

DAFTAR PUSTAKA

“Banner Ad.” *Internet Marketing Dictionary*. 2007. Marketing Terms.com, Internet Marketing Reference. November 2008.

http://www.marketingterms.com/dictionary/banner_ad/

“Click Through Rate.” *Internet Marketing Dictionary*. 2007. Marketing Terms.com, Internet Marketing Reference. November 2008.

http://www.marketingterms.com/dictionary/clickthrough_rate/

“Contact.” *Dictionary*. 2008. Answers.com. November 2008.

<http://www.answers.com/topic/contact>

“Interactive Advertising.” *The Free Dictionary*. 2008. Farlex. November 2008.

<http://encyclopedia.thefreedictionary.com/interactive+advertising>

Ahn Jeonghoon. (2002). Beyond Single Equation Regression Analysis: Path Analysis and Multi-Stage Regression Analysis. *American Journal of Pharmaceutical Education*, 66: 37-42.

Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior control*. Englewood Cliffs, NJ: Prentice-Hall Inc. seperti dikutip oleh Shweling Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Belch, George., & Belch, Michael. (2004). *Advertising and Promotion: An Integrated Marketing Communication Perspective* (7th ed.). New York: McGraw-Hill.

- Braun-Latour, K. A., & Zaltman, G. (2006). Memory change: An intimate measure of persuasion. *Journal of Advertising Research*, 46(1), 57–72. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).
- Briggs, R., & Hollis, N. (1997). Advertising on the Web: Is there response before click-through? *Journal of Advertising Research*, 37(2), 33–45. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).
- Bruner, G. C., II, & Kumar, A. (2000). Web commercials and advertising hierarchy-of-effects. *Journal of Advertising Research*, 40(1/2), 35–42. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).
- Carpenter, P., (2000). eBrands: Building an Internet Business at Breakneck Speed. *Harvard Business School Press*, Boston, MA. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).
- Cho, C. H. (1999). How advertising works on the World Wide Web: Modified elaboration likelihood model. *Journal of Current Issues and Research in Advertising*, 21(1), 33–49. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).
- Chou, S. S. (2006). Effects of trope advertisement on Chinese consumers. *Journal of American Academy of Business*, 9(1), 229–232. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Craik, F. I. M., & Lockhart, R. S. (1972). Levels of processing: A framework for memory research. *Journal of Verbal Learning and Verbal Behavior*, 11(6), 671–684. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Cyber Pacific (14 Oktober 2008). Internet Marketing. November 2008.

<http://www.cyber-pacific.com/internet-marketing/internet-indonesia.php>

Donthu, N., Cherian, J., & Bhargava, M. (1993). Factors Influencing Recall of Outdoor Advertising. *Journal of Advertising Research* 33(3), 64-72. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).

Dreze, X., & Zufryden, F. (1997). Testing web site design and promotional content. *Journal of Advertising Research*, 37(2), 77–91. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Dubow, J.S., (1994). Point of View: Recall revisited: recall redux. *Journal of Advertising Research*, 34(3), 92-108. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).

Ducoffe, R. H. (1996). Advertising value and advertising on the Web. *Journal of Advertising Research*, 36(5), 21–35. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).

Fleischner, Michael. (17 November 2007). Seven Secrets for Increasing Internet Banner Ad Click-Through Rates. WebsiteTips.com. *Tutorial, Tips, & Top Resources*. November 2008. <http://websitetips.com/articles/marketing/banneradsctr/>

Goldsmith, Ronald E, Lafferty, Barbara A. (2002) Consumer response to Web sites and their influence on advertising effectiveness. *Internet Research* 12(4): 318-328

Haugtvedt, Curtis P., Machleit, Karen A., Yalch, Richard F. (2005). *Online Consumer Psychology: Understanding and Influencing Consumer Behavior in Virtual World*. New Jersey: Lawrence Erlbaum Associates, Inc.

Hoffman, D. L., & Thomas, P. N. (1996). Marketing in hypermedia computer-mediated environments: Conceptual foundations. *Journal of Marketing*, 60(3), 50–68. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Homer, P. M. (1990). The mediating role of attitude toward the ad: Some additional evidence. *Journal of Marketing Research*, 27(1), 78–86. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Kimelfeld, Y. M., & Watt, J. H. (2001). The pragmatic value of on-line transactional advertising: A predictor of purchase intention. *Journal of Marketing Communications*, 7(3), 137–157. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Korgaonkar, P. K., & Moschis, P. G. (1982). An experimental study of cognitive dissonance, product involvement, expectations, performance and consumer judgment of product performance. *Journal of Advertising*, 11(3), 32–44. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Kotler, Phillip., & Armstrong, Gary. (2008). *Principles of Marketing* (12th ed.). New Jersey: Prentice Hall.

Kotler, Phillip., & Keller, Kelvin L. (2006). *Marketing Management* (12th ed.). New Jersey: Prentice Hall.

Kristo, F.Y. (07 September 2008). 2010, Pengguna Ponsel Indonesia Capai Separuh Populasi. *detikiNet Telecommunication*. Januari 2009.

<http://www.detikinet.com/read/2007/09/07/131313/826987/328/2010-pengguna-ponsel-indonesia-capai-separuh-populasi>

Kurgman, H. E. (1965). The impact of television advertising: Learning without involvement. *Public Opinion Quarterly*, 29, 349–356. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Leong, S. M., Ang, S. H., & Tham, L. L. (1996). Increasing brand name recall in print advertising among Asian consumers. *Journal of Advertising*, 25(2), 65–82. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Lutz, J. R. (1985). Affective and cognitive antecedents of attitude toward the ad: A conceptual framework, di dalam L. F. Alwitt, & A. A. Mitchell (Eds.), *Psychological processes and advertising effects* (pp. 45–63). NewYork: Erlbaum. seperti dikutip oleh Goldsmith, Ronald E, Lafferty, Barbara A. (2002).

MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of Marketing Research*, 23(2), 130–143. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Malhotra, Naresh K. (2007). *Marketing Research an Applied Orientation*, (5th ed.). New Jersey: Prentice Hall.

Mitchell, A. A., & Olson, J. C. (1981). Are product attribute beliefs characteristics associated with purchasing involvement. *Journal of Marketing*, 49(1), 72–82. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Olson, Jerry C., & Peter J. Paul. (2008). *Consumer Behavior and Marketing Strategy* (8th ed.). New York: McGraw-Hill.

Pett, Marjorie A., Lackey, Nancy Rebecca, Sullivan, John J. (2003). *Making Sense of Factor Analysis: The Use of Factor Analysis for Instrument Development in Health Care Research*. California: Sage Publications, Inc.

PT. Inti Artistika Solusitama (31 Oktober 2008). *Digital di Indonesia*. November 2008. <http://www.in2digital.net/?p=59>,

Roisin, Faherty. Strategies for Electronic Commerce and the Internet. *Journal of the American Society for Information Science and Technology*. 53:13 (2002). 1187.

Shwu-Ing Wu, Pao-Lien wei, Jui-Ho Chen (2008). Influential Factors and Relational Structure of Internet Banner Advertising in the Tourism Industry. *Journal of Tourism Management* 29: 221-236

Suh, J. C., & Yi, Y. (2006). When brand attitudes affect the customer satisfaction-loyalty relation: The moderating role of product Involvement. *Journal of Consumer Psychology*, 16(2), 145–155. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Universitas Indonesia (2004). Pengantar penulisan imiah.

Vakratsas, D., & Ambler, T. (1999). How advertising works: What do we really know? *Journal of Marketing*, 63(1), 26–43. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Web 1 Marketing, More Traffic More Sales. (n.d.). *Definition of Internet Advertising*. November 2008.

<http://www.web1marketing.com/glossary.php?term=Internet+Advertising>

Yi, Y. (1990). Cognitive and affective priming effects of the context for print advertisements. *Journal of Advertising*, 19(2), 40–48. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).

Zaichkowsky, J. L. (1985). Measuring the involvement construct. *Journal of Consumer Research*, 12(3), 119–121. seperti dikutip oleh Shwu-Ing Wu, Pao-Lien wei, & Jui-Ho Chen. (2008).