

DAFTAR PUSTAKA

- Ahmad. (2021). Analisis Keputusan Pembelian *Iphone Apple* yang dilakukan oleh Orang yang Tinggal di Jabodetabek. *E – Jurnal Riset Manajemen*, 8(3), 130–139.
- Angelyn, A., & Kodrat, D. S. (2021). *The Effect of Social Media Marketing on Purchase Decision with Brand Awareness as Mediation on Haroo Table. International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(1), 16–24. <https://doi.org/10.37715/rmbe.v1i1.1946>
- Anwar, M., & Andrean, D. (2021). *The Effect of Perceived Quality, Brand Image, and Price Perception on Purchase Decision. Proceedings of the 4th International Conference on Sustainable Innovation 2020-Accounting and Management (ICoSIAMS 2020)*, 176(ICoSIAMS 2020), 78–82. <https://doi.org/10.2991/aer.k.210121.012>
- Arianty. (2021). Pengaruh *Brand Image* dan *Brand Awareness* terhadap Keputusan Pembelian. *Jurnal Imiah Magister Management*, 4(1).
- Buchari. (2018). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Alfabeta.
- Chandra. (2018). *Manajemen Pemasaran Strategik*. Yogyakarta: Andi Offset.
- Cipta, E., Kempa, S., Management, P. B., Manajemen, P. S., Bisnis, F., & Siwalankerto, J. (2021). Analisis Pengaruh *Perceived Value Dan Service Quality* terhadap *Repurchase Intention* pada toko Emas Sentral Makassar. 9(1), 2019–2022.
- Darmadi Durianto, S. & T. S. (2019). Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek (cetakan ke). Jakarta: Gramedia Pustaka Utama.
- Dwiarta, I. made B. (2021). The Effect of Price Perception, Quality Perception, and Location on Purchase Decisions. *International Journal of Economics, Business and Accounting Research*, 5(2), 222–230.
- Erdiansyah, D., & Arifin, R. (2019). Pengaruh Harga, Citra Perusahaan, Kualitas Pelayanan, Kepuasan, dan Kepercayaan terhadap Loyalitas Pelanggan Jasa Pengiriman Tiki Dinoyo. 93–107.
- Fachry, M. (2021). Pengaruh Brand Awareness dan *Perceived Quality* terhadap Keputusan Muzakki Membayar Zakat di Lembaga Amil Zakat Dana Peduli Ummat Kalimantan Timur. 1(1), 11–20.
- Ferdinand. (2018). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Hermawan. (2018). *Komunikasi Pemasaran*. Jakarta: Erlangga.
- Kotler & Keller. (2018). *Marketing Managemen (15th Editi)*. *New Jersey: Pearson Education*.
- Kotler dan Armstrong. (2018). *Principle Of Marketing*. New York: *Pearson Education Limited*.

- Krisnanda. (2019). *Effect of Emotional and Spiritual Intelligence on Transformational Leadership and Impact on Employee Performance. International Research Journal Of Business and Management, Vol. 6 No.*, pages: 70-82.
- Kung, M. L., Wang, J. H., & Liang, C. (2021). *Impact of purchase preference, perceived value, and marketing mix on purchase intention and willingness to pay for pork. Foods, 10(10)*. <https://doi.org/10.3390/foods10102396>
- Prastio, A., & Rodhiah, R. (2021). Pengaruh *Perceived Quality, Social Influence Dan Perceived Price* terhadap *Purchase Intention Brodo. Jurnal Manajerial Dan Kewirausahaan, 3(3)*, 580. <https://doi.org/10.24912/jmk.v3i3.13130>
- Primadasari, A., & Sudarwanto, T. (2021). Pengaruh *brand awareness, Brand Image, dan Kualitas Produk* terhadap Keputusan Pembelian *The Influence Of Brand Awareness, Brand Image, And Product Quality On Purchasing Decisions. 23(3)*, 413–420.
- Puspitasari. (2021). Analisis Pengaruh *Perceived Quality, Perceived Value, dan Perceived Risk* terhadap Keputusan Pembelian Online. *Diponegoro Journal of Managemen, 7(4)*.
- Ratu Erlina Gentari. (2022). Pengaruh Iklim Organisasi dan Lingkungan Kerja terhadap Kinerja Pegawai (Studi Kasus pada Kantor Upbji-Ut Serang. *Jurnal Manajemen Perusahaan, 1(1)*.
- Riskyady, Y. (2021). Pengaruh Media Sosial dan Harga terhadap Keputusan Pembelian Tiket Pertandingan Sepak Bola Persebaya pada Locket.Com. *Jurnal Pendidikan Tata Niaga (JPTN), 9(2)*, 1181–1187.
- Salam, A. (2021). Analisis Pengaruh *Green Marketing dan Brand Awareness* Pendahuluan Permasalahan Lingkungan menjadi topik. *11(1)*, 69–80. <https://doi.org/10.32502/jimn.v11i1.3427>
- Sarasuni, F., & Harti, H. (2021). Pengaruh Kesadaran Lingkungan dan Persepsi Nilai terhadap Keputusan Pembelian. *Jurnal Manajemen, 13(2)*, 224–231.
- Sari, S., Syamsuddin, S., & Syahrul, S. (2021). Analisis *Brand Awareness* dan Pengaruhnya terhadap *Buying Decision* Mobil Toyota Calya Di Makassar. *Journal of Business Administration (JBA), 1(1)*, 37. <https://doi.org/10.31963/jba.v1i1.2678>
- Siregar. (2019). *Metode Penelitian Kuantitatif SPSS. Dalam Metode Penelitian Kuantitatif SPSS*. Jakarta: Prenada Media Grup.
- Soemanagara. (2019). *Strategic Marketing Communication (Konsep Strategis dan Terapan)*. Bandung: Alfabeta.
- Sugiyono. (2019). *Metode Penelitian kuantitatif kualitatif dan R&D (2019th ed.)*. Bekasi: Alfabeta.
- Tjiptono. (2019). *Service, Quality & satisfaction*. Yogyakarta: Andi Offset.
- Tjiptono, F. (2017). *Pemasaran*. Yogyakarta: Andi.

- Umar. (2019). *Metode Penelitian Untuk Skripsi dan Tesis Bisnis (Edisi Baru)*. Jakarta: Raja Grafindo Persada.
- Zeithaml. (2019). Customer Value : *The Next Source for Competitive Advantage*. *Journal of the Academy of Marketing*, 15(2), 139–153.