

DAFTAR PUSTAKA

- Aaker, D. (2014). *Building Strong Brands*. Bumi Aksara.
- Abdurrahman, Liliarsari, Rusli, A., & Waldrup, B. (2011). IMPLEMENTASI PEMBELAJARAN BERBASIS MULTI REPRESENTASI UNTUK PENINGKATAN PENGUASAAN KONSEP FISIKA KUANTUM. *Cakrawala Pendidikan*, 1. <https://doi.org/https://doi.org/10.21831/cp.v1i1.4189>
- Adie, M., & Krinawati, A. (2016). *Keragaan Hasil dan Komponen Hasil Biji Kedelai Pada Berbagai Agroekologi. Prosiding Seminar Hasil Penelitian Tanaman Aneka Kacang dan Umbi*. Pemulia Kedelai Balitkabi.
- Afandi, P. (2013). BRAND ASSOCIATION PADA SUATU PRODUK. *Among Makarti*, 6 No 12, 68. <https://doi.org/http://dx.doi.org/10.52353/ama.v6i2.85>
- Amimi, A. N., & Suyanto, A. M. A. (2019). *Analisis Perilaku Konsumen Yang Mempengaruhi Keputusan Pembelian Kosmetik Lokal Di Indonesia: Consumer Behaviour Analysis On Local Cosmetics Buying Decision In Indonesia*. *eProceedings of Management*, 6(1).
- Barlian. (2016). *Metodologi Penelitian Kualitatif dan Kuantitatif*. Jejak.
- Broadbent, S., Bridson, K., Frenklin, L., & Rentscheler, R. (2010). *Brand Love, Brand*.
- Cahyani, G., & Febby. (2016). Pengaruh kualitas produk, kualitas pelayanan dan harga terhadap kepuasan konsumen. *Jurnal Ilmu Dan Riset Manajemen*, 5(3).
- Denzin, N. K., & Lincoln, Y. S. (2018). *The SAGE Handbook of Qualitative Research*. Sage.
- Dharmmesta, B. S. (2014). *Manajemen Pemasaran*. BPFE.
- Dhurup, M., Mafini, C., & Dumasi, T. (2014). The impact of packaging, price and brand awareness on brand loyalty: evidence from the paint retailing industry: original research. *Acta Commercii*, 14(1), 1–9.
- Grewal, D., & Levy, M. (2013). *Marketing*. McGraw-Hill/Irwin.
- Hardani, Andriani, H., Ustiawaty, J., Utami, E. F., Istiqomah, R. R., Fardani, R. A., Sukmana, D. J., & Auliya, N. H. (2020). *Metode Penelitian Kualitatif & Kuantitatif*. CV Pustaka Ilmu.

- Harjati, L., & Sabu, G. (2014). PENGARUH PERSEPSI KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN THE BODY SHOP. *E-Journal WIDYA Ekonomika*, 1(1).
- Hartono, H., Hutomo, K., & Mayangsari, M. (2012). PENGARUH STRATEGI PEMASARAN TERHADAP PENINGKATAN PENJUALAN PADA PERUSAHAAN” DENGAN MENETAPKAN ALUMNI DAN MAHASISWA UNIVERSITAS BINA NUSANTARA SEBAGAI OBJEK PENELITIAN. *Binus Business Review*, 3(2).
<https://journal.binus.ac.id/index.php/BBR/article/view/1271/1139>
- Hung, K. peng, Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R. A., & Chou, C. lun. (2011). Antecedents of luxury brand purchase intention. *Journal of Product and Brand Management*, 20(6), 457–467.
<https://doi.org/10.1108/10610421111166603>
- Kartajaya, H. (2010). *Perjalanan Pemikiran Konsep Pemasaran*. PT Gelora Aksara Pratama.
- Kotler, P. (2012). *Prinsip-prinsip Pemasaran*. Erlangga.
- Kotler, P. (2016). *Marketing Management (15th Ed.)*. Pearson Education Limited.
- Kotler, P., & Keller. (2014). *Buku Prinsip Prinsip Pemasaran By Philip Kotler Gary. Armstrong Edisi 12 Jilid I&2. Edisi Ke 13*. Erlangga.
- Latif, W. B., Islam, M. A., & Noor, I. B. M. (2014). A conceptual framework to build brand loyalty in the modern marketing environment. *Journal of Asian Scientific Research*, 4(10), 547–557.
- Majid, M., Bagram, M., & Khan, S. (2012). Attaining Customer Loyalty: the Role of Consumer Attitude and Consumer Behavior. *International Review of Management and Business Research*, 1(2012), 1–8.
- Najib, M. A. (2016). ANALISIS PENGARUH BRAND AWARENESS, DAN PERCEIVED VALUE TERHADAP KEPUTUSAN PEMBELIAN. *Jurnal Sains Pemasaran Indonesia (Indonesian Journal of Marketing Science)*, 15(1), 62–73.
- Notoatmodjo, S. (2010). *Metodologi Penelitian Kesehatan*. Rineka Cipta.
- Peter, P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy, Ninth*.

- Edition. McGraw Hill.
- Priyono. (2016). *Metode Penelitian Kuantitatif*. Zifatama Publishing.
- Santy, R. D., & Atika, S. D. (2019). *Proceedings of the International Conference on Business, Economic, Social Science, and Humanities – Economics, Business and Management Track*. Atlantis Press.
- Sedjati, R. (2018). *Manajemen Pemasaran*. Deepublish.
- Severi, E., & Ling, K. C. (2013). The mediating effects of brand association, brand loyalty, brand image and perceived quality on brand equity. *Asian Social Science*, 9(3), 125–137. <https://doi.org/10.5539/ass.v9n3p125>
- Shimp, A. (2013). *Periklanan Promosi*. Erlangga.
- Sugiarto, & Eko. (2017). *Menyusun Proposal Penelitian Kualitatif: Skripsi dan Tesis*. Suaka Media.
- Sugiyono. (2014). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Alfabeta.
- Sujarweni, V. W. (2015). *Sistem Akuntansi*. Pustaka Baru Press.
- Sumiati, Rosita, N. H., & Yulianti, I. (2016). *Brand Dalam Implikasi Bisnis*. UB Press.
- Sunyoto, D. (2015). *Manajemen dan Pengembangan Sumber Daya Manusia (Cetakan Pertama)*. CAPS.
- Suryani, T. (2013). *Perilaku Konsumen di Era Internet*. Graha.
- Taylor, S. J., Bogdan, R., & DeVault, M. . (2016). *Introduction to Qualitative Research Methods: A Guidebook and Resource Fourth Edition*. John Wiley & Sons, Inc.
- Vuong, K. T. (2017). *The Mediating Effect of Perceived Quality on The Costumer Loyalty in Small and Medium-Sized Enterprises in The Mobile Phone Sector in Ho Chi Minh City*. Raja Gopal.
- Wardhana, A., Kartawinata, B. R., & Syahputra. (2015). *Metode Riset Bisnis*. PT. Karya Manunggal Lithomas.
- Zikmund, W. G., & Babin, B. J. (2013). *Essential of Marketing Research*. South-Western Cengage Learning.