

Daftar Pustaka

- Aaker, D. A., & Bruzzone, D. E. (1985). Causes of Irritation in Advertising. *Journal of Marketing*, 49(2), 47. doi:10.2307/1251564
- Aaker, D.A. (1992). Managing the most important assets: brand equity. *Planning Review*. Vol. 20, No. 5, pp.56–58
- Altuna, O., & Konuk, F. (2009). Understanding Consumer Attitudes Toward Mobile Advertising and Its Impact on Consumers' Behavioral Intentions: A Cross Market Comparison of United States and Turkish Consumers. *International Journal of Mobile Marketing*,
- Arbuckle, J. L., Wothke, W., (2013). *Amos 22 User's Guide*, Small Waters Corporation, Chicago.
- Augusty, Ferdinand. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Boyd, D. M., & Ellison, N. B. (2007). Social network sites: Definition, history, and scholarship. *Journal of Computer-Mediated Communication*.
- Badan Pusat Statistik. (2015). *Proyeksi Penduduk Kabupaten/Kota Provinsi DI Yogyakarta 2010-2020*, Badan Pusat Statistik, Jakarta, Indonesia.
- Bailey. C. (2014). How to Use Facebook to Increase Brand Awareness. <https://xen.com.au/use-facebook-increase-brand-awareness/>
- Beatty, S. E., Kahle, L. R., Homer, P., & Misra, S. (1985). Alternative measurement approaches to consumer values: The list of values and the Rokeach value survey. *Psychology & Marketing*, 2(3), 181-200.
- Brackett, L., & B. Carr, (2001). Cyberspace advertising vs. Other media: Consumer vs. Mature student attitudes. *Journal of Advertising Research*, pp: 23-32

- Curran, Kevin. (2011). Advertising on Facebook. *International Journal of E-Business Development (IJED)*
- Cho, Chang-Hoan and Hongsik John Cheon (2004), "Why Do People Avoid Advertising on the Internet?" *Journal of Advertising*, 33 (4), 89-97.
- Dehghani, M., Niaki, M. K., Ramezani, I., and Sali, R. (2016). Evaluating the influence of YouTube advertising for attraction of young customers. *Comput. Hum. Behav.* 59, 165–172. doi: 10.1016/j.chb.2016.01.037
- Ducoffe R.H. (1996). Advertising Value and Advertising The Web. *Journal of Advertising Research.*
- Ducoffe, R. H. (1995). How consumers assess the value of advertising. *Journal of Current Issues and Research in Advertising*, 17(1), 1–18.
- Eko Putro Widoyoko,S. (2009). *Evaluasi Program Pembelajaran*. Yogyakarta: Pustaka Pelajar
- Evanita, S., Afnidarti A.R., Armida S.(2003). Pengaruh Terpaan Iklan Televisi Terhadap Perilaku Konsumtif Ibu Rumah Tangga di Kota Padang, Sumatera Barat.
- Eze, U. C., & Lee, C. H., (2012). Consumers' attitude towards advertising. *International Journal of Business and Management*, 7(13), 94-108.
- Fernandez, K. V., & Rosen, D. L. (2000). The effectiveness of information and color in yellow pages advertising. *Journal of Advertising*, 29(2), 61–73.
- Fischer, E., & Reuber, A. R. (2011). Social interaction via new social media: (How) can interactions on Twitter affect effectual thinking and behavior? *Journal of Business Venturing*, 26(1)
- Gangadharbatla, H., & Daugherty, T. (2013). Advertising Versus Product Placements: How Consumers Assess the Value of Each. *Journal of Current Issues & Research in Advertising*, 34(1), 21-38
- Goldman Sachs Global Investment Research,. (2017). Tersedia di <https://www.goldmansachs.com/insights/archive/millennials/>

- Ghozali, Imam. (2008). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2011). *Model Persamaan Struktural Konsep & Aplikasi dengan program AMOS 19.0*. Semarang : Badan Penerbit Universitas Diponegoro.
- Ghozali, Imam. (2014). *Model Persamaan Struktural Konsep Dan Aplikasi Dengan Program AMOS 22.0 Update Bayesian SEM*. Semarang : Badan Penerbit Universitas Diponegoro
- Hair, Jr et.al. (2010). *Multivariate Data Analysis (7th ed)*. United States : Pearson
- Hampton, K. N., Sessions Goulet, L., Rainie, L., & Purcell, K. (2011). Social networking sites and our lives: How people's trust, personal relationships, and civic and political involvement are connected to their use of social networking sites and other technologies. *Pew Research Center's Internet & American Life Project*, 47(9), 85.
- Hayes, J. L., & King, K. W. (2014). The Social Exchange of Viral Ads: Referral and Coreferral of Ads Among College Students. *Journal of Interactive Advertising*, 14(2), 98–109.
- Hoffman, D. L., & Novak, T. P. (1996). Marketing in Hypermedia Computer-Mediated Environments: Conceptual Foundations. *Journal of Marketing*, 60(3), 50–68.
- Houston F. S. & Gassenheimer J. B. (1987). *Marketing and Exchange* .
- In, F., & Kim, S. (2012). Can the Risk Factors Explain the Cross-Section of Average Stock Returns in the Long Run? *An Introduction to Wavelet Theory in Finance*, 12(1), 125–146.
- Jingjun Xu, D. (2006). the Influence of Personalization in Affecting Consumer Attitudes Toward Mobile Advertising in China. *Journal of Computer Information Systems*, 47(2), 9–19.
- Josephine, Maria W, T Devasenathipathi and Parameswaran S. 2008. "Customers' Attitude Toward Advertisement with Special Reference to Airtel and Hutch Brand". *Journal of Consumer Behaviour*, Vol.III, No.2
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research*, 65(10), 1480–1486.

- Kim, A. J., & Ko, E. (2010). Impacts of luxury fashion brand's social media marketing on customer relationship and purchase intention. *Journal of Global Fashion Marketing*, 1(3), 164–171.
- Kim, Y. J., & Han, J. (2014). Why smartphone advertising attracts customers: A model of Web advertising, flow, and personalization. *Computers in Human Behavior*, 33, 256-269
- Kinnear, T. L & Taylor. (1996). *Marketing Research*. 5th Edition. Mc Graw Hill, New York.
- Kotler, P. (2000). *Manajemen Pemasaran : Analisis, Perencanaan, Implementasi, dan Kontrol*. Jilid 1, Prenhalindo, Jakarta
- Lee, W., & Choi, S. M. (2005). The Role of Horizontal and Vertical Individualism and Collectivism in Online Consumers' Responses Toward Persuasive Communication on the Web. *Journal of Computer-Mediated Communication* J Comp ediated Comm, 11(1), 317-33
- Kompas. (2017). [https://ekonomi.kompas.com/read/2017/04/11/104507726/sebulan.5.juta.%20Perusahaan.beriklan.di.facebook](https://ekonomi.kompas.com/read/2017/04/11/104507726/sebulan.5.juta.%20P%20Perusahaan.beriklan.di.facebook),
- Liu, C., Sinkovics, R. R., Pezderka, N., & Haghirian, P. (2012). Determinants of Consumer Perceptions toward Mobile Advertising — A Comparison between Japan and Austria. *Journal of Interactive Marketing*, 26(1), 21-32.
- Mc Carthy. (1978). *Organising The Independent Centre*
- Mitchell, A.A., Olson, J.C. (1981), “Are Product Attribute Beliefs the Only Mediator of Advertising Effects on Brand Attitude?” *Journal of Marketing Research*, Vol. 18 No. 3, pp. 318-332.
- Munusamy, J., Run, E. C. De, Chelliah, S., & Annamalah, S. (2012). *Journal of Internet Banking and Commerce*. *Journal of Internet Banking and Commerce*, 17(3), 1–14.
- Mutesix. (2016). <https://blog.mutesix.com/how-to-leverage-facebooks-new-brand-awareness-ads>
- Nandagopal, R. (2012). Consumer Attitude Towards Mobile Advertising and Its Impact on Consumers ' Behavior Ural Intention - a Case Study in Coimbatore City , India, 1–9.

- Neti Asst Professor, S. (2011). International Journal of Enterprise Compu International Journal of Enterprise Compu International Journal of Enterprise Compu International Journal of Enterprise Computing and Business Systems ting and Business Systems ting and Business Systems ting and B.
- Nielsen. (2012). State of the media: The social media report. *Nielson*, 54(4), 1–30.
- Paper, C., & Tom, D. (2015). Model of users ’ beliefs , attitudes and behaviour towards marketing communication on social Model of users ’ beliefs , attitudes and behaviour towards marketing communication on social networks.
- Pelling, E. L., White, K. M., & White, K. (2009). Young peoples’ social networking TPB. *Cyberpsychology & Behavior*, 12, 755–759. Schulze, C., Schöler, L., & Skiera, B. (2013). Not All Fun and Games: Viral Marketing for Utilitarian Products. *Journal of Marketing*, 78(1), 1–19.
- Perotta, Fred. (2018). A Deep Dive Into Facebook Advertising. <https://neilpatel.com/blog/deep-dive-facebook-advertising/>
- Sejung Marina Choi, Wei-Na Lee & Hee-Jung Kim (2005) LESSONS FROM THE RICH AND FAMOUS: A Cross-Cultural Comparison of Celebrity Endorsement in Advertising, *Journal of Advertising*, 34:2
- Setiawan S.R.D. (2007), Sebulan, 5 Juta Perusahaan Beriklan di Facebook, diakses pada 11 Desember, 2018, <https://ekonomi.kompas.com/read/2017/04/11/104507726/sebulan.5.juta.perusahaan.beriklan.di.facebook>
- Schiffman, L.G., and L.L. Kanuk. (1994). *Consumer Behavior*. New Jersey: Prentice Hall, Inc.
- Schulze, C., Schöler, L. and Skiera, B. (2014), “Not all fun and games: viral marketing for utilitarian products”, *Journal of Marketing*, Vol. 78 No. 1, pp. 1-19.
- Scot Burton & Donald R. Lichtenstein (1988) The Effect of Ad Claims and Ad Context on Attitude toward the Advertisement, *Journal of Advertising*, 17:1, 3-11,
- Sekaran, U. (2006). *Research Methods For Business: Metodologi Penelitian untuk Bisnis*. Jakarta : Salemba Empat.
- Sekaran, Uma. (2011). *Research Methods for business* Edisi I and 2. Jakarta: Salemba Empat

- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(September), 58–69.
- Shimp, T. A. (1981). Attitude toward the AD as a Mediator of Consumer Brand Choice. *Journal of Advertising*, 10(2), 9-48.
- Siau, K., & Zixing, S. (2003). Mobile communications and mobile services Keng Siau and Zixing Shen. *Information Systems*, 1, 3–14
- 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.
- .Taylor, D. G., Lewin, J. E., & Strutton, D. (2011). Friends, Fans, and Followers: Do Ads Work on Social Networks? *Journal of Advertising Research*, 51(1), 258–275.
- Teixeira T.S.H & Stipp H. (2013). Optimizing the Amount of Entertainment in Advertising What's So Funny about Tracking Reactions to Humor? . *Journal of Advertising Research 2013*
- Thoo, A. C., Ho, P. H., Muharam, F. M., & Lom, H. S. (2018). Millennials' Attitudes Toward Facebook Advertising. *Advanced Science Letters*, 24(6), 3864–3868.
- Tsang et al. (2004). Consumer Attitudes Toward Mobile Advertising: An Empirical Study. *International Journal of Electronic Commerce* 8(3):65-78
- Ünal, S., Erciş, A., & Keser, E. (2011). Attitudes towards mobile advertising - A research to determine the differences between the attitudes of youth and adults. *Procedia - Social and Behavioral Sciences*, 24, 361–377.
- Wang, Y. Sun, S. Lei M., Toncar M. (2010), “Examining beliefs and attitudes toward online advertising among Chinese consumers Direct Marketing”, An International Journal, Vol. 3 No. 1, 2009 pp. 52-66
- We re Social. (2018). *Global Digital Report 2018*, New York, dilihat pada 11 Desember 2018, <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Wilson, R. E., Gosling, S. D., & Graham, L. T. (2012). A Review of Facebook Research in the Social Sciences. *Perspectives on Psychological Science*, 7(3), 203–220.

Wong, Mandy M.T., & Esther P.Y.Tang.(2008). “Consumers’ Attitudes toward Mobile Advertising: The Role of Permission”. *Review of Business Research*. 8(3)

Yaakop, A. Y., Brown, J., & Gilbert, D. C. (2011). Attitudes towards Advertising: Malaysians Vs. Non-Malaysians. *Asian Journal of Business and Management Sciences*, 1(2), 77–94.

Zanot, E. (1981). *Public Attitude toward Advertising. Advertising in a New Age*,. Provo, Utah: American Academy of advertising,

