

## DAFTAR PUSTAKA

### Jurnal

- Ahmad, Syeh Ali. 2015. Impact of Sales Promotion on Consumer Buying Behavior in Pakistan. *International Interdisciplinary Journal of Scholarly Research (IIJSR)*: 1 (3).
- Bahl, Pooja, Radhila Thapar Soni & Deepika Varshney. 2020. Consumer Cosmopolitanism: A Study on Buying Behavior of Youth. *International Journal of Advanced Science and Technology*: 29 (9).
- Gillani, Fatime. 2012. Impact of Peer and Store Atmosphere on Purchase Intention: An Empirical Study on the Youngsters in Pakistan. *Business and Social Sciences*: 2 (7).
- Makgosa, R & K Mohube. 2007. Peer Influence on Young Adult's Products Purchase Decision. *Business Management*: 64-71.
- Gokhan & Sebnem. 2016. Adoption Mobile Payment System, A Study on Mobile Wallets. *Bussines, Economics, and Finance*. 5 (1).
- Indrawan, Belani Sarchan Indrawan. Intensitas Komunikasi Dengan Menggunakan Blackberry Messenger Ditinjau Dari Konformitas Dan Tipe Kepribadian Ekstraversi. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*: 2 (2). 6.
- Neslin, Scott A., 2002. *Sales Promotion*, Cambridge MA: Marketing Science Insititute.
- Okazaki, Shintaro dkk. 2010. Measuring Soft-sell Versus Hard-sell Advertising Appeals. *Journal of Advertising*, vol. 39 issue 2, p5-20. 16p.
- Pratidana, D. 2017. Pengaruh Iklan Televisi Terhadap Brand Image "Bakmi Mewah." *Journal of Experimental Psychology: General*, 136(1), 23-42.
- Tariq, Koyan, Bryar Mohammad & Noorus Sabbah Khan. 2020. Influence of Promotional on Buying Behavioral Respons of Retail Consumers in Kurdistan Region of Iraq. *Management and Marketing*: 1 (2).

Valerian Pramudita, Darryl. 2017. Hubungan Antara Terpaan Promosi Penjualan dan Intensitas *Word of Mouth* Tcash Telkomsel dengan Minat Menggunakan Produk Tcash. *Journal of Media Studies*. 5-11.

### **Buku**

Aaker, D. A., R Batra & J. G Myres. 2010. Advertising Management. 5th edition. Prentice Hall: New Jersey.

Alwi, Hasan dkk. 2003. Kamus Besar Bahasa Indonesia. Jakarta: Balai Pustaka

Augusty, Ferdinand. 2013. Metode Penelitian Manajemen. Semarang: Badan Penerbit Universitas Diponegoro

Belch & Belch. 2003. Advertising and promotion: An Intergrated Marketing Communication Perspective. Singapore: McGraw-Hill Irwin.

C. Mowen, John & Michael Minor. 2002. Perilaku Konsumen. Jakarta: Erlangga.

Departemen Pendidikan Indonesia. 2003. Kamus Besar Bahasa Indonesia. Jakarta: Balai Pustaka.

Jogiyanto. 2007. Sistem Informasi Keperilakuan. Yogyakarta: Penerbit ANDI.

Kriyantono, Rakhmat. (2010). Teknik Praktis Riset Komunikasi. Jakarta: Kencana Prenadamedia Group.

Shimp, Terence A. (2003). Periklanan, Promosi & Aspek Tambahan Komunikasi Pemasaran Terpadu, Jilid 1 (edisi 5). Jakarta: Erlangga.

Sugiyono. 2009. Metode Penelitian Kuantitatif, Kualitatif dan R&D. Bandung: Alfabeta.

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

Sunyoto, Danang. 2012. Metodologi Penelitian Akuntansi. Bandung :Refika Aditama.

Suryani, Tatik. 2013. Perilaku Konsumen: Implikasi pada Strategi Pemasaran. Edisi Pertama. Cetakan Pertama. Jakarta: Graha Ilmu.

## **Internet**

<https://databoks.katadata.co.id>

<https://iprice.co.id>

<https://peraturan.bpk.go.id>

<https://www.academia.edu>

[https:// www.bi.go.id/id](https://www.bi.go.id/id)

<https://www.bareksa.com>

<https://www.ovo.id/>

<https://www.researchgate.net>

<https://www.wartaekonomi.co.id>

<https://technologue.id/>

<https://finansial.bisnis.com/>

<https://idcloudhost.com/>