

## DAFTAR PUSTAKA

Abbott, M., Holland, R., Giacomin, J., Shackleton, J., (2009). Changing affective content in brand and product attributes, *Journal of Product & Brand Management*, 18(1), 17-26.

Anoraga, P., (2000). *Manajemen Bisnis*, Jakarta: PT. Rineka Cipta

Arslan, F, M., Altuna, O, K., (2010). The effect of brand extensions on product brand image, *Journal of Product & Brand Management*, 19(3), 170-180.

Basu Swastha dan Irawan, 2001, *Manajemen Pemasaran Modern* , Liberty, Yogyakarta.

Bian, X. And Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits, UK : *European Journal of Marketing* Vol. 45, No. 1/2, 191-216.

Bickart, B., & Schindler, R. (2001). Internet forums as influential sources of consumer . *Journal of Interactive Marketing*, 15(3) , 31-40.

Blackwell, R. D., Miniard, P. W., & Engel, J. F. (2001). *Consumer behavior* 9th. Mason, Ohio: South-Western.

Brown, I., Cajee, Z., Davies, D., & Stroebel , S. (2003). Cell phone banking: Predictors of adoption in South Africa - An exploratory study. *International Journal of Information Management* , 23, 381-394.

Ching-Fu, C., & Yu-Ying, C. (2008). Airline brand equity, brand preference, and purchase intentions. *Journal of Air Transport Management*, 14, 40–42

Chow, M.M., Chen, L.H., Yeow, J.A., Wong, P.W., (2012). *Factors affecting the demand of smartphone among young adult, Malaysia : International Journal on Social Science Economics and Arts Vol. 2, No. 2.*

Denise E., A. (2005). *People, places, and questions: An investigation of the everyday life information-seeking behaviors of urban young adults.* 27(2), 141-163.

Dodds, W. B. (1991). In search of value: How price and store name information influence buyers product perceptions. *The journal of services marketing*, 5 (3), 27-36.

Dora, V. E. (2012). Smartphone Affordance: Achieving Better Business Through Innovation. *Journal of the Knowledge Economy*.

Engel, J.F., Kollat, D.T., and Blackwell, R.D. (1982). *Consumer Behavior, 4th ed.* New York: Rinehart and Winston.

Gatignon, H., & Robertson, T. S. (1991). *Innovation Decision Process.* New Jersey: Prentice Hall.

Ghozali,I. (2013). Aplikasi Analisis Multivariate dengan Program IBM SPSS 21. Semarang: *Badan Penerbitan Universitas Diponegoro.*

Gourville, J. T. (2006). Eager Sellers and Stony Buyers: Understanding the Psychology of New-Product Adoption. *Harvard Business Review*, 84 (6).

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The Effect of Store Name, Brand Name and Price Discounts on Consumers' Evaluations and Purchase Intentions. *Journal of Retailing*, 74 (3), 331-352.

Grewal, D., Monroe, K. B., & Krishnan, R. (1998). The effects of price-comparison advertising on buyers' perceptions of acquisition value, transaction value and behavioral intentions. *Journal of Marketing*, 62(2), 46-59.

Gujarati, D. (2003). *Basic Econometrics*. Mc-Grawhill. New York.

Hair Jr, Joseph F.; Black, William C.; Babin, Barry J.; Anderson, Ralph E. (2001). *Multivariate Data Analysis*, Prentice Hall.

He, Q., Duan, Y., Fu, Z., & Li , D. (2006). An Innovation Adoption Study of Online E-Payment in Chinese Companies. *Journal of Electronic Commerce in Organizations* , 4, 48-64.

Holak, S. L., & Lehmann, D. R. (1990). Purchase Intentions and the Dimensions of Innovation: An Exploratory Model. *Product Innovation Management* , 59- 73.

Hossein, R.D.A, Seyede, N.A.H, Faeze, K.Z. (2011). Considering factors that affect user's online purchase intentions with using structural equation

modelling, Iran : *Interdisciplinary Journal of Contemporary Research in Business Vol 3, No 8.*

Ho, C.H. and Wu, W. (2011). Role of innovativeness of consumer in relationship between perceived attributes of new products and intention to adopt, Taiwan : *International Journal of Electronic Business Management, Vol. 9, No. 3.* 258-266

Huong, N.T. (2012). Key factors affecting consumer purchase intention : A study of safe vegetable in ho chi minh city, Vietnam : *University of Economics Ho Chi Minh City*

Hyuk Jun, C., & Margaret A, M. (2008). Consumers' Reliance on Product Information and Recommendations Found in UGC. *Journal of Interactive Advertising , 8 , 2.*

Ibrahim, I.I., Subari, K.A., Kassim, K.M., Mohamood, S.K.B., (2013). Antecedent stirring purchase intention of smartphone among adolescents in Perlis, Malaysia : *International Journal of Academic Research in Business and Social Sciences, Vol. 3, No. 12.*

Indriantoro, N. and Supomo, B. (2011). *Metodologi penelitian untuk akuntansi dan manajemen.* Yogyakarta: BPFE.

Isen, A. M. (2011). An Influence of Positive Affect on Decision Making in Complex Situations: Theoretical Issues With Practical Implications. *Journal of Consumer Psychology , 11(2),* 75-85.

Jabri, I.M. and Sohail, M.S. (2012). Mobile banking adoption: Application of diffusion of innovation theory, Saudi Arabia : *Journal of Electronic Commerce Research*, Vol. 13, No. 4.

Jalilvand, M.R. and Samiei, N. (2012). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran, Iran : *Marketing Intelligence & Planning* Vol. 30, No. 4. 460-476.

Joep W, C. A., Ruud T, F., & Tammo H, A. B. (2011). Generalizations on consumer innovation adoption: A meta-analysis on drivers of intention and behavior. *International Journal of Research in Marketing* , 28( 2), 134-144.

J.Mohr, J., Sengupta, S., & F.Slater, S. *Factors Affecting Adoption of Innovation. In Marketing of High- Technology Products and Innovations* (p. 237).

Jakki Mohr.

Kinnear, Thomas C. and James R. Taylor, (1995). Marketing Research: An Applied Approach . *McGraw Hill Text.*

Kotler and Armstrong, (2010). *Principle of marketing.* 3th Edn., Pearson Education.

Krejcie, R.V., & Morgan, D.W., (1970). Determining Sample Size for Research Activities. *Educational and Psychological Measurement.*

Lai, J.Y. and Chang, C.Y. (2011). User attitudes toward dedicated e-book readers for reading, Taiwan : *Online Information Review Vol. 35, No. 4.* 558-580

Lee, H. M., Lee, C. C., Wu, C. C., (2011). Brand image strategy affects brand equity after M&A, *European Journal of Marketing, 45(7/8)*, 1091-1111.

Leelakulthanit, O. (2014). The factors affecting the adoption of led lamps, Thailand : *International Business & Economics Research Journal Vol. 13, No 4.*

Lin, N. H., Wang, W. C., Chiou, S. Y., & Chung, Y. C. (2007). The impact of product knowledge and brand image on purchase intention – The moderating effect of product category [In Chinese]. *Marketing Review, 4*, 481-504.

Ling, C. (2011). Factors Influencing Changsha Teenagers' Purchase Intention Towards. Assumption University Press (p. 37). Bangkok: Assumption University.

Liu, H.J. and Shiue, Y.C. (2014). Influence of facebook game player's behaviour on flow and purchase intention, Taiwan : *Social Behaviour and Personality, 42(1)*, 125-134.

Lu, H.P. and Su, P.Y.J. (2009). Factors affecting purchase intention on mobile shopping web sites, Taiwan : *Internet Research Vol. 19, No. 4*, 442-458.

Madahi, A. and Sukati, I. (2012). The effect of externa factors on purchase intention amongs young generation in Malaysia : *International Business Research*; Vol. 5, No. 8.

Market Analysis and Consumer Research Organization (2004), "Study of mobile phone among the teenagers and youth in Mumbai", [www.itu.int/osg/spu/ni/futuremobile/socialaspects/IndiaMacro](http://www.itu.int/osg/spu/ni/futuremobile/socialaspects/IndiaMacro).

Monk, A., Hassenzahl, M., Blythe, M., & Reed, D. (2002). *Funology: designing enjoyment. roceedings of Conference on Extended Abstracts on HumanFactors in Computer Systems*, 924.

Nicolino, P.F. (2004). *The complete ideal's guides: Brand management*. Jakarta : Prenada.

Nihal, T. (2011). Viral Marketing Techniques Within Online Social Network. *Journal of Yasar University*, 24(6) 4112-4129.

Nunnaly, J. dan Bernstein, I.H. 1994. *Psychometric Theory*. New York. McGraw-Hill.

Oliver, Richard L. (2006). *Satisfaction: A Behavioral Perspective on The Consumer*. McGraw- Hill. New York.

Pepadri, I. (2002). Pricing is the moment of truth: All marketing comes to focus in the pricing decision. *Jurnal Usahawan NO. 10 TH XXXI*.

Phau, I. And Teah, M. (2008). Attitudes towards counterfeits of luxury brands:

The singapore story, Singapore : *Proceedings of Australian and New Zealand Marketing Academy Conference.*

Qun, C.J., Howe, L.J., Thai, L.C., Wen, L.W., Kheng, W.T., (2012). Exploring the factors affecting purchase intention of smartphone: A case study of young adults in University Tuanku Abdul Rahman, Perak Campus, Malaysia : *Faculty of Business and Finance Management.*

Rashotte, Lisa Slattery. 2007. "Social Influence." In The Blackwell Encyclopedia of Sociology, Volume IX: 4426-4429. George Ritzer and J. Michael Ryan, editors. Oxford: *Blackwell Publishing.*

Richardson, S., P., Dick, A. S., & Jain., A. K. (1996). Household Store Brand Proneness: A Framework. *Journal of retailing*, 72 (2), 159-185.

Rio, A.B., Vazquez, R. and Iglesias, V. (2001), "The role of the brand name in obtaining differential advantages", *Journal of Product and Brand Management*, Vol. 10 No. 7, 452-465.

Roach, G. (2009). Consumer perceptions of mobile phone marketing: A direct marketing innovation, Australia : *Direct Marketing An International Journal*, Vol.3, No.2, 124-138.

Rodoula, T. (2005). Perceived Quality Levels and their Relation to Involvement, Satisfaction, and Purchase Intentions. *Marketing Bulletin*, 16, Research Note 4.

Rogers, E. (1995). *Diffusion of innovations (4th edition)*. New York: The Free Press.

Sinhaa, I., & Batrab, R. (1999). The Effect of Consumer Price Consciousness on Private Label Purchase. *International Journal of Research in Marketing*, 16 (3), 237–251.

Soderlund, M & Ohman, N, (2003), ‘Behavioural intentions in satisfaction research revisited’, *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behaviour*, vol. 16. 53-66.

Steiner, R. L. (2004). The Nature and Benefits of National Brand/Private Label Competition. *Review of Industrial Organization* , 24, 105.

Suki, N.M. (2013), Student’s demand for smartphones. Malaysia : *Campus-Wide Information Systems Vol. 30, No.4*, 236-248.

Sum, J. and Liao, M.W.T. (2009), Sem for purchase intention of home video game consoles, Taiwan : *Department of Electronic Commerce National Chung Hsing University*

Sweeney, J.C., - Soutar, G. (2001): Consumer perceived value: the development of multiple item scale, *Journal of Retailing*, Vol. 77 No. 2, 203-20.

Sypher, B. D. (1997). *Interorganizational Diffusion. In Case Studies in Organizational Communication 2: Perspectives on Contemporary Work Life* (p. 403). Guilford Press.

Tariq, M.I., Nawaz, M.R., Nawaz, M.M., Butt, H.A., (2013). Customer perceptions about branding and purchase intention: A study of FMCG in an emerging market, Pakistan : *Journal of Basic and Applied Scientific Research* 3(2)340-347.

Thammawimutti, A. dan Chaipoopirutana, S. The Relationship between brand equity, product attributes, and purchase intention: A study of sony digital camera, Bangkok : Assumption University of Thailand.

Tidd, J. (2010). *Factor Influencing Adoption, Relative Advantages*. In Gaining Momentum. World Scientitic.

Tjiptono. Fandy. (2003). *Marketing Scales*. ANDI. Yogyakarta

Tom, R., & Kristin, W. M. (2005). Sex and Magazine Promotion. *Journal of Promotion Management* , 11 (2-3), 131-141 .

Walczuch, R. (2004). Psychological antecedents of institution-based consumer trust in e-retailing. 42(1), 159-177.

Warshaw, P. R., & Davis, F. D. (1985). Disentangling behavioral intentions and behavioral expectations. *Journal of Experimental Social Psychology* , 21, 213–228.

Yang, K. C. (2005). Exploring factors affecting the adoption of mobile commerce in Singapore. *Telematics and Informatics* , 22 (3), 257–277.

Yiu, C. S., Grant, K., & Edgar, D. (2007). Factors Affecting The Adoption of Internet Banking in HongKong—Implications for the Banking Sector. *International Journal of Information Management*, 27 (5), 336–351.

Yu, C.C. Lin, P.J. and Chen, C.S. (2013). How brand image, country of origin, and self congruity influence internet user's purchase intention, Taipei : *Social Behaviour and Personality*, 41(4), 599-612..

<http://liputangadget.com/2014/teknologi-smartphone-pada-perkembangan-layanan-bisnis-di-indonesia.html>

<http://news.ralali.com/perkembangan-industri-elektronik-di-indonesia-2014-ini/>

<http://nationalgeographic.co.id/berita/2013/12/seminggu-tanpa-smartphone-orang-bisa-stres>

<http://inet.detik.com/read/2014/02/03/171002/2485920/317/indonesia-masuk-5-besar-negara-pengguna-smartphone>

<http://www.merdeka.com/teknologi/konsumen-harga-smartphone-lebih-penting-dibanding-merk.html>

<http://www.jagatreview.com/2013/09/ini-ciri-orang-indonesia-saat-memilih-smartphone/>

<http://www.beritateknologi.com/pengaruh-teknologi-smartphone-pada-layanan-bisnis-di-indonesia/>