



Hak cipta dan penggunaan kembali:

Lisensi ini mengizinkan setiap orang untuk mengubah, memperbaiki, dan membuat ciptaan turunan bukan untuk kepentingan komersial, selama anda mencantumkan nama penulis dan melisensikan ciptaan turunan dengan syarat yang serupa dengan ciptaan asli.

Copyright and reuse:

This license lets you remix, tweak, and build upon work non-commercially, as long as you credit the origin creator and license it on your new creations under the identical terms.

DAFTAR PUSTAKA

- Cheung, C. M., & Thadani, D. R. (2012). The impact of electronic word of mouth communication: A literature analysis and integrative model. *Journal of Decision Support Systems*, 54(1), 461-470.
- CV Astro. (2019). *Home : Sejarah Daikin di Dunia*. Retrieved from Ac Daikin Web site: <https://acdaikin.com/sejarah-daikin/>
- Daikin. (2012). *Tentang kami : Sejarah Daikin* . Retrieved from Daikin Website: <http://www.daikin.co.id/daikin-history>
- Johnson, E., & Russo, J. (1984). Product Familiarity and learning new information. *Journal of Consumer Research*, 11(1), 542-550.
- Koler, P., Burton, S., Deans, K., Brown, L., & Armstrong, G. (2013). *Marketing*. Australia: Pearson Education.
- Liang, T.-p., & Lai, H.-J. (2002, May). Effect of store design on consumer purchase: an empirical study of on-line bookstores. *Journal of Information & Management*, 39(6), 431-444.
- Lin, L.-Y., & Zhen, J.-H. (2005). Extrinsic product performance signaling, product knowledge and customer satisfaction: an integrated analysis – an example of notebook consumer behavior in Taipei city. *Management Review*, 12(1), 65-91.
- Mariadoss, B. J., Milewicz, C., Lee, S., & Sahaym, A. (2014, January). Salesperson competitive intelligence and performance: The role of product knowledge and sales force automation usage. *Industrial Marketing Management*, 43(1), 136-145.
- Marks, L. J., & Olson, J. C. (1981). Toward a Cognitive Structure Conceptualization of Product Familiarity . *Advance in Consumer Research* , 8, 145-150.
- Masniati. (2014, 01 27). Retrieved from Tribun Timur: <https://makassar.tribunnews.com/2014/01/27/daikin-resmikan-kantor-cabang-di-makassar>
- Masniati. (2014, 01 27). (Tribun-Timur) Retrieved 07 09, 2019, from <https://makassar.tribunnews.com/2014/01/27/daikin-resmikan-kantor-cabang-di-makassar>
- Mitrawarga.Indonetwork. (2019, 11 20). *PT. Mitra Warga*. Retrieved from <https://mitrawarga.indonetwork.co.id>
- Multi-S Exhibition . (2016, October 7). *Berita & Artikel : Multi-S Exhibition* . Retrieved July 24, 2019, from Multi-S Exhibiton Web Site : <http://www.daikin.co.id/blog/multi-s-exhibition>
- Octa, A. (2017, December 9). Retrieved from Distriusi pemasaran.com: <https://distribusipemasaran.com/11-point-penting-dari-product-knowledge-yang-wajib-diketahui-salesman/>
- Park, C., & Lesig, V. (1981). Familiarity and its impact on consumer decision biases and heuristics. *Journal of Consumer Research* , 8(2), 223-230.
- PT. Daikin Airconditioning Indonesia . (2014, December 8). *Berita & Artikel: Daikin Palembang Branch Opening* . Retrieved July 24, 2019, from PT. Daikin Airconditioning Indonesia Web site: <http://www.daikin.co.id/blog/daikin-palembang-branch-opening>
- PT. Daikin Airconditioning Indonesia . (2016, February 1). *Berita & Artikel: Daikin Tangerang Branch Opening* . Retrieved July 24, 2019, from PT. Daikin Airconditioning Indonesia Web Site: <http://www.daikin.co.id/blog/daikin-tangerang-branch-opening>

- Sejuk, c. a. (2016, 06 02). Retrieved from <http://alvagrahasejuk.com/tujuan-manfaat-ac-kehidupan/>
- Wahyuningtias, A. (2013, 09 27). (MNC MEDIA) Retrieved from Okefinance:
<https://economy.okezone.com/read/2013/09/27/320/873124/masuk-pasar-indonesia-merek-daikin-belum-terkenal>
- Wahyuningtias, A. (2013, 09 27). (Okezone) Retrieved 07 09, 2019, from Oke Finance:
<https://economy.okezone.com/read/2013/09/27/320/873124/masuk-pasar-indonesia-merek-daikin-belum-terkenal>
- Wahyuningtias, A. (2013, 09 27). *Masuk Pasar Indonesia, Merek Daikin Belum Terkenal*. Retrieved from Oke finance:
<https://economy.okezone.com/read/2013/09/27/320/873124/masuk-pasar-indonesia-merek-daikin-belum-terkenal>
- Wang, W. M. (2001). The study of virtual community and experience, internet proficiency, product knowledge and information search cost on consumer perceived risk: an example of Pc game soft.
- Warga, P. M. (2018, 09 13). Retrieved from Indonetwork.co.id:
<https://mitrawarga.indonetwork.co.id>