

## Daftar Pustaka

- Aziz, N.A, N.M. Yasin, and B.S.L.S.A. Kadir. 2008. "Web Advertising Beliefs and Attitude: Internet Users View." *The Business Review, Cambridge* 332-339.
- Bauer, H.H, S.J. Barnes, T. Reichardt, and M.M Neumann. 2005. "Driving Consumer Acceptance of Mobile Marketing: A Theoretical Framework and Empirical Study." *Journal of Electronic Commerce Research* 181-192.
- Bauer, R.A, and S.A. Greyser. 1968. *Advertising in America: The Consumer View*. Boston: Harvard Business School.
- Brehm, J.W. 1966. *A Theory of Psychological Reactance*. New York: Academic Press.
- Childers, T.L., C.L. Carr, J. Peck, and S. Carson. 2001. "Hedonic and utilitarian motivations for online retail shopping behavior." *Journal of Retailing* 511-535.
- Ching, Russell K.H., and Pingsheng Tong. 2012. "Narrative online advertising: identification and its effect on attitude toward a product." *Internet Research* 414-438.
- Cho, C. 2003. "Factors Influencing The Clicking of Banner Ads on The WWW." *CyberPsychology & Behavior* 201-15.
- Cho, C.-H. and Cheon, H.J. 2004. "Why do People Avoid Advertising on The Internet?" *Journal of Advertising* 89-97.
- Chowdhury, H.K, Parvin n., weitenberner C., and Becker M. 2006. "Consumer Attitude Toward Mobile Advertising in Emerging Market: An Empirical Study." *International Journal Mobile Marketing* 33-42.
- Ducoffe, R.H. 1996. "Advertising Value and Advertising on The Web." *Journal of Advertising Research* 21-35.
- Ducoffe, R.H. 1995. "How Consumers Asses The Value of Advertising." *Journal of Current Issues and Research in Advertising* 1-18.
- Greyser, Stephen. 1973. "Irritation in Advertising." *Journal of Advertising Research* 3-7.
- Gujarati, D.N. 2003. *Basic Econometrics*. New York: McGraw-Hill.
- Hair, Jr.J.F, R.P, Bush, and D.J Ortinau. 2006. *Marketing Research*. New York: McGraw-Hill.
- Hoffman, D.L., and T.P. Novak. 2012. "Why do People Use Social Media? Empirical Findings and a New Theoretical Framework For Social Media Goal Pursuit." *www.ssrn.com*. January 17. Accessed October 13, 2014.  
[http://papers.ssrn.com/sol3/papers.cfm?abstract\\_id=1989586](http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1989586).
- Kaasinen, E. 2003. "User Needs for Location-Aware Mobile Services." *Personal and Ubiquitous Computing* 70-79.
- Kotler, P. 2001. *Marketing Management*. New Jersey: Prentice Hall.

- L., Alwitt, and Prabhaker P. 1992. "Functional and Beliefs Dimensions of Attitudes to Television Advertising: Implications for Copytesting." *Journal of Advertising* 30-42.
- Lind, Douglas A. Marchal, William G. Wathen, and Samuel A. 2003. *Basic Statistic for Business & Economics*. Boston: McGraw-Hill.
- Mackenzie, Scott B., and Richard J. Lutz. 1989. "An Empirical Examination of Attitude Toward The Ad in an Advertising Pretest Context." *Journal of Marketing* 48-65.
- Mathwick, C, N.K. Malhotra, and E. Rigdon. 2001. "Experiential Value: Conceptualization, Measurement and Application in The Catalog and Internet Shopping Environment." *Journal of Retailing* 39-56.
2011. "Nielsen Newsletter." *Nielsen*. August 29. Accessed July 17, 2014. [http://www.agbnielsen.net/Uploads/Indonesia/Nielsen\\_Newsletter\\_Aug\\_2011-Ind\\_.pdf](http://www.agbnielsen.net/Uploads/Indonesia/Nielsen_Newsletter_Aug_2011-Ind_.pdf).
- P., Alwitt L. & Prabhaker. 1992. "Functional and Beliefs Dimensions of Attitudes to Television Advertising: Implications for Copytesting." *Journal of Advertising Research* 30-42.
- Park, Huiju, and Hira Cho. 2012. "Social Network Online Communities: Information Sources for Apparel Shopping." *Journal of Retailing* 400-411.
- R., Pollay, and Mittal B. 1993. "Here's The Beef: Factors, Determinants, and Segments in Consumer Criticism of Advertising." *Journal of Advertising* 99-114.
- Rotzoll, K.B., J.E. Haefner, and C.H. Sandage. 1986. *Advertising in Contemporary Society*. Chicago: South-Western Publishing Company.
- Rubin, A.M., J. Bryant, and D. Zillmann. 2002. *The Uses-and-gratification Perspective of Media Effects*. New Jersey: Lawrence Erlbaum.
- Schlosser, A., Shavitt S., and Kanfer A. 1999. "A Survey of Internet Users Attitudes Toward Internet Advertising." *Journal of Interactive Marketing* 34-54.
- Schultz, Don E., and Heidi F. Schultz. 2004. *IMC-The Next Generation*. New York: McGraw-Hill.
- Sekaran, Uma, and Roger Bougie. 2013. *Research Method for Business*. New Jersey: John Wiley & Sons, Inc.
- . 2006. *Research Methods for Business: Metodologi Penelitian*. Jakarta: Salemba Empat.
- Shamdasani, P.H., Stanaland, A.J.S. and Tam, J. 2001. "Location, Location, Location: Insights For Advertising Placement On The Web." *Journal of Advertising Research* 7-21.
- Shavitt, S., P. Lowrey, and J. Haefner. 1998. "Public Attitudes Toward Advertising: More Favorable Than You Might Think." *Journal of Advertising Research* 7-22.
- Shimp, Terence A. 1981. "Attitude Toward the Ad as A Mediator of Consumer Brand Choice." *Journal of Advertising* 9-15.



- Siau, K., and Z. Shen. 2003. "Building Customer Trust in Mobile Commerce." *Communications of The ACM* ( Communications of The ACM) 91-94.
- Taylor, D.G., J.E. Lewin, and D. Struttton. 2011. "Friends, Fans, and Followers: Do Ads Work on Social Networks." *Journal of Advertising Research* 258-275.
- Tsang, Melody M., Shu-Chun Ho, and Liang Ting-Peng. 2004. "Consumer Attitudes Toward Mobile Advertising: An Empirical Study." *International Journal of Electronic Commerce* 65-78.
- Varshney, U. 2003. "Location Management for Mobile Commerce Application in Wireless Internet Environment." *ACM Transaction o Internet Technology* 236-255.
- Vinerean, Simona, and Mihai Tichindelean. 2013. "The Effects of Social Media Marketing on Online Consumer Behavior." *International Journal of Business and Management* 66-79.
- Waizly, Darwin. 2013. *Pengguna Internet di Indonesia 74 juta di Tahun 2013*. October 30. Accessed august 19, 2014. <http://www.the-marketeers.com/?post=Indonesia%2520Internet%2520Users>.
- Wang, Chingning, Ping Zhang, Risook Choi, and Michael DiEredita. 2002. "Understanding Consumers Attitudes Toward Advertising." *Eight Americas Conference on Information System* 1143-1148.