

DAFTAR PUSTAKA

- Azuar Juliandi, Irfan, dan Saprinal Manurung, *Metode Penelitian Bisnis* (Medan: UMSU Press, 2014).
- Basu Swastha&Irawan, *Manajemen Pemasaran Modern* (Yogyakarta: Liberty, 2008)
- Bernard T. Widjaja, *Lifestyle Marketing Servlist: Paradigma Baru Pemasaran Bisnis Jasa dan Lifestyle* (Jakarta: Gramedia, 2009).
- Bob M Fennis & wolfgang Stroebe, *the psychology of advertising*, England: psychology Press, 2010.
- Buchari Alma, *Manajemen Pemasaran dan Pemasaran Jasa* (Bandung: Alfabeta, 2011).
- C. L. Tyagi&Arun Kumar, *Advertising Management* (New Delhi: Atlantic Publishers and Distributors, 2004).
- David Borkowsky, *principles and practice*, New Jersey: Prentice-Hall, 1995.
- Djaali dan Pudji Muljono, *Pengukuran dalam Bidang Pendidikan*, (Jakarta: Grasindo, 2008).
- Freddy Rangkuti, *Measuring Consumer Satisfaction*, Jakarta: Gramedia, 2006.

George E. Belch & Michael A. Belch, *Advertising and Promotion an integrated communications perspective: Eighth Edition* (New York: McGraw-Hill, 2009).

James E. Littlefield & C. A. Kirkpatrick, *Advertising mass Communication in marketing*, India: G. U. Mehta for Vakils, Feffer and Simons Private Ltd, 1970.

Kadir dan Djaali, *Statistika Terapan*, (Jakarta: Raja Grafindo Persada, 2015).

Kotler & Keller, *Marketing Management: Global Edition* (England: Pearson Education Limited, 2012).

Leon G. Schiffman & Leslie Lazar Kanuk, *Consumer Behavior: Eight Edition* (New Jersey: Pearson Education, 2009).

Michael Levy, Barton A. Weitz, *Retailing Management: Eighth Edition* (New York: McGraw-Hill, 2012).

Monle Lee & Carla Johnson, *Prinsip-prinsip pokok periklanan dalam perspektif global*, jakarta: Kencana, 2007.

Philip Kotler & Gary Armstrong, *Prinsip-Prinsip Pemasaran: 12e* (Jakarta: Erlangga, 2008).

Ricky and Ronald, *Bisnis*, Jakarta; Erlangga, 2006.

Ronald D Michman, *Lifestyle Marketing Reaching The New American Consumer*, United States Of America: Cerezwood, 2003.

Shaila Bootwala, M. D Lawrence, dan Sanjay R. Mali, *Advertising & Sales Promotion* (Mumbai: Nirali Prakashan, 2007).

Sudjana, *Metode Statistika*, (Bandung: Tarsito, 2013).

Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D* (Bandung: Alfabeta, 2012).

Suharno& Yudi Sutarso, *Marketing in Practice* (Yogyakarta: Graha Ilmu, 2010).

Suharyadi, *et.al.*, *Kewirausahaan: Membangun Usaha Sukses Sejak Usia Muda* (Jakarta: Salemba Empat, 2007).

Tika Bisono, *Lifestyle Marketing* (Jakarta: Gramedia, 2009).

JURNAL

Febrian Nur Cahya, Cholifah & Bramastyo, "Pengaruh Bauran Promosi (Advertising, Personal Selling, Public Relation) Terhadap Keputusan Pembelian Ponsel Berbasis Androiddi Perumahan Bumi Candi Asri Sidoarjo", Jurnal Prodi Manajemen Fakultas Ekonomi: Volume 01, No.01, Januari 2015, ISSN: 2407-8239

Archi C. Ruslim dan Ferdinand J. Tumewu, "*The Influence of Advertisement, Perceived Price and Brand Image On Consumer Buying Decision To Asus Mobile Phone*", *Economics and Business Administration Journal*: Volume 03 No.03, September 2015, ISSN: 2303-11

Christian Kapantouw dan Silvy L. Mandey, "Pengaruh Sikap, Norma Subyektif dan Gaya Hidup Terhadap Keputusan Pembelian Handphone ASUS di Gamezone Computer Mega Mall Manado", Jurnal Ekonomi dan Bisnis: Volume 03, No.02, Juni 2015, ISSN: 2303-1174

Daniel P.Silaban, David P.E Saerang dan Farlane S. Rumokoy, "*Analyzing The Personal Factors Influencing Purcahse Decision Of Samsung Smartphone In Manado*", *Economics and Business Administration Journal*: Volume 02, No.01, Maret 2014, ISSN: 2303-1174