

REFERENCES

- aqua.com*. (2020). <https://aqua.co.id/>
- Arslan, M., Phil, M., & Zaman, R. (2014). *Impact of Brand Image and Service Quality on Consumer Purchase Intention: A Study of Retail Store in Pakistan* (Vol. 4, Issue 22). www.iiste.org
- Ben Akpoyomare, O., Patrick Kunle Adeosun, L., & Ajao Ganiyu, R. (2012). The Influence of Product Attributes on Consumer Purchase Decision in the Nigerian Food and Beverages Industry: A Study of Lagos Metropolis. *American Journal of Business and Management*, 1(4), 196–201.
- detik.com*. (2020). <https://www.detik.com/>
- Djatkiko, 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>
- Ghozali, I. (2017). *Aplikasi Analisis Multivariate dengan Program IBM SPSS. 21 Update PLS Regresi*. Badan Penerbit Universitas Diponegoro.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. CAPS.
- Hawkins, D. I., & Mothersbaugh, D. L. (2013). Consumer behaviour - building marketing strategy. In *Metalurgia International* (Vol. 18, Issue 8).
- Hawkins, D. I., & Mothersbaugh, D. L. (2010). *customer behavior* (eleventh e).
- Hidayat, T., & Istiadah, N. (2011). *anduan Lengkap Menguasai SPSS 19 untuk Mengolah Data Statistik Penelitian*. mediakita.
- Indrawati. (2015). *Metode Penelitian Manajemen dan Bisnis, Konvergensi Teknologi Komunikasi dan Bisnis*. PT Refika Aditama.
- klik indomaret*. (n.d.). <https://www.klikindomaret.com/>
- Kotler, P., & Armstrong, G. (2008). *marketing management*. pearson.
- Kotler, Philip, & Amstrong, G. (2009). *Principles of Marketing*.
- Kotler, Philip, & Keller, K. L. (2012). A framework for marketing. In *Sloan management review* (Vol. 32).
- Kotler, Phillip, & Keller, K. L. (2016). *Marketing Management (15th Global ed)*.

Courier/Kendallville.

- Kuvykaite, R., Dovaliene, A., & Navickiene, L. (2009). *IMPACT OF PACKAGE ELEMENTS ON CONSUMER'S PURCHASE DECISION*.
- Lahap, J., Ramli, N. S., Said, N. M., Radzi, S. M., & Zain, R. A. (2016). A Study of Brand Image towards Customer's Satisfaction in the Malaysian Hotel Industry. *Procedia - Social and Behavioral Sciences*, 224, 149–157.
<https://doi.org/10.1016/j.sbspro.2016.05.430>
- Mullins, J. W., & Walker Jr., O. C. (2010). *Marketing Management A Strategic Decision-Making Approach*. McGrawHill.
- Nahra Putra, M. T., & Nurmahdi, A. (2020). Analysis of Effect Price and Quality on Brand Image and Its Implication on Purchase Decision Modena Gas Cooktop (Case Study on Grand Galaxy City Residence Bekasi). *Dinasti International Journal of Digital Business Management*, 1(5), 747–761. <https://doi.org/10.31933/dijdbm.v1i5.481>
- Peter, j paul, & Olson, jerry c. (2002). *Consumer Behavior and Marketing*.
- Philip, K., & Amstrong, G. (2017). *Prinsip-prinsip Pemasaran, Edisi ke-12*. erlangga.
- Priansa, D. juni. (2017). *Komunikasi Pemasaran Terpadu Pada Era Media*. CV Pustaka Setia.
- Raditya, B., Yuliati, L. N., & Krisnatuti, D. (2019). Analysis of the Effect of Brand Image, Product Quality and After-Sales Service on Repurchase Decision of Samsung Smartphones. *Russian Journal of Agricultural and Socio-Economic Sciences*, 92(8), 19–32. <https://doi.org/10.18551/rjoas.2019-08.03>
- Ramli, samsul. (2013). *Bacaan Wajib Para Praktisi Pengadaan Barang/Jasa Pemerintah*. Visi media.
- Rizan, M., & Nauli, M. O. (2017). "THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY AND PERCEIVE RISK ON PURCHASE DECISION TRANSFORMER PRODUCT PT. SCHNEIDER INDONESIA." ("Report content THE INFLUENCE OF BRAND IMAGE, PRICE, PRODUCT QUALITY AND ...") *Jurnal Riset Manajemen Sains Indonesia (JRMSI)* |, 8(1), 2301–8313.
<https://doi.org/10.21009/JRMSI>
- Schiffman, & Wisenblit. (2019). *No Title*.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business. In Angewandte Chemie*

International Edition.

Septian, M., Putra, R., & Hartono, S. (2020). The Influence of Price, Brand Image, and Time Pressure against Purchase Decision and Customer Satisfaction (Case Study on Terminal 3 Departure's Passenger at Soekarno-Hatta International Airport). In *International Journal of Innovative Science and Research Technology* (Vol. 5, Issue 8).
www.ijisrt.com1269

Setiadi, N. J. (2003). *perilaku konsumen*. Prenada Media.

statista.com. (2021).

Sugiyono. (2017). *Metode Penelitian Bisnis (Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D)*. ("Metode Penelitian Bisnis Pendekatan Kuantitatif, Kualitatif, Kombinasi ...") 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). ("Investigation Purchase Decision Through Brand Trust, Brand Image. Price ...") In *Jurnal Manajemen: Vol. XXI* (Issue 02).

Sujarweni, V. W. (2015). *Metodologi Penelitian Bisnis & Ekonomi*. pustaka baru.

Sunyoto, D. (2012). *Manajemen Sumber Daya Manusia*. PT Buku Seru.

Tjiptono, F. (2008). *Strategi Pemasaran*. Andi.

topbrand-award.com. (2021). <https://www.topbrand-award.com/>

Antaka, T., & Iklima, S. (2021). The Effect of Quality, Image and Price on Repurchase Decisions. *Journal of Islamic Economic Scholar*, 91-106.

Arif, M. E. (2019). The Influence of Electronic worth of mouth, Brand Image and Price on Repurchase Intention of Airlines Customer. *Journal of Applied Management*, 345-356.

Bayu, R., & Noor, Y. L. (2019). Analisis of the Effect of Brand Image, Product Quality, and after sales service on Re;urchase Decision of Samsung Smartphones. *Russian Journal of Agricultural and Socio-Economic Sciences*, 19-32.

Bhakuni, P., Rajput, S., & Sharma, B. K. (2020). Relationship Between Brand Image And Store Image as Drivers of Repurchase Intention in Apparel Stores. *Gurukul Business Review*, 63-73.

- Budiharseno , R. S. (2021). Determining Factors on the Repurchase Decision on Low End Smartphones in Asia Pacific Regions: An Indonesian Case. *Academic Journal of Interdisciplinary Studies*, 154-162.
- Cuong, D. T. (2021). The Relationship Between Product Quality, Brand Image, Purchase Decision, and Repurchase Intention. *International Conference on Emerging Technologies and Intelegent System*, 172-180.
- Fastidianti, K., & Rosinta, F. (2013). The Effect of Brand Image on Repurchase Intention: A Study on Zara Pondok Indah Mall 2. *Political Journal of Indonesian University*, 1-18.
- Frank, B., Enkawa, T., & Schvaneveldt, S. J. (2015). The role of individualism vs. collectivism in the formation of repurchase intent: A cross-industry comparison of the effects of cultural and personal values. *Journal of Economic Psychology*, 261-278.
- Garciola, A. P., Tony, D. D., & Milan, G. S. (2018). Does price sensitivity and price level influence store price image and repurchase intention in retail markets? *Journal of Retailing and Consumer Services*, 201-213.
- Paramananda, N., & Sukaatmadja, I. G. (2018). The Impact of Price perception and Brand Image on Customer Satisfaction and Repurchase Decision. *International Journal of Economics, Commerce and Management*, 212-224.