

DAFTAR PUSTAKA

- Bahri, S. d. (2014). *Model Penelitian Kuantitatif Berbasis Sem-Amos*. Yogyakarta: Deepublish.
- Belch, G. &. (2004). *Advertising and Promotion*. New York: McGraw-Hill, Inc.
- Belch, G. &. (2007). *Advertising And Promotion: An Integrated Communication Perspective*. New York: McGraw Hill.
- Blumenthal, J. S. (2008). *Managing Brand You: Seven Steps to Creating Your Most Successful Self*. USA: Amacom Div. American Management Ass.
- Chandra, & Tjiptono. (2005). *Pemasaran strategik*. Yogyakarta: Andi.
- Dewa, N. K. (2009). *Analisis Pengaruh Kualitas Produk, Daya Tarik Promosi dan Harga Terhadap Minat Beli*. Semarang: Universitas Diponegoro.
- Durianto, D. (2004). *Brand Equityen: Strategi Memimpin Pasar*. Jakarta: PT Gramedia Pustaka Utama.
- Ferraro, A. d. (2000). Verisimilitude or Advertising ? Brand Appearances on Prime-Time Television. *The Journal Of Consumer Affairs, Vol 34 No 2*, 217-244.
- Gartner. (2017.). *Gartner Says Top Five Smartphone Vendors Achieved Growth in the Third Quarter of 2017*. Dipetik Desember 25, 2017, dari Gartner.com: <https://www.gartner.com/newsroom/id/3833964>
- Ginosar, A. &.-F. (2010). Regulating Product Placement in the European Union and Canada: Explaining Regime Change and Diversity. *Journal of Comparative Policy Analysis, Vol 12 No 5*, 467-490.
- Guennemann, C. (2014). “The Effectiveness Of Product Placement By Media Types: Impact Of Image And Intention To Purchase”. *Journal of Service Science (Online), Vol 1 No 7*, 29.
- Hananto, K. (2015). Pengaruh Brand Image Dan Country Of Origin Image Terhadap Minat Pembelian Iphone. *Parsimonia, Vol 2 No 2*, 13.
- Huang, G. d. (2007). New Trends In Product Placement. *Strategic Computing and Communication Technology*, 3.
- Kanuk, S. d. (2007). *Perilaku Konsumen*. Jakarta: PT. Indeks Gramedia.
- Keller. (2003). *Strategic Brand Manajemen*. New Jersey: Prentice Hall.
- Keller, K. &. (2012). *Marketing Management*. New Jersey: Prentice-Hallh.
- (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.

- Keller, K. d. (2012). *Marketing Management*. New Jersey: Pearson Prentice Hall.
- Kumar, S. (2017). Influence of Product Placements in Films and Television on Consumers Brand Awareness. *Archives Of Business Research, Vol 5 No 2*, 163.
- Mohammed, A. (2010). Influence of Brand Nama on Consumer Decision Making Process-an Empirical Study on Car Buyers. *The Annals of The Stefan Cal Mare University Of Suceava Romania*, 145.
- Nielsen.com. (2017). *The Digital Age: Young Adults Gravitate Toward Digital Devices*. Dipetik Desember 24, 2017, dari Nielsen.com: <http://www.nielsen.com/us/en/insights/news/2016/the-digital-age-young-adults-gravitate-toward-digital-devices.html>
- Rizal, A. F. (2009). *Marketing Reload: Kompleksi Konsep dan Praktik Pemasaran*. Jakarta: Salemba Empat.
- Russell, C. (2005). A Managerial Investigation Into The Product Placement Industry. *Journal of Advertising Research*, 73-92.
- Sangadji, E. &. (2013). *Prilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian*. Yogyakarta: Andi.
- Santoso, S. (2008). *Panduan Langkah Menguasai SPSS 16*. Jakarta: Elex Media Komputindo.
- Setiadi, N. (2003). *Perilaku Konsumen*. Jakarta: PT. Kencana Prenada Media.
- Shimp, T. (2003). *Periklanan Promosi, Komunikasi Pemasaran Terpadu*. Jakarta: Elangga.
- Siregar, S. (2013). *Metode Penelitian Kuantitatif*. Jakarta: Kencana Prenadamedia Group.
- Siswanto, V. A. (2015). *Belajar Sendiri SPSS 22*. Yogyakarta: CV. Andi Offset.
- Sudjana. (2013). *Metode Statistika*. Bandung: Tarsito.
- Sugiyono. (2014). *Metode Penelitian Kuantitatif, Kualitatif dan Kombinasi (Mixed Methods)*. Bandung: Penerbit Alfabeta.
- Sutisna. (2003). *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT. Remaja Rosdakarya.
- Sutojo, S. (2004). *Membangun Citra Perusahaan*. Jakarta: PT Damar Mulia Pustaka.
- Utami, C. W. (2006). *Manajemen Ritel (Strategi dan Implementasi Ritel Modern)*. Jakarta: Salemba Empat.

Van der Waldt Toit, R. (2007). Does branded product placement in film enhance realism and product recognition by consumers? *African Journal of Business Management*, 19-25.

Zulfikar. (2016). *Pengantar Pasar Modal dengan Pendekatan Statistika*. Yogyakarta: Deepublish.