

DAFTAR PUSTAKA

- Abril, C., & Rodriguez-Cánovas, B. (2016). Marketing mix effects on private labels brand equity. *European Journal of Management and Business Economics*, 25(3), 168–175. <https://doi.org/10.1016/j.redeen.2016.09.003>
- Adetunji, R. R., Rashid, S. M., & Ishak, M. S. (2018). Social media marketing communication and consumer-based brand equity: An account of automotive brands in Malaysia. *Jurnal Komunikasi: Malaysian Journal of Communication*, 34(1), 1–19. <https://doi.org/10.17576/JKMJC-2018-3401-01>
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Al-Homoud, M., Al-Oun, S., Smadi, A., & Al-Hindawi, A. M. (2009). Exploring sales advertising in the housing market in Jordan. *International Journal of Housing Markets and Analysis*, 2(1), 39–56. <https://doi.org/10.1108/17538270910939556>
- Al-Salamin, H., & Al-Hassan, E. (2016). The Impact of Pricing on Consumer Buying Behavior in Saudi Arabia : Al-Hassa Case Study. *European Journal of Business and Management*, 8(12), 62–73.
- Arab, N. (2018). Relationship Between Dimensions of Brand Equity and 4ps of Marketing Mix - Place, Product, Promotion, & Price: Coca Cola -Consumer Based Qualitative Survey. *International Journal of Academic Research in*

- Business and Social Sciences*, 8(2). <https://doi.org/10.6007/ijarbss/v8-i2/3864>
- Arnould, E. J., Price, L., & Zinkhan, G. M. (2003). *Consumers* (2nd ed.). McGraw-Hill Higher Education.
- Arrigo, E. (2015). The role of the flagship store location in luxury branding. An international exploratory study. *International Journal of Retail and Distribution Management*, 43(6), 518–537. <https://doi.org/10.1108/IJRDM-08-2013-0158>
- Babatunde, T. O., & Ajayi, C. A. (2018). The impact of information and communication technology on real estate agency in Lagos Metropolis, Nigeria. *Property Management*, 36(2), 173–185. <https://doi.org/10.1108/PM-10-2016-0057>
- Badan Pengembangan dan Pembinaan Bahasa, K. P. dan K. R. I. (2016). *Kamus Besar Bahasa Indonesia*. <https://kbbi.kemdikbud.go.id/>
- Badan Pusat Statistik Kota Semarang. (2019). *Penduduk Kelompok Umur*. <https://semarangkota.bps.go.id/dynamictable/2015/05/20/18/jumlah-penduduk-menurut-kelompok-umur-di-kota-semarang-2012---2019.html>
- Bank Indonesia. (2020a). *Laporan Pelaksanaan Tugas dan Wewenang Bank Indonesia*.
- Bank Indonesia. (2020b). *Survei Harga Properti Residensial (SHPR)*.
- Boateng, H., & Okoe, A. F. (2015). Consumers' attitude towards social media advertising and their behavioural response: the moderating role. *Journal of Research in Interactive Marketing*, 9(4), 299–312. <https://doi.org/http://doi>

org/http://dx.doi.org/10.1108/JEIM-07-2014-0077

Brucks, M., Zeithaml, V. A., & Naylor, G. (2000). Price and brand name as indicators of quality dimensions for consumer durables. *Journal of the Academy of Marketing Science*, 28(359–374).
<https://doi.org/https://doi.org/10.1177/0092070300283005>

Cheng, F. F., & Cheok, J. (2008). Importance of branding for property developers in Malaysia. *Sunway Academic Journal*, 5, 65–81.
http://eprints.sunway.edu.my/49/1/branding_property.pdf

Chikweche, T., Stanton, J., & Fletcher, R. (2012). Family purchase decision making at the bottom of the pyramid. *Journal of Consumer Marketing*, 29(3), 202–213. <https://doi.org/10.1108/07363761211221738>

Chinomona, R. (2016). African Journal of Economic and Management Studies Article information : *African Journal of Economic and Management Studies*, VII(1). <https://doi.org/10.1108/AJEMS-06-2016-0088>

Daly, J., Gronow, S., Jenkins, D., & Plimmer, F. (2003). Consumer behaviour in the valuation of residential property: A comparative study in the UK, Ireland and Australia. *Property Management*, 21(5), 295–314.
<https://doi.org/10.1108/02637470310508653>

Delgado-Ballester, E., & Munuera-Alemán, J. (2000). Brand trust in the context of consumer loyalty. *European Journal of Marketing*, 35(Nos 11/12), 1235–1258. <https://doi.org/10.1108/EUM00000000006475>

Dobele, A. R., Greenacre, L., & Fry, J. (2018). The impact of purchase goal on wine purchase decisions. *International Journal of Wine Business Research*,

30(1), 19–41. <https://doi.org/10.1108/IJWBR-07-2016-0021>

Fang, X., & Lin, S. (2017). The influence of status differentiation on vertical brand extension: Intercultural and intracultural comparisons. *Nankai Business Review International*, 8(4), 404–423. <https://doi.org/10.1108/NBRI-04-2016-0014>

Ferdinand. (2006). *Struktural Equation Modelling Dalam Penelitian Manajemen : Aplikasi Model-model Rumit Dalam Penelitian untuk Tesis Magsiter dan Disertasi Doktor*. Badan Penerbitan Universitas Diponegoro.

Ferdinand. (2014). *Metode Penelitian Bisnis*. Seri Pustaka Kunci.

Fischer, M., Völckner, F., & Sattler, H. (2010). How important are brands? A cross-category, cross-country study. *Ournal of Marketing Research*, 47(5), 823–839. <https://doi.org/https://doi.org/10.1509%2Fjmk.47.5.823>

Ghozali. (2014). *Model Persamaan Sktruktural; Konsep dan Aplikasi, dengan program Amos 22.0*.

Gökerik, M., Gürbüz, A., Erkan, I., Mogaji, E., & Sap, S. (2018). Surprise me with your ads! The impacts of guerrilla marketing in social media on brand image. *Asia Pacific Journal of Marketing and Logistics*, 30(5), 1222–1238. <https://doi.org/10.1108/APJML-10-2017-0257>

Goodman, M. B., Booth, N., & Matic, J. A. (2011). Mapping and leveraging influencers in social media to shape corporate brand perceptions. *Corporate Communications: An International Journal*, 16(3), 184–191. <https://doi.org/10.1108/13563281111156853>

Gordon R. Foxall. (2007). *A Study of Interpersonal Communication in Industrial*

- Buying Behaviour. *Ship Technology Research*, 54(4), 194–200.
<https://doi.org/10.1179/str.2007.54.4.006>
- Hafiz, K. A., & Ali, K. A. M. (2017). Brand image VS CEO's image: Which one is really matter to consumer? *4th Conference of Business Management, August, 22–29*. <https://www.cbmsbm.com/>
- Hanaysha, J. (2016). The Importance of Social Media Advertisements in Enhancing Brand Equity: A Study on Fast Food Restaurant Industry in Malaysia. *International Journal of Innovation, Management and Technology*, 7(2), 46–51. <https://doi.org/10.18178/ijimt.2016.7.2.643>
- Heffetz, O. (2011). A test of conspicuous consumption: visibility and income elasticities. *Review of Economics and Statistics*, 93, 1101–1117.
- Herrmann, A., Xia, L., Kent, M. B., & Huber, F. (2007). The influence of price fairness on customer satisfaction: An empirical test in the context of automobile purchases. *Journal of Product and Brand Management*, 16(1), 49–58. <https://doi.org/10.1108/10610420710731151>
- Horváth, C., & van Birgelen, M. (2015). The role of brands in the behavior and purchase decisions of compulsive versus noncompulsive buyers. *European Journal of Marketing*, 49, 2–21. <https://doi.org/10.1108/EJM-10-2012-0627>
- Hsu, Y., & Pham, H. (2015). Hsu, Y., & Pham, H. (2015). Effects of Reference Pricing on Customer Purchasing Intention. *Journal International Review of Management and Business Research*, 4(4), 1156–1170.
- Hurtubia, R., Gallay, O., & Bierlaire, M. (2010). Attributes of households, locations and real-estate markets for land use modeling. *SustainCity*, 1–27.

http://transp-or.epfl.ch/documents/technicalReports/sustaincity_WP2_7.pdf

Kane, M., & Erickson, J. D. (2007). Ecological Economics of Sustainable Watershed Management. *Advances in the Economics of Environmental Resources*, 7, 307–328. [https://doi.org/10.1016/S1569-3740\(07\)07013-7](https://doi.org/10.1016/S1569-3740(07)07013-7)

Kaufmann, L., & Gaeckler, J. (2015). On the relationship between purchasing integration and purchasing decision-making speed. *International Journal of Physical Distribution and Logistics Management*, 45(3), 214–236. <https://doi.org/10.1108/IJPDLM-05-2013-0150>

Kauko, T. (2003). Residential property value and locational externalities: On the complementarity and substitutability of approaches. *Journal of Property Investment & Finance*, 21(3), 250–270. <https://doi.org/10.1108/14635780310481676>

Kaur, S. P. (2013). Variables in Research Designs. *International Journal of Research in Medical Sciences*, 3(4), 36–38.

Kiel, K. A., & Zabel, J. E. (2008). Location, location, location: The 3L Approach to house price determination. *Journal of Housing Economics*, 17(2), 175–190. <https://doi.org/10.1016/j.jhe.2007.12.002>

Kotler, P., & Keller, K. L. (2008). *Manajemen Pemasaran* (M. Bob Sabran (ed.); 13th ed.). Erlangga.

Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran II* (A. Maulana & Y. S. Hayati (eds.); 13th ed.). Erlangga.

Lehto, M. . (1997). *Hanbook of Human Factors and Ergonomics*, (Vol. 2).

Lin, H. H. (2015). The effects of price-matching guarantees on consumer response

- in an online retail context: The moderating role of consumer search costs. *Journal of Service Theory and Practice*, 25(6), 658–679. <https://doi.org/10.1108/JSTP-05-2014-0100>
- Ma, Y., Mao, J., Ba, Z., & Li, G. (2020). Location recommendation by combining geographical, categorical, and social preferences with location popularity. *Information Processing and Management*, 57(4), 102251. <https://doi.org/10.1016/j.ipm.2020.102251>
- Mano, H. (1999). The influence of pre-existing negative affect on store purchase intentions. *Journal of Retailing*, 75(2), 149–172. [https://doi.org/10.1016/S0022-4359\(99\)00002-0](https://doi.org/10.1016/S0022-4359(99)00002-0)
- Marcel, A. R. (2009). *the Effect of the Marketing Communication and*. 9(1), 41–50.
- Medema, S. G., & Samuels, W. J. (1929). American Economics. *Economic Record*, 5(1), 146–148. <https://doi.org/10.1111/j.1475-4932.1929.tb00611.x>
- Mudambi, S. M., Doyle, P., & Wong, V. (1997). An exploration of branding in industrial markets. *Industrial Marketing Management*, 26(5), 433–446.
- Njo, A., I. Made, N., & Irwanto, A. (2019). Dual process of dual motives in real estate market Indonesia. *International Journal of Housing Markets and Analysis*, 12(1), 25–42. <https://doi.org/10.1108/IJHMA-05-2017-0049>
- Ozhegov, E. M., & Sidorovykh, A. S. (2017). Heterogeneity of sellers in housing market: Difference in pricing strategies. *Journal of Housing Economics*, 37, 42–51. <https://doi.org/10.1016/j.jhe.2017.03.002>
- Payne, A. (1994). Relationship marketing - Making the consumer count.

- Managing Service Quality: An International Journal*, 4(6), 29–31.
<https://doi.org/http://dx.doi.org/10.1108/EUM00000000003939>
- Peter, J. P., & Olson, J. C. (2000). *Perilaku Konsumen II* (IV). Erlangga.
- Petit, T. A., & McEnally, M. R. (1985). Putting strategy into promotion mix decisions. *Journal of Consumer Marketing*, 2(1), 41.
<https://doi.org/10.1108/eb038819>
- Pogorzelski, J. (2018). “Perceptual Branding” In Managing Brands in 4D. In *Managing Brands in 4D*. <https://doi.org/10.1108/9781787561021>
- 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.
<https://doi.org/10.5267/j.msl.2019.5.016>
- Rahadi, R. A., Wiryono, S. K., Koesrindartoto, D. P., & Syamwil, I. B. (2015). Factors influencing the price of housing in Indonesia. *International Journal of Housing Markets and Analysis*, 8(2), 169–188.
<https://doi.org/https://dx.doi.org/10.1108/IJHMA-04-2014-0008>
- Rahayu, F. A., Fitriana, & Zanky, M. N. (2018). The Effects of Corporate Image, User Image, and Product Image Towards Purchasing Interest of Suzuki Motorcycle. *KnE Social Sciences*, 3(3), 104.
<https://doi.org/10.18502/kss.v3i3.1877>
- Raji, R. A., Rashid, S., & Ishak, S. (2019). The mediating effect of brand image on the relationships between social media advertising content, sales promotion content and behaviuoral intention. *Journal of Research in*

- Interactive Marketing*, 13(3), 302–330. <https://doi.org/10.1108/JRIM-01-2018-0004>
- Ramesh, B., D, W., Li, T., & SC, C. (2016). Geotecs: exploiting geographical, temporal, categorical and social aspects for personalized poi recommendation. *IEEE 17th International Conference on Information Reuse and Integration*, 32, 94–101. <https://doi.org/https://doi.org/10.1109/IRI.2016.20>
- Reed, R. (2016). The relationship between house prices and demographic variables: An Australian case study. *International Journal of Housing Markets and Analysis*, 9(4), 520–537. <https://doi.org/10.1108/IJHMA-02-2016-0013>
- Rumah.com. (2020). Indonesia Property Market Index Q3 2020. In *Fenomena* (Vol. 28, Issue 2). <https://doi.org/10.30996/fn.v28i2.3600>
- Schiffman, L., & Kanuk, L. L. (2008). *Perilaku Konsumen* (B. Sarwiji (ed.); 7th ed.). PT INDEKS.
- Sekaran, U., & Bougie, R. (2014). *Research Methods For Business Sixth ed.* John Wiley dan Sons Ltd.
- Selvi, M. S., Pajo, A., Çakir, C., & Demir, E. (2020). Housing sales of real estate developers in Turkey. *International Journal of Housing Markets and Analysis*, 1753–8270, 12–16. <https://doi.org/10.1108/IJHMA-12-2019-0123>
- Seo, E. J., & Park, J. W. (2018). A study on the effects of social media marketing activities on brand equity and customer response in the airline industry. *Journal of Air Transport Management*, 66(August 2017), 36–41.

<https://doi.org/10.1016/j.jairtraman.2017.09.014>

Šerić, M. (2017). Relationships between social Web, IMC and overall brand equity. *European Journal of Marketing*, 51(3), 646–667.

<https://doi.org/10.1108/ejm-08-2015-0613>

Shao, W., Grace, D., & Ross, M. (2015). Self-regulatory focus and advertising effectiveness. *Marketing Intelligence & Planning*, 33(4).

<https://doi.org/10.1108/eb045784>

Shuid, S. (2016). The housing provision system in Malaysia. *Habitat International*, 54, 210–223. <https://doi.org/10.1016/j.habitatint.2015.11.021>

sugiyono. (2014). *Metode Penelitian Kualitatif, Kuantitatif, R&D*.

Sugiyono. (2010). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, kualitatif, dan R&D*. Alfabeta.

Sumaatmadja, N. (1981). *Studi geografi: suatu pendekatan dan analisa keruangan*. Alumni.

Sundrani, D. M. (2017). Factors influencing home-purchase decision of buyers of different types of apartments in India. *International Journal of Housing Markets and Analysis*, 11(4), 609–631. <https://doi.org/10.1108/IJHMA-06-2017-0062>

Synder, J. C., & Catanesa, A. J. (1991). *Perencanaan Kota*. Erlangga.

Thaker, H. M. T., & Chandra Sakaran, K. (2016). Prioritisation of key attributes influencing the decision to purchase a residential property in Malaysia: An analytic hierarchy process (AHP) approach. *International Journal of Housing Markets and Analysis*, 9(4), 446–467.

<https://doi.org/10.1108/IJHMA-09-2015-0052>

Thornhill, M., Xie, K., & Lee, Y. J. (2017). Social Media Advertising in a Competitive Market: Effects of Earned and Owned Exposures on Brand Purchase. *Journal of Hospitality and Tourism Technology*, 8(1).
<https://doi.org/http://dx.doi.org/10.1108/JHTT-10-2016-0068> Downloaded

Utomo, C., & Rahmawati, Y. (2019). Agreement options for negotiation on material location decision of housing development. *Construction Innovation*, 20(2), 209–222. <https://doi.org/10.1108/CI-03-2019-0024>

Wang, W., Ying, S., Lyu, J., & Qi, X. (2019). Perceived image study with online data from social media: the case of boutique hotels in China. *Industrial Management and Data Systems*, 119(5), 950–967.
<https://doi.org/10.1108/IMDS-11-2018-0483>

Wolcott, H. F. (1990). MAKING A STUDY MORE ETHNOGRAPHIC. *Journal Of Contemporary Ethnography*, 19(1), 44–72.
<https://doi.org/https://doi.org/10.1177%2F089124190019001003>

Woodside, A. G., Megehee, C. M., & Ogle, A. (2009). *Perspective on Cross-Cultural, Ethnographic, Brand Image, Storytelling, Unconscious Needs, and Hospitality Guest Research* (Arch G. Woodside (ed.)). Emerald Group Publishing Limited.

Yap, J. B. H., & Ng, X. H. (2018). Housing affordability in Malaysia: perception, price range, influencing factors and policies. *International Journal of Housing Markets and Analysis*, 11(3), 476–497.
<https://doi.org/10.1108/IJHMA-08-2017-0069>

- Yap, J. B. H., Tan, C. W., Loo, S. C., & Lee, W. P. (2019). Towards a “branded” property developer: key traits for Malaysian housing market. *International Journal of Housing Markets and Analysis*, 12(4), 626–643. <https://doi.org/10.1108/IJHMA-06-2018-0039>
- Yeung, R. M. W., Brookes, M., & Altinay, L. (2016). The hospitality franchise purchase decision making process. *International Journal of Contemporary Hospitality Management*, 28(5), 1009–1025. <https://doi.org/10.1108/IJCHM-08-2014-0399>
- Zolfagharian, M., Weisstein, F. L., & Firat, A. F. (2017). Price: Meanings and significance. *Review of Marketing Research*, 14, 161–174. <https://doi.org/10.1108/S1548-643520170000014011>