

DAFTAR PUSTAKA

- Amirullah.(2015). *Pengantar Manajemen: Fungsi, Proses, dan Pengendalian*. Jakarta: Mitra Wacana Media.
- Amron, Amron. 2018. "Effects Of Product Quality , Price , And Brand Image On The Buying Decision Of City Car Product." 6(4): 1–8.
- Ansari, Azarnoush, and Arash Riasi. 2016. "An Investigation of Factors Affecting Brand Advertising Success and Effectiveness." 9(4).
- Ekhsan, Muhamad. 2019. "The Influence of Product Quality and Brand Image on The Purchase Decisions of The Aqua Brand Bottled Drinking Water (Case Study on Bekasi Citizens)." (July).
- Inradewa, Rhian. 2019. "How Product Quality , Brand Image , and Customer Satisfaction Affect the Purchase Decisions of Indonesian Automotive Customers." (November).
- Kotler, Phillip, and Kevin Lane Keller. 2018. *Marketing Management*. 15th ed. ed. Stephanie Wall. London: Pearson Education.
- Marhadi, Lilis Sulistyowati, and Aida Nursanti. 2014. "Analisis Pengaruh Kreativitas Iklan, Daya Tarik Iklan, Dan Kredibilitas Endoser Terhadap Brand Attitude Pada Produk Handphone Android Di Kota Pekanbaru." *Jurnal Ekonomi* 22(1): 1–2.
<https://repositories.lib.utexas.edu/handle/2152/39127><https://cris.brighton.ac.uk/ws/portalfiles/portal/4755978/Julius+Ojebode%27s+Thesis.pdf>https://usir.salford.ac.uk/29369/1/Angela_Darvill_thesis_submission.pdf<https://dspace.lboro.ac.uk/dspace-jspui/ha>.
- Neuman, W Lawrence. 2014. *Social Research Methods: Qualitative and Quantitative Approaches*. Seventh Ed. London: Pearson Education.
- Prasetya, ermawan galih, Edi Yulianto, and Sunarti Sunarti. 2018. "Pengaruh Brand Image Terhadap Keputusan Pembelian (Survei Pada Mahasiswa Fakultas Ilmu

- Administrasi Bisnis Program Studi Administrasi Bisnis Angkatan 2014 Konsumen Air Mmineral Aqua)." *Jurnal Administrasi Bisnis* 62(2): 214–21.
- Pratama, Widiagil Yuli, and Muhammad Edwar. 2016. "Pengaruh Brand Image Terhadap Keputusan Pembelian Motor Honda Beat." *Jurnal Pendidikan Tata Niaga* 3(3): 1–10.
- Pratiwi, Rizky, and Muhammad Edwar. 2016. "Pengaruh Brand Image Terhadap Keputusan Pembelian Motor Honda Vario 125 Esp Di Dealer Honda Panji Perkasa Perdana Sidoarjo." *Jurnal Pendidikan Tata Niaga (JPTN)* 3(3): 1–13.
- Purba, Eko Syahputra, Astri Wulandari, and Ati Mustikasari. 2019. "Pengaruh Brand Image Terhadap Keputusan Pembelian Pada Mobil Sigrta PT . Tunas Mobilindo Perkasa (Tunas Daihatsu) Soekarno Hatta Bandung Tahun 2019." *e-Proceeding of Applied Science* 5(2): 645–51.
- Rahayu, F A, . Fitriana, and M N Zanky. 2018. "The Effects of Corporate Image, User Image, and Product Image Towards Purchasing Interest of Suzuki Motorcycle." *KnE Social Sciences* 3(3): 104.
- Raji, Ridwan Adetunji, Sabrina Mohd Rashid, and Sobhi Mohd Ishak. 2018. "Consumer-Based Brand Equity (CBBE) and the Role of Social Media Communications : Qualitative Findings from the Malaysian Automotive Industry." *Journal of Marketing Communications* 7266: 1–24. <http://doi.org/10.1080/13527266.2018.1455066>.
- Ronitua, Andreas, and Lenny Brida. 2017. "Pengaruh Brand Image Terhadap Keputusan Pembelian Air Minum Dalam Kemasan Le Minerale." 14(2): 113–20.
- Sekaran, Uma, and Roger Bougie. 2016. *Research Methods for Business*. Seventh. ed. John Wiley. West Sussex, United Kingdom: Wiley.
- Simbolon, Freddy Pandapotan, and Rita Yohanes. 2018. "The Influence of Corporate, User, and Product Images on Purchase Decision of Nitrogen at

Pertamina Gas Stations.” *Pertanika Journal of Social Sciences and Humanities* 26(T): 61–70.

Walliman, Nicholas. 2011. *RESEARCH METHODS*. First. New York: Routledge.

Wulandari, Dwi Ajeng, and Farah Oktafani. 2017. “Pengaruh Brand Image Terhadap Keputusan Pembelian Sepatu Nike (Studi Pada Mahasiswa Fakultas Komunikasi Dan Bisnis Telkom University Bandung).” 11(1): 47–58.

Zamrudi, Zakky, Imam Suyadi, and Yusri Abdillah. 2019. “The Effect of Social Commerce Construct and Brand Image on Consumer Trust and Purchase Intention.” : 1–13.