

## DAFTAR PUSTAKA

- Bei, Lien Ti dan Yu Ching Chiao. 2001. An Integrated Model for The Effect of Perceived Product, Perceived Service Quality, and Perceived Price Fairness on Consumer Satisfaction and Loyalty. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 14 : 125
- Belk, Russel W, Kenneth D. Bahn dan Robert N. Mayer. 1983. Developmental Recognition of Consumption Symbolism. *Journal of Consumer Research*, 9 (6): 4-17
- Chadha, S K dan Deepa Kapoor. 2009. Effect of Switching Cost, Service Quality and Customer Satisfaction Customer Loyalty of Celluler Service Providers in Indian Market. *Journal of Marketing Management*, 8 (1)
- David, M, La Barbera, P. dan Aiello. 1987. When Consumers Switch Brands. *Journal of Psychology and Marketing*. 4 (1) : 17-48
- Dewi, Pramesti Kharisma. 2014. *Analisis Pengaruh Atribut Produk, Perilaku Mencari Variasi dan Promosi terhadap Perilaku Perpindahan Merek* (Online), (<http://eprints.undip.ac.id/42663/>, diakses pada 15 Mei 2014)
- Ferdinand, Augusty. 2005. *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis dan Disertasi Ilmu Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro
- Fida Rachman, Adi. 2015. *2014, Penjualan Smartphone Tembus 1 Miliar*. (Online).(<http://inet.detik.com/read/2015/03/04/145152/2849403/319/2014-penjualan-smartphone-tembus-1-miliar>, diakses pada 4 Maret 2015)
- Gartner. 2015. *Worldwide Smartphone Sales to End Users by Vendor in 2014 (Thousand of Units)*. (Online). (<http://gartner.com/newsroom/id/2996817>, diakses pada 1 Maret 2015)
- Ghozali, Imam. 2011. *Aplikasi Analisis Multivariate dengan Program IBM SPSS 19*. Semarang: Badan Penerbit Universitas Diponegoro
- Hawkins, David L Mothersbaugh. 2010. *Consumer Behavior Building Marketing Strategy Eleventh Edition*. Americas: McGraw Hill
- Holbrook, Morris B dan Elizabeth C. Hirschman. 1982. The Experiential Aspects of Consumer Behavior: Consumer Fantasies, Feelings and Fun. *Journal of Consumer Research*. 9 (9): 132-140

- IDC. 2014. *Top 10 Smartphone Consumer Satisfaction 2014*. (Online). (<http://www.idc.com/prodserv/smartphone-consumer-satisfaction.jps>, diakses pada 28 Desember 2014)
- Inet Detik. *Kelebihan dan Kekurangan Android, Symbian, Windows Phone, iOS, Blackberry*. (Online) (<http://www.forum.detik.com/kelebihan-kekurangan-android-symbian-windows-phone-ios-blackberry-t325297.html>, diakses pada 4 November 2014)
- Irianto, Y dan Eka Prihatin. 2008. *Pemasaran Pendidikan dalam Manajemen Pendidikan*. Bandung: Alfabeta
- Junaidi, S dan Basu Swastha Dharmmesta. 2002. The Influence of Consumer Dissatisfaction, Characteristics Product Category, and Variety Seeking on Brand Switching. *Journal of Economics and Business Indonesia*. 17 (17) : 91-104
- Kotler, Philip dan Gary Armstrong. 2014. *Principles of Marketing: Fourteenth Edition*. England: Pearson Education Limited
- Kotler, Philip dan Kevin Lane Keller. 2012. *Marketing Management*. Edisi13. New Jersey: Pearson Prentice Hall, Inc
- Kusuma, Dewi Rachmat. 2013. *Erajaya Akui Penjualan Blackberry di Indonesia Menurun, Ini Alasannya*. (Online). (<http://finance.detik.com/read/2013/07/31/162426/2320339/6/erajaya-akui-penjualan-blackberry-di-indonesia-menurun-ini-alasannya>, diakses pada 31 juli 2013)
- Levens, Michael P. 2013. *Marketing: Defined, Explained and Applied*. United State: Prentice Hall
- McAlister, Leigh dan Edgar Pessemier. 1982. Variety Seeking Behavior: An Interdisciplinary Review. *Journal of Consumer Research*. 9 (12): 311-322
- McDaniel Lamb, Hair. 2013. *Introduction to Marketing 12<sup>th</sup> edition*. Canada : Nelson Education
- Mowen, John. C dan Michael Minor. 2002. *PerilakuKonsumenJilid 2 Edisikelima*. Jakarta: Erlangga
- Okezone. 2013. *Samsung, Blackberry dan Android menjadi Primadona*. (Online). (<http://okezone.com/read/2013/07/23/57/841503/samsung-blackberry-android-primadona>, diakses pada 6 November 2014)

- Ram, S dan Hyung Shik Jung. 1990. The Conceptualization and Measurement of Product Usage. *Journal of the Academy of Marketing Science*. 18 (1), 67-76
- Riduwan dan Engkos Achmad Kuncoro. 2008. *Cara Menggunakan dan Memaknai Analisis Jalur (Path Analysis)*. Bandung: Alfabeta
- Samsung Electronic. 2015. Visi dan Misi Samsung (Online). (<http://www.samsung.com/id/aboutsamsung/samsungelectronics/vision2020.html>), diakses pada 2 Februari 2015)
- Samsung Electronic. 2015. Sejarah Samsung Electronic (Online). (<http://www.samsung.com/id/aboutsamsung/samsungelectronics/history/history.html>), diakses pada 2 Februari 2015)
- Sekaran, Uma. 2006. *Research Methods for Business: Metodologi Penelitian untuk Bisnis*. Jakarta: PT Salemba Empat
- Sekaran, Uma dan Roger Bougie. 2013. *Research Methods for Business*. United Kingdom: John Wiley & Sons Ltd
- Shaffer, T dan L. Sherrell. 1997. Customer Satisfaction with Health Care Services: The Influence of Involvement. *Journal of Psychology and Marketing*. 14 (3) : 261-285
- Shukla, Paurav. 2004. Effect Product Usage, Satisfaction and Involvement on Brand Switching Behavior. *Journal of Marketing and Logistic*. 16 (4), 82
- Simamora, Bilson. 2001. *Memenangkan Pasar dengan Pemasaran Efektif dan Profitabel*. Edisi Pertama. Jakarta : PT Gramedia Pustaka Utama
- Solimun. 2002. *Multivariate Analysis :Structural Equation Modeling Lisrel dan Amos*. Malang : Universitas Brawijaya
- Solomon, Michael R. 1983. The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective. *Journal of Consumer Research*. 10 (12): 319-329
- , 2013. *Consumer Behavior : Buying, Having and Being Tenth Edition*. England: Pearson Education Limited
- Srivastava, Rajendra K., Allan D. Shocker dan George S. Day. 1978. An Exploratory Study of The Influences of Usage Situation on Perceptions of Product Markets. *Advances in Consumer Research*. 5: 32-37

- Sugiyono. 2010. *Metode Penelitian Kuantitatif dan Kualitatif dan R&D*. Bandung: Alfabeta
- Top Brand Award. 2013. *Top Brand Award untuk Kategori Smartphone*. (Online). (<http://www.topbrand-award.com/top-brand-survey/survey-result/top-brand-index-2013>, diakses pada 22 Desember 2014)
- . 2014. *Top Brand Award untuk Kategori Smartphone*. (Online). ([http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2014](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2014), diakses pada 22 Desember 2014)
- . 2015. *Top Brand Award untuk Kategori Smartphone*. (Online). ([http://www.topbrand-award.com/top-brand-survey/survey-result/top\\_brand\\_index\\_2015\\_fase\\_1](http://www.topbrand-award.com/top-brand-survey/survey-result/top_brand_index_2015_fase_1), diakses pada 1 Maret 2015)
- Utarestantix, Ari Warokka dan Cristina Galloto. 2012. Do Customer Dissatisfaction and Variety Seeking Really Affect the Product Brand Switching? A lesson from the Biggest Southeast Asia Mobile Telecommunication Market. *Journal of Marketing Reseachr and Case Studies*. 2012 : 14
- Wonda, Norman. 2008. Analisis Persepsi Konsumen Atas Dimensi Kualitas Produk Handphone Nokia 6600 terhadap Kepuasan Konsumen di Surabaya. *Jurnal Manajemen Pemasaran*