

## DAFTAR PUSTAKA

- Aryani, Siti N. (2006). SMS dan Dinamika Komunikasi Massa. <http://trendigital.com>
- Azman, Amin (2008). *Mobile Advertising: to be or not to be?*. Jakarta: Interaction Indonesia-Total Engagement Solution.
- Barwise, P. dan Strong, C. (2002). *Permission-based mobile advertising*. Journal of Interactive Marketing.
- Bauer, H.H., Barnes, S.J., Reichardt, T., dan Neumann, M.M. (2005). *Driving consumer acceptance of mobile marketing: a theoretical framework and empirical study*. Journal of Electronic Commerce Research.
- Belch, George E., dan Belch, Michael A. (2007). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. New York: McGraw Hill.
- Biro Pusat Statistik (2006). Jakarta Dalam Angka 2006. Jakarta: Biro Pusat Statistik.
- Cheskin Report (2001). *"The Wireless Future: A Look at Youth Unplugged,"*. <http://www.cheskin.com>
- Drossos, D., Giaglis, G.M., Lekakos, G., Kokkinaki, F., dan Stavradi, M.G (2007). *Determinants of Effective SMS Advertising: An Experimental Study*. Journal of Interactive Advertising
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E., dan Tatham, R.L. (2006). *Multivariate Data Analysis 6<sup>th</sup> Ed*. New Jersey: Pearson Education.
- Harte, Lawrence (2008). *Introduction to Mobile Advertising : How to Setup, Create and Manage Ads for Mobile Telephones*. Fuquay-Varina, NC: Althos Publishing.
- Husein, Umar (2002). Metode riset bisnis. Jakarta: PT GPU.
- Iddris, Faisal (2006). *Mobile Advertising in B2C Marketing*. Master's thesis, Lulea University of Technology.
- Jenkins, Fiona (2006). *Mobile marketing*. London: Emap Consumer Media.
- Kaasinen, Eija (2005). *User Acceptance of Mobile Services-Value, Ease of Use, Trust and Ease of Adoption Espoo 2005*. VTT Publications 566.
- KI (2004). Ketika Bisnis Mendewakan Keuntungan. <http://ebizzasia.com>
- Kotler, Phillip (2002). Manajemen Pemasaran Edisi Millenium. Jakarta: PT Prenhallindo.

- \_\_\_\_\_ (2005). *Manajemen Pemasaran Edisi 11*. Jakarta: PT Indeks.
- \_\_\_\_\_, Kevin L. Lane (2006). *Marketing Management 12<sup>th</sup> Ed*. New Jersey: Pearson Education.
- Kurnia, Teddy (2005). *Laporan Riset untuk Initial Public Offering. PT. Bakrie Telecom*. Jakarta: PT Danatama Securities.
- Leppaniemi, Matti dan Heikki Karjaluoto (2005), “*Factors Influencing Consumers’ Willingness to Accept Mobile Advertising: A Conceptual Model*,”. International Journal of Mobile Communications.
- Malhotra, Naresh K. (2004). *Marketing Research An Applied Orientatation. 2<sup>nd</sup> Ed*, New Jersey : Pearson Education.
- \_\_\_\_\_ (2007). *Marketing Research An Applied Orientatation. 5<sup>th</sup> Ed*, New Jersey : Pearson Education.
- Maztikno (2007). SMS Iklan Dari Operator Telepon Yang Menjengkelkan. <http://wordpress.com>
- Merisavo, M., Kajalo, S., Karjaluoto H., Virtanen V., Salmenkivi S., Raulas M., dan Leppaniemi, M. (2007). *An Empirical Study of the Drivers of Consumer Acceptance of Mobie Advertising*. Journal of Interactive Advertising.
- Mobile Marketing Association (2005). *Glossary*. <http://mmaglobal.com>
- Nysveen, Herbjorn, Per E. Pedersen, dan Helge Thorbjornsen (2005). *Intentions to Use Mobile Services: Antecedents and Cross-Service Comparisons*. Journal of the Academy of Marketing Science.
- Pietz, Michael, dan Lauri Storbacka. 2007. *Driving advertising into mobile mediums*. Batchelor thesis.
- Pura, Minna (2005). “*Linking Perceived Value and Loyalty in Location-based Mobile Services*”, Managing Service Quality.
- Pusat Teknologi Informasi dan Komunikasi BPPT (2006). *Indikator Teknologi Informasi dan Komunikasi Tahun 2006*. Jakarta: Biro Pusat Statistik.
- Rettie, R., Grandcolas, U., dan Deakins, B. (2002). *Text Message Advertising: Dramatic Effect on Purchase Intention*. Journal of Marketing Communication and Promotion Track.
- Santoso, Singgih (2008). *Panduan Lengkap Menguasai SPSS 16*. Jakarta: PT Elex Media Komputindo.
- Swi (2001). Penggunaan SMS Dunia Naik 1,233%. <http://x-phones.com>

Usman, Syakur (2006). BRTI Awasi Iklan-Iklan Operator telepon. <http://tempinteraktif.com>

Wicaksono, W.A. (2002). Iklan Via SMS, Pelanggaran Privasi Atau Peluang Mendulang Uang?. <http://sinarharapan.co.id>

Widodo, Sigit (2002). SMS *Marketing* Mulai Diterima. <http://x-phones.com>

