

## DAFTAR PUSTAKA

- Assael, H. (2004). *Consumer Behavior. Book* (6th edition). New York: Thomson Learning. <https://doi.org/10.1007/s13398-014-0173-7.2>
- Augusty, F. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis, dan Disertasi untuk Ilmu Manajemen*. Semarang: Universitas Diponegoro.
- Barlow, J., & Maul, D. (2000). *Emotional Value - Creating Strong Bonds with Your Customers*. San Fransisco: Berret: Koehler Publisher.
- Chu, C.-W., & Lu, H.-P. (2007). Factors influencing online music purchase intention in Taiwan: An empirical study based on the value-intention framework. *Internet Research*, 17(2), 139–155. <https://doi.org/10.1108/10662240710737004>
- Davis, F. D. (1989). Perceived Ease of Use, and User Acceptance of Information Technology. *MIS Quarterly*, 13(3), 319–340. <https://doi.org/10.2307/249008>
- Dodds, W. B. (1999). Managing customer value. *Mid-American Journal of Business*, Vol. 14 No, 13–22.
- Dodds, W. B., Monroe, K. B., Grewal, D., Dodds, B., & Monroe, B. (2014). Effect of Price, Brand, and Store Information Buyers' Product Evaluations. *Journal of Marketing Research*, 28(3), 307–319. <https://doi.org/10.2307/3172866>
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hsu, C. L., & Lin, J. C. C. (2015). What drives purchase intention for paid mobile apps?-An expectation confirmation model with perceived value. *Electronic Commerce Research and Applications*, 14(1), 46–57. <https://doi.org/10.1016/j.elerap.2014.11.003>
- J, P. P., & Jerry, C. O. (2008). *Consumer Behaviour and Marketing Strategy*. New York: McGraw-Hill.
- Kartajaya, H. (2004). *Marketing in Venus*. Jakarta: PT. Gramedia Pustaka Utama.
- Kemp, S. (2017). Digital in 2017: Southeast Asia. Retrieved from <https://wearesocial.com/special-reports/digital-in-2017-global-overview>
- M, P., & G. J., B. (2008). Comparing the Perceived Value of Information and Entertainment Mobile Services. <https://doi.org/http://dx.doi.org/10.1002/mar.20236>

- Radner, R., & Rothschild, M. (1975). On the Allocation of Effort.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). Why We Buy What We Buy. *Journal of Business Research*, 22, 159–171.
- Sheth, N. J., I. B., & B. L., G. (1991). *Consumption values and market choices: theory and applications*. Cincinnati: Shout-Western Pub.
- Sugiyono. (2005). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Supranto. (2000). *Statistik (Teori dan Aplikasi)* (Edisi Keenam). Jakarta: Erlangga.
- Swastha, B., & Irawan. (2005). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.
- Swatman, P. M. C. C., Krueger, C., Beek, K. van der, & van der Beek, K. (2006). The changing digital content landscape. *Internet Research*, 16(1), 53–80.  
<https://doi.org/10.1108/10662240610642541>
- Sweeney, J., & Soutar, G. (2001). Consumer perceived value: the development of a multiple item scale. *Journal of Retailing*, 77(2), 203–220.  
[https://doi.org/10.1016/S0022-4359\(01\)00041-0](https://doi.org/10.1016/S0022-4359(01)00041-0)
- Tjiptono, F. (2008). *Strategi Pemasaran*. Yogyakarta: Andi Publisher.
- Tseng, F. M., & Lo, H. Y. (2011). Antecedents of consumers intentions to upgrade their mobile phones. *Telecommunications Policy*, 35(1), 74–86.  
<https://doi.org/10.1016/j.telpol.2010.11.003>
- Turban, E. (2012). *Electronic Commerce: A Managerial Perspective* (Internatio). New Jersey: Pearson Prentice Hall.
- Wang, H.-Y., Liao, C., & Yang, L.-H. (2013). What Affects Mobile Application Use? The Roles of Consumption Values. *International Journal of Marketing Studies*, 5(2), 11–22. <https://doi.org/10.5539/ijms.v5n2p11>
- Widiyatmanti, H. (2015). PENGHASILAN KELAS MENENGAH NAIK = POTENSI PAJAK? Retrieved from <http://www.bppk.kemenkeu.go.id/publikasi/artikel/167-artikel-pajak/21014-penghasilan-kelas-menengah-naik-potensi-pajak>
- Woodruff, R. B. (1997). Customer value: The next source for competitive advantage. *Journal of the Academy of Marketing Science*, 25(2), 139–153.  
<https://doi.org/10.1007/BF02894350>
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A

Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>