

DAFTAR PUSTAKA

Daftar Buku:

- Kotler, P. (2018). *Manajemen Pemasaran* 15 ed. Erlangga.
- Tjiptono, F. (2017). *Strategi Pemasaran*. Andi Offset.
- Adisaputro, G. (2019). *Manajemen Pemasaran*. Salemba Empat.
- Pride, W. M., & Ferrell, O. C. (2018). *Marketing*. Cengage Learning.
- Armstrong, G., & Kotler, P. (2019). *Marketing: An Introduction*. Pearson.
- Lupiyoadi, R. (2013). *Manajemen Pemasaran Jasa*. Salemba Empat.
- Kotler, P., & Fox, K. F. A. (2013). *Manajemen Pemasaran Jasa*. Indeks.
- Kotler, P., & Kartajaya, H. (2019). *Marketing 5.0: Technology for Humanity*. John Wiley & Sons.
- Keller, K. L. (2021). *Strategic Brand Management*. Pearson.
- Ryan, D., & Jones, C. (2022). *Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation*. Kogan Page.
- Chaffey, D., & Ellis-Chadwick, F. (2019). *Digital Marketing Excellence*. Routledge.
- Deiss, R. (2017). *Digital Marketing for Dummies*. John Wiley & Sons.
- Tuten, T. L., & Solomon, M. R. (2020). *Social Media Marketing*. SAGE Publications.
- Qualman, E. (2019). *Socialnomics: How social media transforms the way we live*

and do business. Wiley.

Kaplan, A. M., & Haenlein, M. (2019). *Users of the world, unite! The challenges and opportunities of Social Media.* Business Horizons.

Karding, A. K., & Sukandar, R. (2018). Media Sosial dan Pembentukan Opini Publik: Teori, Isu, dan Perkembangan Terkini. Prenada Media.

Subiyantoro. (2018). Manajemen Pemasaran. Andi.

Amit, R., & Zott, C. (2013). *Value Creation in E-Business. Novelty, Lock-in, Complementary, and Efficiency.*

Ferdinand, A., Mas'ud, F., & Supranto, J. (2013). Manajemen pemasaran: Penjualan dan pelayanan. BPFE: Yogyakarta.

Candra, A., & Rahman. (2020). *Marketing Research.* Penerbit Salemba Empat.

Priansa. (2021). Perilaku Konsumen dalam Persaingan Bisnis Kontemporer. Alfabeta.

Fauziah. (2022). Pengaruh *E-Service Quality* dan *Brand Image* Terhadap Minat Beli Konsumen pada Aplikasi Berrybenka.

Putri, A. A. (2017). Pengaruh Strategi *Bundling* Terhadap Minat Beli Konsumen (Studi Kasus Pada Bee *Outbound* Bogor Tahun 2017).

Buananda, M. F. (2018). Pengaruh Strategi *Bundling* Terhadap Minat Beli Konsumen di Jakarta (Studi Kasus Pada Paket Tau 4G Telkomsel).

Daftar Jurnal :

- Umachandran, P., Jurcic, R., FerdinandJames, A., Said, J., & Rashid, A. (2018). *The Impact of Industry 4.0 in the Era of Digital Transformation. Procedia Computer Science*, 143, 826-831.
- Wang, X., & Xie, Y. (2017). *Product bundling strategy in the presence of strategic consumers. Journal of the Operational Research Society*, 68(9), 1137-1149.
- Stremersch & Tellis et al. (2013). Hubungan Antar Variabel.
- Rao, V. R., Russell, G. J., Bhargava, H., Cooke, A., Derdenger, T., Kim, H., ... & Venkatesh, R. (2017). *Emerging Trends in Product Bundling: Investigating Consumer Choice and Firm Behavior*.
- Sharpe, K. M., & Staelin, R. (2010). *Consumption Effects of Bundling: Consumer Perceptions, Firm Actions, and Public Policy Implications*.
- Jena, S. K. (2021). *Closed-loop supply chain models with bundling strategy*.
- Shao, L., & Li, S. (2017). *Bundling and product strategy in channel competition*.
- Xu, B., Yao, Z., & Tang, P. (2018). *Pricing strategies for information products with network effects and bundling strategy*.
- Adams, W. J., & Yellen, J. (2013). *Bundling strategy: A marketing approach*.
- McCall, R. B., Brady, S. E., & Sassler, J. L. (2020). *The Stages of Research: A Review and Synthesis. Sociological Methods & Research*, 1-14.