DAFTAR PUSTAKA

Agatz, N.A.H., M. Fleischmann, and J.J.A.E.E. van Nunen. (2008). E-fulfillment and multi-channel distribution—a review. European Journal of Operational Research 187(2): 339–356.

Asep, 2005. Manajemen Pemasaran, Jakarta : PPM

Aubrey, C. and Judge, D. (2012) Re-imagine retail: Why store innovation is key to a brand's growth in the 'new normal', digitally-connected and transparent world, Journal of Brand Strategy, 1 (1), pp. 31-39.

Aubrey, C., & Judge, D. (2012), "Re-imagine retail: Why store innovation is key to a brand's growth in the "new normal", digitally-connected and transparent world", *Journal of Brand Strategy*, Vol.1 No.1, pp. 31–39.

Beck, N., & Rygl, D. (2015). Categorization of multiple channel retailing in Multi-, Cross-, and Omni-Channel Retailing for retailers and retailing. *Journal of Retailing and Consumer Services*, 27, 170–178.

Berman, B., Thelen,S., (2004). *A guide to developing and managing a well - integrated multi-channel retail strategy*. Int.J.Retail Distrib Manag. 32(3),147–156.

Bungin, Burhan. (2012). *Analisis Data Penelitian Kualitatif*. Raja Grafindo Persada. Jakarta.

Cao, L. (2014). Business Model Transformation in Moving to a Cross-Channel Retail Strategy: A Case Study. *International Journal of Electronic Commerce*, 18(4), 69–96.

Cao, L., & Li, L. (2015). The Impact of Cross-Channel Integration on Retailers' Sales Growth. *Journal of Retailing*, 91(2), 198–216.

Dabija, Dan-Cristian & Grants, David B (2016). *Investigating Shopping Experience and Fulfillment in Omnichannel Retailing: A Proposed Comparative Study in Romanian and UK of Generation Y Consumers.* https://www.researchgate.net/publication/307167524

Dijk, G. van, Laing, A., & Minocha, S. (2005), "Consumer Behaviour in MultiChannel Retail Environments: Consumer movement between online and offline channels". in 5th American Marketing Association Academy of Marketing Joint Biennial Conference, Dublin, Ireland, 5-7 July 2005, pp. 1-5.

Djatmiko, Tjahjono and Rezza Pradana. (2015). *Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision*. Journal Of Social and Behavioral Sciences. Vol.219 (221-227).

Endhar Widjaya Putra, Srikandi Kumadji, & Edy Yulianto. (2016). Pengaruh Diskon Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Study pada konsumen yang membeli produk diskon di Matahari Department Store Pasar Besar Malang). *Jurnal Administrasi Bisnis* (JAB)|Vol. 38 No. 2 September 2016.

Fernie, J., and L. Sparks (eds.). (2009). Logistics and retail management: emerging issues and newchallenges in the retail supply chain, 3rd ed. London: Kogan Page Ltd.

Frazer, M., & Stiehler, B. E. (2014). Omnichannel Retailing: the Merging of the Online and Off-Line Environment. Global Conference on Business and Finance Proceedings, 655–657.

Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449–456.

Harris, E. (2012). A Look At Omni-Channel Retailing.

Hemsey, M. (2012). Omnichannel Loyalty Designing The Ultimate Customer Experience. Kobie Marketing, Inc. Retrieved from http://www.kobie.com/thought-leadership/omnichannel- loyalty.pdf.

Himawan, Asep Saefullah, Sugeng Santoso. (2014). Analisa dan Perancangan Sistem Informasi Penjualan Online (ECommerce) Pada CV Selaras Batik, Simposium Nasional RAPI XIII - 2014 FT UMS, Hal 67-73. STMIK Raharja.

Hu¨bner, A., H. Kuhn, and M.G. Sternbeck. (2013). Demand and supply chain planning in grocery retail: an operations planning framework. International Journal of Retail and Distribution Management 41(7): 512–530. *International Journal of Market Research*, 55 (2), pp. 1-19.

Jinzhe Yan and Kyuseop Kwak (2016) 'Empirical Study on Omni-Channel Effect: Evidence form Department Store', Journal of Marketing Thought, 3(6): 40-45.

Kaczorowska, Dominika & Spychalska (2017. Consumer Perspective Of Omnichannel Commerce. *Journal Management*. Vol. 21, No. 2. ISSN 1429-9321.

Klaus, P. (2013). Exploring online channel managemen strategies and the use of social media as a market research tool. *International Journal of Market reaearch,* 55 (6),829-850.

Klaus, P. and Maklan S. (2013) Towards a better measure of customer experience. *Internatioanl journal Of Market Research*, volume 55. Issue 2, Page 227-246.

Kotler, et al. (2017). Marketing 4.0 Moving from Traditional to Digital. New Jersey: Jhon Wiley & Sons, Inc.

Kotler, Philip dan Gary Armstrong. (2012). Prinsip-Prinsip Pemasaran. Terjemahan: Bob Sabran.

Kotler, Philip. (2007). *Manajemen Pemasaran,* Edisi Milenium, Jilid 2, Jakarta: PT. Prenhallindo.

Levy, M., Weitz, B.A., Grewal, D., 2013. Retailing Management, 9th ed. McGraw-Hill/ Irwin, New York.

Liang, L. J., Choi, H. S. C., & Joppe, M. (2017). Understanding repurchase intention of Airbnb consumers : perceived authenticity, electronic word-of-mouth, and price sensitivity Understanding repurchase intention of Airbnb consumers : perceived authenticity, electronic word-of-mouth, and price sensi. *Journal of Travel & Tourism Marketing*, 00(00), 1–17.

Loekamto, A. (2012). Implementasi Technology Acceptance Model (TAM) Dalam Online Shopping. *Kajian Ilmiah Mahasiswa Manajemen Vol 1 No 3.*

Miles and Huberman. (2007). Analisis Data Kualitatif. Jakarta: Penerbit Universitas Indonesia.

Moleong, Lexy. (2014). *Metode Penelitian Kualitatif.* Edisi Revisi. PT Remaja Rosdakarya: Bandung.

Neslin,S.A.,Grewal,D.,Leghorn,R.,Shankar,V.,Teerling,M.L.,Thomas,J.S.,Verhof, P.C.,2006. Challenges and opportunities in multichannel customer management. *Journal in Service Research*, 9(2),95–112.

Oh, L. B., Teo, H. H., & Sambamurthy, V. (2012). The effects of retail channel integration through the use of information technologies on firm performance. *Journal of Operations Management*, 30(5), 368-381.

Ostrom, A., Parasuraman, A., Bowen, D., Patrício, L., Voss, C., & Lemon, K. (2015). Service Research Priorities in a Rapidly Changing Context. *Journal of Service Research*, 18(2), 127–159.

Panigoro, A., Rahayu, A., & Rahayu, V. (2018). Analisis E-lifestyle dan E-Word Of Mouth terhadap Repurchase Intention Secara Online (Survei pada pelanggan produk fashion online Berrybenka di Fan Page Instagram). *Jurnal Ilmu Manajemen & Bisnis*, 9(1), 25–33.

Pentina, I., & Hasty, R. W. (2009). Effects of multichannel coordination and *e-commerce* outsourcing on online retail performance. *Journal of Marketing Channels*, 16(4), 359-374.

Picot-Coupey, K., Huré, E., & Piveteau, L. (2016). Channel design to enrich customers' shopping experiences – Synchronizing clicks with bricks in an omni-channel perspective the Direct Optic case. *International Journal of Retail & Distribution Management*, 44(3), 336–368.

Piotrowicz, W. & Cuthbertson, R. (2014), 'Introduction to the Special Issue: Information Technology in Retail: Toward Omnichannel', *International Journal of Electronic Commerce,* Vol. 18, No. 4, pp. 5-16.

Prastowo, Andi. (2012). *Panduan Kreatif Membuat Bahan Ajar Inovaatif.* Yogyakarta: Diva Press.

Putra, Endhar Widjaya., Kumadji, Srikandi., & Yulianto, Edy. (2016). Pengaruh Diskon Terhadap Minat Beli Serta Dampaknya Pada Keputusan Pembelian (Study pada konsumen yang membeli produk diskon di Matahari Department Store Pasar Besar Malang). *Jurnal Administrasi Bisnis* (JAB)|Vol. 38 No. 2.

Rangaswamy, A. and van Bruggen, G. H. (2005), "Opportunities and challenges in multichannel marketing: An introduction to the special issue", *Journal of Interactive Marketing,* Vol. 19 No. 2, pp. 5-11.

Rigby, D. (2011). *The future of shopping*. Harvard Business Review, 89(12), 65–76.

Rosenblum, P., and Kilcourse, B. Omni-channel 2013: The long road to adoption. Benchmark Report, RSR Research, Miami, 2013 (available at www.rsrresearch.com/2013/06/11/omni-channel-2013-the-long-road to-adoption).

Rudy dkk. (2007). Sistem *E-commerce* pada PT. Unibindo Pertiwi. CommIT, Vol. 1 No. 2 hlm : 193 – 201.

Sealey, David, Omnichannel Retailing for Digital Marketers, http://www.thesealeys.co.uk/marketing/omnichannel-retailing-for-digital-marketers.

Sugiyono. (2013). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.

Verhoef, P., Inman, J. & Kannan, P.K. (2015), 'From Multi-Channel Retailing to Omni-Channel Retailing. Introduction to the Special Issue on Multi-Channel Retailing', Journal of Retailing, Vol. 91, No. 2, pp. 174-181.

Webcredible. Omni-channel customer experience. London, November 2012 (available at www.webcredible.co.uk/user-friendly-resources/whitepapers/omni-channel-report-2012.pdf

Zhang, J., Farris, P. W., Irvin, J. W., Kushwaha, T., Steenburgh, T. J. & Weitz, B. A. (2010*). Crafting Integrated Multichannel Retailing Strategies.* Journal of Interactive Marketing, 24(2), 168-180.