

BIBLIOGRAPHY

- Aaker, D. (2014). *Aaker On Branding 20 Principles That Drive Success*. New York: Morgan James.
- Apple.com. (2017). *Compare iPhone Models*. Retrieved from Apple Inc.: <https://www.apple.com/iphone/compare/>
- Asdar, & Badrullah. (2016). Method of Successive Interval in Community Research (Ordinal Transformation Data to Interval Data in Mathematic Education Studies). *International Journal of Social Science and Humanities Research*, 356-363.
- Ayodele, Adetola, A., & Ifeanyichukwu, C. D. (2016). Factors Influencing Smartphone Purchase Behavior Among Young Adults in Nigeria. *International Journal of Recent Scientific Research* , 13248-13254.
- Chun, H., Lee, H., & Kim, D. (2012). The Integrated Model of Smartphone Adoption: Hedonic and Utilitarian Value Perceptions of Smartphones Among Korean College Student. *Cyberpsychology, Behavior, and Social Networking*.
- Cooper, D. R., & Schindler, P. S. (2014). *Business Research Methods 12th Edition*. New York: McGraw-Hill/Irwin.
- Daniel, W. W., & Cross, C. L. (2013). *Biostatistics A Foundation for Analysis in the Health Sciences 10 ed*. America: JohnWiley & Sons, Inc.
- Ghozali, I. (2006). *Aplikasi Analisis Multivariate dengan Program SPSS. Edisi Kedua*. Yogyakarta: Penerbit Universitas Diponegoro.
- Ghozali, I. (2011). *Structural Equation Modeling edisi 3 Metode Alternatif Dengan Partial Least Squares*. Semarang: Undip.

- Hair, J. J., Celsi, M. W., Money, A. H., Samouel, P., & Page, M. J. (2011). *Essentials Of Business Research Methods (Second Edition)*. New York: M.E. Sharpe, Inc.
- IDC.com. (2017). *Smartphone Vendor Market Share,2017*. Retrieved from IDC: <https://www.idc.com/promo/smartphone-market-share/vendor>
- Indrawati. (2015). *Metode Penelitian Managemen dan Bisnis Konvergensi Teknologi Komunikasi dan Informasi*. Bandung: Refika Aditama.
- Indrawati. (2017). *Perilaku Konsumen Individu dalam Mengadopsi Layanan Berbasis Teknologi Informasi & Komunikasi*. Bandung: Refika Aditama.
- Indrawati, Raman, M., Ariyanti, M., & Chew, K.-W. (2017). A Proposed Model for Measuring Instant Messenger Applications Adoption Among Indonesians and Malaysians . *Jurnal of Engineering and Applied Science*, 1377-1385.
- Jogiyanto, H., & Abdillah, W. (2014). *Partial Least Square (PLS), Alternatif Structural Equation Modeling (SEM) Dalam Penelitian Bisnis*. Yogyakarta: Andi Publisher.
- Kaushal, S., & Kumar, R. (2016). Factors Affecting the Purchase Intension of Smartphone: A Study of Young Consumers in the City of Lucknow. *Pacific Business Review International*, 1-16.
- Kompas.com. (2017, 12 19). *10 "Smartphone" yang Paling Banyak Dicari Netizen Indonesia Sepanjang 2017*. Retrieved from tekno.kompas.com: <https://tekno.kompas.com/read/2017/12/19/12430097/10-smartphone-yang-paling-banyak-dicari-netizen-indonesia-sepanjang-2017?page=all>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition 17th Ed*. United Kingdom: Pearson Education Limited.

- Kotler, P., & Keller, K. L. (2012). In *Marketing Management 14 Edition Global Edition*. England: Pearson Education Limited.
- LaMorte, W. W. (2017, November 6). *Hypothesis Testing for Means & Proportions*. Retrieved from Boston University School of Public Health: http://sphweb.bumc.bu.edu/otlt/MPH/Modules/BS/BS704_HypothesisTest-Means-Proportions/BS704_HypothesisTest-Means-Proportions3.html
- Latan, H. (2012). *Structural Equation Modeling, Konsep dan Aplikasi Menggunakan Program Lisrel 8.80*. Bandung: Alfabeta.
- Ling, C., Hwang, W., & Salvendy, G. (2006). Diversified users' satisfaction with advanced mobile phone features. *Universal Access in the Information Society*.
- Liputan6. (2016, March 20). *Top 3: Daftar Smartphone Terlaris di Indonesia Paling Dicari*. Retrieved from Liputan6: <http://tekno.liputan6.com/read/2463222/top-3-daftar-smartphone-terlaris-di-indonesia-paling-dicari>
- Min, C. M., Chen, L. H., & Yeow, J. A. (2012). Conceptual Paper: Factors Affecting the Demand of Smartphone among Young Adult. *International Journal of Social Science, Economics and Art*, 44-49.
- Mirabi , V., Akbariyeh, H., & Tahmasebifard, H. (2015). A Study of Factors Affecting on Customers Purchase Intention. Case Study: the Agencies of Bono Brand Tile in Tehran. *Journal of Multidisciplinary Engineering Science and Technology (JMEST)*, Vol. 2 267-273.
- MSI. (2016, May). *Social Influence on Consumer Demand*. Retrieved from Marketing Science Institute: <http://www.msi.org/articles/social-influence-on-consumer-demand/>

- Mullins, J. W., & Walker, Jr, O. C. (2010). In *Marketing Management a strategic Decision-Making Approach International Edition*. Singapore: Mc Graw Hill.
- Park, N., Kim, Y., Shon, H. Y., & Shim, H. (2013). Factors influencing smartphone use and dependency in South Korea. *Computers in Human*, 1763-1770.
- Rahima, A., Safina, S. Z., Khenga, L. K., Abasa, N., & Alia, S. M. (2015). Factors Influencing Purchasing Intention of Smartphone among University Student. *Procedia Economics and Finance*, 245 – 253.
- Rashotte, L. (2007). *Social Influences*. Retrieved from <http://fliphtml5.com/wdnj/fxus/basic>
- Reuters. (2017). *Profile: Apple Inc (AAPL.O)*. Retrieved from Reuters: <http://www.reuters.com/finance/stocks/companyProfile/AAPL.O>
- Sekaran, U. (2003). *Research Methods for Business A-Skill Bulding Approach*. United States: John Wiley & Sons, Inc.
- Sekaran, U., & Bougie, R. (2010). *Research Methods for Business A Skill-Bulding Approach 5th Edition*. United Kingdom: John Wiley & Sons Ltd.
- Stanton, W. J. (1998). *Prinsip Pemasaran, Edisi Ketujuh, Jilid I*. Jakarta: Erlangga.
- Statista. (2014, June 1). *The Price Gap Between iOS and Android Is Widening*. Retrieved from Statista: <https://www.statista.com/chart/1903/average-selling-price-of-android-and-ios-smartphones/>
- Sugiyono. (2014). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, dan R&D)*. Bandung: Alfabeta.
- Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis dan Ekonomi*. Yogyakarta: PUSTAKABARUPRESS.

- Suki, N. M. (2013). Students' Demand for Smartphone: Structural relationships of product features, brand name, product price and social influence. *Campus-Wide Information Systems*, 236 - 248.
- Suki, N. M. (2013). Students' demand for smartphones Structural relationships of product features, brand name, product price and social influence . *Journal Labuan School Of International Business & Finance, Malaysia*, 236-248.
- Sullivan, M. W. (1998). How Brand Names Affect the Demand for Twin Automobiles. *Journal of Marketing Research*, 154-165.
- Tanzila, Sohail, A. A., & Tanveer, N. (2015). Buying Behavior of Smartphone Among Student in Pakistan. *The International Journal Of Business & Management*, 34-40.
- TechinAsia. (2014, Desember 23). *Indonesia diproyeksi lampau 100 juta pengguna smartphone di 2018, keempat di dunia*. Retrieved from TechinAsia: <https://id.techinasia.com/jumlah-pengguna-smartphone-di-indonesia-2018>
- Teknorus. (2017, Desember 7). *Inilah Harga iPhone Termurah 2018 Resmi iBox Distributor Indonesia*. Retrieved from Teknorus Portal Informasi Teknologi dan Gadget Terbaru: <https://teknorus.com/ini-daftar-harga-iphone-di-indonesia-hingga-2016/>
- Zikmund, W. G., Babin, B. J., & Carr, J. C. (2009). *Business Research Method. 8th Ed.* South-Western Cengage Learning.