

DAFTAR PUSTAKA

- Aaker, D., & Biel, A. (2013). *Brand Equity and Advertising: Advertising's Role Building Strong Brands*. Psychology Press.
- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. Englewood Cliffs, NJ: Prentice Hall.
- Alma, B. (2013). *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Assauri, S. (2014). *Manajemen Pemasaran*. Raja Grafindo Persada.
- Djatmiko, T., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, 219, 221–227. <https://doi.org/10.1016/j.sbspro.2016.05.009>
- Dwiarta, I. made B., & Ardiansyah, R. W. (2021). The Effect of Price Perception, Quality Perception, and Location on Purchase Decisions. *International Journal of Economics, Business and Accounting Research*, 5(2), 222–230.
- Fauzi, F., & Asri, R. (2020). PENGARUH ETNOSENTRISME, CITRA MERK DAN GAYA HIDUP TERHADAP KEPUTUSAN PEMBELIAN BATIK (Studi pada Konsumen di wilayah Jakarta Barat). *Jurnal Manajemen Pemasaran*, 14(2), 86–95. <https://doi.org/10.9744/pemasaran.14.2.86>
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23* (8th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2020). *25 Grand Theory*. Yoga Pratama.
- Han, H., & Kim, Y. (2010). An investigation of green hotel customers' decision formation: Developing an extended model of the Theory of Planned Behavior. *International Journal of Hospitality Management*, 29, 659–668.
- Hastuti, N. B. H., Sinarwaty, A., Rommy, N., & Nur, A. R. Y. N. (2018). Effect of Brand Image and Price Perception on Purchase Decision. *Journal of Business and Management*, 20(8), 76–81. <https://doi.org/10.9790/487X-2008027681>
- Kotler, P., & Amstrong, G. (2016). *Prinsip-Prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran*. Erlangga.
- Lea-Greenwood, G. (2012). *Fashion Marketing Communications Ebook*. Wiley.
- Lee, S., & Lawson, A. (2011). Perceived Dynamic Pricing. *Journal Of Industrial Management & Data System*.
- Lien, C.-H., Wen, M.-J., Huang, L.-C., & Wu, K.-L. (2015). Online Hotel Booking:

- The Effects of Brand Image, Price, Trust, and Value on Purchase Intention. *Asia Pasific Management Review.*
- Mulyana, S. (2021). Pengaruh Harga Dan Ulasan Produk Terhadap Keputusan Pembelian Online Pada Shopee di Pekanbaru. *Jurnal Daya Saing*, 7(2), 186–195. https://doi.org/10.47329/jurnal_mbe.v6i2.431
- Nurhasanah, Mahliza, F., Nugroho, L., & Putra, Y. M. (2021). The Effect of E-WOM, Brand Trust, and Brand Ambassador on Purchase Decisions at Tokopedia Online Shopping Site. *IOP Conference Series: Materials Science and Engineering*, 1071(1), 1–7. <https://doi.org/10.1088/1757-899x/1071/1/012017>
- Pappas, N. (2016). Marketing strategies, perceived risks, and consumer trust in online buying behavior. *Journal of Retailing and Consumer Services*, 29, 92–103.
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior and Marketing Strategy* (9th ed.). Mc Graw Hill.
- Rao, P. (1996). *Measuring Consumer Perceptions Through Factor Analysis*. The Asian Manager.
- Rossiter, J. R., & Percy, L. (2011). *Advertising Communications & Promotion Management* (2nd ed.). Mc Graw-Hill Book Company.
- Royan, F. M. (2004). *Marketing Selebritis*. PT Elex Media Komputindo.
- Sari Dewi, L. G. P., Edyanto, N., & Siagian, H. (2020). The Effect of Brand Ambassador, Brand Image, and Brand Awareness on Purchase Decision of Pantene Shampoo in Surabaya, Indonesia. *SHS Web of Conferences*, 76, 1–10.
- Satriawan, K. A., & Setiawan, P. Y. (2020). The Role of Purchase Intention in Mediating The Effect of Perceived Price and Perceived Quality on Purchase Decision. *International Research Journal of Management, IT & Social Sciences*, 7(3), 38–49. <https://doi.org/10.24018/ejbm.2020.5.6.589>
- Schiffman, L., & Kanuk, L. (2008). *Perilaku Konsumen* (7th ed.). Indeks.
- Setiadi, N. J. (2003). *Perilaku Konsumen : Konsep dan Implikasi Untuk Strategi dan Penelitian Pemasaran*. Kencana.
- Sharma, V. R., & Jhamb, D. (2021). Impact of Promotional Activities and Campaigns on Buying Decision of Agricultural Seeds. *Custos e Agronegocio*, 17(1), 22–35.
- Shimp, T. A. (2014). *Komunikasi Pemasaran Terpadu dalam Periklanan dan Promosi*. Salemba Empat.
- Simamora, B. (2003). *Panduan Riset Perilaku Konsumen*. Gramedia Pustaka Utama.

- Simon, F. (2016). Consumer adoption of No Junk Mail stickers: An extended planned behavior model assessing the respective role of store flyer attachment and perceived intrusiveness. *Journal of Retailing and Consumer Services*, 29, 12–21.
- Siskhawati, L., & Maulana, H. A. (2021). The Influence of Brand Ambassador and Korean Wave on Purchase Decision for Neo Coffe Products. *Jurnal Ekonomi Dan Bisnis*, 24(1), 1–7.
- Sudaryanto, Suroso, I., Pansiri, J., Umama, T. L., & Hanim, A. (2021). Impact of Culture, Brand Image and Price on Buying Decisions: Evidence from East Java, Indonesia. *Innovative Marketing*, 17(1), 130–142. [https://doi.org/10.21511/im.17\(1\).2021.11](https://doi.org/10.21511/im.17(1).2021.11)
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sulaiman, Y., & Chau, T. W. (2021). Purchase Decision of Proton Car in Pulau Pinang. *WSEAS Transactions on Business and Economics*, 18, 1173–1189. <https://doi.org/10.37394/23207.2021.18.110>
- Wang, F., & Sampetua, H. (2016). The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : A Case Of Tous Les Jours In Conference Paper. *International Conference on Entrepreneurship*, 292–306.
- Wu, S., & Chen, J. (2014). A Model of Green Consumption Behavior Constructed by the Theory of Planned Behavior. *International Journal of Marketing Studies*, 6, 5.
- Zagata, L. (2012). Consumers' beliefs and behavioural intentions towards organic food. Evidence from the Czech Republic. *Appetite*, 59(1), 81–89. <https://doi.org/10.1016/j.appet.2012.03.023>
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22.