

## Daftar Pustaka

- Acelian, R. M. (2021). Analysis of Sales Promotion , Perceived Ease of Use and Security on Consumer Decisions to Use DANA Digital Wallet. *International Journal of Innovative Science and Research Technology*, 6(1), 1436–1441.
- Ahsan, S. M. H., Azam, M. K. G., Raihan, M. Z., Imam, I. Bin, & Islam, M. N. (2020). Impact of Brand Equity on Consumers Purchase Decision of Smart Phone -A Study on University Students in Chittagong, Bangladesh. *Global Journal of Management and Business Research*, 20(6), 37–41. <https://doi.org/10.34257/gjmbravol20is6pg37>
- Aprilia, E., & Yuliadi. (2020). International journal of management and business. *International Journal of Management and Business*, 1(1), 17–23. <https://brage.bibsys.no/xmlui/handle/11250/216770>
- Assauri, Sofjan. 2014. Manajemen Pemasaran. Jakarta : Rajawali Pers.
- Bahi, H. 'Afif, Pratikto, H., & Dhewi, T. S. (2020). *The impact of e-wom and advertising on purchase decision si.se.sa syar'i clothes with brand awareness as an intervening variables (a study on si.se.sa fashion consumers)*. 23(1), 255–261.
- Bilisbekov, N., Sarfo, C., Dandis, A. O., & Eid, M. A.-H. (2021). Linking bank advertising to customer attitudes: The role of cognitive and affective trust. *Management Science Letters*, 11, 1083–1092. <https://doi.org/10.5267/j.msl.2020.11.031>
- Dolak, D. (2003). Building a strong brand: Brands and Branding Basics, Retrieved November 2008.
- Fasana, S. F., & Haseena, A. G. (2017). Promotional Mix as the Strategic Tool for Improving Brand Equity (A Case in Franchise Fast Food Restaurants in Sri Lanka). *International Journal of Engineering and Management Research*, 7(6), 6–11.
- Ferdinand, A. (2016). Metode Penelitian Manajemen: Pedoman Penelitian untuk Skripsi, Tesis dan Disertasi Ilmu Manajemen. In *BP Undip* 2. <https://doi.org/10.4304/jcp.8.2.326-333>
- Firmansyah, F., S, M., Rohman, F., & Khusniyah, N. (2019). *The Concept and Steps of Personal Selling*. 101(Iconies 2018), 225–232. <https://doi.org/10.2991/iconies-18.2019.43>

- Ghozali, I. (2017). Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24.0. Update Bayesian SEM. In *Model Persamaan Struktural. Konsep dan Aplikasi Dengan Program AMOS 24. Update Bayesian SEM.* <https://doi.org/10.1016/j.ando.2009.02.007>
- Hermiyenti, S., & Wardi, Y. (2019). *A Literature Review on The Influence of Promotion, Price and Brand Image to Purchase Decision.* 64, 538–545. <https://doi.org/10.2991/piceeba2-18.2019.34>
- Hesti, T. R., Hesti Sugesti S.Pd., M., & D4. (2017). *Jurnal Manajemen Bisnis Volume 3 , Nomor 1 , Januari 2017 ISSN: 2087-3077 PENGARUH PERSONAL SELLING TERHADAP PROSES KEPUTUSAN PEMBELIAN PRODUK GLOBAL PHONE PADA PT . DAYTECH TETRA SINDO Tanitra Ratnawulan Hesti Sugesti S . Pd ., MM D4 Manajemen Bisnis , . 3.*
- Hutomo, A., Marditama, T., Limakrisna, N., Sentosa, I., Lee, J., & Yew, K. (2020). *Green Human Resource Management, Customer Environmental Collaboration and the Enablers of Green Employee Empowerment: Enhancing an Environmental Performance.* 1(2), 358–372. <https://doi.org/10.38035/DIJEFA>
- Ismail, M. (2018). Pengaruh Komunikasi Pemasaran Yang Terpadu Terhadap Kepuasan Dan Loyalitas Nasabah Pada Tabungan Siaga PT Bank Bukopin Cabang Pekanbaru. *MENARA Ilmu,* 12(80), 69. <http://garuda.ristekbrin.go.id/documents/detail/1262681>
- Kana, T. (2020). Face to Face Sales and Sales Promotions have a Positive Effect on Gold Jewelry Purchasing Decisions. *International Journal of Social Science and Business,* 4(4), 446–452. <https://doi.org/10.23887/ijssb.v4i4.28630>
- Khanta, F., & Srinuan, C. (2019). The relationships between marketing mix, brand equity, lifestyle and attitude on a consumer's private product brand purchasing decision. *African Journal of Hospitality, Tourism and Leisure,* 8(5), 1–14
- Konsep, M., Awareness, B., & Merek, K. (n.d.). *UNTUK MENGATASI GAP ANTARA PERSONAL SELLING TERHADAP KEPUTUSAN PEMBELIAN ( STUDI PADA PESERTA BPJS / JKN WILAYAH KOTA WAMENA KABUPATEN JAYAWIJAYA ) TAUFIQ AKBAR.* 17–26.
- Keller, Kevin Lane and Donald R. Lehmann (2006), “Brands and Branding: Research Findings and Future Priorities,” *Marketing Science,* 25 (6), 740–59.
- Kurniawan, R., Haizam Mohd Saudi, M., & Raphael Wijaya, Z. (2018). The Influence of Brand Equity and STP Towards Pricing Strategy and the Impact on Decision Making. *International Journal of Engineering & Technology,* 7(4.34), 318. <https://doi.org/10.14419/ijet.v7i4.34.25304>

- Marković, D., Business, B., & Belgrade -Serbia, S. (2017). *Business Management and Entrepreneurship ROUND TABLE*.
- M.J. Uddin. (2018). Impact of Integrated Marketing Communication on Customer Based Brand Equityof Mobile Operator Services in Bangladesh. *Journal of Science and Technology*, 16(June), 74–80
- Neha, S & Manoj, V 2013, 'Impact of Sales Promotion Tools on Consumer's Purchase Decision Towards White Good (Refrigerator) at Durg and Bhilai Region of CG, India', Research Journal of Management Sciences, ISSN, 2319, 1171, vol. 2 (7), 10-14.
- Ofosu-Boateng, I. (2020). Effect of Sales Promotion and Relationship Marketing on Customers' Retnetion in the Telecommunication industry in Accra, Ghana. *British Journal of Management and Marketing Studies*, 3(1), 37–54.
- Peraturan Otoritas Jasa Keuangan Nomor. 19/PJOK.03/2014 Tentang Layanan Keuangan Tanpa Kantor dalam Rangka Keuangan Inklusif.
- Prayogi, M., Wahyuni, S., Siregar, L., Lesmana, M., & Nasution, A. (2020). *The Influence Of Personal Selling And Quality Products To Purchase Decision*. <https://doi.org/10.4108/eai.8-10-2018.2288724>
- Purba, P. Y., Riawin, C., Wijaya, R., Suryani, W., & Andreas5, W. (2019). The Influence of Product Quality, and Personal Selling on Purchasing Decisions of Loyal Brands at PT Kawi Agung Kencana. *Jurnal Mantik*, 3(January), 31–38.
- Ragab Abdelhady, M. R., Fayed, H. A. K., & Fawzy, N. M. (2019). The influence of airlines' marketing mix elements on passengers' purchasing decision-making: The case of FSCs and LCCs. *International Journal of Hospitality and Tourism Systems*, 12(2), 1–16.
- Rahmah, K., Sumarwan, U., & Najib, M. (2018). The Effect Of Brand Equity, Marketing Mix, And Lifestyle To Purchase Decision At Maxx Coffee, Bogor. *Journal of Consumer Sciences*, 3(2), 01. <https://doi.org/10.29244/jcs.3.2.01-15>
- Ramadanty, S., & Widayanti, R. (2020). Sales promotion and brand loyalty through mobile application line official account. *Journal of Critical Reviews*, 7(17), 1720–1727. <https://doi.org/10.31838/jcr.07.17.220>
- Remo, I., State, O., Remo, I., State, O., Remo, I., & State, O. (n.d.). *MONETARY SALES PROMOTION ON INTERACTIVE MEDIA AND TELECOMMUNICATION OPERATORS ' BRAND EQUITY AMONG CIVIL SERVANTS IN WESTERN NIGERIA*. 5(1), 1–23.

- Rizkia, R., & Oktafani, F. (2020). The Effect Of Storytelling Marketing On Purchasing Decisions Through Brand Equity As Intervening Variable On Gojek In Jakarta. *International Journal of Management, Entrepreneurship, Social Science and Humanities*, 3(1), 48–55. <https://doi.org/10.31098/ijmesh.v3i1.190>
- Safii, A. A., & Suwarno, T. (2018). Welcome to the 5 th International Conference on Entrepreneurship ( ICOEN ) 2018 , INDONESIA ) Welcome to the 5 th International Conference on Entrepreneurship ( ICOEN ) 2018 , INDONESIA ). *The Fifth International Conference on Entrepreneurship / Book Three, December.*
- ŞAHİN, E., ATTAR, M., & NIAVAND, A. (2020). The Influence of Advertising on Brand Equity of Chabahar Free Zone Tourism Destination (Iran). *Istanbul Management Journal*, 21–55. <https://doi.org/10.26650/imj.2020.88.0002>
- Santika, W., & Yadnya, I. P. (2020). The Effect of Product, Promotion, Location, and Reputation on Saving Decision on Village Credit Institution in Kuta Bali. *American International Journal of Business Management (AIJBM) ISSN*, 3(3), 1–07.
- Santoso, A., Subagyo, H., & Arifin, M. (2019). *Effect of Promotion Mix on Insurance Product Purchase Decisions Zurich Kediri; Indonesia*. 383(Icss), 474–479. <https://doi.org/10.2991/icss-19.2019.26>
- Sari, A. (2020). *The Effect Of Integrated Marketing Communication Factor On Brand Awareness ( Case Study : Budi Luhur University )*. 4(2).
- Shabbir, M. Q., Khan, A. A., & Khan, S. R. (2017). Brand Loyalty Brand Image and Brand Equity: the Mediating Role of Brand Awareness. *International Journal of Innovation and Applied Studies*, 19(2), 416–423. <http://www.ijias.issr-journals.org/>
- Shela, M. A., & Arimbawa, I. G. (2019). The Influence of Cash Pick Up, Promotion and Cross-selling to Trust and Saving Decision. *Journal of World Conference (JWC)*, 1(1), 194–200. <https://doi.org/10.29138/prd.v1i1.57>
- Sudiarta, I. N., Sujana, I. W., & Yuesti, A. (2018). Analysis of Service Quality and Promotion on Decision and Satisfaction of Foreign Visitors on Pandawa Beach Ecotourism in Badung Regency. *International Journal of Contemporary Research and Review*, 9(06), 20800–20810. <https://doi.org/10.15520/ijcrr/2018/9/06/523>
- Sugiyono. (2016). Metode Penelitian Kuantitatif, Kualitatif dan R&D.PT. Alfabeta.(American Marketing Association, 2004, dalam buku Pemasaran Strategik, Tjiptono, 2008).

- Sulistio, A. (2018). Pengaruh Promotion Mix Terhadap Brand Awareness Pt Hm Sampoerna Tbk Melalui Produk Terbaru Sampoerna a Platinum. *Jurnal Strategi Pemasaran*, 5(2), 1–7. <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/7308/6624>
- Waheed Asghar, Rabia Rasheed, & Aziz Khan Niazi. (2020). Role of Advertising and Sales-Promotions to Create Brand-Satisfaction in the FMCG; Evidence from Pakistan. *Journal of Business and Social Review in Emerging Economies*, 6(3), 1119–1130. <https://doi.org/10.26710/jbsee.v6i3.1352>
- Wanarat, C. D., and Sawat, & Abstract. (2019). *the Effects of Advertising and Sales Promotion on*. 39(1), 57–75.
- Yoo, B., Donthu, N., & Lee, S. (2000). *An examination of selected marketing mix elements and brand equity*. Journal of the Academy of Marketing Science, 28(2), 195–211.
- Yorinanda, A., Saraswati, T. G., Telkom, U., Selling, P., & Pembelian, P. K. (2019). *Pengaruh Personal Selling Terhadap Proses Keputusan Pembelian Pada Konsumen Ace Hardware Di Pusat Perbelanjaan Modern Bandung The Effect Of Personal Selling On The Purchase Decision Process On*. 6(3), 6245–6251.
- Yuvita, H. (2019). Pengaruh Brand Image Dan Sales Promotion Terhadap Keputusan Pembelian Melalui Brand Equity (Survei Terhadap Nasabah Bank Bni Syariah Di Kota Palembang). *Mix Jurnal Ilmiah Manajemen*, 9(3), 431. <https://doi.org/10.22441/mix.2019.v9i3.004>
- Zarwin, Z., & Sri Hartono. (2020). Analysis of Brand Equity on Buying Decision of Sacheted Adem Sari on Pt. Enesis Indonesia in Palembang. *Dinasti International Journal of Digital Business Management*, 1(2), 180–190. <https://doi.org/10.31933/dijdbm.v1i2.135>
- Zephaniah, C. O., Ogbag, I. E., & Izogo, E. E. (2020). Examining the effect of customers' perception of bank marketing communication on customer loyalty. *Scientific African*, 8, e00383. <https://doi.org/10.1016/j.sciaf.2020.e00383agus>