

DAFTAR PUSTAKA

- Alvara Strategic Research. (2019). Behaviors and Preferences of Indonesian Millennial Consumers on E-Commerce Applications in 2019.
- APJII. (2019). Buletin APJII EDISI 74.
- APJII. (2020). Laporan Survei Internet 2019-2020 (Q2).
- Apple Music*. (2022). Apple (Indonesia). <https://www.apple.com/id/apple-music/>
- Apple Music Revenue and Usage Statistics (2022)*. (2021, March 18). Business of Apps. <https://www.businessofapps.com/data/apple-music-statistics/>
- Apple Music subscribers 2015-2021 | Statista*. (2015). Statista; Statista. <https://www.statista.com/statistics/604959/number-of-apple-music-subscribers/>
- Forde, E. (2022, June 16). Forecast: Apple Music To Hit 110 Million Subscribers By 2025. *Forbes*. <https://www.forbes.com/sites/eamonforde/2022/06/14/forecast-apple-music-to-hit-110-million-subscribers-by-2025/?sh=5dbf0515142f>
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal, ESJ*, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- 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>
- Hasmiati, H., Thaief, I., Hasan, M., Dinar, M., & Rahmatullah, R. (2021). The Effect of Brand Image and Price on Product Purchase Decisions at the Sewing House Akhwat Makassar. *Pinisi Business Administration Review*, 2(2), 57. <https://doi.org/10.26858/pbar.v2i2.15785>
- Keller, Kevin, L., & Kotler, P. (2016). Marketing Management. In *Pearson Education*.
- Mbete, G. S., & Tanamal, R. (2020). Effect of Easiness, Service Quality, Price, Trust of Quality of Information, and Brand Image of Consumer Purchase Decision on Shopee Online Purchase. *Jurnal Informatika Universitas Pamulang*, 5(2), 100. <https://doi.org/10.32493/informatika.v5i2.4946>
- Rumengan, A. N., Tawas, H. N., & Wenas, R. S. (2015). Analisis Citra Merek. *Kualitas...*

- 684 *Jurnal EMBA*, 3(2), 684–694. http://www.rajamobil.com/daftar-harga/mobil-baru/daihatsu_ayla_
- Setiawan, E. (2019). Pengaruh Citra Merek, Kualitas Produk Dan Persepsi Harga Terhadap Keputusan Menggunakan Jasa Kurir Jne, Agen Jasafa Jatiasih, Bekasi, Jawa Barat. *Transparansi Jurnal Ilmiah Ilmu Administrasi*, 1(2), 166–178. <https://doi.org/10.31334/trans.v1i2.301>
- Sihombing, T., & Sihombing, D. (2021). Influence of Interest, Price, Product Quality, Promotion, and Brand Image on Purchasing Decisions in Traveloka App. *Ultima Management : Jurnal Ilmu Manajemen*, 13(1), 183–196. <https://doi.org/10.31937/manajemen.v13i1.1968>
- Teddy, A., & Dinda, A. Z. (2020). Pengaruh Citra Merek, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Melalui Aplikasi Gofood Di Kota Bandung the Influence of Brand Image, Price, and Product Quality on Purchase Decisions Through Gofood Application in Bandung City. *E-Proceeding of Management*, 7(2), 5422–5428.