

DAFTAR PUSTAKA

- Aaker, David A. 1996. *Buiding Strong Brands*. New York: The Free Press.
- Abdurahman dan Muhidin. 2007. Analisis Korelasi, Regresi dan Jalur Penelitian. Bandung: CV Pustaka Setia.
- Belch, George E. dan Belch, Michael A. 2009. *Advertising and Promotion: An Integrated Marketing Communication Perspective*. Boston: McGraw Hill.
- Charo, N., Sharma, P., Shaikh, S., Haseeb, A., dan Sufya, M. Z. 2015. Determining the Impact of E-wom on Brand Image and Purchase Intention through Adoption of Online Opinions. 3(1).
- C. Mowen, John. Michael Minor. 2002. *Perilaku Konsumen*. Jakarta: Erlangga.
- Dainton, Marianne and Zelle, E. D. (2011). *Applying Communication Theory for Professional Life: A Practical Introduction. 2nd Edition*. Thousand Oaks: SAGE Publications.
- Dewi, Janita. 2005. *Creating & Sustaining Brand Equity*. Yogyakarta: Amara Books.
- Djarwanto, Ps dan Pangestu Subagyo. 1994. *Statistik Induktif, Edisi Keempat*. Yogyakarta: BPFE.

- Dodds, William, B., Kent, B, Monroe, and Dhruv Grewal., 1991, Effects of Price, Brand, and Store Information on Buyers Product Evaluations, *Journal of Marketing Research*, Vol. 28, pp. 307-19.
- Fill, Chris. 1999. *Marketing Communications, contexts, contents, and strategies, Second Edition*. Hertfordshire : Prentice Hall.
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate Dengan Program SPSS*. Semarang: Badan Penerbit Universitas Diponegoro.
- Goyette, I., Richard, L., Bergeron, J. dan Marticotte, F. 2010. e-WOM Scale: Word-of-Mouth Measurement Scale for e-Services Context. *Journal of Administrative Sciences*, 27 pp. 5-23
- Guba, Egon G., dan Yvonna S. Lincoln. 1994. *Competing Paradigms in Qualitative Research, dalam Norman K. Denzini and Yvonna S. Lincoln (eds). Handbook of Qualitative Research*. California: Sage Publications.
- Hennig- Thureau, Thorsten, Kevin P. Gwinner, Gianfranco Walsh, dan Dwayne D. Gremler. 2004. Electronic Word-of –Mouth via Consumer-Opinion Platforms: What Motivates Consumers to Articulate Themselves on the Internet?. *Journal of Interactive Marketing*, 18 (1): 38-52.
- Huijbers, T. 1992. *Filsafat Hukum dan Lintasan Sejarah*. Yogyakarta: Kanisius.
- Hussain, Safdar, M. Umar Sultan, and Rana Muhammad Sohail Jafar. 2017. Impact of E-Service Quality on Purchase Intention Through Mediator Perceived

Value in Online Shopping. *Journal of Information Engineering and Applications*, 7.

Instagram [@aiceindonesia](https://www.instagram.com/aiceindonesia)

Keller, Kevin,. 2003. *Strategic Brand Management, Building Measurement and Managing Brand Equity*. Upper Sadle River: NJ Person Education Internasional.

Kennedy, John E dan Soemanagara, R.Dermawan. 2006. *Marketing Communication : Taktik Dan Strategi*. Jakarta: PT. Bhuana Ilmu Populer.

Knapp, Duane E. 2000. *The Brand Mindset*. Yogyakarta: Andi Offset.

Kotler, Philip dan Amstrong. 2004. *Dasar-Dasar Pemasaran Edisi Sembilan Jilid 1*. Jakarta: Indeks.

Kotler, Philip dan Keller, Kevin Lane. 2009. *Manajemen Pemasaran Edisi 13 Jilid 1*. Jakarta:Indeks.

Kriyantono, Rachmat. 2007. *Teknik Praktis Riset Komunikasi*. Jakarta:Kencana.

Littlejohn, Stephen W. dan Foss, Karen A. 2011. *Teori Komunikasi, Theories of Human Communication*. Jakarta: Salemba Humanika.

Mackenzie, Scott B. & Richard A. Spreng (1992), "How Does Motivation Moderate the Impact of Central and Peripheral Processing on Brand Attitude and Intentions," *Journal of Consumer Research* , 18(March):519-529.

- Marketeers Editor. 2015, Maret-25. Lezatnya Potensi Pasar Es Krim Indonesia. Marketeers Online. <https://marketeers.com/lezatnya-potensi-pasar-es-krim-indonesia/>. Diakses tanggal 20 Agustus 2019 pukul 18.15 WIB.
- Myers, S.C., 1975. The relation Between real and Financial Measures of Risk and Return. London Graduate School of Business Studies.
- Noor, J. 2012. *Metodologi Penelitian: Skripsi, Tesis, Disertasi dan Karya Ilmiah*. Jakarta: Prenadamedia Group.
- Rakhmat, Jalaludin. 1998. *Komunikasi Massa*. Bandung: PT Remaja Rosda Karya.
- Rao, A. R., & K.B. Monroe. 1989. The Effect of Price, Brand Name and Store Name on Buyers' Perceptions of Product Quality: An Integrative Review. *Journal of Marketing Research*, 26 (2): 351-357.
- Rucker, D. D., & Petty, R. E. 2006. Increasing the effectiveness of communications to consumers: Recommendations based on elaboration likelihood and attitude certainty perspectives. *Journal of Public Policy & Marketing*, 25: 39-52.
- Santoso, Singgih. 2000. *Buku Latihan SPSS Statistik Parametrik*. Jakarta: PT Elex Media Komputindo.
- Sekaran, Uma (2003). *Research Methods for Business, 3rd Edition*. New York: John Wiley & Sons Inc.
- Sugiyono. 2005. *Metode Penelitian Kualitatif*. Bandung:Alfabeta.

Sufren & Natanael, Y. 2014. *Belajar otodidak SPSS pasti bisa*. Jakarta: Elex Media Komputindo.

Sulaksana, Uyung. 2007. *Integrated Marketing Communication*. Yogyakarta: Pustaka Pelajar.

Sutisna. 2001. *Perilaku Konsumen dan Komunikasi Pemasaran*. Bandung: PT Remaja Rosdakarya.

Tjiptono, Fandy. 2005. *Pemasaran Jasa, Edisi Pertama*. Yogyakarta: Banyumedia Publishing.

Tuckwell, K. J. (2008). *Integrated Marketing Communications: Strategic Planning Perspectives 2nd Edition*. Toronto: Pearson Prentice Hall.

West Richard dan Lynn H. Turner. 2008. *Pengantar Teori Komunikasi: Analisis Dan Aplikasi. Buku 1 Edisi 3*. Jakarta: Salemba Humanika.

Widyoko, Eko Putro. 2012. *Teknik Penyusunan Instrumen Penelitian*. Yogyakarta: Pustaka Pelajar.

Wijanarko dan Susanto. 2004. *Power Branding*. Jakarta: Quantum Bisnis & Manajemen.

(<https://www.topbrand-award.com/>), diakses tanggal 20 Agustus 2019 pukul 18.32 WIB.

(<https://www.aice.co.id/about>), diakses tanggal 20 Agustus 2019 pukul 19.56 WIB.

<https://socialblade.com/instagram/user/aiceindonesia>), diakses tanggal 9
September 2019 pukul 20.08 WIB.

<https://socialblade.com/facebook/page/aiceindonesia>) diakses tanggal 9
September 2019 pukul 20.15 WIB.

<https://socialblade.com/twitter/user/aiceindonesia>) diakses tanggal 9 September
2019 pukul 20.34 WIB.

<https://socialblade.com/youtube/channel/UCmpXhMzd41rb7zulmJaMZiQ>)
diakses tanggal 9 September 2019 pukul 20.42 WIB.

<http://www.raosoft.com/samplesize.html>) diakses tanggal 9 September 2019 pukul
21.05 WIB.

<https://www.youtube.com/channel/UCmpXhMzd41rb7zulmJaMZiQ>) diakses
tanggal 20 September 2019 pukul 20.03 WIB.