di Indonesia*.MODUS. Vol. 27 No.2.(163-174).ISSN 0852-1857

- Setiawan, Winati, Achmadi, Shafira.(2016). *Analisis Hubungan antara Kepuasan Pelanggan Berdasarkan Kualitas Layanan E-Commerce terhadap Loyalitas Pelanggan dengan Menggunakan Metode Statistik (Studi Kasus Di Website E-Commerce Lazada)*. Seminar Nasional IENACO.ISSN : 2337 - 4349
- Widianto, Prasilowati (2015).*Perilaku Pembelian Melalui Internet*.Jurnal Managemen dan Kewirausahaan.Vol.17 No. 2.DOI: 10.9744/jmk.17.2.109-112