

DAFTAR PUSTAKA

- Aaker, D. A., & Equity, M. B. (1991). *Capitalizing on the Value of a Brand Name*. New York, 28(1), 35-37.
- APJII, 2018. *Penetrasi & profil perilaku pengguna internet Indonesia*.
- Bovee, C. L., & Arens, W. F. (1986). *Contemporary Advertising*, Homewood, IL: Richard D. Irwin. Inc., 1982BoveeContemporary Advertising1982.
- Cho, C. H., & as-, U. O. T. A. A. I. A. (2004). *Why do people avoid advertising on the internet?*. *Journal of advertising*, 33(4), 89-97.
- Clark, C. R., Doraszelski, U., & Draganska, M. (2009). *The effect of advertising on brand awareness and perceived quality: An empirical investigation using panel data*. Qme, 7(2), 207-236.
- Damratoski, K. J., Field, A. R., Mizell, K. N., & Budden, M. C. (2011). *An investigation into alternative television viewership habits of college students*. *Journal of Applied Business Research (JABR)*, 27(1).
- Dentsu, A.N. (2018). *Global AD Spend Forecasts*, Global Head of Strategic Communications.
- Guarte, J. M., & Barrios, E. B. (2006). *Estimation under purposive sampling*. *Communications in Statistics-Simulation and Computation*, 35(2), 277-284.
- Kasali, R. (2007). *Manajemen periklanan konsep dan aplikasinya di Indonesia*. Pustaka Utama Grafiti.

- Köster, M., Rüth, M., Hamborg, K. C., & Kaspar, K. (2015). *Effects of personalized banner ads on visual attention and recognition memory*. *Applied Cognitive Psychology*, 29(2), 181-192.
- Kotler, P., & Keller, K. L. (2009). *Manajemen pemasaran*.
- Macdonald, E., & Sharp, B. (2003). *Management perceptions of the importance of brand awareness as an indication of advertising effectiveness* (Doctoral dissertation, Massey University, Department of Marketing).
- Malheiros, M., Jennett, C., Patel, S., Brostoff, S., & Sasse, M. A. (2012, May). *Too close for comfort: A study of the effectiveness and acceptability of rich-media personalized advertising*. In *Proceedings of the SIGCHI conference on human factors in computing systems* (pp. 579-588). ACM.
- Mitra, A., & Lynch Jr, J. G. (1995). *Toward a reconciliation of market power and information theories of advertising effects on price elasticity*. *Journal of Consumer Research*, 21(4), 644-659.
- Malik, M. E., Ghafoor, M. M., Hafiz, K. I., Riaz, U., Hassan, N. U., Mustafa, M., & Shahbaz, S. (2013). *Importance of brand awareness and brand loyalty in assessing purchase intentions of consumer*. *International Journal of Business and Social Science*, 4(5).
- Nasional, D. P. (2008). *Kamus besar bahasa Indonesia*.
- O'Donnell, K., & Cramer, H. (2015, May). *People's Perceptions of Personalized Ads*. In *Proceedings of the 24th International Conference on World Wide Web*

- Web (pp. 1293-1298). ACM.
- Peppers, D., & Rogers, M. (2004). *Managing customer relationships: A strategic framework*. John Wiley & Sons.
- Petrisor, L. A., Blattberg, R. C., & Wang, P. (1997). *Database marketing: Past, present, and future*. *Journal of Direct Marketing*, 11(4), 109-125.
- Prasetyo, N., & Jannah, L. M. (2006). Metode Penelitian Kuantitatif: Teori dan Aplikasi, Jakarta, PT. *Raja Grafindo Persada*.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Shimp, T. A. (2003). Periklanan promosi aspek tambahan komunikasi pemasaran Terpadu. *Jakarta: Erlangga*.
- Speck, P. S., & Elliott, M. T. (1997). Predictors of advertising avoidance in print and broadcast media. *Journal of Advertising*, 26(3), 61-76.
- Sugiyono. (2013). Metode penelitian pendidikan:(pendekatan kuantitatif, kualitatif dan R & D). Alfabeta.
- Sujarweni, V. W. (2014). *Metodologi penelitian: Lengkap, praktis, dan mudah dipahami*. Yogyakarta: Pustakabarupress.
- Tran, T. P. (2017). *Personalized ads on Facebook: An effective marketing tool for online marketers*. *Journal of Retailing and Consumer Services*, 39, 230-242.
- Turow, J., King, J., Hoofnagle, C. J., Bleakley, A., & Hennessy, M. (2009).

Americans reject tailored advertising and three activities that enable it.

Available at SSRN 1478214.

Watson, C., McCarthy, J., & Rowley, J. (2013). *Consumer attitudes towards mobile marketing in the smart phone era. International Journal of Information Management*, 33(5), 840-849.

Xu, D. J. (2006). The influence of personalization in affecting consumer attitudes toward mobile advertising in China. *Journal of Computer Information Systems*, 47(2), 9-19.