

DAFTAR PUSTAKA

- A, Surahman. (2016). “Pengalaman sebagai Dosen ITB Menghadapi Mahasiswa Generasi Z”. *Makalah* dalam Simposium Nasional Pendidikan Tinggi di ITB (Institut Teknologi Bandung).
- Arikunto, S. 2010. *Prosedur Penelitian Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Berry, L.L. 2010. Effectively branding and selling services commentaries. *Journal of Services Research*, Vol. 13 No. 1, pp. 4-36.
- Cadrington,G. 2008. *Detailed Introduction to GenerationTheory*. Dalam Tommorrow Today, (hlm 7-9). UK: Graeme.
- Chang, H. H., & Liu, Y. M. 2009. The impact of brand equity on brand preference and purchase intentions in the service industries. *The Service Industries Journal*, 29(12), 1687–1706.
- Chi, H. K., Huery R. Y., dan Ya T. Y. (2009). The impact of brand awareness on consumer purchase intention: the mediating effect of perceived quality and brand loyalty. *The Journal of International Management Studies*, 4(1), 135-144.
- Cravens, David. W., dan Piercy, Nigel.F. 2013, *Strategic Marketing 10th Edition*. New York: McGraw-Hill International Edition.
- Dewanti, Retno. 2007. *Kewirausahaan*, Mitra Wacana Media, Jakarta.
- Dewi Priyatno, 2008, *Mandiri Belajar SPSS - Bagi Mahasiswa dan Umum*, Yogyakarta: MediaKom.
- Dodd, James., Kent, B, Monroe and P Grewal, 1991, *The Evaluating of Price, Perceived Quality, and Customer Perceptions of Products Quality*, *Journal of Marketing Research*, Vol.42, pp.331-349.
- Durianto, D. 2004. *Strategi Menaklukkan Pasar Melalui Riset Ekuitas dan Perilaku Merek*. Jakarta: PT Gramedia Pustaka Utama.

- Everard, Dennis F Galletta, 2006, How Presentation Flaws Affect Perceived Site Quality, Trust and Intention to Purchase from an Online Store, *Journal of Management Information System*, Vol 22, No. 3, Page. 55-95.
- Ferdinand, Augusty. 2006. *Metode Penelitian Manajemen Edisi Kedua*. Semarang: Badan Penerbit Universitas Diponegoro
- Ferdinand. Augusty. 2011, *Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen*, Edisi 3, AGF Books, Fakultas Ekonomika dan Bisnis Universitas Diponegoro, Semarang.
- Ferdinand, Augusty. 2014. *Metode Penelitian Manajemen*. Semarang : Badan Penerbit Universitas Diponegoro.
- Flavian, Carlos. 2009. Web design: a key factor for the website success", *Journal of Systems and Information Technology*, Vol. 11 Iss: 2 pp. 168 – 184, (<http://dx.doi.org/10.1108/13287260910955129>)
- GDE Agung Dankhyang Rajendra (2017). “Pengaruh Kesadaran Merek, Persepsi Kualitas, Asosiasi Merek, Loyalitas Merek dan Nilai Budaya Lokal Terhadap Minat Beli pada Toko Waleu Lampung. Lampung: Universitas Lampung.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivarite dengan Program IBM SPSS 19 (Edisi Kelima)*. Semarang: Universitas Diponegoro.
- Ha, S., & Stoel, L. (2009). Consumer e-shopping acceptance: Antecedents in a technology acceptance model. *Journal of Business Research*, 62(5), 565–571. <https://doi.org/10.1016/j.jbusres.2008.06.016>
- Humdiana. 2005. *Strategi Pemasaran*. Jakarta. PT. Gramedia Pustaka Mizan Pustaka.
- Keller, K.L. 2013. *Strategic branding management: building, measuring, and managing brand equity*. Upper Saddle River, New Jersey, Prentice Hall.
- Kotler, Philip & Gary Armstrong. 2012. *Prinsip – Prinsip Pemasaran*. Edisi 13. Jilid 1. Jakarta: Erlangga.

- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Managemen*, 15th Edition, Pearson Education, Inc.
- Kusuma, Henry. (2016). “Apa itu Generasi Z dan Dampaknya dalam Kehidupan Mendatang?”. Tersedia secara online pada tanggal 5 Juli 2016 di: www.HenryKusuma.in.Edukasi
- Lee, Goi Chai and Chieng Fayrene Yew Leh. 2011. “Customer-Based *Brand Equity* : A Literature Review”. *Journal of Arts Science & Commerce*.
- Li, H., Daugherty, T. and Biocca, F. (2001), “*Characteristics of virtual experience in electronic commerce: a protocol analysis*”, *Journal of Interactive Marketing*, Vol. 15 No. 3, pp. 13-30.
- Lidyawatie. (2008). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Lupiyoadi, Rambat. 2001. *Manajemen Pemasaran Jasa, Teori dan Praktek*. Edisi Pertama. Jakarta: Salemba Empat.
- Lusi Suwandari, (2008). “*Pengaruh Promotional Mix pada Peningkatan Volume Penjualan Kosmetika Skiva PT. Cosmolab Prima di Purwokerto*”. Purwokerto: STMIK Amikom. *Jurnal Pro Bisnis*, Vol. 1, Agustus 2008.
- McLeod, Raymond, Jr, and G. Schell. 2004. *Sistem Informasi Manajemen*. Ed 8. Alih Bahasa: Hendra Teguh, S.E. Ak. Jakarta: Indeks
- Moriarty, Sandra., Mitchell, Nancy., Wells, William. 2012. Harlow: Pearson Education.
- Martins, J., Costa, C., Oliveira, T., Gonçalves, R., & Branco, F. (2017). How smartphone advertising influences consumers' purchase intention. *Journal of Business Research*, (August 2017), 1–10. <https://doi.org/10.1016/j.jbusres.2017.12.047>
- Nilla Wijayasari, Mahfudz (2017). “Pengaruh *Brand Image*, Kualitas, Persepsi Harga

Dan Variasi Produk Terhadap Minat Beli Konsumen Sarung Gajah Duduk di Kabupaten Pekalongan *Skripsi*. Semarang: Universitas Diponegoro.

Nugroho, Mudiantono 2013. “Analisis Pengaruh Daya Tarik Iklan dan Kekuatan Celebrity Endorser terhadap Brand Awareness dan dampaknya terhadap Brand Attitude Handphone Nokia (Studi Kasus pada Mahasiswa dan Mahasiswi Fakultas Ekonomika dan Bisnis Universitas Diponegoro Semarang)”. *Skripsi*. Semarang: UNDIP.

Percy, L., Rossiter, J. R. 1992. A Model of Brand Awareness and Brand Attitude Advertising Strategies. *Psychology & Marketing*: John Wiley & Sons, Inc. Vol. 9(4): 263-274.

Rahman, Arif. (2010). *Strategi Dahsyat Marketing Mix for Small Business*. Edisi Pertama. Penerbit TransMedia Pustaka. Jakarta.

Rothman, J. (2014). “A Tsunami of Learner Called Generation Z”. Available online at: <http://www.mdle.net/Journal/ATsunamiOfLearnerCalledGenerationZ.pdf>.

Siegel, Aaron (2007), “Content, Navigation Tools Vital to Successful Websites,” *Investment News*, (January 8),

Sugiyono. 2013. *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Supriyanto, Aji. (2008). *Pengantar Teknologi Informasi*. Makasar : Salemba Empat.

Sweeney, J. And Soutar, G. 2001. “Consumer perceived value: the development of a multiple item scale”. *Journal of Retailing*, Vol. 77, pp. 203-205.

Tjiptono. 2008. *Strategi Pemasaran Edisi Ke III*. Yogyakarta: Andi Offset.

Uma, Sekaran. 2006. *Research Methods For Business (Metode Penelitian untuk Bisnis)*. Edisi empat buku 1. Salemba Empat

Varadarajan, R. 2010. Strategic marketing and marketing strategy: Domain, definition, fundamental issues and foundation premises. *Journal of the Academy of Marketing Science*, 38(2), 119–140..

Viardot, Eric. 2017. Branding in B2B: the value of consumer goods brands in industrial markets. *Journal of Business & Industrial Marketing*, Vol. 32 Iss 3 pp. -.

Watkins, Paul and Malcolm Smith (2008), "Website Quality and Corporate Financial Performance," *Journal of Accounting*, 15, 71–89.

Zhou, T., Lu, Y., & Wang, B. (2009). The relative importance of website design quality and service quality in determining consumers' online repurchase behavior. *Information Systems Management*, 26(4), 327–337.
<https://doi.org/10.1080/10580530903245663>

<https://www.Zenius.net/> diakses pada 20 Februari 2019

<https://ruangguru.com/> diakses pada 20 Februari 2019

<https://www.kelase.com/> diakses pada 20 Februari 2019

<https://ekonomi.bisnis.com/read/20180105/105/723561/ruangguru-> diakses pada 20 Februari 2019

www.umm.ac.id/id/pages/jawa-tengah/data-sma-dan-smk-kab-demak.html diakses pada 20 Februari 2019