DAFTAR PUSTAKA

- Ajzen, (1991). The Theory of Planned Behavior : Organizational Behavior and Human Decision Processes, 50, 179-211
- Bakshi, G and Kumar, S (2013). Online Advertising and its Impact on Consumer Buying Behavior: International Journal of Research in Finance & Marketing
- Bei Ju, (2013). A Proposed Cross-Cultural Examination of Online Advertising Effectiveness in China and the UK, International Journal of Business and Management; Vol. 8, No. 6; 2013
- Berthon, P.R., Pitt, L.F., and Watson, R.T. (1996). The World Wide Web as an Advertising Medium: Towards an Understanding of Conversion Efficiency. Journal of advertising research 36(1):43-54
- Danaher, P. J., & Mullarkey, G. W. (2003). Factors affecting online advertising recall: A study of students. Journal of Advertising Research, 43(3), 252-267. http://dx.doi.org/10.1017/S0021849903030319
- Dreze, X. and F.X. Hussherr, (2003). Internet advertising: Is anybody watching? Journal of Interactive Marketing, 17: 8-23.
- Faber, R.J., M. Lee and X. Nan. (2004). Advertising and the consumer information environment online. American Behavioral Scientist, 48: 447-466.
- Indrawati (2015). Metode Penelitian Manajemen dan Bisnis. Konvergensi Teknologi Komunikasi dan Informasi.
- Indrawati & Indriasari, (2015). Big Data Analysis Optimization to Enhance High Speed Internet Customers' Loyalty (An Indonesian Perspective.
- Jun, JongWoo, (2011). Consumer Responses to Creative Platform of the Internet Advertising, The Web Journal of Mass Communication Research, April 2011

- Kaye, B. K. & Medoff, N. J. (2001). Just a Click Away: Advertising on the Internet. Boston: Allyn and Bacon.
- Korgaonkar, P. & Wolin, L. D. (2002). Web usage, advertising, and shopping: relationship patterns. Internet Research: Electronic Networking Applications and Policy, 12(2), 191-204.
- Lim, Y. M., Yap, C. S., & Lau, T. C. (2011). The Effectiveness of Online Advertising in Purchase Decision: Liking, Recall and Click
- Mehta, Abhilasha, (1994). How advertising response modeling (ARM) can increase ad effectiveness, Journal of Advertising Research, Vol. 34, No. 3, (May/June), pp. 62-74.
- Sahar Mohamed Rafaat Abu Gharara, Mohamed Farid El Sahn, and Dalia Abdel Rahman, (2013). Measuring the effectiveness of social advertising campaigns in shaping youths' behavioral intentions, with the moderating role of advertising skepticism: The Macrotheme Review 2(7), Winter 2013
- Taylor, Nolan J., Eleanor T. Loiacono, and Richard T. Watson. (1998). Web advertising: alternative scenarios to the banner advertisements. Association of Information Systems.
- Yoon, S.J., (2003). An experimental approach to understanding banner adverts' effectiveness. Journal of Targeting, Measurement and Analysis for Marketing, 11: 255-272.
- Zhang. P, (2011). What Consumers Think, Feel, & Do Toward Digital Ads: A Multi-Phase Study: Proceedings of the European Conference on Information Systems (ECIS), Helsinki, Finland, June 2011