

References

- Babin, & Harris. (2009). *Consumer Behaviour*.
- Bagozzi, & Yi. (1988). Journal of the Academy of Marketing Sciences. *On the Evaluation of Structural Equation Models*, 74-94.
- Bergkvist, L., & Zhou, K. Q. (2016). International Journal of Advertising. *Celebrity endorsements: a literature review and research agenda*, 17.
- BeritaSatu. (2017, June 27). *Asus Exclusive Store Hadir di ITC Cempaka Mas*. Retrieved March 6, 2018, from BeritaSatu:
<http://www.beritasatu.com/jakarta/450024-asus-exclusive-store-hadir-di-itc-cempaka-mas.html>
- Bloch, P. (2004). The Journal of Marketing. *Seeking the ideal form: product design and consumer response*.
- Blumberg, B. C. (2010). *Business Research Methods, 3rd edition*. London: Oxford.
- ChangeWave. (2010). *Another major leap for Google android OS among consumers*.
- Chow, Cheng, Yeow, & Wong. (2012). *Factors affecting the demand of smartphone among young adult*, 44.
- Cornelis, P. (2010). International Journal of Contemporary Hospitality Management. *Effect of co-branding in the theme park industry: a preliminary study*.
- Cynthia Vinynda, S. S. (2013). UNISBANK International Conference. *Antecedents of Smart Phone Buying Behavior: An Empirical Study*, 2.
- Deloitte. (2012). *what is the impact of mobile telephony on economic growth?*
- DetikInet. (2018, March 28). *Cerita di Balik Promosi Jor-joran Vivo*. Retrieved March 28, 2018, from Detik: <https://inet.detik.com/consumer/d-3937887/cerita-di-balik-promosi-jor-joran-vivo>
- Edward Keller, J. B. (2013). *The Influentials: One American in Ten Tells the Other Nine How to Vote, Where to Eat, and What to Buy*.
- Elihu Katz, P. F. (1996). *Personal Influence, the Part Played by People in the Flow of Mass Communications*.
- eMarketer. (2017). Retrieved November 2017, from eMarketer :
<https://www.emarketer.com/Report/Internet-Mobile-Users-Asia-Pacific-eMarketers-Country-by-Country-Forecast-20172021/2002155>

Enrique Bigne, R. C. (2012). *Dual Nature of Cause-brand fit: Influence on Corporate Social Responsibility Consumer Perception.*

Goldsmith, E. (2015). *Influence of Third Opinion Leaders on Decision Making Quality.* 1.

Hair, J. B. (2010). *Multivariate Data Analysis (7th Ed.).* New Jersey.

Indonesia Investment. (2016, September 2). *Which Brands Dominate the Smartphone Market in Indonesia?* Retrieved March 12, 2018, from Indonesia Investment: <https://www.indonesia-investments.com/news/todays-headlines/which-brands-dominate-the-smartphone-market-in-indonesia/item7152?>

Jyun-Cheng Wang, C.-H. C. (2013). *How online social ties and product-related risks influence purchase intentions: A Facebook experiment.*

K, M. (2014). *The influence of content generation on brand attitude and purchase intention within.*

Karen Lim Lay-Yee, H. K.-S.-F. (2013). *Factors Affecting Smartphone Purchase Decision Among Malaysian Generation Y.*

Keith S. Coulter, A. R. (2012). *"Like it or not": Consumer responses to word-of-mouth communication in on-line social networks.*

Keller, K. a. (2012). *Marketing management. 14th Edn.*

Khasawneh, K. a. (2010). *The effect of familiar brand names on consumer behaviour: a Jordanian perspective.*

KompasTekno. (2017, July 4). *Meningkat, Jumlah Smartphone China yang Beredar di Indonesia.* Retrieved March 4, 2018, from KompasTekno:

<https://tekno.kompas.com/read/2017/07/04/13284777/meningkat-jumlah-smartphone-china-yang-beredar-di-indonesia>

Kotler, & Armstrong. (2010). *Principle of marketing 3rd.*

Kuhlmeier, D. &. (2005). *Antecedents to internet-based purchasing: A multinational study.*

Lim, & Thai, C. (2012). *Exploring the factors affecting purchase intention of smartphone: a study of young adults in Universiti Tunku Abdul Rahman.*

Liputan 6. (2016, February 22). *Liputan6.* Retrieved February 22, 2016, from Liputan6 Web site: <https://www.liputan6.com/tekno/read/2441541/idc-rilis-data-pasar-smartphone-indonesia-pada-2015-siapa-juara>

- Liputan 6. (2017, August 18). *Ini Alasan Asus Pilih Gong Yoo Jadi Brand Ambassador*. Retrieved March 7, 2018, from Liputan 6:
<https://www.liputan6.com/tekno/read/3061965/ini-alasan-asus-pilih-gong-yoo-jadi-brand-ambassador>
- Mack, Z. a. (2009). *The importance of usability in product choice: a mobile phone case study*.
- Malviya, S. S. (2013). *A Study on the Factors Influencing Consumer's Purchase Decision towards Smartphones in Indore*, 1-8.
- McLeod, M. R. (2005). *Adolescent brand consciousness and product placements: awareness, liking and perceived effects on self and others*.
- Mobithinking. (2014, May 16). *Global mobile statistics 2014 Part A: Mobile subscribers; handset market share; mobile operators*. Retrieved January 13, 2017, from MobiThinking: <https://mobiforge.com/research-analysis/global-mobile-statistics-2014-part-a-mobile-subscribers-handset-market-share-mobile-operators>
- Moosylvania. (2012, December 31). *The shopping experience in a smartphone world*. Retrieved March 8, 2018, from Digitalcommere:
<https://www.digitalcommerce360.com/2012/12/31/smartphone-owners-want-more-mobile-information-stores/>
- Nagle, T. T. (2002). *The Strategy and Tactics of Pricing: A Guide to Profitable Decision Making (3rd)*.
- Naser Azad, M. S. (2014). *Management Science. Role of Brand Image Congruity in Iranian Consumers*, 4.
- Puneet Walia, D. L. (2017). *International Journal of Scientific Research and Management. Analysis of Factors Influencing Consumer Purchase Decision of Cellular Phones*, 6-7.
- Qun, H. T. (2012). *Exploring the factors affecting purchase intention of smartphone : a study of young adults in Universiti Tunku Abdul Rahman, Perak Campus, Malaysia*.
- Rahim, A. e. (2016). *Procedia Economics and Finance. Factors Influencing Purchasing Intention of Smartphone among University Student*, 245-253.
- Rashotte, L. (2015). *Social Influence*. Wiley.

Sekaran, U. &. (2010). *Research methods for business: A skill building approach*.

Shrestha, S. (2016). *INFLUENCING FACTORS ON CONSUMER BUYING BEHAVIOUR OF SMART PHONES*.

Soriton, L., & Tumiwa, J. (2016). Journal Economic and Business. *FACTORS DRIVING CONSUMER PURCHASE DECISION IN SELECTING SMARTPHONE*, 559.

Srinivasan SS, T. B. (2002). Journal of product & brand management. *Evaluation of search, experience and credence attributes: role of brand name and product trial*.

Statista. (2017, July). *Number of smartphone users in Indonesia from 2011 to 2022 (in millions)*. Retrieved March 4, 2018, from Statista:

<https://www.statista.com/statistics/266729/smartphone-users-in-indonesia/>

Suki, NorazahMohd, & Suki, N. (2013). Jurnal Teknologi. *Dependency on Smartphones: An Analysis of Structural Equation Modelling*.

Swani, K., & Yoo, B. (2010). Interactions between price and price dea. *Journal of Product and Brand Management*.

Thore G. Bergman, M. J. (2013). American Journal of Primatology. *Social Knowledge and Signals in Primates*.

Tian, L. S. (2009). Psychology & Behaviour. *Why does half the world's population have a mobile phone? An examination of consumers' attitudes toward mobile phones*.

Union, I. T. (2014). *ICT facts and figures, Geneva: International Telecommunication Union*, 7.

Urbach, & Ahlemann. (2010). Journal of Information Technology Theory and Application. *Structural Equation Modeling in Information Systems Research Using Partial Least Squares*.

Wells W, P. D. (2000). *Consumer Behaviour*. Pearson.

Zernigah, K. a. (2012). Management & Marketing. *Consumers' Attitude Towards Viral Marketing in Pakistan*, 645.