

DAFTAR PUSTAKA

- Aaker A David. (1997). *Ekuaitas Merek*. Edisi Indonesia. Jakarta : Mitra Utama.
- Bamber, David., Phadke, Suniti., Jyotishi, Amalendu., 2011, ***“Product-Knowledge, Ethnocentrism and Purchase Intention: COO Study in India”***, *Working Paper No.112/2011 Amrita School of Business, Amrita Vishwa Vidyapeetham University*
- Basu Swasta, dan Handoko, T Hani., 1997, *Manajemen Pemasaran, Analisis, Perilaku Konsumen* , Liberty, Yogyakarta.
- Cheng-Hsun Ho*, Shu-Hui Chang, Shih-Ting Hung, Yi-Ting Chen, Kuang-Hui Chiu, 2010, ***“Effects of Brand Image, Online Word of Mouth, and Price Discount on Consumer’s Purchase Intention - Mobile Phone as the Example”***, *Department of Business Administration, National Taipei University, Taiwan*. Diakses dari <http://www.ntpu.edu.tw/ads/doc/doctor/98/chengshun2.pdf> pada tanggal 28 Februari 2013
- Christensen, Larry B. (1941) *Experimental Methodology*. Library of Congress Cataloging-in-Publication Data. USA.
- Engel, James F. Blacwell, Roger D. Miniard, Paul W. 1995. *Perilaku Konsumen*. Jakarta : Bina Rupa Aksara

- Eze, Uchenna Cyril., Tan, Chew-Beng., Yeo, Li-Yen Adelene., 2012, ***“Purchasing Cosmetic Products: A Preliminary Perspective of Gen-Y”***, *Contemporary Management Research* Pages 51-60, Vol. 8, No. 1, March 2012
- Eze, Uchenna Cyril., Yee, Kwan Pay., Wamala, Fenella., 2012, ***“Analyzing the Intention to Purchase Proton Automobiles: Preliminary Findings”***, *Contemporary Management Research* Pages 267-274, Vol. 8, No. 4,
- Forsythe,S., Kwon, Wi-Suk., Leone, Robert P., Shannon, David., 2008, ***”National Textile Center: Annual Report The Pivotal Role of Brand Image in Purchase Decisions”*** NTC Project: S08-AC01
- Ghozali, Imam. (2006). *Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2008). *Desain Penelitian Eksperimental Teori, Konsep dan Analisis Data dengan SPSS 16.0* Semarang: Badan Penerbit Universitas Diponegoro.
- Hanzaee, Kambiz Heidarzadeh and Khosrozadeh, Shirin., 2011, ***“The effect of country of origin image, product knowledge and product involvement to information search and purchase intention”***, *Middle-East Journal of Scientific Research* 8 (3): 625-636
- Jogiyanto. 2007. *Metodologi Penelitian Bisnis*. Yogyakarta: BPFE.
- Keller, L. 1993. ***How to manage brand equity***. Jakarta: Gramedia Pustaka

- Keller, Kevin L, (1998). *Strategic Brand Management Building, Measuring and Managing Brand Equity*, 1st Ed Prentice-Hall, Inc. New Jersey.
- Kotler, Phillip dan Gary Amstrong. 2001. *Prinsip-Prinsip Pemasaran, jilid 2, edisi ke-8*, Penerbit Erlangga, Jakarta.
- Kotler, Philip, 2000, *Marketing Management*, Edisi Indonesia oleh Hendra Teguh, Ronny dan Benyamin Molan, Jakarta PT Index.
- Kotler, P., & Keller, K. (2009). *Manajemen Pemasaran*, Edisi 13, Penerbit: Erlangga, Jakarta.
- Lin, Nan-Hong & Lin, Bih-Shya, 2007, " *The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount*", *Journal of International Management Studies*
- Magdalena, Nonie., 2005, " *Analisis Pengaruh Situasi, Produk, Individu pada Perilaku Membeli dan Mengonsumsi Makanan Ringan*". Thesis Program Pasca Sarjana Universitas Gadjah Mada. Yogyakarta.
- Nahartyo, Ertambang. (2012). *Desain dan Implementasi Riset Eksperimen*. Edisi Pertama, Yogyakarta. UPP STIM YKPN.
- Nur Indriantoro dan Bambang Supomo. (2002). *Metode Penelitian Bisnis untuk Akuntansi dan Manajemen*, Edisi Pertama. Yogyakarta: BPFE.
- Philip Kotler, (1986) *Manajemen Pemasaran*, Jakarta : Erlangga.

Philip Kotler, (1997) *Konsep Pemasaran*, Jakarta : Erlangga.

Rani, Nina Puspa., 2013, “*Pengaruh Framed Message, Ending Price, dan Gender pada Sikap Konsumen*”. Skripsi Program Strata 1 Jurusan Manajemen Fakultas Ekonomi Universitas Kristen Maranatha. Bandung.

Schanaars, S.P. (1991), *Marketing strategy: A Customers-Driven Approach*, New York: The Free Press.

Syed Saad Hussain Shah, Jabran Aziz, Ahsan raza Jaffari, Sidra Waris, Wasiq Ejaz, Maira Fatima and Syed Kamran Sherazi, 2012, “***The Impact of Brands on Consumer Purchase Intentions***” *Asian Journal of Business Management* 4(2): 105-110, 2012

Sugiyono. (2006). *Metode Penelitian Riset Bisnis*. Bandung: CV. Alfabeta.

Suliyanto. (2006). *Metode Riset Bisnis*. Yogyakarta: Andi.

Schiffman, L G and Kanuk LL. (2006) ***Consumer Behavior. Sevent Edition***, Prentice Hall International.

Tjiptono,F., Chandra,Y., Diana,A. (2004). *Marketing Scales*. Andi, Yogyakarta

Wang, Xuehua and Yang, Zhilin (2010) “***The Effect of Brand Credibility on Consumers' Brand Purchase Intention in Emerging Economies: The Moderating Role of Brand Awareness and Brand Image***”, *Journal of Global Marketing*, 23: 3, 177 — 188

William J, Stanton, *Prinsip Pemasaran*, Edisi Ketujuh, Jilid Kedua, Erlangga, Jakarta, 1986

<http://pdf2me.com/preview/analisis-faktor-faktor-yang-mempengaruhi-minat-beli-konsumen-pada-...-20902.html>

http://mp1287.blogspot.com/2012/12/pengertian-manajemen-pemasaran-menurut_16.html

<http://www.sarjanaku.com/2012/11/pengertian-pemasaran-menurut-para-ahli.html>

<http://id.shvoong.com/business-management/marketing/2183708-pengertian-marketing-marketing-strategy-marketing/#ixzz2QoVlxxpP>

<http://www.scribd.com/doc/50642199/MARKETING-MIX>

<http://www.majalahpendidikan.com/2011/10/pengertian-produk.html>

http://jurnal-sdm.blogspot.com/2009/07/produk-definisi-klasifikasi-dimensi_30.html

<http://panduansmartphone.blogspot.com/2012/05/apa-itu-smartphone.html>

http://sondis.blogspot.com/2013/03/faktor-faktor-yang-mempengaruhi_26.html

<http://dailysocial.net/post/gfk-booming-smartphone-masih-berlanjut-di-asia-tenggara>

<http://www.kaskus.co.id/post/5145c11c1fd7197c08000004#post5145c11c1fd7197c08000004>