

References

- Buil, I., de Chernatony, L., & Martínez, E. (2013). Examining the role of advertising and sales promotions in brand equity creation. *Journal Of Business Research*, 66(1), 115-122.
<http://dx.doi.org/10.1016/j.jbusres.2011.07.030>
- Ciotti, G. (2018). [online] Helpscout.net. Available at: <https://www.helpscout.net/blog/customer-service-skills/> [Accessed 12 Mar. 2018].
- Evans, K., Schlacter, J., Schultz, R., Gremler, D., Pass, M., & Wolfe, W. (2002). Salesperson and Sales Manager Perceptions of Salesperson Job Characteristics and Job Outcomes: A Perceptual Congruence Approach. *Journal Of Marketing Theory And Practice*, 10(4), 30-44.
<http://dx.doi.org/10.1080/10696679.2002.11501924>
- Gonzalez, M. (2017). *Forbes Welcome*. *Forbes.com*. Retrieved 13 January 2018, from <https://www.forbes.com/sites/forbesagencycouncil/2017/12/18/why-everyone-needs-a-digital-marketing-plan/#7bfee67626a5>
- Gregory, G., Karavdic, M., & Zou, S. (2007). The Effects of E-Commerce Drivers on Export Marketing Strategy. *Journal Of International Marketing*, 15(2), 30-57.
<http://dx.doi.org/10.1509/jimk.15.2.30>
- Gupta, A., Su, B., & Walter, Z. (2004). An Empirical Study of Consumer Switching from Traditional to Electronic Channels: A Purchase-Decision Process Perspective. *International Journal Of Electronic Commerce*, 8(3), 131-161. Retrieved from <http://www.jstor.org/stable/27751110>



- Jamal, A., Peattie, S., & Peattie, K. (2012). Ethnic minority consumers' responses to sales promotions in the packaged food market. *Journal Of Retailing And Consumer Services*, 19(1), 98-108. <http://dx.doi.org/10.1016/j.jretconser.2011.10.001>
- Järvinen, J., & Karjaluo, H. (2015). The use of Web analytics for digital marketing performance measurement. *Industrial Marketing Management*, 50, 117-127. <http://dx.doi.org/10.1016/j.indmarman.2015.04.009>
- Kotler, P., & Armstrong, G. (2016). *Principles of Marketing* (16th ed.). England: Pearson Education Limited.
- Kotler, P. and Keller, K. (2012). *Marketing management*. Boston [Mass.]: Pearson.
- Leeflang, P., Verhoef, P., Dahlström, P., & Freundt, T. (2014). Challenges and solutions for marketing in a digital era. *European Management Journal*, 32(1), 1-12. <http://dx.doi.org/10.1016/j.emj.2013.12.001>
- Lopez, T., Carr, J., Gregory, B., & Dwyer, S. (2005). The Influence of Psychological Climate on the Salesperson Customer Orientation – salesperson Performance Relationship. *Journal of Marketing Theory and Practice*, 13(2), 59-71. Retrieved from <http://www.jstor.org/stable/40470209>
- Movahedi--Lankarani, S. (2002). E-commerce: Resources for Doing Business on the Internet. *Reference & User Services Quarterly*, 41(4), 316-325. Retrieved from <http://www.jstor.org/stable/41354914>
- Schiffman, L., & Wisenblit, J. (2015). *Consumer behavior*. Upper Saddle River, New Jersey: Pearson Education.



UNIVERSITAS
GADJAH MADA

The Effect of the Role of Salesperson in the Product Information, Brand Awareness and Satisfaction of the Customer in Digital Marketing, especially in E-commerce Website in Indonesia
INTAN KUSUMA, Athanase Plastiras

Universitas Gadjah Mada, 2019 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Singh, S. (2008). Impact of Internet and E-commerce on the Labour Market. *Indian Journal Of Industrial Relation*, 43(4), 633-644. Retrieved from <http://www.jstor.org/stable/27768158>

Taiminen, H., & Karjaluo, H. (2015). The usage of digital marketing channels in SMEs. *Journal Of Small Business And Enterprise Development*, 22(4), 633-651.
<http://dx.doi.org/10.1108/jsbed-05-2013-0073>

Taylor, J. (2014). *Confusing Stats Terms Explained: Heteroscedasticity (Heteroskedasticity)*. [online] Stats Make Me Cry Consulting. Available at: <http://www.statmakemecry.com/smmctheblog/confusing-stats-terms-explained-heteroscedasticity-heteroske.html> [Accessed 1 May 2018].

Taylor, J. (2014). *Confusing Stats Terms Explained: Multicollinearity*. [online] Stats Make Me Cry Consulting. Available at: <http://www.statmakemecry.com/smmctheblog/confusing-stats-terms-explained-multicollinearity.html> [Accessed 29 Apr 2018].

Tiago, M., & Veríssimo, J. (2014). Digital marketing and social media: Why bother?. *Business Horizons*, 57(6), 703-708. <http://dx.doi.org/10.1016/j.bushor.2014.07.002>