

DAFTAR PUSTAKA

- [1] Judith, Balea, "*The Lastest Stats In Web And Mobile In Indonesia*," 2016.
- [2] Indika, Deru R., "*Media Sosial Instagram Sebagai Sarana Promosi Untuk meningkatkan Minat Membeli Komsumen*," *Jurnal Bisnis Terapan*, vol. 1, no. 1, p. 25, 2017.
- [3] "Katadata.co.id," Databooks.co.id, 9 2 2018. [Online]. Available: <https://databoks.katadata.co.id/datapublish/2018/02/09/berapa-pengguna-instagram-dari-indonesia>. [Accessed 19 9 2018].
- [4] Diyatma, Aris Jatmika, "*Pengaruh Promosi melalui Media Sosial Instagram terhadap Keputusan pembelian Produk Saka Bistro & Bar*," *e-Proceeding of Management*, vol. 4, no. 1, p. 176, 2017.
- [5] Bhaskoro, Avi Tejo, "*Instagram sebagai Media Sosial Paling efektif Dalam Memacu Bisnis*," Laporan Akhir Tahun SumAll, [Online]. Available: <https://dailysocial.id/post/laporan-akhir-tahun-sumall-instagram-sebagai-media-sosial-paling-efektif-dalam-memacu-bisnis>.
- [6] Warayuanty, Wike and A.M.A. Suyanto, "*European Journal Of Business and Management*," *The Influence of Lifesytles and Consumers Attitudes On Product Purchasing Decision Via Online Shopping in Indonesia*, vol. 7, no. 8, pp. 74-80, 2015.
- [7] classic.id, "instagram," [Online]. Available: <https://www.instagram.com/classic.id/followers/>. [Accessed 1 10 2018].
- [8] Sulistiana, Amalia, "*Pengaruh Advertising dan Citra Merek terhadap Keputusan Pembelian Pada Fashion Hijab Elzatta di kota Bandung tahun 2017*," *e-Proceeding of Applied Science*, vol. 3, no. 2, p. 593, 2017.
- [9] Morissan, M.A, *Periklanan: Komunikasi Pemasaran Terpadu*, Jakarta: Prenada Media Group, 2010.
- [10] Alma, Buchari, *Manajemen Pemasaran & Pemasaran Jasa*, Jakarta: CV. Alfabeta, 2010.
- [11] A. Hasan, *Marketing dan Kasus-Kasus Pilihan*, Yogyakarta: CAPS (Center For Academic Publising), 2013.
- [12] Asri, Marwan, *Marketing*. Cetakan Kedua, Yoyakarta: BPEE, 2010.

- [13] Hasan, Ali, *Marketing dan Kasus-Kasus Pilihan*. Cetakan Pertama, Jakarta: PT. Buku Seru, 2013.
- [14] Lili Adi Wibowo, Donni Juni Priansa, *Manajemen Komunikasi dan Pemasaran*, Bandung: Alfabeta, cv, 2017.
- [15] Philip Kotler, Gary Armstrong, *Principle of Marketing*. 12th edition, New Jersey: Prentice Hall, 2012.
- [16] Philip Kotler, Gary Armstrong, *Principles of Marketing*. Global Edition, Pearson Education, 2012.
- [17] P. Kotler, *Manajemen Pemasaran*, Edisi ketiga belas, Erlangga, 2009.
- [18] Philip Kotler, Gary Armstrong, *Principles of Marketing*, New Jersey: Erlangga, 2012.
- [19] D, Oentoro, *Manajemen Pemasaran Modern*, Yoyakarta: Laksbang Pressindo, 2012.
- [20] M. Dharmawati, *Kewirausahaan*. Edisi Pertama, Jakarta: PT. Rajagrafindo Persada, 2016.
- [21] P. Kotler, *Manajemen Pemasaran*, Edisi Millennium, Jakarta: Prenhallindo, 2010.
- [22] Abdurrahman, Nana herdianadan Ahmad Sanusi, *Manajemen Strategi Pemasaran*, Badung: CV Pustaka Setia, 2015.
- [23] Philip Kotler, Kevin Lane Keller, *Marketing Management 14th, Person Education*, 2012.
- [24] Rangkuti, Freddy, *Strategi Promosi yang Kreatif dan Analisis Kasus. Integrated Marketing Communication*, Jakarta: PT. Gramedia Pustaka Utama, 2009.
- [25] M. Jaiz, *Dasar-Dasar Periklanan*, Banten: FISIP Untirta Press , 2013.
- [26] Kotler Philip, Gary Armstrong, *Prinsip-Prinsip Pemasaran, jilid I Edisi kedua belas*, Jakarta: Erlangga, 2018.
- [27] Kotler, Keller, *Marketing Management*, Boston: Pearson Education, 2016.
- [28] Maoyan, "Consumer Purchase Intention Research Based on Social Media Marketing," *International Journal of Business and Social Science*, vol. 5, no. 10, pp. 92-97.

- [29] Bamini KPD Balakrishnan, Mohd Irwan Dahnil, dan Wong Jiunn Yi, "*The Impact of Social Media Marketing Medium Toward purchase Intention and brand Loyalty Among Generation Y*," *Procedia-Social and Behavioral Sciences*, 2012.
- [30] E. Cicek, "*The Impact of Social Media Marketing on Brand Loyalty*," *Pocedia-Social and Behavioral Science* , vol. 58, pp. 1353-1360, 2012.
- [31] Neti Sisiria, "*Social Media and Its Role In Marketing*," *International Journal* , vol. 2, no. 4, 2011.
- [32] Kshetri, Anita and Bidyanand Jha, "*Online Purchase Intention: A study of Automobile Sector in India*," *Rev. Integr: Bus. Econ, Res*, vol. 5, no. 3, pp. 35-39, 2016.
- [33] A. M. Dewi, "*Pengaruh Iklan Online melalui Instagram terhadap keputusan pembelian bagi peningkatan penjualan produk kuliner lokal*," *Jurnal Ekonomi Universitas Kadiri* , vol. 3, no. 1, pp. 2-6, 2018.
- [34] P. Mershon, "*Social Media Examiner*," 2 11 2011. [Online]. Available: <https://www.socialmediaexaminer.com/26-promising-social-media-stats-for-small-businesses/>. [Accessed 29 11 2018].
- [35] P. Agus, "*Digital Entrepreneur.id*," 5 3 2018. [Online]. Available: <https://digitalentrepreneur.id/strategi-promosi-instagram/>. [Accessed 29 11 2018].
- [36] Tanoni, Romy Victor, "*Pengaruh Iklan terhadap Niat Beli melalui Citra Merek dan Sikap Produk Mizone di Surabaya*," 2012.
- [37] Philip Kotler, Kevin Lane Keller, *Manajemen Pemasaran edisi ketiga belas*, Jakarta: Erlangga, 2012.
- [38] Aditya Wardhana, Zainuddin Iba, "*Pengaruh Penjualan Personal Terhadap pengetahuan produk dan Implikasinya terhadap Keputusan pembelian Mobil Suv Premium di Jawa Barat*," *Jurnal Kebangsaan*, vol. 3, no. 5, p. 3, 2014.
- [39] P. Kotler, *Manajemen Pemasaran, Analisis Perencanaan, Pengendalian, Edisi Bahasa Indonesia*, Jakarta: Salemba Empat, 2007.
- [40] S. Basu, *Azas-Azas Marketing*, Yogyakarta: Liberty, 2009.
- [41] Philip Kotler, Gary Armstrong, *Manajemen Pemasaran*. Alih bahasa Benyamin Molan dan Bambang Sarwiji. Jilid 1. Edisi 12, Jakarta: Indeks, 2008.

- [42] Villamor, Arguelles, "*Personal Selling and Social Media: Investigating Their Consequence to Consumer Buying Intention*," 2014.
- [43] Philip Kotler, Gary Armstrong, *Principles of Marketing*, New Jersey: Pearson Prentice Hall, 2014.
- [44] Hudson, Simon, *Tourism and Hospitality Marketing: A Global Perspective*, London: SAGE Publications Ltd., 2008.
- [45] Philip Kotler, Kevin Lane Keller, *Manajemen Pemasaran, edisi kedua belas jilid 1, PT. Indeks*, 2008.
- [46] Rahmat Saputra, Astrii Wulandari, "*Penerapan Direct Marketing dan Personal Selling pada Produk Indihome*," *e-Proceeding of Applied Science*, vol. 3, no. 2, pp. 530-531, 2017.
- [47] Fandy Tjiptono, *Pemasaran Strategik: Mengupas Pemasaran Strategik, Branding Strategik, Customer Satisfaction, Strategi Kompetitif hingga e-marketing edisi 2*, Yogyakarta: CV. Andi Offset, 2012.
- [48] Philip Kotler, Kevin Lane Keller, *Strategic Brand Management Building, Measuring, and Managing Brand Equity 3th edition*, New Jersey: Pearson, 2008.
- [49] C, Utami, *Manajemen Ritel*, Jakarta: Salemba Empat, 2010.
- [50] K. Akbar, "*Analisis Pengaruh Harga, Brand Image, dan Atribut Produk terhadap Keputusan Pembelian Handphone atau Smartphone Jenis Android (Studi Mahasiswa Universitas Diponegoro)*," *Jurnal Sosioteknologi*, vol. 13, no. 3, 2013.
- [51] Reni Fitri Wahyuni, Sri Widaningsih, "*Pengaruh Promosi Personal Selling dan Direct Marketing terhadap Keputusan Pembelian di Astra credit Companies (ACC) Bandung*," *e-Proceeding of Applied Science*, vol. 3, no. 3, p. 1126, 2017.
- [52] Dio Martha Prihandono, Zainul Arifin, Yusri Abdillah, "*Pengaruh pelaksanaan Advertising terhadap Keputusan Pembelian*," *Jurnal Administrasi Bisnis (JAB)*, vol. 7, no. 2, pp. 1-8, 2014.
- [53] Ridwan Purnama, Alfania Riska Pralina, "*Pengaruh Direct Marketing terhadap Keputusan Pembelian di Restoran The Centrum Bandung.*," *Tourism and Hospitality Essentials (THE) Journal*, vol. 6, no. 1, pp. 973-982, 2016.
- [54] Jane G. Poluan, Genita G. Lumintang, Victoria N. Untu, "*Pengaruh Periklanan terhadap Keputusan Pembelian Minuman Coca Cola (Studi Kasus Pada PT. Bangun Wenang Beverage Company Manado).*," *Jurnal EMBA*, vol. 4, no. 3, pp.

671-681, 2016.

- [55] A. Hermawan, *Komunikasi Pemasaran*, Jakarta: Erlangga, 2012.
- [56] Saladin, Djasmin, *Manajemen Pemasaran, Bentuk-Bentuk Penjualan Personal*, Bandung: Linda Karya, 2012.
- [57] Repiyanti Hendria, Eeng Ahman, "Pengaruh program Direct Marketing terhadap keputusan menggunakan Meeting Package Grand Hotel Lembang," *Tourism and Hospitality Essentials (THE) Journal*, vol. 4, no. 1, p. 708, 2014.
- [58] Sugiyono, *Metode Penelitian Bisnis*, Bandung: CV. Alfabeta, 2010.
- [59] Sugiyono, *Metode Penelitian (Pendekatan Kuantitatif dan R&D)*, Bandung: Alfabeta, 2017.
- [60] [Online]. Available: <http://line.me/ti/p/%40gfu7622k>. [Accessed 10 12 2018].
- [61] A. Sanusi, *Metode Penelitian Bisnis*, Jakarta: Salemeba Empat, 2012.
- [62] I. Ghozali, *Aplikasi Analisis Multivariate dengan Program IBM SPSS 23*, Semarang: Badan Peneliti Universitas Diponegoro, 2016.
- [63] Djojo, Adji, *Aplikasi Praktis SPSS dalam Penelitian*, Yogyakarta: Grava Media, 2012.

UNIVERSITAS
MIKROSKIL