

DAFTAR PUSTAKA

- Firmansyah, M. A. (2020). *Komunikasi pemasaran* (N. F. Hariyanto, Layout; D. N. Loka, Desain Sampul; Tim Qiara Media, Ed.). Qiara Media from <file:///C:/Users/aurel/Downloads/BukuKomunikasiPemasaran.pdf>
- Alyahya, M., Agag, G., Aliedan, M., & Abdelmoety, Z. H. (2023). Understanding the factors affecting consumers' behaviour when purchasing refurbished products: A chaordic perspective. *Journal of Retailing and Consumer Services*, 75(April). <https://doi.org/10.1016/j.jretconser.2023.103492>
- Belch, G. E., & Belch, M. A. (2018). *Advertising And Promotion: An Integrated Marketing Communications Perspective* (11th Ed). New York: Mcgraw-Hill/Irwin.
- Lavidge, R. J., & Steiner, G. A. (1961). A Model for Predictive Measurements of Advertising Effectiveness. *Journal of Marketing*.
- Clow, K. E., & Baack, D. (2016). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.
- Solomon, R. (2016). *The art of client service: The Classic Guide, Updated for Today's Marketers and Advertisers*. John Wiley & Sons.
- Blakeman, R. (2023). *Integrated marketing communication: creative strategy from idea to implementation*. Rowman & Littlefield.
- Ogilvy, D. (2004). *Confessions of an Advertising*. London: Southbank Publishing.
- Panatagama, A. (2023, May 16). *Menerapkan Competitive Analysis untuk Bertahan di Era Persaingan*. Terralogiq. Retrieved May 28, 2024, from <https://terralogiq.com/competitive-analysis/>
- Schaffer, N. (2020). *The Age of Influence*. HarperCollins Leadership. Retrieved from https://www.google.co.id/books/edition/The_Age_of_Influence/6XGeDwAAQB-AJ?hl=en&gbpv=1&dq=what+is+influencer+marketing+and+how+does+it+work&printsec=frontcover
- Pardun, Carol. J. (2019). *Advertising Account Planning: New Strategies in the Digital Landscape*. Rowman & Littlefield.
- Andrews, J. C., & Shimp, T. A. (2017). *Advertising, promotion, and other aspects of integrated marketing communications* (10th ed.). Cengage Learning.