

DAFTAR PUSTAKA

- Adhitya Wardhana, M., Hayati, N., & Mustaqim, Y. (2024). HUBUNGAN INOVASI PRODUK, KUALITAS PRODUK, CITRA MEREK TERHADAP MINAT BELI KOSUMEN PADA DUNIA ENTREPRENEUR SEPATU LOKAL DI INDONESIA. *Jurnal Bisnis Digital Dan Sistem Informasi*, 5, 2747–0415. <https://doi.org/10.26751/Bidisfo>
- AMA Amerika Marketing Asosiation. (N.D.). Retrieved May 18, 2025, From <https://www.marketingstudyguide.com/amas-definition-marketing/>
- Amano, M. (2025). PENGARUH BRAND AWARENESS DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN SEPATU MEREK SKECHERS.
- Armstrong, & Kotler, P. (2021). *Principles Of Marketing, 18th Edition*. //Opaclib.Inaba.Ac.Id/%2Findex.Php%3Fp%3Dshow_Detail%26id%3D3127
- Buchari Alma. (2020). *Open Library - Manajemen Pemasaran Dan Pemasaran Jasa, Edisi Revisi*. <https://openlibrary.telkomuniversity.ac.id/pustaka/101169/Manajemen-Pemasaran-Dan-Pemasaran-Jasa-Edisi-Revisi.html>
- ÇELİK, Z. (2022). THE MODERATING ROLE OF INFLUENCER ATTRACTIVENESS IN THE EFFECT OF BRAND LOVE, BRAND TRUST, BRAND AWARENESS AND BRAND IMAGE ON BRAND LOYALTY. *İstanbul Ticaret Üniversitesi Sosyal Bilimler Dergisi*, 21(43), 148–167. <https://doi.org/10.46928/iticusbe.1050122>
- Coaker, W. (2021). *Branding With Images: The Ultimate Guide To Grow Your Business With Images: How To Build A Strong Brand Image: Coaker, Willie: 9798460236763: Amazon.Com: Books*. <https://www.amazon.com/Branding-Images-Ultimate-Business-Strong/Dp/B09CRY8ZCJ>
- Daftar Merek Sepatu Yang Paling Disukai Masyarakat, Adidas Teratas - Goodstats. (N.D.). Retrieved June 24, 2025, From <https://goodstats.id/article/daftar-merek-sepatu-yang-paling-disukai-masyarakat-adidas-teratas-fb0ca>
- Darwin, M. (2021). *Metode Penelitian Pendekatan Kuantitatif*. <https://www.researchgate.net/publication/354059356>
- David Aaker. (2018). *David A Aaker Building Strong Brands*.
- Faruqi, F., & Pratomo, T. P. (2022). *THE EFFECT OF COMPASS BRAND IMAGE AND BRAND TRUST ON PURCHASE DECISIONS IN JAKARTA CITY*.
- ISKANDAR, F. (2023). *FARKHANISKANDAR.SKRIPTI.FINAL.1717201020.Fixbgt[1]*.
- Jamiat, N., Maolana Hidayat, A., Pradana, M., & Shafar Bastio, B. (2020). Agus Maolana Hidayat, Mahir Pradana And Bima Shafar Bastio, The Influence Of Brand Image On The Decision Of Buying Converse Shoes In Students In Bandung City. *International Journal Of Advanced*

- Janna, N. M., & Herianto. (2021). *KONSEP Uji Validitas Dan Reliabilitas Dengan Menggunakan SPSS*.
- Kasiono, B. A., Tumbel, A. L., Pondaag, J. J., Kasiono, B. A., Tumbel, A. L., Pondaag, J. J., & Manajemen Fakultas Ekonomi Dan Bisnis, J. (2022). *THE INFLUENCE OF BRAND IMAGE, SERVICE QUALITY AND PRICE PERCEPTION ON PURCHASING DECISIONS (A CASE STUDY ON VISITORS AT ANOTHER COFFEE CAFÉ HATI TONDANO)*. 10, 1795–1806.
- Kautsar Hasanuddin, A., & Pradana, M. (2023). SEIKO : Journal Of Management & Business How Brand Image Influence Customer Loyalty: Reanalyzing The Significance Of A Popular Electronic Brand. *SEIKO : Journal Of Management & Business*, 6(1), 915–922. <https://doi.org/10.37531/Sejaman.V6i1.3839>
- Keller, K. L. (2013). *Strategic Brand Management Building, Measuring, And Managing Brand Equity Global Edition*.
- Keller, K. L., & Swaminathan, V. (2020). *Strategic Brand Management: Building, Measuring, And Managing Brand Equity*. New York: Pearson Kotler,. 1–624.
- Kotler, P., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management - Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen - Google Buku*. https://books.google.co.id/books?id=_-2hdwaaqbaj&printsec=frontcover&hl=id#v=onepage&q&f=false
- Kotler, P., & Keller, K. L. (2021). *Marketing Management 16th Global Edition*. Pearson Education Limited, 1–832. <https://online.fliphtml5.com/Xzfd/pkef/>
- Kotler, Philip., & Keller, K. Lane. (2012). *Marketing Management*. Prentice Hall.
- Kotler, Philip., Keller, K. Lane., & Chernev, Alexander. (2022). *Marketing Management*. 605.
- Kumala, A. N. (2024). *Strategi Komunikasi Pemasaran Sepatu Kanky (Studi Kasus Kolaborasi Dengan Dr.Tirta “Story Senu”)*.
- Lamb, C. W. , Hair, J. F. , & McDaniel, C. (2020). *MKTG, 5th Edition - Charles W. Lamb, Joe F. Hair, Carl McDaniel, Marc Boivin, David Gaudet, Kim Snow - Google Buku*. [https://books.google.co.id/books?hl=id&lr=&id=Eky-EAAAQBAJ&oi=fnd&pg=PR13&dq=++Lamb,+C.+W.,+Hair,+J.+F.,+%26+McDaniel,+C.+\(2020\).+Marketing+\(14th+Ed.\).+Cengage+Learning.&ots=w3Xnnu_Zsw&sig=Pzh-Hgsdbdoznbod68uyffexpk8&redir_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=id&lr=&id=Eky-EAAAQBAJ&oi=fnd&pg=PR13&dq=++Lamb,+C.+W.,+Hair,+J.+F.,+%26+McDaniel,+C.+(2020).+Marketing+(14th+Ed.).+Cengage+Learning.&ots=w3Xnnu_Zsw&sig=Pzh-Hgsdbdoznbod68uyffexpk8&redir_esc=y#v=onepage&q&f=false)
- Lestari, E. J. (2024). The Influence Of E-WOM, Brand Awareness, And Brand Image On Z-Generation Purchasing Decisions On Compass Sneakers In Indonesia. *Journal Of Management Studies And Development*, 3(03), 159–168. <https://doi.org/10.56741/Jmsd.V3i03.630>

- Manurung, E. D., & Sisilia, K. (2024). Endorsement Influencer, Online Customer Review, Dan Perceived Quality Terhadap Keputusan Pembelian Produk Skincare Skintific. *JPPI (Jurnal Penelitian Pendidikan Indonesia)*, 10(2), 554. <https://doi.org/10.29210/020243935>
- Mauludiyah, A. (2024). Pengaruh Gaya Hidup Dan Citra Merek Terhadap Keputusan Pembelian Sepatu Lokal Ventela Di Kalangan Mahasiswa Universitas Merdeka Pasuruan. *Universitas Merdeka Pasuruan Revenue Manuscript*, 2.
- Nugraha, A., & Aulia, P. (2023). *Pengaruh Brand Image Terhadap Keputusan Pembelian Produk Sepatu Compass Di E-Commerce Tokopedia Pada Mahasiswa Kota Bandung*. www.tokopedia.com
- Nurhadi, N. (2025). Peran Influencer Marketing Dalam Meningkatkan Brand Awareness Di Media Sosial. *Jurnal Ekonomi Utama*, 4(1), 143–154. <https://doi.org/10.55903/Juria.V4i1.250>
- Ompusunggu, W. B., & Haryanto, H. (2023). Analysis Of Factors Influencing Intention To Buy Shoes Products In Batam City With Brand Loyalty, Brand Equity, Brand Awareness And Perceived Quality Variables. In *Management Studies And Entrepreneurship Journal* (Vol. 4, Issue 6). <http://journal.yrpiiku.com/index.php/msej>
- Pandiangan, K., Dwi Atmogo, Y., & Author, C. (2021). *FAKTOR-FAKTOR YANG MEMPENGARUHI BRAND EQUITY: BRAND TRUST, BRAND IMAGE, PERCEIVED QUALITY, & BRAND LOYALTY*. 2(4). <https://doi.org/10.31933/jimt.V2i4>
- Park, C. I., & Namkung, Y. (2022). The Effects Of Instagram Marketing Activities On Customer-Based Brand Equity In The Coffee Industry. *Sustainability (Switzerland)*, 14(3). <https://doi.org/10.3390/su14031657>
- Puspitarini, I., Indra, R., Mani, L., Larasati, F., & Arief, A. A. (2024). The Distribution Of Cosmetics Products, Brand Trust And Promotion Impact On Purchase Decision During Live Streaming. *Journal Of Distribution Science*, 22(7), 1–11. <https://doi.org/10.15722/jds.22.07.2024.07.1>
- Rahayu, M. Siti. (2025). *Pengaruh Social Media Marketing Dan Brand Equity Terhadap Keputusan Pembelian Sepatu Kanky: Studi Pada Konsumen Sepatu Kanky Di Kota Bandung*.
- Rrustemi, V., & Baca, G. (2021). THE IMPACT OF SOCIAL MEDIA ACTIVITIES ON RAISING BRAND AWARENESS DURING THE COVID-19 PANDEMIC: THE CASE OF FASHION INDUSTRY IN KOSOVO. *Management (Croatia)*, 26(2), 295–310. <https://doi.org/10.30924/MJCMI.26.2.17>
- SADDANG. (2022). *PENGARUH BRAND IMAGE DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK DAILY LIFE STORE SAMARINDA SKRIPSI*.
- Sahir, H., & Syafrida. (2021). *Metodologi Penelitian*. www.penerbitbukumurah.com
- Salsabiela, F. H., Listyorini, S., & Purbawati, D. (2022). BELI KONSUMEN

- KOPI LAIN HATI WONOSOBO. In *Jurnal Ilmu Administrasi Bisnis* (Vol. 11, Issue 3). <https://ejournal3.undip.ac.id/index.php/jiab>
- Sari, A. (2020). *SOURCE: Jurnal Ilmu Komunikasi STRATEGI KOMUNIKASI PEMASARAN JAM TANGAN MATOA DALAM MENINGKATKAN BRAND AWARENESS*. <http://jurnal.utu.ac.id/jsource>
- Sriwendiah, S., & Ningsih, W. (2022). Pengaruh Brand Awareness Terhadap Keputusan Pembelian Lipcream Pixy (Survei Pada Konsumen Toko Kosmetik Cahaya Baru Purwakarta). *Jurnal Bisnis*, 10(1), 36–50. <https://doi.org/10.62739/jb.v10i1.20>
- Stanton, W. J. (2021). *Manajemen Pemasaran: Pengertian, Fungsi Dan Konsep - PPM School Of Management*. <https://www.ppmschool.ac.id/manajemen-pemasaran/>
- Sudrajat, E. (2023). *Branding Di Era 5.0: Ide-Ide Untuk Meningkatkan Kesadaran Merek Dengan Cara Sederhana, Murah, Dan Tepat Sasaran. Anak Hebat Indonesia*. <https://openlibrary.telkomuniversity.ac.id/pustaka/199426/branding-di-era-5-0-ide-ide-untuk-meningkatkan-kesadaran-merek-dengan-cara-sederhana-murah-dan-tepat-sasaran.html>
- Sugiyono. (2022). *METODE PENELITIAN KUANTITATIF*.
- Tang, You Z., & Mesfin, H. (2020). Research On The Effect Of Marketing Mix On The Competitive Advantage: A Study Of Selected Small And Medium Enterprises In Bole Sub City, Addis Ababa, Ethiopia. *THE INTERNATIONAL JOURNAL OF MANAGEMENT SCIENCE AND BUSINESS ADMINISTRATION*, 7(1), 15–28. <https://doi.org/10.18775/ijmsba.1849-5664-5419.2014.71.1002>
- Tjiptono, F., & Diana, A. (2020). *Riset Pemasaran*. [https://books.google.co.id/books?hl=id&lr=&id=K0zfeaaqbaj&oi=fnd&pg=PP1&dq=Tjiptono+Fandy,+Anastasia+Diana+\(2020\)+Pemasaran++Penerbit+Andi%2%A0Yogyakarta&ots=Sebu6lqdue&sig=G3hn9tqe_Gg7oWdcnbVIOgtRaT4&redir_esc=Y#v=onepage&q&f=false](https://books.google.co.id/books?hl=id&lr=&id=K0zfeaaqbaj&oi=fnd&pg=PP1&dq=Tjiptono+Fandy,+Anastasia+Diana+(2020)+Pemasaran++Penerbit+Andi%2%A0Yogyakarta&ots=Sebu6lqdue&sig=G3hn9tqe_Gg7oWdcnbVIOgtRaT4&redir_esc=Y#v=onepage&q&f=false)
- Trianasari, N., Fitriani, N., & Rachmawati, I. (2023). The Influence Of Social Media Marketing And Influencer Endorsement Through Brand Image And Trust, And Their Impact On The Purchase Intention Of The MS Glow Brand Through The Tiktok Application. *International Journal Of Professional Business Review*, 8(10), E03793. <https://doi.org/10.26668/Businessreview/2023.V8i10.3793>
- Wardhana, A., & Iba, Z. (2023). *Metode Penelitian*. <https://www.researchgate.net/publication/376687580>
- Wardhana, A., Pradana, M., & Shafira, D. (2023). The Influence Of Product Quality And Brand Image On Purchase Interest Of Bottled Drink Section A-Research Paper THE INFLUENCE OF PRODUCT QUALITY AND BRAND IMAGE ON PURCHASE INTERES... The Influence Of Product Quality And Brand Image On Purchase Interest Of Bottled Drink Section A-Research Paper THE INFLUENCE OF PRODUCT

QUALITY AND BRAND IMAGE ON PURCHASE INTEREST OF BOTTLED DRINK. *Chem. Bull*, 2023(S3), 58–64. <https://doi.org/10.31838/Ecb/2023.12.S3.008>

Wardhana, A., Pradana, M., Wahyu Nugraha, D., Tinggi Ilmu Ekonomi Perbanas Surabaya, S., Jasrial, J., Pondok Cabe Raya, J., Selatan, T., Wahyu Nugraha Prodi, D., Firmansyah, I., & Jamiat, N. (2021). *Analysis Of Automotive Product Selection In Indonesia: Factors Of Brand Image Using Analytical Hierarchy Process* Iqbal Firmansyah *Analysis Of Automotive Product Selection In Indonesia: Factors Of Brand Image Using Analytical Hierarchy Process*. <https://www.researchgate.net/publication/350106634>

Waringin, D. T. (2008). *Marketing Revolution (HC) + 5 CD - Tung Desem Waringin* - Google Buku. https://books.google.co.id/books?hl=id&lr=&id=_Nqpxxqxlpcw&oi=fnd&pg=PA1&dq=Marketing+Revolution++Tung+Desem+Waringin&ots=L7rulrbuve&sig=UL5XIL_Gfcis6yi3qeibi9tjahy&redir_esc=y#v=onepage&q=Marketing%20Revolution%20%20Tung%20Desem%20Waringin&f=false

Windi Meilani, & Aslamia, R. (2024). *Pengaruh Brand Image Dan Brand Awareness Terhadap Keputusan Pembelian Pizza Hut Delivery Cabang Plaju*. <https://doi.org/10.47467/Alkharaj.V6i2.4470>

Zübeyir, Ç. (2022). *The Moderating Role Of Influencer Attractiveness In The Effect Of Brand Love, Brand Trust, Brand Awareness And Brand Image On Brand Loyalty*.