

BIBLIOGRAPHY

- Arifin, A. (2012). AIDA by Djayakusumah (1982, p.60). *PENGARUH PERIKLANAN TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN PASTA GIGI PEPSODENT DI KOTA MAKASSAR*, 15.
- ARMSTRONG, P. K. (2002). *PRINSIP PEMASARAN*. INDONESIA: ERLANGGA.
- Baack, K. E. (n.d.). *INTEGRATED ADVERTISING, PROMOTION, and MARKETING COMMUNICATIONS*. Pearson Global .
- Bovée, C.L. 1992. *Contemporary Advertising*. William F. Arens.
- Ciputra. (2015, June 17). *Perilaku Konsumen: Definisi dan Proses Mengenal Perilaku Konsumen*. Retrieved December 8, 2018, from CiputraUceo: <http://ciputrauceo.net/blog/2015/6/11/perilaku-konsumen>
- Cristiana, M. (2009). Customer Buying behavior. *The buying decision process and types of buying decision behaviour*, 2.
- Darmadi. (2010). 5 M of advertising by Philip & Kotler. *Impact Advertising on Customer behavior*.
- Frolova, S. (2014). Types of Advertising by Sandage, C.H (2001). *THE ROLE OF ADVERTISING IN PROMOTING A PRODUCT*, 11.
- Green, J. (2012). *ADVERTISING*. New York: The Rosen Publishing Group.
- Jefkins, F. (1997). *Advertising*. Jakarta: Erlangga.

- Kasmir, 2011. *Kewirausahaan*. Jakarta: PT Raja Grafindo Persada. Kristanto HC, R Heru, 2009. *Kewirausahaan Entrepreneurship Pendekatan Manajemen dan Praktik*. Yogyakarta; Graha Ilmu
- Kasali, Rhenald, 2007, *Manajemen Periklanan: Konsep Dan Aplikasinya Di Indonesia*, Jakarta: PT. Pustaka Utama Grafiti.
- kasali, R. (2007). Dampak periklanan terhadap konsumen. *Tujuan Periklanan*.
- Kotler, A. &. (2012). *Prinsip-Prinsip pemasaran*. Jakarta: Erlangga, Edisi 13. Jilid 1.
- Kotler, G. A. (2012). *Marketing An Introduction*. New Jersey: Pearson Prentice Hall, Inc
- Morissan, M. (2010). *PERIKLANAN. INDONESIA*: Kharisma Putra Utama.
- Priansa, D. J. (2017). *PERILAKU KONSUMEN DALAM PERSAINGAN BISNIS KONTEMPORER*. Bandung: Alfabeta, Cetakan I.
- pulungan, n. &. (2017). quotation from cantilon on entrepreneurship. *Definition of Entrepreneurship*.
- SMHA. (2012). 5 Stages Customer Buying Behavior. *Stages of Custome Buying Decision*, 4.
- Sudjono. (2010). Purpose of promotion. *Markerting mix*, 36.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, dan R&D*. Bandung.
- Tjiptono, F. (2008). *Strategi pemasaran*. Yogyakarta: ANDI.