

DAFTAR PUSTAKA

- Ahmad, A., Noor, S. M., Aniza, C., & Wel, C. (2014). Factors Influencing Consumers ' Purchase Decision of Private Label Brand Products by. *International Journal of Economic Practices and Theories*, 4(2), 101–110.
- Anoraga, P. (2000). *Manajemen Bisnis* (kedua). Jakarta: PT Rineka Cipta.
- Baruna Hadi Brata, Shilvana Husani, H. A. (2017). *The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta*. 14–58.
- Basri, N. A. H., Ahmad, R., Anuar, F. I., & Ismail, K. A. (2016). Effect of Word of Mouth Communication on Consumer Purchase Decision: Malay Upscale Restaurant. *Procedia - Social and Behavioral Sciences*, 222, 324–331. <https://doi.org/10.1016/j.sbspro.2016.05.175>
- 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>
- Fauzan, F. (2015). Analisis Pengaruh Nilai Pelanggan Dan Lokasi Terhadap Minat Terus Sebagai Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Kost Sekitar Tembalang Dalam Empat Wilayah. *Diponegoro Journal Of Management*, 4(1), 1–13.
- Ferdinand, A. (2006). *Metode Penelitian Manajemen* (kedua). Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan program IBM SPSS 25* (9th ed.). Semarang: Badan Penerbit Undip.
- Gollust, S. E., Tang, X., Runge, C. F., French, S. A., & Rothman, A. J. (2018). The effect of proportional v. value pricing on fountain drink purchases: Results from a field experiment. *Public Health Nutrition*, 21(13), 2518–2522. <https://doi.org/10.1017/S1368980018001143>
- Gunadi, N. P. (2015). *the Influence of Product Quality and Consumer Perception To Purchase*. 3(1), 212–219.
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*. <https://doi.org/10.1108/prr-08-2017-0034>

- Hong, I. B. (2015). Understanding the consumer's online merchant selection process: The roles of product involvement, perceived risk, and trust expectation. *International Journal of Information Management*, 35(3), 322–336. <https://doi.org/10.1016/j.ijinfomgt.2015.01.003>
- Ismajli, A., Kajtazi, S., & Fejza, E. (2013). The Impact of Promotional Activities on Purchase Decision Making : “ a Case Study of Brands Bonita and Rugove - Water Bottled Producers””. *European Scientific Journal*, 9(13), 465–474.
- Javad Mehrabi, Ruhollah Nasiri, M. M. (2014). *INVESTIGATE AND PRIORITY OF (4P) FACTORS ON COSTUMER DECISION FOR MARKETING STRATEGY*. 2(5), 203.
- Kim, D. J., Ferrin, D. L., & Rao, H. R. (2008). A trust-based consumer decision-making model in electronic commerce: The role of trust, perceived risk, and their antecedents. *Decision Support Systems*, 44(2), 544–564. <https://doi.org/10.1016/j.dss.2007.07.001>
- Kusumah, R. (2015). Analyze the Effect of Trust, Price, Quality and Perceived Risk Toward Consumer Purchase Behavior in Online Shops Instagram. *Jurnal Berkala Ilmiah Efisiensi*, 15(5), 355–366.
- Limpo, L. (2017). *Effect of Trust and Easy on Decision Online Purchase toward Special Fashion Products*. (October 2015), 2015–2018. <https://doi.org/10.21275/ART20177118>
- MARS Research Indonesia. (n.d.). Retrieved from <https://mars-research-indonesia.business.site/>
- Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. *Journal of Retailing and Consumer Services*, 41(December 2017), 190–200. <https://doi.org/10.1016/j.jretconser.2017.12.007>
- Onigbinde Isaac Oladepo, O. S. A. (2015). *the Influence of Brand Image and Promotional Mix on Consumer Buying Decision- a Study of Beverage Consumers in*. 3(4), 97–109.
- Owusu, A. (2013). Influences of Price And Quality On Consumer Purchase Of Mobile Phone In The Kumasi Metropolis In Ghana A Comparative Study. *European Journal of Business and Management*, 5(1), 2222–2839. Retrieved from <http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.919.9957&rep=rep1&type=pdf>

- Papafotikas, I., Chatzoudes, D., & Kamenidou, I. (2014). Purchase Decisions of Greek Consumers: An Empirical Study. *Procedia Economics and Finance*, 9(14), 456–465. [https://doi.org/10.1016/s2212-5671\(14\)00047-1](https://doi.org/10.1016/s2212-5671(14)00047-1)
- Philip, K. and K. L. K. (2016). *Marketing Management* (15th ed.). PEARSON.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. In *Asia-Pacific Journal of Business Administration* (Vol. 9). <https://doi.org/10.1108/APJBA-06-2016-0063>
- Purnamasari, S., & Murwatiningsih. (2018). Citra, Pengaruh Dan, Merek Kualitas, Persepsi Terhadap, Layanan Pembelian, Keputusan Loyalitas, Melalui Pada, Merek Palace, Riez Tegal, Hotel. *Management Analysis Journal*, 7(1), 265–272.
- Ruslim, A. C., & Tumewu, F. J. (2015). the Influence of Advertisement , Perceived Price , and Brand Image on Consumer Buying Decision To Asus Mobile Phone. *Jurnal EMBA*, 3(3), 393–401.
- Samosir, harlie B. H. (2015). Jurnal Pengaruh Persepsi Harga dan Promosi Terhadap Keputusan Pembelian Konsumen Produk Enervon-C. *Ilmiah Managemen Dan Bisnis*, 1(3), 2. Retrieved from <https://media.neliti.com/media/publications/96826-ID-jurnal-pengaruh-persepsi-harga-dan-promo.pdf>
- Sugiyono. (2010). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- SWA.co.id. (n.d.). Retrieved from <https://swa.co.id/swa/ceo-interview/reckitt-benckiser-indonesia-paling-pesat-pertumbuhan-pasarnya-di-dunia>
- Top Brand Award. (2019). Retrieved from <https://www.topbrand-award.com/top-brand-index/>
- Wibowo, S. F., & Karimah, M. P. (2012). Pengaruh Iklan Televisi Dan Harga Terhadap Keputusan Pembelian Sabun Lux (Survei Pada. *Pengaruh Iklan Televisi Dan Harga Terhadap Keputusan Pembelian Sabun Lux (Survei Pada Pengunjung Mega Bekasi Hypermall)*, 3(1), 15.
- Wikipedia. (n.d.). Retrieved from <https://id.wikipedia.org/wiki/Dettol>
- www.dettol.co.id. (n.d.). Retrieved from <https://www.dettol.co.id/about-us/>
- www.rb.com. (n.d.). Retrieved from <https://www.rb.com/brands/dettol/>