

## DAFTAR PUSTAKA

- Azagba, S.; Burhoo, P; Chaloupka, FJ; Fong, GT. 2015. *Effect of cigarette tax increase in combination with mass media campaign on smoking behaviour in Mauritius: findings from the ITC Mauritius Survey*. JSTOR: Journal International.
- Banyte J; Ruteloine, A; Gadeikiene, A; Belkeviciute, J. 2016. *Expression of Irrationality in Consumer Behaviour: Aspect of Price Preception*. JSTOR: Journal International.
- Belch, George E., Michael A. Belch. 2001. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Fourth Edition. Boston: McGraw Hill.
- Belch, George E., Michael A. Belch. 2009. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. 8<sup>th</sup> Edition. Boston: McGraw Hill.
- Devito, Joseph. 1997. *Komunikasi Antarmanusia*. Jakarta: Professional Books.
- Effendy, Onong Uchjana. (2003). *Ilmu, teori dan filsafat komunikasi*. Bandung: Citra Aditya Bakti
- Kotler, Philip dan Gary Armstrong. 2006. *Prinsip-Prinsip Pemasaran*, Jilid I, Edisi 12, Terjemahan: Bob Sabran, M.M, Jakarta: Erlangga.
- Kriyantono, Rachmat. 2010. *Teknik Praktis Riset Komunikasi*. Jakarta: Kencana.

Peter, J. Paul, & Jerry C. Olson. 2008. *Consumer Behavior: Perilaku Konsumen dan Strategi Pemasaran*. Jakarta: Erlangga.

Shintaputri I; Wuisan AJ. 2017. *The Impact of Perceived Price towards Perceived Value Through the Mediation of Perceived Quality: A Case of Brand X Smartphone in Indonesian Middle-Class Customers*. JSTOR: Journal International.

Sugiyono. 2010. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2015. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Suwarman, Ujang. 2015. *Perilaku Konsumen: (Teori dan Penerapannya dalam Pemasaran)*. Bogor: Ghalia Indonesia.

## **Internet**

Azizah, K. N. (2019, September 17). *Kemenkes: Penyakit Akibat Rokok Bebas BPJS Kesehatan Rp 59 Triliun*. Retrieved from Health Detik.com:  
<https://health.detik.com/berita-detikhealth/d-4710159/kemenkes-penyakit-akibat-rokok-bebani-bpjs-kesehatan-rp-59-triliun>

Jayani, D. H. (2019, September 9). *Berapa Pengguna Internet di Indonesia*. Retrieved from Kata Data:

<https://databoks.katadata.co.id/datapublish/2019/09/09/berapa-pengguna-internet-di-indonesia>

Jayani, D. H. (2019, September 16). *Kata Data*. Retrieved from Tren Kenaikan Cukai Rokok 2020 Catat Kenaikan Tertinggi:

<https://databoks.katadata.co.id/datapublish/2019/09/16/tren-kenaikan-cukai-rokok-2020-catat-kenaikan-tertinggi>

Thertina, M. R. (2019, Agustus 28). *Kata Data*. Retrieved from Penjualan

Terancam Turun Saham Produsen Rokok Tetap Direkomendasikan:

<https://katadata.co.id/berita/2019/08/28/penjualan-terancam-turun-saham-produsen-rokok-tetap-direkomendasikan>

Widowati, H. (2019, Mei 31). *Indonesia Negara Dengan Jumlah Perokok*

*Terbanyak di Asean*. Retrieved from Kata Data:

<https://databoks.katadata.co.id/datapublish/2019/05/31/indonesia-negara-dengan-jumlah-perokok-terbanyak-di-asean>