

DAFTAR PUSTAKA

- Aaker, D. A., & Biel, A. L. (2009). *Brand Equity and Advertising: Advertising Role in Building Strong Brand*. Hillsdale: Lawrence Erlbaum Associates, Inc.
- Anshori, M., & Iswati, S. (2019). *Metodologi Penelitian Kuantitatif: Edisi 1*. Surabaya: Airlangga University Press.
- Amron, A. (2018). *The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars*. *European Scientific Journal, ESJ*, 14(13), 228.
- Arianty, N., & Andira, A. (2021). Pengaruh *Brand Image* dan *Brand Awareness* Terhadap Keputusan Pembelian Produk Helm LTD (Studi Kasus pada Mahasiswa Fakultas Ekonomi dan Bisnis Universitas Muhammadiyah Sumatera Utara). Pendekatan. *Jurnal Ilmiah Magister Manajemen*, 4(1), 897.
- Assauri, S. (2015). *Manajemen Pemasaran*. Jakarta: PT Raja Grafindo Persada.
- Astuti, R., Ardila, I., & Lubis, R. R. (2019). Pengaruh Promosi dan Kualitas Produk Terhadap Keputusan Pembelian Sepatu Merek Converse. *Akmami*, 2(2), 204–219.
- Bayonne, E., Marin-Garcia, J. A., & Alfalla-Luque, R. (2020). *Partial Least Squares (PLS) in Operations Management Research: Insights from a Systematic Literature Review*. *Journal of Industrial Engineering and Management*, 13(3), 565-597.
- Buchari, Alma. (2014). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Chang, W. J. (2021). *Experiential marketing, brand image and brand loyalty: a case study of Starbucks*. *British Food Journal*, 123(1), 209–223.
- Clow, K. E., & Baack, D. (2018). *Engage, Assess, Apply with MyLabMarketing. In Advertising and Promotion. An Integrated Marketing Communication Perspective*. (Issue 3).
- Danuri, P. P., Maisaroh, S., & Prosa, P. G. S. D. (2019). *Metodologi Penelitian Pendidikan*.
- Darmawan, D. & E. Grenier. (2021). *Competitive Advantage and Service Marketing Mix*. *Journal of Social Science Studies*, 1(2), 75-80
- Darwin, M., Mamondol, M. R., Sormin, S. A., Nurhayati, Y., Tambunan, H., Sylvia, D., Adnyana, I. M. D. M., Prasetyo, B., Vianitati, P., & Gebang, A. A. (2021). *Metode Penelitian Pendekatan Kuantitatif*. Bandung: Media Sains Indonesia.

- Fauzi, R., & Sampurna, D. S. (2020). Pengaruh Kualitas Produk, Harga, dan Citra Merek Terhadap Keputusan Pembelian Sepeda Motor (Studi Kasus Pada Kosumen Sepeda Motor Yamaha di Dealer Johar Baru Jakarta Pusat). *Repository STIE Indonesia*, 1–18.
- Faritzal, A., Sari, V. N., Lestri, C. S., Putri, A. G., Raihan, B., & Wendhiarko, R. H. (2021). *The Influence of Price, Product Quality, and Brand Image on Purchase Decisions for Ultra UHT Milk Products During the Covid-19 Pandemic in Indonesia*. *Review of International Geographical Education Online*, 11(5), 2378–2388.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen* (5nd ed.). Semarang: Badan Penerbit Universitas Diponegoro.
- Firmansyah, M. A. (2019). *Pemasaran Produk dan Merek: Planning dan Strategy*. Pasuruan: Penerbit Qiara Media.
- Ghozali, Imam. (2021). *Partial Least Square: Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.2.9 Untuk Penelitian Empiris*, Edisi 3. Semarang: Badan Penerbit Universitas Diponegoro
- Ghozali, I., & Kusumadewi, K. A. (2016). *Model Persamaan Struktural: PLS-SM, CGSA, RGCCA*. Semarang: Yoga Pratama
- Hair Jr. Joseph F, Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Ray, N. P. D. S. (2021). *Partial Least Squares Structural Equation Modeling (SEM-PLS) Using R: A Workbook*. In *Classroom Companion: Business*.
- Havidz, H. B. H., & Mahaputra, M. R. (2020). *Brand Image and Purchasing Decision: Analysis of Price Perception and Promotion (Literature Review of Marketing Management)*. *Dinasti International Journal of Economics, Finance & Accounting*, 1(4), 727-741.
- Ida, Z., & Hidayati, I. N. (2020). *Brand Image and Product Quality Against Purchase Decision: Sariayu hijab shampoo competitive environment*. *IOP Conference Series: Earth and Environmental Science*, 469(1).
- Keller, K. L. (2013). *Strategic Brand Management, 4th Edition*. Harlow: Pearson Education Limited.
- Keller, K. L & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity 5th Edition*. New York: Pearson
- Khuong, M. N., & Tran, N. T. H. (2018). *The Impacts of Product Packaging Elements on Brand Image and Purchase Intention — An Empirical Study of Phuc Long's Packaged Tea Products*. *International Journal of Trade, Economics and Finance*, 9(1), 8–13.
- Kotler, P & Keller, Kevin, L. (2016). *Marketing Management*. In Pearson

Education.

- Kotler, P., & Armstrong, G. (2008). *Prinsip-Prinsip Pemasaran*, jilid 2 (8thed.). Jakarta: Erlangga
- Kotler, P., & Armstrong, Gary. (2018). *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education.
- Kurniawan, A. R. (2018). *Dasar-Dasar Marketing*. Yogyakarta: Quadrant,
- Lee, Simon and Lawson- Body, Assion. (2011). *Perceived Dynamic Pricing . Journal Of Industrial Management & Data System*.
- Lestari, S., & Noersanti, L. (2020). Pengaruh Kualitas Produk, Promosi dan Citra Merek Terhadap Keputusan Pembelian Beras Merek Kingkong (Studi PT. Lumbang Bumi Perkasa). *Jurnal Manajemen*, 1–20.
- Lupiyoadi. R. (2015). *Manajemen Pemasaran Jasa*, Edisi 2. Jakarta: Salemba Empat.
- Nasution, A. E., & Lesmana, M. T. (2018). Pengaruh Harga dan Kualitas Pelayanan Terhadap Keputusan Pembelian Konsumen (Studi Kasus pada Alfamart di Kota Medan). *Prosiding Seminar Nasional Vokasi Indonesia*, 1(November), 83–88.
- Nasution, S. L., Limbong, C. H., & Ramadhan, D. A. (2020). Pengaruh Kualitas Produk, Citra Merek, Kepercayaan, Kemudahan, dan Harga Terhadap Keputusan Pembelian Pada *E-Commerce* Shopee (Survei pada Mahasiswa S1 Fakultas Ekonomi Jurusan Manajemen Universitas Labuhan Batu). *Ecobisma (Jurnal Ekonomi, Bisnis Dan Manajemen)*, 7(1), 43–53.
- Panjaitan, R. (2018). *Manajemen Pemasaran*. Semarang: Sukarno Pressindo.
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior and Marketing Strategy* (9th ed). Mc. Graw Hill. New York, USA.
- Pratminingsih, S. A, Astuty, Eriana & Mardiansyah, V. (2019). *The Influence of Electronic Word of Mouth and Brand Image on Buying Decision. Journal of Advanced Research in Dynamical and Control Systems*.
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). *Factors Influencing Customers' Purchase Decision of Residential Property in Selangor, Malaysia. Management Science Letters*, 9(9), 1341–1348.
- Rosanti, N., Karta Negara Salam, & Panus. (2021). *The Effects of Brand Image and Product Quality on Purchase Decisions. Quantitative Economics and Management Studies*, 2(6), 365–375. <https://doi.org/10.35877/454ri.qems360>

- Schiffman, L. G., & Kanuk, L. L. (2007). *Perilaku Konsumen*, 7th Edition. Jakarta: PT Indeks Gramedia.
- Schiffman, Leon dan Kanuk L. Leslie. (2008). *Perilaku Konsumen*, Jakarta: PT Indeks Gramedia.
- Steven, W., Purba, J. T., Budiono, S., & Adirinekso, G. P. (2021). *How Product Quality, Brand Image and Price Perception Impact on Purchase Decision of Running Shoes?. Proceedings of the International Conference on Industrial Engineering and Operations Management*, 1289–1297.
- Sudaryanto, S., Subagio, N. A., Awaliyah, I. N., Wulandari, D., & Hanim, A. (2019). *Influence of Brand Image, Price and Promotion On Consumer's Buying Decision of Fast Moving Consumer's Goods With Culture As A Moderating Variable in Basmallah Retail Store In Indonesia. International Journal of Scientific and Technology Research*, 8(3), 85–92.
- Sulistio, T. D., & Fitriana, R. (2022). *The Impact of Brand Image and Consumers Trust on Purchase Decision at Starbucks Coffee Pontianak. Jurnal Scientia*, 11(02), 719-730.
- Sumarwan, U., & Tjiptonon, F. (2019). *Strategi Pemasaran Dalam Perspektif Perilaku Konsumen*. PT Penerbit IPB Press.
- Sumiati, S., & Mujanah, S. (2018). *Persepsi Kualitas Produk, Persepsi Harga dan Promosi Terhadap Keputusan Pembelian Tas Sophie Paris pada Mahasiswa. AMAR (Andalas Management Review)*, 2(2), 1-10.
- Surahman. (2020). *Metode Penelitian*. Kementerian Kesehatan Republik Indonesia
- Susanto, R. (2021). *Pengaruh Harga Dan Iklan Terhadap Keputusan Pembelian Smartphone Oppo Di Tangerang Selatan. JABE (Journal of Applied Business and Economic)*, 7(4), 450.
- Solomon, M.R. (2018). *Consumer Behavior: Buying, Having, and Being, 12 th ed.* Harlow, Essex: Pearson Education Limited.
- Tanady, E. S., & Fuad, M. (2020). *Analisis Pengaruh Citra Merek dan Kualitas layanan Terhadap Keputusan Pembelian Tokopedia di Jakarta. Manajemen Pemasaran*, 9(021), 113–123.
- Tenenhaus, M., Amato, S. & Vinzi, V.E. (2004) *A Global Goodness-of-Fit Index for PLS Structural Equation Modelling. Proceedings of the XLII SIS Scientific Meeting*, 1, 739-742.
- Thompson, A. A., & Peteraf, M. A. (2016). *Crafting and Executing Strategy: The Quest for Competitive Advantage, Concepts and Readings. Mcgraw-Hill Education*.

- Tirtayasa, S., Lubis, A. P., & Khair, H. (2021). Keputusan Pembelian: Sebagai Variabel Mediasi Hubungan Kualitas Produk dan Kepercayaan terhadap Kepuasan Konsumen. *Jurnal Inspirasi Bisnis Dan Manajemen*, 5(1), 67.
- Tjiptono, Fandy. (2015). Strategi Pemasaran, Edisi 4. Yogyakarta: CV Andi
- Tjiptono, Fandy. (2019). Strategi Pemasaran: Prinsip dan Penerapan. Yogyakarta: CV Andi
- Tjiptono, Fandy. (2020). Pemasaran Jasa. Yogyakarta: CV Andi
- Tjiptono, F., & Candra, G. (2016). Pemasaran Jasa (Prinsip, Penerapan, dan Penelitian). Yogyakarta: CV Andi.
- Widiyanti, W. (2017). Pengaruh Persepsi Kualitas Produk, Citra Merek dan Media Iklan Instagram terhadap Keputusan Pembelian Produk Ninebox (Studi Kasus pada *follower* instagram @tempattasdotcom. *Cakrawala: Jurnal Humaniora Bina Sarana Informatika*, 17(1).
- Wowor, C. A. S., Lumanuw, B., & Ogi, I. W. (2021). Pengaruh Citra Merek, Harga dan Gaya Hidup Terhadap Keputusan Pembelian Kopi Janji Jiwa di Kota Manado. *Jurnal Emba: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 9(3), 1058–1068.
- Zeng, N., Liu, Y., Gong, P., Hertogh, M., & König, M. (2021). *Do right PLS and do PLS right: A Critical Review of The Application of PLS-SEM in Construction Management Research. Frontiers of Engineering Management*, 8, 356-369.