

DAFTAR PUSTAKA

- Arora, N., Dreze, X., Ghose, A., Hess, J. D., Iyengar, R., Jing, B., ... & Sajeesh, S. (2008). Putting one-to-one marketing to work: Personalization, customization, and choice. *Marketing Letters*, 19(3-4), 305.
- Bleier, A., & Eisenbeiss, M. (2015). The importance of trust for personalized online advertising. *Journal of Retailing*, 91(3), 390-409.
- Bruner, G. C., & Kumar, A. (2000). Web commercials and advertising hierarchy-of-effects. *Journal of advertising research*, 40(1-2), 35-42.
- Caywood, C. L., Schultz, D. E., & Wang, P. (1991). *Integrated marketing communications: A survey of national consumer goods advertisers*. AAAA.
- Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of consumer research*, 15(2), 210-224.
- Chaffey, D., Ellis-Chadwick, F., Mayer, R., & Johnston, K. (2009). *Internet marketing: strategy, implementation and practice*. Pearson Education.
- Chen, T., & Lee, H. M. (2014). Why do we share? The impact of viral videos dramatized to sell: How microfilm advertising works. *Journal of Advertising Research*, 54(3), 292-303.
- Chen, Y. C., Shang, R. A., & Li, M. J. (2014). The effects of perceived relevance of travel blogs' content on the behavioral intention to visit a tourist destination. *Computers in Human Behavior*, 30, 787-799.
- Cramer, H. (2015, April). Effects of ad quality & content-relevance on perceived content quality. In *proceedings of the 33rd annual ACM conference on human factors in computing systems* (pp. 2231-2234). ACM.
- De Keyser, F., Dens, N., & De Pelsmacker, P. (2015). Is this for me? How consumers respond to personalized advertising on social network sites. *Journal of Interactive Advertising*, 15(2), 124-134.
- Dijkstra, A., & Ballast, K. (2012). Personalization and perceived personal relevance in computer-tailored persuasion in smoking cessation. *British journal of health psychology*, 17(1), 60-73.
- Gauzente, C. (2010). The intention to click on sponsored ads—A study of the role of prior knowledge and of consumer profile. *Journal of Retailing and Consumer Services*, 17(6), 457-463.

- Goldstein, D. G., McAfee, R. P., & Suri, S. (2013, May). The cost of annoying ads. In *Proceedings of the 22nd international conference on World Wide Web* (pp. 459-470). ACM.
- Greer, T. H., & Murtaza, M. B. (2003). Web personalization: The impact of perceived innovation characteristics on the intention to use personalization. *Journal of Computer Information Systems*, 43(3), 50-55.
- Idemudia, E. C., & Jones, D. R. (2015). An empirical investigation of online banner ads in online market places: the cognitive factors that influence intention to click. *International Journal of Information Systems and Management*, 1(3), 264-293.
- Jung, A. R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, 70, 303-309.
- Jung, A. R. (2017). The influence of perceived ad relevance on social media advertising: An empirical examination of a mediating role of privacy concern. *Computers in Human Behavior*, 70, 303-309.
- Kim, H. (2013). Exploring the effect of perceived relevance and privacy concerns on consumer responses to online behavioral advertising.
- Kitchen, P. J., Brignell, J., Li, T., & Jones, G. S. (2004). The emergence of IMC: a theoretical perspective. *Journal of advertising research*, 44(1), 19-30.
- Kotler, P., & Armstrong, G. (2012). Principles of marketing 14th edition. *New Jearsey: Pearson Education Inc.*
- Kotler, P., & Armstrong, G. (2013). Principles of Marketing (16th Global Edition).
- Kotler, P., and Keller, K. L. Marketing Management 15th ed. S.I.: Pearson Education, 2016.
- MacKenzie, S. B., Lutz, R. J., & Belch, G. E. (1986). The role of attitude toward the ad as a mediator of advertising effectiveness: A test of competing explanations. *Journal of marketing research*, 23(2), 130-143.
- Mao, E., & Zhang, J. (2015, January). What drives consumers to click on social media ads? The roles of content, media, and individual factors. In *2015 48th Hawaii International Conference on System Sciences* (pp. 3405-3413). IEEE.
- Noar, S. M., Benac, C. N., & Harris, M. S. (2007). Does tailoring matter? Meta-analytic review of tailored print health behavior change interventions. *Psychological bulletin*, 133(4), 673.

- Peppers, D., & Rogers, M. (1998). Better business--one customer at a time. *The Journal for Quality and Participation*, 21(2), 30.
- Sarah, T. C., Contogiannis, E., & Jembere, E. (2013). The adoption of social media marketing in south african banks. *European Business Review*, 25(4), 365-381.
- Schiffman, L. G. dan Leslie Lazar Kanuk. 2007. *Perilaku Konsumen. Edisi ke, 7*.
- Singh, N., Krishnamurthy, S., Sheth, J. N., & Sharma, A. (2005). International e-marketing: opportunities and issues. *International Marketing Review*.
- Strauss, J., & Frost, R. (2012). *E-Marketing. 6th international edition*.
- Sugiyono, 2008. *Metode Penelitian Bisnis. Cetakan kedua belas*. Bandung: Alfabeta.
- Tran, T. P. (2017). Personalized ads on Facebook: An effective marketing tool for online marketers. *Journal of Retailing and Consumer Services*, 39, 230-242.
- Weinberg, T. (2009). *The new community rules: Marketing on the social web*. "O'Reilly Media, Inc."
- Yan, J., Liu, N., Wang, G., Zhang, W., Jiang, Y., & Chen, Z. (2009, April). How much can behavioral targeting help online advertising?. In *Proceedings of the 18th international conference on World wide web* (pp. 261-270). ACM.
- Zhang, J., & Mao, E. (2016). From online motivations to ad clicks and to behavioral intentions: An empirical study of consumer response to social media advertising. *Psychology & Marketing*, 33(3), 155-164.
- Zhu, Y. Q., & Chang, J. H. (2016). The key role of relevance in personalized advertisement: Examining its impact on perceptions of privacy invasion, self-awareness, and continuous use intentions. *Computers in Human Behavior*, 65, 442-447.
- <https://bisnis.tempo.co/read/894605/45-juta-pengguna-instagram-indonesia-pasar-terbesar-di-asia> (Diakses pada 06 mei 2019)
- <https://starnpage.com/alasan-mengapa-instagram-stories-adalah-media-terbaik-untuk-beriklan/> (Diakses pada 06 mei 2019)
- <https://swa.co.id/swa/trends/instagram-capai-25-juta-penggunaan-untuk-akun-bisnis> (Diakses pada 06 mei 2019)
- <https://tekno.kompas.com/read/2019/05/16/03260037/apjii-jumlah-pengguna-internet-di-indonesia-tembus-171-juta-jiwa> (Diakses pada 08 mei 2019)
- <https://teknologi.id/insight/negara-dengan-jumlah-pengguna-aktif-instagram-terbesar/> (Diakses pada 10 mei 2019)