

DAFTAR PUSTAKA

- Agrawal, D. (1996). Effect of Brand Loyalty on Advertising and Trade Promotions: A Game Theoretic Analysis with Empirical Evidence. *Marketing Science*, 15(1), 86–108. <https://doi.org/10.1287/mksc.15.1.86>
- Angela, V., & Paramita, E. L. (2020). Pengaruh Lifestyle dan Kualitas Produk Terhadap Keputusan Impulse Buying Konsumen Shopee Generasi Z. *Jurnal Ekobis: Ekonomi Bisnis & Manajemen*, 10(2), 248–262. <https://doi.org/10.37932/J.E.V10i2.132>
- Asnawati, Nadir, M., Wardhani, W., & Setini, M. (2022). The effects of perceived ease of use, electronic word of mouth and content marketing on purchase decision. *International Journal of Data and Network Science*, 6(1), 81–90. <https://doi.org/10.5267/J.IJDNS.2021.10.001>
- Bandura, A., & Adams, N. E. (1977). Analysis of self-efficacy theory of behavioral change. *Cognitive Therapy and Research*, 1(4), 287–310. <https://doi.org/10.1007/BF01663995>
- Blythe, S. E. (2005). Issue 2 Article 3 2005 Digital Signature Law of the United Nations, European Union, United Kingdom and United States: Promotion of Growth in E-Commerce With Enhanced Security, 11 Rich. In *J.L. & Tech* (Vol. 11).
- Cheah, J. H., Ting, H., Cham, T. H., & Memon, M. A. (2019). The effect of selfie promotion and celebrity endorsed advertisement on decision-making processes: A model comparison. *Internet Research*, 29(3), 552–577. <https://doi.org/10.1108/IntR-12-2017-0530>
- Danziger, S., Hadar, L., & Morwitz, V. G. (2014). Retailer pricing strategy and consumer choice under price uncertainty. *Journal of Consumer Research*, 41(3), 761–774. <https://doi.org/10.1086/677313>
- Djarmiko, 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>
- Drechsler, S., LeeFlang, P. S. H., Bijmolt, T. H. A., & Natter, M. (2017). Multi-unit price promotions and their impact on purchase decisions and sales. *European Journal of Marketing*, 51(5/6), 1049–1074. <https://doi.org/10.1108/EJM-12-2013-0729>
- Ehrenberg, A., & Goodhardt, G. (2000). New Brands: Near-Instant Loyalty. *Journal of Marketing Management*, 16(6), 607–617. <https://doi.org/10.1362/026725700785045912>
- Genoveva, G., & Utami, N. N. (2020). the Influence of Brand Image, Halal

- Label, and Halal Awareness on Customers Purchasing Decision of Halal Cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmieb.v4i2.8381>
- Han, C. M. (1989). Country Image: Halo or Summary Construct? *Journal of Marketing Research*, 26(2), 222–229. <https://doi.org/10.1177/002224378902600208>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hertina, D., Novtrianti, N., & Sukmawati, S. (2022). Analysis of buying decision levels based on brand image, price, and digital marketing. *International Journal of Business Ecosystem & Strategy (2687-2293)*, 4(1), 87–94. <https://doi.org/10.36096/ijbes.v4i1.313>
- Iqbal, M. I. N., & Usman, O. (2021). Effect Of Service Quality, Promotion, And Consumer Trust On Go-Jek Service Purchase Decisions For Unj College Students. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.3768496>
- Jogiyanto, H. (2007). *Metodologi Penelitian Bisnis: Salah Kaprah Dan Pengalaman* Yogyakarta: Penerbit Andi, .
- Kepner, C. &. (1981). *The New Rational Manager*. Princeton, Nj: Kepner- Tregoe.
- Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in Internet shopping, perceived price or trust? *Electronic Commerce Research and Applications*, 11(3), 241–252. <https://doi.org/10.1016/j.elerap.2011.06.003>
- Kotler, P. &. (2009). *Manajemen pemasaran*. Jakarta: Erlangga.
- Kotler, P. A. (2016). *Marketing Management, 15th Edition*. New Jersey: PearsonPreitice Hall, Inc.
- Kotler, P. A. (2017). *Fundamentos De Marketing*.
- Kusuma, S. S., Wijayanto, A., & Listyorini, S. (2022). Pengaruh Brand Image, Kualitas Produk dan Harga terhadap Keputusan Pembelian pada Merek Uniqlo (Studi pada Konsumen Uniqlo Dp Mall Semarang). *Jurnal Ilmu Administrasi Bisnis*, 11(4), 807–813. <https://doi.org/10.14710/jiab.2022.35892>
- Kuswanto, K., Refnida, R., & Ratnadillah, L. (2021). The Effect of Product Perception and Price Perception on Reference Book Purchase Decisions. *Jurnal Pendidikan Ekonomi Dan Bisnis (JPEB)*, 9(2), 179–188. <https://doi.org/10.21009/jpeb.009.2.8>
- Mowen, J. C. (1988). Beyond Consumer Decision Making. *Journal of*

Consumer Marketing, 5(1), 15–25. <https://doi.org/10.1108/eb008214>

- Mukaromah, A. L., Kusuma, I. G. N. A. E. T., & Anggraini, N. P. N. (2019). The Effect of Green Marketing, Brand Awareness and Price Perception on Purchase Decision. *International Journal of Applied Business and International Management*, 4(3), 75–83. <https://doi.org/10.32535/ijabim.v4i3.685>
- Niño- Zarazúa, M. (2012). *Quantitative Analysis In Social Sciences: An Brief Introduction For Non-Economists*. .
- Nuraini, Ika Diah, and Retno Hidayati. "Analisis Pengaruh Persepsi Harga, Kemudahan Penggunaan, dan Intensitas Promosi Terhadap Pembuatan Keputusan Pembelian (Studi Empiris Pada Mahasiswa FEB Universitas Diponegoro Semarang Konsumen E-Commerce Shopee)." *Diponegoro Journal of Management* 11.5 (2022).
- Putri, Enno Febrianti Inneke, and Mahfudz M. Pengaruh Desain Produk, Citra Merek, dan Persepsi Harga Terhadap Keputusan Pembelian Untuk Meningkatkan Loyalitas Konsumen (Studi Pada Produk Viva Cosmetics Di Kabupaten Grobogan). Diss. UNIP: Fakultas Ekonomika dan Bisnis, 2022.
- Rachmawati, D., Shukri, S., Ferdous Azam, S. M., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property inselangor, malaysia. *Management Science Letters*, 9(9), 1341–1348. <https://doi.org/10.5267/j.msl.2019.5.016>
- Reven, D., Ferdinand, T., & Manajemen, J. (2017). Analisis Pengaruh Desain Produk, Kualitas Produk, Harga Kompetitif, dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Pelanggan Nesty Collection Jakarta). *Diponegoro Journal of Management*, 6(3), 1–13. <http://ejournal-s1.undip.ac.id/index.php/management>
- Romaniuk, J. S. (2007). Evidence Concerning The Importance Of Perceived BrandDifferentiation. *Australasian Marketing Journal*, 15(2), 42-54.
- Sampoerno. (2011). *Intensitas, Strategi, dan Media Promosi terhadap Camaru. Universitas Kristen Satya Wacana Salatiga*. Salatiga: Widya Sari Press.
- 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, 01023. <https://doi.org/10.1051/shsconf/20207601023>
- Sekaran, U. &. (N.D.). *Research Methods For Business: A Skill Building*

Approach. 2016: John Wiley & Sons.

- Soni, Neha, and Manoj Verghese. "Analyzing the impact of online brand trust on sales promotion and online buying decision." *IUP Journal of Marketing Management* 17.3 (2018): 7-24.
- Stanton, S. J., Sinnott-Armstrong, W., & Huettel, S. A. (2017). Neuromarketing: Ethical Implications of its Use and Potential Misuse. *Journal of Business Ethics*, 144(4), 799–811. <https://doi.org/10.1007/s10551-016-3059-0>
- Stanton, W., Etzel, M., Walker, B., & Báez, E. (2004). *Mercadotecnia y comercio electrónico*. 1107, 1–5. http://www.uaq.mx/informatica/contenidosExtenso/1107_Mercadotecnia_y_Comercio_Electrónico.pdf
- 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. (2019). *Statistika Untuk Penelitian*. Bandung: Alfabeta.
- Suhaily, L., & Darmoyo, S. (2017). Effect of product quality, perceived price and brand image on purchase decision mediated by customer trust (study on japanese brand electronic product). *Jurnal Manajemen*, 21(2). <https://doi.org/10.24912/jm.v21i2.230>
- Vasan, M. (2023). Impact of promotional marketing using Web 2.0 tools on purchase decision of Gen Z. *Materials Today: Proceedings*, 81, 273–276. <https://doi.org/10.1016/j.matpr.2021.03.188>
- Wang, Y. L., & Tzeng, G. H. (2012). Brand marketing for creating brand value based on a MCDM model combining DEMATEL with ANP and VIKOR methods. *Expert Systems with Applications*, 39(5), 5600–5615.
- Vijayalakshmi, S. &. (2013). An Impact Of Consumer Buying Behavior In Decision Making Process In Purchase Of Electronic Home Appliances In Chennai (India): An Empirical Study. *Elixir Marketing Management*, 59(1), 15267- 15273.
- Zhang, H. Q., Leung, V., & Qu, H. (2007). A refined model of factors affecting convention participation decision-making. *Tourism Management*, 28(4), 1123–1127. <https://doi.org/10.1016/j.tourman.2006.07.008>