

Organized:



# THIC

## Tourism Hospitality International Conference

Co-organizer:



Pusat Pengajian Pengurusan  
Pelancongan, Hospitaliti  
dan Alam Sekitar

SCHOOL OF TOURISM, HOSPITALITY  
AND ENVIRONMENTAL MANAGEMENT

Universiti Utara Malaysia

# CERTIFICATE

It's hereby certified that

**Sri Hartini**

Has contribution as a **Presenter**

in Tourism & Hospitality International Conference

which is held on November 19<sup>th</sup> & 20<sup>th</sup>, 2015

at Ciputra University, Surabaya

**“Dimensions of Entrepreneurship in the Planning, Development  
and Management of Tourism and Hospitality Industry”**

Lexi Pranata Budidharmanto Limbing, S.Kom., M.M.  
Head of THIC

Ir. Tony Antonio, M.Eng.  
Chairman of THIC





**Proceeding**

Tourism Hospitality International Conference (THIC)

Surabaya, Indonesia

On 19<sup>th</sup>-20<sup>th</sup> 2015

Website : [IEHTIC.com](http://IEHTIC.com)

E-mail : [ihtb.conference@ciputra.ac.id](mailto:ihtb.conference@ciputra.ac.id)

**REVIEWER**

Prof Dr. F.Danardana M., M.M., Universitas Ciputra, Indonesia

Dr. Christina Whidya Utami, M.M., Universitas Ciputra, Indonesia

Prof Pedro Quelhas Brito, University of Porto, Portugal

Prof Laszlo Jozsa, Szechenyi Istvan University, Hungary

Prof. S. Pantja Djati, Indonesian Christian University, Indonesia

Dr. Halimin Herjanto, Mckendree University, USA

Dr. Michael Adiwijaya, Petra Christian University, Indonesia

Dr. Sri Hartini, Airlangga University, Indonesia

Dr. Sudiyanti, Gadjah Mada University, Indonesia

Dr. Purwanto, WR Supratman University, Indonesia

Dr. Pawana, UPN Veteran University, Indonesia

Dr. Diah Tulipa, Widya Mandala University, Indonesia

Dr. Noviaty Kresna, University of Surabaya, Indonesia

Prof. Jean M Sampson, McKendree University, USA

Dr. Edwin Rajah, Sultan Qaboos University, Oman

Assistant Professor Supawadee Photiyarach, Prince Songkla University, Thailand

Prof. Ir. Hari Purnomo, App.Sc.Ph.D, Universitas Brawijaya, Indonesia

Dr. Yusak Anshori, M.M., Universitas Ciputra, Indonesia

Dr. Agus Trihartono, Ritsumeikan University, Japan

Copyright © 2015 by the authors and publisher. All right reserved. No part of this publication may be reproduced or distributed in any form or by any means, or stored in a database or retrieval system, without the prior written consent of the authors and publisher, including, but not limited to, in any network or other electronic storage or transmission, or broadcast for distance learning.

**Supported by:**



ISBN 978-983-2078-83-8

## RUN DOWN - TOURISM & HOSPITALITY INTERNATIONAL CONFERENCE

DAY 1	TIME	ACTIVITY	Venue	
<b>19 Nov, Thursday</b>	08.00-09.00	Registration	Pre-Function Auditorium 7th Floor	
		Early Coffee-Tea Break		
	09.00-10.40	Welcoming Address by THIC Conference Chair	Auditorium/Theater 7th Floor	
		Opening Ceremony:		
		- Indonesia Ministry of Tourism & Culture: Dr. Wisnu Bawa Tarunajaya, SE, MM (Deputy Assistant for Tourism Human Resources Development)		
		- Operational Director of Universitas Ciputra : Victor Effendi		
		- AirAsia Representative		
		Cultural Show:		
		- Indonesia		
	10.40-11.20	Keynotes Speaker 1: Prof.DR.Roger Marshall, B.Comm., M.Comm. (Auckland University of Technology)		
	11.20-12.00	Keynotes Speaker 2: Asse.Prof.DR.Basri Rashid (Universiti Utara Malaysia) - Consumption Emotion in Post Visit Experience Judgement		
	12.00-13.00	Lunch	Pre-Function Auditorium 7th Floor	
	13.00-15.00	<b>Parallel Session 1A: Branding and Image</b>		UC.704
		<b>NAME</b>	<b>TITLE OF PAPER</b>	
		1. Noor Suhaila Binti Yusof and K.I. Ramli	Images of Malaysia as a Tourist Destination: Psychological/Functional versus Attribute/Holistic	
	2. Ketwadee Madden, Basri bin Rashid and Noor Azimin Zainol	Destination Image : A Review of Literature on Measurements and Antecedents		
	3. Aulia Iefan Datya, Wayan Weda Asmara Dewi	Instagram As A motive For Promotion Media Of Tourism Bali		
	4. Putu Chris Susanto	Spesific Naming Patterns of Star Hotels in Bali		
	5. Putu Chrisma Dewi	A Semiotic Analysis of Logo "BALI CLEAN AND GREEN"		
	6. Thomas S. Kaihatu	The Influence of Shopping Mall Attributes and Self-congruity Towards Customer Loyalty at Ciputra World Surabaya		

13.00-15.00	<b>Parallel Session 1B: Rural Tourism, Community-based tourism, Eco-tourism, Heritage and Cultural Tourism</b>		UC.705
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Sarodjini Imran, Yustisia Pasfatima Mbulu, Nungky Puspita	Development of Tourism Plan and Product Package Using Community Based Tourism (Case Study Tamansari Ciapus Bogor)	
	2. I Gusti Bagus Rai Utama	Eco-Tourism for Increasing The Interest of Forestry Education in Bali-Indonesia	
	3. I Gusti Bagus Rai Utama and I Wayan Ruspindi Junaedi	Positioning Eco-tourism Objects for Improving Image of Bali Indonesia as an International Tourist Destination	
	4. Gabriela Anindya Santika	Destination Management of Prambanan Temple and Ratu Boko Palace	
	5. I Gusti Ngurah Alit Widana Putra, ST., M.Eng and I Gusti Ngurah Manik Nugraha, ST., MM.	Computerized Monthly Fee Payment Systems for Business and Company Based Client - Server (Experimental Study on Village Government Dauh Puri Klod)	
	6. Dian Yulie Reindrawati	Passive Participation in Tourism Planning : Evidences from Madura Island, Indonesia	
13.00-15.00	<b>Parallel Session 1C: Tourism and Hospitality Product Development</b>		UC.706
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Putu Steven Eka Putra	Belantih Village as a Potential Alternative Tourism Destination in Kintamani, Bangli, Bali	
	2. Nontipak Pianroj	Type of Samui Green Island Tourism : The Perspective of Tourism Agencies	
	3. Fahrurozy Darmawan	Tourist Perception On Historic City : The Case of Kota Tua Jakarta	
	4. Dermawan Waruwu	Development of Tourism Attraction in Bawomataluo Village South Nias, North Sumatra	
	5. Jaya Pramono	The Factors Of Worship Places As Profitable and Sustainable Tourism Object	
	6. Halimin Herjanto, Elizabeth Erickson, Nicole Fung Calleja	Home Away from Home : A Business Travelers Perspective	
15.00-15.30	Afternoon Coffee-Tea Break		Pre-Function Auditorium 7th Floor



15.30-17.30	<b>Parallel Session 2A: Language, Culture, Value and Globalization</b>		UC.704
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Made Arya Astina & Ketut Muliadisa	Balinese Cultural Terms Translated Into English (Plus Poster)	
	2. Rita Margaretha Setianingsih, Andora Yusuf Ahmad and Zaitun	Pustaka Lak-Lak : Shows The Language and The Alphabet In North Sumatera Province	
	3. Ni Nyoman Tri Sukarsih & Yohanes Kristianto	Linguistic Landscape in Tourism Area : A Case Study of Languages on Commercial Signs on Legian Street Kuta Bali	
	4. Edwin Adrianta Surijah	Indigenous Balinese Love Styles: Exploring Chapman's Love Languages in Bali	
	5. Nararya Narottama	The Existence of Balinese Diaspora In Europe : The Process of Formation of Cultural Identity And Tourism Promotion (Case Study of Sekar Jagat Indonesia in Paris, France)	
15.30-17.30	<b>Parallel Session 2B: Tourism Education</b>		UC.705
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Ahmad Edwin Mohamed and Fadzli Shah Abd Aziz	Promoting Public Universities As Edutourism Attractions: A Case of Universiti Utara Malaysia	
	2. Kamal Izzuwan Ramli, Nurhazani Mohd Shariff, Rozila Ahmad and Azlan Zainol Abidin	Motivational Factors to the Completion of PhD – From the Malaysian Students' Perspective	
	3. Yeyen Komalasari	Effect of Entrepreneurial Characteristics and The Environment to Entrepreneurship Motivation Of Students Public and Private University in Bali	
	4. Ni Luh Supartini	The Analysis of Communication Strategies Used By Students in Bussiness Hospitality Class of Bali Tourism Institute	
	5. Agustiono, SE., MSc	The Internationalization Approach of IBM International Class of Ciputra University : Superficial or Contextual	
15.30-17.30	<b>Parallel Session 2C: Entrepreneurship in Tourism &amp; Hospitality Business</b>		UC.706
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Jirayuth Chantanaphant and Yuwadee Leeben	Impact of Entrepreneurship on the Tourism Identity	
	2. Damelina Basauli Tambunan	Exploration of Entrepreneurial Marketing Characters of Food Stalls' Owners in Surabaya	

	3. Christiani Endah Poerwati and I Made Elia Cahaya	Introduction to Entrepreneurship in Early Childhood Through the "Market Day" Activity	
	4. Komalawati	Woman Empowerment Through Vertically Integrated Business Venture In Petang-Badung, Bali	
	5. Lexi Pranata Budidharmanto Limbing & Monika Teguh	The Methods To Build Customer Trust in Housekeeping Business	
	6. Steffi Azali & Michael Adiwijaya	Research Proposal: Relationship Model For Strategic Purchasing, Supplier Relationship, And Communication System Toward Organizational Performances Of Hotel Industry in Surabaya	
	7. Yudhi Permana IKM	When Entrepreneur Visions Conquered Tourism Apocalypse Fatigue	
17.30-18.30	On the Way to Surabaya Mayor's Residence		
18.30-20.00	Dinner		Jl.Sedap Malam 1
20.00-21.00	On the Way back to Universitas Ciputra Surabaya		

\* Tentative

Day 2	Time	Activity		Venue
20 Nov, Friday	08.00-10.00	<b>Parallel Session 3A: Food Studies and Food Security</b>		UC.704
		<b>NAME</b>	<b>TITLE OF PAPER</b>	
		1. Muhamad Shah Kamal Ideris, M.S.M Fauzi, Dr. Noor Azimin Zainol and A. Ramely	Customer Satisfaction on The Quality of Food in Arabic Restaurant	
		2. I.B.A. Yogeswara I., I.G.A Wita K1., N, W, Nursini I	Antibacterial Activity of L.acidophilus FNCC 0051 In Fermented Soymilk Against FoodBorne - Disease Bacteria	
		3. Dr. Noor Azimin Zainol, Rozila Ahmad & Muhamad Shah Kamal Ideris	Developing a Structured Cost Control Code of Practice for Malaysian Foodservice Entrepreneurs	
	08.00 - 10.00	<b>Parallel Session 3B: Legal Issue and Tourism Policy &amp; Cluster 18 (Event Industry)</b>		UC.705
		<b>NAME</b>	<b>TITLE OF PAPER</b>	
		1. Ety Kongrat and Tuti Herawaty	Core Competency Lombok Destination and Utilization of Opportunities As A Mice Destination	
		2. Christina L. Rudatin	The Effect of Peripheral Conference Service on Conference Attendees Loyalty to The Host Destination and The	

		Moderating Effect of Novelty Seeking	
	3. Nattamon Ratcharak	Sustainable Tourism Management : Case Study for Amphawa Floating Market, Thailand	
	4. Trianasari	The Sustainability of Hotel CSR Activities : A Comparison Study in Bali	
	5. Ngatemin & Rahmat Darmawan	Impact of Liquidity and Profitability to The Capital Structure at the Tourism Industry Sector Companies Listed on The Indonesia Stock Exchange	
08.00 - 10.00	<b>Parallel Session 3C: Branding and Image</b>		
	<b>NAME</b>	<b>TITLE OF PAPER</b>	
	1. Komang Trisna Pratiwi Arcana, Kadek Wiweka	The Impact of Managing Sustainable Event and The Contribution to The Formation of Destination Image at Nusa Dua Resort, Bali	
	2. I Made Adhi Gunadi	Destination choice on social media posting and its relation to Plog's tourist psychographic	
	3. Gerson Feoh, Agus Tommy Adi Prawira Kusuma	Evaluation of Sixty Website Villa In Bali Best Value Using Framework Purpose HO	
	4. Sri Hartini, Rosa Silvana	Relationships Between Advertising Intrusiveness, Advertising Irritation, Attitudes Toward The Ad, Attitudes Toward The Brand, And Purchase Intention On The Youtube Videos Online	
	5. Agung Suryawan Wiranatha and I Gusti Ayu Oka Suryawardani	Authenticity: Key Success in Destination Marketing of Bali Tourism	
10.00 - 10.15	Morning Coffee-Tea Break		Pre-Function Auditorium 7th Floor
10.15 - 11.00	Keynotes Speaker 3: Asst.Prof.Supawadee Photiyarach (Coordinator of Tourism Industry Research Project, Thailand Research Fund & Kasetsart Thailand)		
11.00 - 11.45	Keynotes Speaker 4: DR.Halimin Herjanto, B.Bus., M.Bus., MPBS (McKendree University) - Business Travelers' Satisfaction: Panamanian Perspective		Auditorium/Theater 7th Floor
11.45 - 12.00	Closing Speech: Lexi Limbing (Director of Conference)		
12.00 - 12.30	Break Time		Pre-Function Auditorium 7th Floor
12.30 - 12.45	Prepare going to Trowulan		

UC.706



12.45 - 13.00	All participants ready on the bus and preparing for lunch box	
13.00 - 15.00	On the Way to Trowulan	
15.00 - 17.00	Majapahit Temple Tour	
17.00 - 17.30	On the way to Brahu Temple	Trowulan, Mojokerto Brahu Temple
17.30 - 18.15	Break Time	
18.15 - 18.35	Welcoming and opening ceremony	
18.35 - 18.40	Opening Speech by MC	
18.40 - 18.50	Testimony and speech from participant.	
18.50 - 19.00	Key note speaker awarding	
19.00 - 19.15	Best paper and presentation announcement	
19.15 - 19.25	Closing Speech: Ir. Yohanes Somawiharja, M.Sc. (Dean of Tourism Faculty Universitas Ciputra Surabaya)	
19.25 - 20.30	Gala Dinner	
20.30 - 20.45	All participants ready on the bus	
20.45 - 21.00	Final Checking for all participants	
21.00 - 23.00	On the way back to Surabaya	



## **Preface**

This proceeding of the 3<sup>rd</sup> Tourism and Hospitality International Conference (THIC) which was held in Surabaya on 19 – 20 November 2015 was peer reviewed by the THIC board of reviewers.

THIC is the place for tourism and hospitality peoples to share ideas on tourism and hospitality especially in Asia Pacific. It is an international conference which initiated by Universiti Utara Malaysia in collaboration with Universitas Ciputra and Prince of Songkla University.

In 2012, THIC was held for the first time in Kuala Lumpur. The first theme of THIC is “Issues and Challenges in Tourism and Hospitality Resources” and followed by participants from some countries such as Indonesia, Nigeria, China, Taiwan, Bangladesh, New Zealand and Malaysia itself. The 2<sup>nd</sup> THIC was held in Langkawi in 2014 with theme “Dimensions of Sustainability theme in the Planning, Development and Management of Tourism and Hospitality Industry”.

The main theme of the 2015 conference is on “Dimensions of Entrepreneurship in the Planning, Development and Management of Tourism and Hospitality Industry”. The conference focuses on the following topics:

1. Entrepreneurship in Tourism
2. Entrepreneurial Hospitality Business
3. Green Tourism and Hotel Practices
4. Rural Tourism
5. Community-based Tourism
6. Eco-tourism, Heritage and Cultural Tourism
7. Tourism and Hospitality Product Development
8. Tourist Experience and Human Interactions
9. Public-private Partnership in Tourism and Hospitality
10. Innovations in Government and the Industry
11. Food Studies and Food Security
12. Hotel and Foodservice Engineering
13. Anthropology of Food and Gastronomy Studies
14. Corporate Social Responsibilities
15. Legal Issues and Tourism Policy
16. Transportation
17. Supply Chain
18. Event Industry
19. Branding and Promotion
20. Language, Culture, Value and Globalization

This conference is expected to be a valuable forum for the dissemination of research findings and stimulation of discussions on trends and prospects of entrepreneurship and its implications in the planning, development and management of tourism and hospitality industry.

Surabaya, 28 October 2015

THIC 2015  
Conference Director

## **Table of Content**

<b>PROCEEDING INFO</b> .....	i
<b>PROGRAMME RUNDOWN</b> .....	ii
<b>PREFACE</b> .....	viii
<b>TABLE OF CONTENT</b> .....	ix
<i>Authenticiy : Key Success in Destination Marketing of Bali Tourism</i> .....	1
A S. Wiranatha, I G.A.O. Suryawardani	
<i>The Internationalization Approach of IBM International Class of Ciputra University : Superficial or Contextual</i> .....	11
Agustiono	
<i>Instagram As a Motive Promotion Media of Tourism in Bali</i> .....	18
Aulia Iefan Datya, Wayan Weda Asmara Dewi	
<i>Introduction to Entrepreneurship Early Childhood Through The “Market Day” Activity</i> .....	26
Christiani Endah Poerwati, I Made Elia Cahaya	
<i>Development of Tourism Attraction in Bawomatalo Village South Nias, North Sumatra</i> .....	34
Dermawan Waruwu	
<i>Core Competency Lombok Destination and Utilization of Opportunities as a Mice Destination</i> .....	42
Etty Kongrat, S.E, M.Si., Tuti Herawaty S.E, M.M	
<i>Evaluation of Sixty Website Villa in Bali Best Value Using Framework Purpose HO</i> .....	50
Gerson Feoh, Agus Tommy Adi Prawira Kusuma	
<i>Destination Image : A Review of Liberature on Measurements and Antecedents</i> .....	58
Ketwadee Madden, Basri Rashid, Noor Azimin Zainol	
<i>Customer Satisfaction on The Quality of of Food in Arabic Restaurant</i> .....	68
M.S.K. Ideris, M.S.M Fauzi, N. A. Zainol and A. Ramey	
<i>The Existence of Balinese Diaspora in Europe the Process of Formation of Cultural Identity and Tourism Promotion (Case Study Of Sekar Jagat Indonesia in Paris, France)</i> .....	76
Nararya Narottama	



<i>Impact of Liquidity and Profitability to The Capital Structure at The Tourism Industry Sector Companies Listed on The Indonesia Stock Exchange.....</i>	82
Ngatemin & Rahmat Darmawan	
<i>The Analysis of Communication Strategies Used by Students in Bussiness Hospitality Class of Bali Tourism Institute.....</i>	89
Ni Luh Supartini	
<i>Developing a Structured Cost Control Code of Practice for Malaysian Foodservice Entrepreneurs.....</i>	99
N.A.Zainol, R.Ahmad and M.S.K.Ideris	
<i>Specific Naming Patterns of Star Hotels in Bali.....</i>	105
Putu Chris Susanto	
<i>Semiotic Analysis of Bali Clean &amp; Green Campaign.....</i>	112
Putu Chrisma Dewi, Putu Chris Susanto	
<i>Effect of Entrepreneurial Characteristics and The Environment to Entrepreneurship Motivation of Public and Private University Studenta in Bali.....</i>	118
Yeyen Komalasari	
<i>Exploration of Entrepreneurial Marketing Characters of Food Stalls' Owners in Surabaya.....</i>	124
Damelina B. Tambunan	
<i>The Effect of Peripheral Conference Service on Conference Attendees Loyalty to The Host Destination and The Moderating Effect of Novelty Seeking.....</i>	129
Christina L Rudatin	
<i>Impact of Entrepreneurship on The Tourism Identity.....</i>	136
Jirayuth Chantanaphant* and YuwadeeLeeben	
<i>Tourist Perception on Historic City: The Caseof Kota Tua Jakarta.....</i>	142
Fahrurozy Darmawan	
<i>Type of Samui Green Island Tourism The Perspective of Tourism Agencies.....</i>	148
Dr.Nontipak Pianroj, Dr.Siripat Chodchuang, Dr.Nattamon Ratcharak, Dr.Weerasak Kongrithi	

<i>Motivational Factors to The Completion of PhD – From The Malaysian Students' Perspective.....</i>	151
Kamal Izzuwan Ramli , Nurhazani Mohd Shariff, Rozila Ahmad	
<i>Sustainable Tourism Management Case Study for Amphawa Floating Market, Thailand.....</i>	158
Nattamon Ratcharak, Ph.D	
<i>Images of Malaysia as a Tourist Destination: Psychological/Functional Versus Attribute/Holistic.....</i>	163
N.S. Yusof, K.I. Ramli	
<i>Destination Management of Prambanan Temple and Ratu Boko Palace.....</i>	173
Gabriela Anindya Santika	
<i>Development of Tourism Plan and Product Package Using Community Based Tourism (Case Study Tamansari Ciapus Bogor).....</i>	184
Sarodjini Imran, Yustisia Pasfatima Mbulu, Nungky Puspita	
<i>Antibacterial Activity of L.acidophilus FNCC 0051 in Fermented Soymilk Against Foodborne – Disease Bacteria.....</i>	193
I.B.A. Yogeswara, I.G.A Wita Kusumawati., N, W, Nursini	
<i>Pustaka Lak-Lak: Shows The Language and The Alphabet in North Sumatera Province.....</i>	200
Rita Margaretha Setianingsih · Zaitun· Andora Yusuf Ahmad	
<i>Woman Empowerment Through Vertically Integrated Business Venture in Petang-Badung, Bali.....</i>	209
Komalawati	
<i>Eco – Tourism for Increasing The Interest of Forestry Education in Bali-Indonesia.....</i>	214
I Gusti Bagus Rai Utama	
<i>Linguistic Landscape in Tourism Area: A Case Study of Languages on Comercial Signs on Legian Street Kuta Bali.....</i>	220
Yohanes Kristianto, Ni Nyoman Tri Sukarsih	
<i>The Impact of Managing Sustainable Event and The Contribution to The Formation of Destination Image at Nusa Dua Resort, Bali.....</i>	226
Komang Trisna Pratiwi Arcana and Kadek Wiweka	
<i>The Methods to Build Customer Trust in Housekeeping Busines.....</i>	231
M.Teguh and L.P.B. Limbing	



<i>Computerized Monthly Fee Payment Systems for Business and Company Based Client – Server (Experimental Study on Village Government Dauh Puri Klod.....</i>	237
I Gusti Ngurah Alit Widana Putra, I Gusti Ngurah Manik Nugraha	
<i>Indigenous Balinese Love Styles: Exploring Chapman's Love Languages in Bali.....</i>	244
Edwin Adrianta Surijah	
<i>Home Away From Home: A Business Travelers' Perspective.....</i>	249
Herjanto Halimin, Elizabeth Erickson, Nicole Funf Calleja	
<i>Destination Choice on Social Media Posting and Its Relation to Plog's Tourist Psychographic.....</i>	254
Made Adhi Gunadi	
<i>The Sustainability of Hotel CSR Activities: A Comparison Study in Bali.....</i>	261
Trianasari	
<i>Belantih Village as a Potential Alternative Tourism Destination in Kintamani, Bangli, Bali.....</i>	270
Putu Steven Eka Putra	
<i>Balinese Cultural Terms Translated Into English.....</i>	280
Made Arya Astina and Ketut Muliadiasa	
<i>Promoting Public Universities as Edutourism Attractions: A Case of Universiti Utara Malaysia.....</i>	286
Ahmad Edwin Mohamed, Fadzli Shah Abd Aziz, Sharina Samsudin	
<i>The Factors of Worship Places as Profitable and Sustainable Tourism Object.....</i>	294
Jaya Pramono	
<i>Positioning Eco-Tourism Objects for Improving Image of Bali Indonesia as an International Tourist Destination.....</i>	302
I Gusti Bagus Rai Utama, I Wayan Ruspendi Junaedi	
<i>Passive Participation in Tourism Planning: Evidences from Madura Island, Indonesia.....</i>	310
Dian Yulie Reindrawati	
<i>Relationships Between Advertising Intrusiveness, Advertising Irritation, Attitudes Toward the Ad, Attitudes Toward the Brand and Purchase Intention on The Youtube Videos Online.....</i>	319
Hartini, Sri, Rosa Silvana	

<i>The Influence of Shopping Mall Attributes and Self-Congruity Towards Customer Loyalty at Ciputra World Surabaya.....</i>	<i>329</i>
Thomas S. Kaihatu	
<i>Research Proposal: Relationship Model for Strategic Purchasing, Supplier Relationship and Communications System Toward Organizational Performances of Hotel Industry in Surabaya.....</i>	<i>337</i>
Michael Adiwijaya, Steffi Azali	
<i>When Entrepreneur Visions Conquered Tourism Apocalypse Fatigue.....</i>	<i>347</i>
YudhiPermana IKM	





## **RELATIONSHIPS BETWEEN ADVERTISING INTRUSIVENESS, ADVERTISING IRRITATION, ATTITUDES TOWARD THE AD, ATTITUDES TOWARD THE BRAND, AND PURCHASE INTENTION ON THE YOUTUBE VIDEOS ONLINE**

Hartini,Sri and Rosa Silvana  
Management Department, Economic and Business Faculty, Airlangga University  
Email hartini\_unair@yahoo.com

### **Abstract**

Marketing communication is communication which is used by companies in order to inform, introduce, and persuade consumers about products or services they offered. Choosing a type of marketing communication is an important aspect in building consumers' perception. Advertisement is one of marketing communication. The development of technology spreads in advertising area and makes it varied. Online mid-roll advertisement is one of them. It is an advertisement in the form of audio-visual which appears in the middle of you tube video. This study aimed to know the influence of interference (intrusiveness) on attitude toward the ad and attitude toward the brand and its impact on consumer purchase intention through consumer irritation. This study used quantitative approach and path analysis. The result showed that the intrusiveness significantly influenced attitude toward advertisement which continuously influenced attitude toward the brand. This also influenced consumers' purchase intention.

*Keywords: intrusiveness, irritation, attitude toward thead, attitude toward the brand, purchase intention*

### **INTRODUCTION**

Utilizing internet technology as a means of communication makes internet advertising media become more diverse and interesting. Online video advertising is a form of communication in the form of advertisement that aired a video featuring audio and visual as well as advertising on television. This video ad couldbe seen in social media. YouTube is a social media site with video sharing basis. This ad appeared before (pre-roll) and for video delivery (mid-roll). Video ads that appear in the middle of impressions has the advantage of getting more attention from consumers. Attention is obtained when users have to preview the ad before it can play the video back. Attention that is given by the consumer will be a hope for advertiser so that consumers can recognize and remember the brand or product contained in the advertisement (Brand Awareness).

The advantages offered by this advertising does not necessarily make it an effective medium to deliver products to consumers. In a study conducted by (Li et al. 2002), states that intrusive as a psychological reaction to the perceived advertising disrupt cognitive processes of consumers. The disruption of which is the volume, duration and size as well as the media schedule (frequency and clutter) that can cause intrusiveness.

Ha (2008), argued that the ads that are strategically located high will cause interference. Aaker and Bruzzone (1968) found that, "annoying ads for too long, too hard or too large will cause Irritation". Ad placement contained in the online video advertising causes a feeling disturbed because these ads are forced or called by irritation. Irritation is the emotional feelings that arise as a result of feeling disturbed received by users. Schiffman and Kanuk (2004:256)

says that every consumer will form a variety of feelings (affect) and thinking (cognition) as of an ad. Mowen and Minor (2002: 378) stated in the advertisement refers to the attitude of joy or general lack of consumer's favorite on certain advertising stimuli during the advertising exposure. Emotions generated by advertising (positive affection and negative affection) influence attitudes toward advertising (Mowen and Minor, 2002: 378). Feeling disturbed about the ad would make the users do not like the ads that lets users conduct their aversion to these ads, so the purpose of these ads may not be delivered completely. Kotler and Keller (2012: 238) stated that consumer's attitudes toward the brand as a function of confidence in the evaluation of the product or brand and or certain attitude. Showing this belief gave rise to be the main focus of marketers because the attitude is considered as the belief that will drive consumers to purchase intention. In a study conducted by Mackenzie, Lutz, and Belch (1986), found a relationship between attitudes toward the ad, brand attitude, and purchase intention of consumers

### III. THEORETICAL MODEL AND HYPOTHESIS

#### *Intrusiveness*

Li et al. (2002) suggests that consumers receive advertisements disorder may be the volume, length or size and schedule broadcast media. Online video ads that are on YouTube has a good ad placement before the main video and in the middle of impressions. Furthermore (McCoy et al. 2008) state that intrusiveness means the ability of advertising to interrupt the user who made their minds distracted. Intrusiveness is a measure of how much unwanted advertisements will cause disruption to consumers. McCoy et al. (2008) state that the ads that interfere with the primary purpose of consumers would cause greater interference. In other words that are not expected consumer advertising will make consumers feel annoyed.

#### *Irritation*

Li et al. (2002) suggest that the annoying ads often described as "provoking, causing momentary displeasure, and impatience". Annoying ads will cause resentment and impatience for a moment. McCoy et al. (2008) state that the irritation was feeling disturbed consumers arising from interrupt ads. According to (Edward et al. 2002) irritation is possible emotional reactions and avoidance is the result of behavior that may be made by consumers in response to annoying ads.

McCoy et al. (2008) state that there is a positive relationship between intrusiveness with consumer's perceived irritation. If an ad is considered a nuisance (intrusiveness) and feeling disturbed (irritation) develops, it will affect the attitude toward advertising and consumers will give a negative attitude.

***H1: Intrusiveness ads effect on the irritation consumers.***

#### *Attitudes toward the Advertising*

Consumers form a variety of feelings (Affect) and thoughts (cognitions) as a result of advertising exposure that will affect consumer attitudes toward advertising (Schiffman and Kanuk, 2007: 241). In the affective reaction to the consumer is feeling happy or not happy for ads, whereas the cognitive element is the brainchild of the consumer to any information that is displayed by an advertisement. Mowen and Minor (2002: 378) that the attitude toward the



ad refers to the preferences or the general lack of consumer's favorite on certain advertising stimuli during the advertising exposure. Emotions generated by advertising (positive and negative affection) influence attitudes toward advertising (Mowen and Minor, 2002: 378).

Hernandez et al (2004) suggests that high levels of irritation associated with a decrease in the effectiveness of an ad. Hernandez et al. (2004) suggest that the effectiveness of an ad has a strong relationship with the consumer attitudes toward advertising. The level of irritation of an ad can influence consumer attitudes toward advertising ( Morimoto and Chang 2006)

***H2 : consumer irritation effect on consumer attitudes toward the ad***

Morimoto and Chang (2006) state that intrusiveness is one of the things that affect consumer's attitudes. From these definitions it can be said that the interference received by consumers will affect consumer's attitudes toward the ad. Ha (1996) states that intrusiveness have a negative effect on attitudes toward the ad. Consumers tend to have a negative attitude toward the ad or even avoid the ads (avoid) that if when they feel that they do not want ads (Li, Edwards and Lee 2002).

***H3 : Intrusiveness effect on consumer attitudes toward the ad***

*Attitude toward the Brand*

toward the brand is one of the concepts attitude towards the object proposed by Peter and Olson (2003: 238). Kotler and Keller (2012: 232) also state the same thing that the attitude of the object can be interpreted broadly to include the concept of marketing such as product category, brand, and others. Attitudes toward the object is considered appropriate to measure attitudes toward the product or brand. Kotler and Keller (2012: 238) state that consumer attitude toward a product or brand as a function of confidence in the evaluation of the product or brand and or certain attitude. So consumers will form a positive attitude to the brand when they believe the brand has a level sufficient attributes to be evaluated positively, and vice versa.

Mackenzie et al. (1986) state that consumer's attitudes on advertising is an affective constructs that represent the feelings of love or hate from consumers to advertising itself, is a mediating influence on brand attitude and purchase intention. Mackenzie et al. (1986) also found in his research that there is a correlation between attitude toward the ad and attitude toward the brand

***H4 : Attitude toward the Ad effect on Attitude toward Brand***

*Intention to buy*

Belch and Belch (2012: 127) defines a purchase intention as a tendency of customers will buy a particular product or brand. Rossiter and Percy (1987: 155) defines a purchase intentions as the buyer 's self- instruction to purchase the brand or take other relevant purchase related action , This definition implies that the purchase intention is a command to himself to buy a certain product or take action another associated with the purchase. According to them, intention to buy is a stage before the buyer performs an action such as a purchase decision. Furthermore Buying Intentions are also included in the conative component, the tendency of the actions taken by the consumer with regard



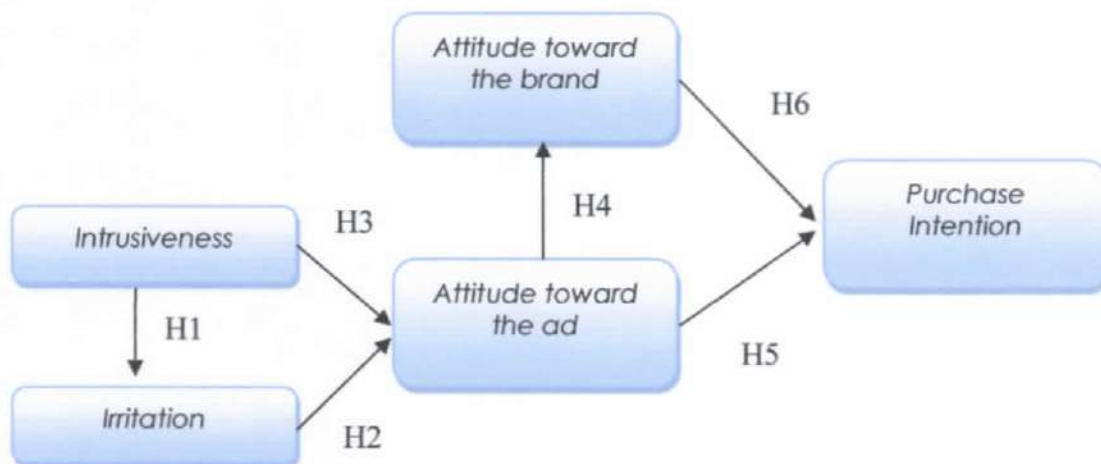
to the object encountered. Conative relates to the possibility or the likelihood that the individual will perform a special act or behave in a certain way for a certain attitude toward the object.

According to Sciffman and Kanuk (2007: 242), there is a positive relationship between attitudes toward the ad and purchase intention. If consumers like an advertisement, they would prefer to buy the advertised product, and vice versa. Research conducted by Mackenzie, et al.(1986) brand attitude and thereafter as a result of the intention to buy, the relationship between attitudes toward the brand and purchase intention is reinforced by research conducted by Azis and Kim (2013), attitude of the brand has a positive impact on consumer's purchase intention. So if a consumer has a negative attitude towards brand products that is advertised, then the consumer's purchase intention will go down. Based on the formulation of the problem and the literature review above, it can be deduced as in this study

*H5 : Attitudes toward the ad effect on purchase intention*

*H6 : Attitude toward the brand effect on purchase intention*

### Framework of thinking



## METHODE

### *Sampling and Data*

Our sampling frame is people who showed intrusiveness advertising in video you tube online. We used accidental sampling method. The data were collected in a survey, the research team developed the questionnaire, to the extent possible, questionnaire were based on previous studies. We used 150 questionnaire, to the survey a response rate of 84,7 %. However, because of missing answers, only 127 responses were usable for statistical analysis.

### *Measurement*

This study used 5 variables Intrusiveness, Irritation, attitude toward the ad, attitude toward the brand and purchase intention. Intrusiveness, defined as a consumer perceived disruption caused by the emergence of advertising information (Edwards et al. 2002). (McCoy et al. 2008) states that the ads that interfere with the primary purpose of consumers would cause greater interference. Intrusiveness was measured by asking participant questions developed four items of (Edwards et al. 2002). Irritation was feeling disturbed consumers arising from the ads interrupt (McCoy et al.: 2008). According to (Li et al. 2002) irritation is possible emotional reactions and avoidance is the result of behavior that may be made by consumers in response to annoying ads. Irritation was measured by asking participants questions three items adopted from (Edwards et al. 2002). Attitude toward the ad is an evaluation or consumer response given either negative or positive towards the ad. In this study, the attitude toward the ad was measured by asking participants questions four items adopted from (Elliot and Speck 1998). Mowen and Minor (2002:319) states attitude toward the brand as a gesture of affection or feelings toward a stimulus. In this study the attitude towards the brand not only in the context of affection but also cognition. Attitude toward the brand will be measured using indicators developed from Adis and Kim (2013), this variable measured by three questions. Consumer purchase intention is the tendency of consumers with regard to the object encountered. Purchase intention was measured by adapting (Chang et al. 2010), this variable measured by four questions.

## RESULTS AND DISCUSSION

This study using path analysis that is the relationship between the independent variables, intermediate variables and the dependent variables are usually presented in the form of a diagram. Path analysis is based on the calculation of the strength of the causal relationship of the correlation between some variables (Ferdinand, 2005:135)

Tables. 1 Hipotesis Test of The Effect Between Each Variables

Variables		Estimation	P	Explanation
Intrusiveness	→ Irritation	0,245	0,000	Significant
Irritation	→ Attitude toward ad	-0,405	0,000	Significant
Intrusiveness	→ Attitude Toward Ad	0,055	0,427	Non- Significant
Attitude toward Ad	→ Attitude Toward Brand	0,382	0,000	Significant
Attitude toward Ad	→ Purchase Intention	0,274	0,000	Significant
Attitude toward Brand	→ Purchase Intention	0,419	0,000	Significant

The table given for the estimated path and structural models are standardized factor loadings of causal relations with t-values in parentheses. Test results prove that there is influence between intrusiveness and irritation. The influence of both these variables are shown with a significance level of 0.000. The results are consistent with studies of Li, Edwards and Lee (2002) which states that the ads annoy the consumer's cognitive processes will lead to a feeling disturbed (irritation). When the online video ad appear in the middle of impressions, this ad disrupt and prevent consumers because ads distract consumers from the main display video.

The test results prove that there is influence between irritation and attitude toward the ad. The influence of both these variables are shown with a significance level of 0.000. This study was in accordance with the results of Morimoto and Chang (2006) which states that the level of irritation of an ad can influence consumer's attitudes toward



advertising. Schiffman and Kanuk (2007: 241) state that the attitude toward the ad can be influenced by a variety of feelings (affect) and thoughts (cognitions) as a result of advertising exposure that will affect consumer attitudes toward advertising. Irritation is an emotional feeling (affect) which proved influential in the formation of consumer attitudes to advertising. If an ad is considered a nuisance (intrusiveness) and feeling disturbed (irritation) develops, it will effect the attitude toward the ad and consumers will give a negative attitude.

The test results prove that there is no influence between Intrusiveness and attitude on the ad. The significance level relationship between the two variables is 0.427. Because the value of a significance level greater than 0.05, it is known that there is no significant effect the intrusiveness on the attitude toward the ad. The results of this study are not consistent with the theory presented by Ha (1996) that intrusiveness have a negative effect on attitudes toward advertising. No significant effect on the attitude toward the ad and intrusiveness of this study may have occurred because in this study confirmed the respondents had visited YouTube, streaming video and online video advertising to meet mid-roll in it. It is associated with social media consumer experienced YouTube. The level of interference will not affect consumer attitudes toward the ad, because consumers know how to work patterns online video advertising in YouTube so no effect on consumer's attitudes toward the ad. Another factor that allows no significant influence on the attitude towards the ad intrusiveness is because the ads that aired in accordance with the interests and needs of consumers itself. On the other hand, the intrusiveness have significant effect on irritation. This may occur due to factors other than the experience of the consumer who makes the development of emotional feelings. Emotional consumers may develop feelings triggered by three things according to Li et al. (2002) that the ad content, execution and placement. Ad content that is could not be trusted, confusing or exaggerated. Execution of advertising that could create a feeling of growing consumer emotional if the ad is too hard, too long and too big. While the placement associated with product placement in advertising as well as the frequency of the ads in the video. Bauer and Greyser (1968) state that "Consumers may feel overstimulated. Also when viewing many ad in a short time or seeing a single ad too frequently". Thus, in this study indicate that disruption of the ad will not create a negative attitude toward the ad or consumers did not develop emotional feelings.

The test results prove that there is an influence of attitudes toward the ad and brand attitudes. The influence of both variables are indicated by the significance level of 0.000. Then it's proved that there is a significant relationship between attitudes toward the ad and brand attitudes. This is consistent with the theory presented by Schiffman and Kanuk (2007: 242) that the consumer's feeling on advertising effect their attitudes on advertising and also raises confidence in the brand of products advertised, then consumer's attitudes on the ads will affect their attitude to the brand. Consumers whom respond to the ad will negatively impact on consumer attitudes toward the brand becomes negative. When consumers see online video ads appear in the midst of ad impressions YouTube consider unattractive, consumers will tend to dislike the brand product in the ad.

The test results prove that there is an influence of attitudes on advertising and purchase intention. The influence of both variables are indicated by the significance level of 0.000. Because of the smaller significance level 0.05, then it's proved that there is a significant relationship between attitudes toward the ad and purchase intention. This is consistent with the theory presented by Lai and Huang (2011) that the more positive consumer attitudes toward the ad, will be higher on purchase intention and vice versa. When consumers do not like the ads that appear in



the middle of the show YouTube, consumers would not consider buying the product. This means that consumers who respond negatively will result in a decline in consumers' purchasing intentions. Consumer's buying intentions become important because it is associated with the ultimate goal of the publication of an advertisement that purchasing decisions by consumers.

The test results prove that there is an influence of the brand attitude on purchase intention. The influence of both variables are indicated by the significance level is 0.000. Because of the smaller significance level 0.05, then proved that there is a significant relationship between the attitude toward the brand and purchase intention. Consumer Purchase Intention is conative components are included in the measures taken by the tendency of consumers is the possibility or the likelihood that the individual will perform a special act or behave in a certain way for a certain attitude objects such as interest in buying the product, consideration of buying a product, and the tendency to buy the product. This hypothesis has been in accordance with the theory advanced by Aziz and Kim (2013) that the attitude of the brand has a positive impact on consumer's purchase intention. When consumers do not like the brand of products advertised, it would be difficult for consumers arising intention to buy the product. Consumers who have a negative attitude towards the brand will have an effect on decreasing the level of consumer purchase intentions.

## MANAGERIAL IMPLICATION

As for advice for practitioners that the advertiser should conduct a review of the ad formats and ad content that will be used. In this study intrusiveness have significant effect on irritation. Marketers should consider advertising that does not cause the consumer's emotional feelings evolved to avoid negative consumer attitudes toward advertising. With, packing advertising to become more creative, using approaches such as humor appeals or reduce advertising time felt able to reduce the growth of the consumer's emotional feelings. In this study, also demonstrated that annoying ads has no direct influence on the formation of consumer's attitudes to advertise.

So it is very important for marketers to consider whether the online video ad impressions will affect consumer's negative feelings or not. Annoying ads might be easier for consumers to remember an advertisement but advertising that makes an emotional feeling of growing consumer may adversely affect the ad.

## CONCLUSION AND FUTURE RESEARCH

The results of this study indicate that there are significant results between intrusiveness and irritation. Similarly, the intrusiveness which also has a significant effect on the attitude of the ad. Then the attitude of the ads have a significant effect on brand attitudes and purchase intentions of consumers, as well as on brand attitude variables that significantly influenced consumers' purchasing intentions. However, this study showed that the nosignificant relationship between the intrusiveness with attitude toward the ad that may be due to the experience of the user itself. The level of interference will not affect consumer's attitudes to advertising because consumers know how to work patterns online video advertising in YouTube, so no effect on consumer attitudes toward the ad. Another factor that allows no significant influence intrusiveness on the attitude towards the ad because the ads that aired in accordance with the interests and needs of consumers itself.

Despite the fact that intrusiveness no influence on attitude toward the ad. So in future research important to explore the cause about it, such as used the other variables like consumer characteristic, product knowledge, online experience

Suggestions for further research is to determine the specific product as a research tool to facilitate the attitude of consumers towards products that are advertised and expand research by linking the respondent, like age with some types of products that can be produced clearer picture of research.

## References

- Adis, Azaze- Azizi Adis dan Hyung Jun Kim. 2013. The Mediating Role of Brand Recall and Brand Attitude in Influencing Purchase Intention in Advergimes. *Asia Marketing Journal* , 117-139.
- Azwar, Saifuddin. 2003. *Reliabilitas dan Validitas*. Yogyakarta: Pustaka Belajar.
- Bauer, Raymond A and Stephen A Greyser .1968. *Advertising in American: The Consumer View*. Boston, MA: Harvard University.
- Belch, George E., Belch, Michael A. 2012. *Advertising and Promotion :An Integrated Marketing Communication Perspective*. New York : McGraw-Hill.
- Chang, Y., Yan, J., Zhang, J., & Luo, J. 2010. Online in-Game Advertising Effect : Examining Influence of a Match Between Games and Advertising. *Journal of Interactive Marketing* , 63-73.
- Clow, K. and Baack, D. 2012. *Integrated Advertising, Promotion, and Marketing Communications*. Upper Saddle River, NJ: Prentice-Hall.
- Danim, Sadarwan. 1999. *Metode Penelitian untuk Ilmu-Ilmu Perilaku: Acuan Dasar Bagi Mahasiswa Program Sarjana dan Peneliti Pemula*. Cetakan pertama. Jakarta: Bumi Aksara.
- Edwards, Steven M., Hairong Li and Joo-Hyun Lee. 2002. Forced Exposure and Psychological Reactance: Antecedents and Consequences of the Perceived Intrusiveness of Pop-up Ads. *Journal of Advertising*, Vol. 31, No. 3.
- Elliott, Michael T. & Paul Surgi Speck. 1998. Consumer Perception of Advertising Clutter and Its Impact Across Various Media. *Journal of Advertising Research*, 38 (January/February), 29-41.
- Engel, J.F, Blackwell dan Miniard. 1994. *Perilaku Konsumen*. Edisi Keenam. Jilid II. Binaputra, Jakarta
- Ferdinand, A. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian Untuk Penulisan Skripsi, Tesis dan Disertasi ilmu Manajemen*. Semarang: Badan penerbit Universitas Diponegoro.
- Ha, L. 2008. Online advertising research in advertising journals. *Journal of Current Issues and Research in Advertising*, 30(1), 31–48.
- Hair et al., 1998. *Multivariate Data Analysis*. Fifth Edition, Prentice Hall, Upper Saddle River : New Jersey.
- Hernandez, M. D., Chapa, S., Minor, M. S., Maldonado, C., & Barranzuela, F. 2004. Hispanic Attitudes Toward Advergimes: A Proposal Model of Their Antecedents. *Journal of Interactive Advertising* , 74-83.
- Indriantoro, Nur & Bambang Supomo. 1999. *Metodologi Penelitian Bsnis untuk Akuntansi dan Management*. Edisi Pertama. Yogyakarta: Erlangga.
- Internet Advertising Bureau. 2014. ([www.iab.net](http://www.iab.net) ,diakses tanggal 21 Desemebr 2014)
- Kotler, Philip & Keller, Kevin. 2012. *Marketing Management*. 14<sup>th</sup> Edition. New Jersey: Prentice Hall.



- Kotler, Philip dan Gary Armstrong. 2008a. *Prinsip-Prinsip Pemasaran*. Diterjemahkan oleh: Bob Sabran. 2008. Edisi 12. Jilid 1. Jakarta: Erlangga.
- Kotler, Philip dan Kevin Lane Keller. 2009b. *Manajemen Pemasaran*. Diterjemahkan oleh: Bob Sabran. Edisi 13. Jilid 2. Jakarta: Erlangga.
- Lai, Mengkuan, dan Ya-Shin Huang. 2011. Can Learning Theoretical Approaches Illuminate The Ways In Which Advertising Games Effect Attitude, Recall, And Purchase Intention. *International Journal of Business Management*., Vol. 9, No.4.
- Li, H., Edwards, S.M., & Lee, J.-H. 2002. Measuring the Intrusiveness of advertisements: Scale development and validation. *Journal of Advertising*, 31(2), 37-47.
- MacKenzie, Scott B. and Richard J. Lutz. 1989. An Empirical Examination of the Structural Antecedents of Attitude Toward the Ad in an Advertising Pretesting Context. *Journal of Marketing*, 53 (April), 48-65.
- Mackenzie, Scott B., Richard I.Lutz, George P.Belch. 1986. The Role Of Attitude Toward The Ad As A Mediator Of Advertising Effectiveness : A Test Of Competing Explanations. *Journal of Marketing Research*, 130-144.
- Malhotra, Naresh K. 2007. *Marketing Research, An Applied Application*. Fifth Edition. New Jersey : Prentice Hall.
- McCoy, S., Everard, A., Polak, P., & Galletta, D. F. (2008). An Experimental Study of Antecedents and Consequences of Online Ad Intrusiveness. *Journal of Human-Computer Interaction* , 672-699.
- Minwatts Marketing Group. 2014. *Internet World Stats: Usage and Population Statistics*. (<http://www.internetworldstats.com>, diakses tanggal 5 Januari 2015)
- Morimoto, M., & Chang, S. (2006). Consumers' Attitudes Toward Unsolicited Commercial E-mail and Postal Direct Mail Marketing Methods: Intrusiveness, Perceived Loss of Control, and Irritation. *Journal of Interactive Advertising* , 1-11.
- Mowen, John C & Michael Minor. 2002. *Perilaku Konsumen*. Jilid Dua. Edisi Kelima. Terjemahan. Jakarta: PT. Penerbit Erlangga.
- Neuman, W.L. (2011). *Social Research Methods: Qualitative and Quantitative Approach*. Boston: Person Education, Inc.
- Peter, Paul J. & Jerry C. Olson. 2003. *Consumer Behavior and Marketing Strategy*. Sixth Edition. Siangapore: Mc Graw Hill.
- Rossiter, John R dan Larry Percy. 1987. *Advertising and Promotion Management*. New York: Mc Graw-Hill.
- Saputra, Doddy. 2013. " Facebook Masih Jadi Jawara Media Sosial di 2013". (<http://www.marketing.co.id/facebook-masih-jadi-jawara-media-sosial-di-2013/> diakses 19 Februari 2014)
- Schiffman, Leon. G. & Kanuk, Leslie. 2007. *Perilaku Konsumen*. Jakarta : PT. Indeks.
- Sekaran, U. 2003. *Research Method for Bussiness A Skill Building Approach*. Fourth Edition. John Wiley & Son.
- Shimp, Terence A. 2003. *Periklanan Promosi*. Diterjemahkan oleh: Revyani Sjahrial dan Dyah Anikasari. Edisi 5. Jilid 1. Jakarta: Erlangga.
- Simamora, Bilson. 2004. *Panduan Riset Perilaku Konsumen*. Jakarta: Gramedia Pustaka Umum.
- Soemanagara. 2006. *Konsep Strategis dan Terapan*. Cetakan ke satu. Bandung: Alfabeta.
- Solomon, Michael. 2011. *Consumer Behavior : Buying Having and Being*. 9<sup>th</sup> Edition. Prentice Hall, Upper Saddle River : New Jersey.
- Sugiyono. (2003). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Supranto, J., 1997. *Metode Riset Aplikasinya Dalam Pemasaran*. Bandung: Rineka Cipta