

DAFTAR PUSTAKA

- Amaly, Larissa dan Hudrasyah, Herry. (2012). *Measuring Effectiveness of Marketing Communication Using AISAS ARCAS Model*. Journal of Business and Management Vol. 1, no. 5, 2012: 352-354. Bandung Institute of Technology.
- Arenas-Gaitan, Jorge, Rondan-Cataluna, Francisco Javier, dan Ramirez-Correa, Patricio Esteban. (2013). *Social Identity, Electronic Word-of-Mouth and Referrals in Social Network Services*. Kybernetes Vol. 42 No. 8, 2013 pp. 1149-1165 q Emerald Group Publishing Limited.
- Astrindo (2015). Index of /Images/Commercial [Online]. Didapat dari: <http://www.astrindo.co.id/images/commercial/Logo-ASUS-In-Search-of-Incredible.png>.
- APJII (2014). *Statistik Internet Indonesia* [Online]. Didapat dari: <http://www.apjii.or.id/v2/read/article/Statistik/277/statistik-internet-indonesia-.html>.
- ASUS Indonesia (2016). *Tentang Asus* [Online]. Didapat dari: http://www.asus.com/id/About_ASUS/asal_usul_nama_asus.
- ASUS Indonesia (2016). *Asus Zenfone* [Online]. Didapat dari: <http://www.asus.com/id/Phone/ZenFone-Products/>.
- Blibli.com (2016). *Zenfone Fair* [Online]. Didapat dari: <https://www.blibli.com/promosi/asus-zenfone>.
- Cooper, Donald R. dan Schlinder, Pamela (2011). *Business Research Methods (Eleventh Edition)*. New York, United States: McGraw-Hill.
- Ching, Russell K.H., Tong, Pingsheng, Chen, Ja-Shen, dan Chen, Hung-Yen. (2013). *Narrative Online Advertising: Identification and Its Effects on Attitude Toward a Product*. Internet Research Vol. 23 No. 4, 2013 pp. 414-438 r Emerald Group Publishing Limited.
- Dentsu (2012). *What's Cross Communication?* [Online]. Didapat dari: <http://www.dentsu.com/crossswitch/crossmedia2.html>.

Erafone (2016). *Beli Handphone – Smartphone* [Online]. Didapat dari: <https://erafone.com/beli-handphone/smartphone?dir=asc&order=price&p=2>.

Google (2016). *Asus Zenfone – Google Search* [Online]. Didapat dari: <https://www.google.co.id/search?q=Asus+Zenfone&biw=1366&bih=694&ei=4NAGWib8M8PlvASV0bfQBA&start=0&sa=N>.

Facebook (2016). *ASUS* [Online]. Didapat dari: <https://www.facebook.com/ASUSIdOfficial/>.

Hafidhuddin (2016). *Efektivitas pada Media Iklan Cetak terhadap Keputusan Konsumen Menggunakan IB Hasanah Card BNI Syariah (Suatu Pendekatan “AIDA”)*. Skripsi S1 Ekonomi Syariah UIN Syarif Hidayatullah Jakarta (repository.uinjkt.ac.id).

Hawkins, Del I., Mothersbaugh, David L., dan Best, Roger J. (2013). *Consumer Behavior: Building Marketing Strategy (Eleventh Edition)*. New York, United States: McGraw-Hill/Irwin.

Hendriyani, Jane, Jessica, Ceng, Lenny, Utami, Nabilah, Priskila, Reinata, dan Anggita, Stefania (2013). *Online Consumer Behavior: Confirming the AISAS Model on Twitter Users*. 2013 International Conference of Political and Social Sciences (February 25-26, 2013). (http://icsps2013.blogspot.com/2013_02_01_archive.html)

IDC (2016). *Press Release: Indonesia Smartphone Market Ends the Year on a High Note in 2015Q4, Says IDC Indonesia* [Online]. Didapat dari: <https://www.idc.com/getdoc.jsp?containerId=prAP41041116>.

IDC (2016). *Press Release: Smartphone Market in South East Asia Continues Positive Growth Trajectory in the Second Quarter, According to IDC* [Online]. Didapat dari: <https://www.idc.com/getdoc.jsp?containerId=prAP41698216>.

Indrawati (2015). *Metode Penelitian Manajemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung, Indonesia: PT Refika Aditama.

- InvestorWords (2016). *What is Market Follower?* [Online]. Didapat dari: http://www.investorwords.com/19303/market_follower.html.
- Lai, Richard (2015). *The Past, Present and Future of ASUS, According to its Chairman* [Online]. Didapat dari: <https://www.engadget.com/2015/08/16/asus-chairman-jonney-shih-interview/>.
- Johar, Diah Syafita, Kumadji, Srikandi, dan Mawardi, M. Kholid (2015). *Pengaruh AIDA (Attention, Interest, Desire, Action) Terhadap Efektivitas Iklan Online (Survei pada Pembeli di Toko Online Adorable Project)*. Jurnal Administrasi Bisnis (JAB) Vol. 26 No. 1 September 2015. Students Journal Universitas Brawijaya.
- Kaskus (2016). *Forum Search Result: Asus Zenfone* [Online]. Didapat dari: <http://www.kaskus.co.id/search/forum?q=Asus%20Zenfone>.
- Kaskus (2016). *Asus Geser Samsung Sebagai Pemimpin Pasar Smartphone Terbesar di Indonesia* [Online]. Didapat dari: http://www.kaskus.co.id/thread/56d0f82f54c07a61648b4568/kaskus.co.id/?utm_source=facebook&utm_medium=internalpost&utm_campaign=news.
- Kotler, Philip, dan Armstrong, Gary (2012). *Principles of Marketing (Fourteenth Edition)*. Essex, United Kingdom: Pearson Education Ltd.
- Kotler, Philip dan Keller, Kevin Lane (2013). *Marketing Management (Fourteenth Edition)*. Essex, United Kingdom: Pearson Education Ltd.
- Li, Lauly (2015). *Asustek wants top spot in Indonesian market* [Taipeitimes.com]. Didapat dari: <http://www.taipeitimes.com/News/biz/archives/2015/11/21/2003632948>.
- Lind, Douglas A., Marchal, William G., dan Wathen, Samuel A. (2010). *Statistical Techniques in Business & Economics (Fourteenth Edition)*. New York, United States: McGraw-Hill/Irwin.
- Mahendrayasa, Andhanu Catur, Kumadji, Srikandi, dan Abdillah, Yusri (2014). *Pengaruh Word of Mouth terhadap Minat Beli serta Dampaknya pada*

Keputusan Pembelian. Jurnal Administrasi Bisnis (JAB), Vol. 12 No. 1 Juli 2014 (administrasibisnis. studentjournal.ub.ac.id).

Majid, Nurkholish, dan Rofiq, Ainur (2014). *Analisis Pengaruh Electronic Word of Mouth terhadap Brand Image dan Dampaknya pada Minat Beli Smartphone Samsung di Kota Malang*. Jurnal Manajemen FEB. Universitas Brawijaya (jimfeb.ub.ac.id).

Martono, Nanang. (2010). *Metode Penelitian Kuantitatif: Analisis Isi dan Analisis Data Sekunder*. Jakarta: Rajawali Press.

Millward, Steven (2014). *Indonesia to be World's Fourth-Largest Smartphone Market by 2018* [Techinasia]. Didapat dari: <https://www.techinasia.com/indonesia-worlds-fourth-largest-smartphone-2018-surpass-100-million-users>.

Mohr, Jakki, Sengupta, Sanjit, dan Slater, Stanley (2010). *Marketing of High-Technology Products and Innovations (Third Edition)*. New Jersey, United States: Pearson Prentice Hall.

Nurvidiana, Rahma, Hidayat, Kadarisman, dan Abdillah, Yusri (2015). *Pengaruh Word of Mouth terhadap Minat Beli serta Dampaknya terhadap Keputusan Pembelian (Survei Pada Konsumen Republica Cafe Malang Jalan Mt. Haryono Gg.XI Malang)*. Jurnal Administrasi Bisnis (JAB) Vol. 22 No. 2 Mei 2015. Fakultas Ilmu Administrasi, Universitas Brawijaya.

Prisgunanto, Ilham (2014). *Komunikasi Pemasaran Era Digital*. Jakarta, Indonesia: Prisani Cendekia.

Pranoto, Agnes Adi (2015). *Efektivitas Komunikasi Pemasaran Online Brand Yamaha Pada Media Sosial Facebook (Analisis Deskriptif Kuantitatif Pada Komunikasi Pemasaran Online Produk Motor Yamaha Melalui Tujuh Kategori Group Yamaha Motor Indonesia di Facebook)*. <http://e-journal.uaajy.ac.id/5766/> . S1 Thesis (FISIP). Universitas Atma Jaya Yogyakarta

- Pulsa Online (2016). *Spesifikasi dan Harga Asus* [Online]. Didapat dari: <http://www.tabloidpulsa.co.id/phones/asus>.
- Roberts, Mary Lou dan Zahay, Debra (2013). *Internet Marketing: Integrating Online & Offline Strategies*. South Western, Canada: Cengage Learning.
- Rosabel, Deborah (2016). *Special Report: Digital in 2016* [Online]. Didapat dari: <http://wearesocial.com/sg/special-reports/digital-2016>.
- Sari, Kartika Ayu (2014). *Analisis AISAS (Attention, Interest, Search, Action, Share) pada Konsumen Perkedel Bondon di Bandung*. Open Library Telkom University.
- Santoso, Singgih, dan Oetomo, Budi Sutedjo Dharma (2015). *Pengaruh Web dalam Komunikasi Pemasaran untuk Meningkatkan Perhatian dan Ketertarikan Konsumen Online*. Jurnal EKSIS Vol 08 No 02 November 2015: halaman 94 – 106.
- Sarwono, Jonathan dan Martadiredja, Tutty. (2008). *Riset Bisnis Untuk Pengambilan Keputusan*. Yogyakarta: Penerbit ANDI.
- Sarwono, Jonathan (2006). *Analisis Data Penelitian Menggunakan SPSS*. Yogyakarta: Penerbit ANDI.
- Sekaran, Uma dan Bougie, Roger (2013). *Research Methods for Business (Sixth Edition)*. West Sussex, United Kingdom: John Wiley & Sons Ltd.
- Schiffman, Leon G., dan Kanuk, Leslie Lazar (2010). *Consumer Behavior (Tenth Edition)*. New Jersey, United States: Prentice Hall.
- Schindler, Robert M. dan Bickart, Barbara. *Perceived Helpfulness of Online Consumer Reviews: The Role of Message Content and Style*. Journal of Consumer Behaviour, J. Consumer Behav. 11: 234–243 (2012). Wiley Online Library.
- Setiadi, Nugroho (2013). *Perilaku Konsumen (Edisi Revisi)*. Jakarta, Indonesia: Kencana Prenada Media Group.

- Shimpi, Anand Lai (2014). *ASUS CES 2014 Press Event Live Blog* [Online]. Didapat dari: <http://www.anandtech.com/show/7639/asus-ces-2014-press-event-live-blog>
- Smith, P.R. dan Taylor, Jonathan (2010). *Marketing Communications: An Integrated Approach (4th Edition)*. London, United Kingdom: Kogan Page Ltd.
- Soepratikno, Jody Hutomo (2014). *Pengaruh Keyword Ads terhadap Keputusan Pembelian dengan Metode AISAS*. Open Library Telkom University
- Statista (2015). *Vendors' Market Share of Smartphone Unit Shipments in Indonesia from 2014 to 2015* [Online]. Didapat dari: <https://www.statista.com/statistics/516274/smartphone-shipments-market-share-by-vendor-in-indonesia/>.
- Strauss, Judy dan Frost, Raymond (2014). *E-Marketing (Seventh Edition)*. Essex, United Kingdom: Pearson Education Limited.
- Sugiyama, Kotaro dan Andree, Tim (2011). *The Dentsu Way: Secrets of Cross Switch Marketing from the World's Most Innovative Advertising Agency*. New York, United States: McGraw Hill Professional.
- Sugiyono (2014). *Metode Penelitian Bisnis*. Bandung, Indonesia: Alfabeta.
- Sugiyono (2013). *Metode Penelitian Manajemen : Pendekatan Kuantitatif, Kualitatif, Kombinasi, Penelitian Tindakan, Penelitian Evaluasi*. Bandung, Indonesia: Alfabeta.
- Vinerean, Simona, Cetina, Iuliana, Dumitrescu, Luigi, dan Tichindelean, Mihai (2013). *The Effects of Social Media Marketing on Online Consumer Behavior*. International Journal of Business and Management; Vol. 8, No. 14; 2013.
- Wicaksono, Arief (2015). *Analisis AISAS (Attention, Interest, Search, Action, Share) pada Penonton Iklan Line Versi Mini Drama Ada Apa Dengan Cinta (2014) pada Youtube di Indonesia*. Open Library Telkom University.

Wikipedia (2016). *Asus* [Online]. Didapat dari: <https://en.wikipedia.org/wiki/Asus>.

Yamashita, Kazunari (2015). *Asus' Smartphone Push: Latecomer Hopes to Double Shipments in 2016* [Online]. Didapat dari: <http://asia.nikkei.com/Business/Companies/Latecomer-hopes-to-double-shipments-in-2016>.

Youtube (2016). *ASUS – Youtube* [Online]. Didapat dari: <https://www.youtube.com/user/asus>.

Zenfans.id (2016). *Zenfans* [Online]. Didapat dari: <http://www.zenfans.id/>.

Zikmund, William G., Babin, Barry J., Carr, Jon C., dan Griffin, Mitch (2010). *Business Research Methods (Eight Edition)*. South Western, Canada: Cengage Learnin