

Daftar Pustaka

- Adetiya, L., & Rahmawan, G. (2021). The effect of Product Quality, Innovation and Price to Purchasing Decisions Of Noodle Products. *International Journal Of Multi Science*, 10, 60-69.
- Amrillah, S., Pratama, M., A., B., Faqih, F., D., A., & Aisyah, S. (2023). The Influence Of Brand Image, Product Quality, dan Promotion On the Purchasing Decision On Tofu Kopeci. *interdisciplinary journal and humanity (INJURITY)*, 10, 908-917.
- Anang Firmansyah. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish Publisher.
- Ashari, S. I., Saroh, S., Zunaida, D., Studi, P., Bisnis, A., Administrasi, F. I., & Malang, U. I. (2023). PENGARUH HARGA, PROMOSI DAN BRAND IMAGE TERHADAP KEPUTUSAN PEMBELIAN (STUDI PADA KONSUMEN GP SEMERU COFFE DESA PASRUJAMBE KEC. PASRUJAMBE KAB. LUMAJANG). 13(1), 87–93.
- Bafadhal, Aniesa Samira. (2020). Pengaruh Persepsi Label Halal dan Kualitas Produk terhadap Keputusan Pembelian Produk Fesyen Muslim (Survei pada Pelanggan Produk Zoya Muslim di Kota Malang). *Jurnal Administrasi Bisnis (JAB)*, Vol. 62. No. 1.
- Bancin, John Budiman. (2021). *Citra Merek dan Word of Mouth (Peranannya dalam Keputusan Pembelian Mobil Nissan Grand Livina)*. Surabaya : CV. Jakad Media Publising.
- Charity Serepina Sihotang¹, Supriyono
- Cindy, & Zai, I. (2023). Analisis The Influence Of Brand Image, Price, Service Quality On Purchasing Decision By Mediating Customer Satisfaction On Drinks At Coffe Shops. *Journal Research Of social science economics and management*, 03, 07, 1545 – 1555
- Drucker, P. F. (2015). *“Inovasi dan Kewiraswastaan”*. Jakarta: Erlangga

- Ely. (2021). Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Time Universe Studio. *Jurnal Ekonomi Dan Bisnis*, 11(1), 542–550.
- Ernawati, D. (2019). Pengaruh kualitas produk, inovasi produk dan promosi terhadap keputusan pembelian produk Hi Jack Sandals Bandung. *JWM (Jurnal Wawasan Manajemen)*, 7(1), 17–32.
- Fairliantina, E., & Paniro, J. (2022). Pengaruh kualitas produk, persepsi harga dan promosi terhadap keputusan pembelian di denny's restoran Senayan City. *Jurnal Ilmiah Akuntansi dan Keuangan*, 2622-2205
- Fiani, M., S. & Japariato, E. (2012). Analisa Pengaruh Food Quality dan Brand Image Terhadap Keputusan Pembelian Roti Kecil Toko Roti Ganep,s Dikota Solo. *Jurnal Manajemen Pemasaran*, Vol 1, No1, 1-6.
- Ghandhi, R., A., Kasno, & Ermawati, E. (2023). Influence of Lifestyle , Brand Image , Price, and Promotion of Purchasing Decisions on Cafe Belikopi. *International Journal Of Accounting and Management Research*, 02, 75-83.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Hair, et al, (2014). *Multivariate Data Analysis*, New International Edition., New Jersey : Pearson.
- Hanaysha, J., R. (2018). An Examination Of The Factors Affecting Consumer's Purchase Decision In The Malaysian Retail Market. *PSU Research Review*, 2(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Julius., M., & Limakrisna., M., CQM., CMA. (2016). *Manajemen Pemasaran (Model Kepuasan dan Loyalitas Pelanggan)* (Vol. CV Budi Utama). Yogyakarta
- Kotler, P., & Armstrong, G (2018). *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education.
- Kotler,P.,& Keller,K.L. (2016). *Maketing Management*. Boston,Mc:Pearson

- Levitt. (2014) “*Marketing Success through Differentiation: Of Anything.*” *Harvard Business Review*” to Levitt’s discussion.
- Makmur, Tahir, & Rohana. (2012). *inovasi dan kreativitas manusia dalam administrasi dan manajemen*. Bandung: Refika Aditama.
- Miguna, Nurhafifah Matondang (2020), *Manajemen Pemasaran UMKM Dan Digital Sosial Media*, Edisi 1, Yogyakarta: DEEPUBLISH.
- Mowen, John C dan Minor, Micheal. (2012). *Perilaku Konsumen* dialih bahasakan oleh Dwi Kartika Yahya. Jakarta: Erlangga.
- Nugroho J.Setiadi. (2019). *Perilaku Konsumen : Perspektif Kontemporer Pada Motif, Tujuan, Dan Keinginan Konsumen*. Prenadamedia group.
- Peter, J Paul dan Olson, J.C. (2014). *Perilaku Konsumen dan Strategi Pemasaran*. Salemba Empat.
- Rayi, G & Aras, M. (2021). How Product Innovation and Motivation Drive Purchase Decision as Consumer Buying Behavior. *Journal of Distribution Science*, 49-60.
- Rosanty 2018. Pengaruh Experiential Marketing dan Experintal Value Terhadap Customer Satisfaction: Studi pada Mahasiswa FIA Bisnis Pengguna Android Samsung. *Jurnal Administrasi Bisnis*. Vol. 16, No. 1. e-ISSN 2746- 1297, Universitas Brawijaya.
- Schiffman, L. G. & Kanuk, L., L. (2015). *Perilaku Konsumen*, Edisi 7. Alih Bahasa: Zoelkifli. Jakarta : Indeks.
- Sekaran, U., & Bougie, R. (2016). *Research methods for business: A skill building approach*. John Wiley & Sons.
- Setiawan, B., Harwindito, B., & Putri, F., H., N. (2024). Korean Waves Popularity on Korean Food Purchasing Decisions in Jakarta. *International Journal of Travel, Hospitality and Events*, 01, 2828-2590.
- Sianto, F.M., Thehumury, C.F., Holiwono, M.R., & Putra, S. (2023). The Influence Of Innovation and Promotion On Cunsumer Purchase Decisions On Pangsit Mie Palu. *Review of Management and Entrepreneurship*, 07, 2548-3536.

- Sihotang, C., S., & Supriyono. (2024). The Influence of Brand Image and Product Quality on Purchasing Decisions. *Indonesian Journal of Business Analytics (IJBA)*, 02, 427-438.
- Sinulingga, H. S. (2021). Perilaku Konsumen : Strategi dan Teori. IOCS .Theodore
- Soegoto, A. S., & Soepeno, D. (2018). Analisis Pengaruh Inovasi Produk, Kualitas Produk Dan Citra Merek terhadap Keputusan Pembelian Mobil Nissan Grand Livina Pada PT.Wahana Wirawan Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, hlm 6 nomor 4.
- Sriwulandari, T & Ramadhan, R.,A. (2022) The Influence Of Food Product Quality And Service Quality On Purchase Decision At Bars Resto & Bar Bekasi City. *Jurnal Pendidikan Tata Boga dan Teknologi*. Vol 3 No 3.
- Sugiyono (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Bandung: Alfabeta.
- Sugiyono. (2016). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: PT Alfabet.
- Susanti, S., Fitriano, Y., & Melinda T., F. (2023). The Influence Of Price, Service Quality And Product Quality On Purchasing Decisions At Syakila Bakery Shop Bengkulu City. *journal of indonesian management (JIM)*,04, 783–790.
- Syahputra, H. A. (2020). Peran Inovasi Produk dan Celebrity Endorser terhadap Keputusan Pembelian Sepatu Nike pada Pengunjung Outlet Nike di Tunjungan Plaza Surabaya. *Jurnal Ilmu Manajemen Universitas Negeri Surabaya*, 8(1), 1–9.
- Wardana, M., D., & Syaefulloh. (2023). Pengaruh Product Quality dan Brand Image terhadap Purchase Decision melalui Lifestyle pada produk sepatu thrift impor di Kota Pekanbaru (Studi Kasus Mahasiswa di Kota Pekanbaru). *Jurnal Ilmiah Keagamaan dan Kemasyarakatan*, 2621-0681
- Yahya, A., Nuryakin, & Handayani, S., D. (2024). The Effect of Brand Awareness and Brand Image on Customer Purchase Decisions and Customer Advocacy Behavior: A Study on Consumers of Kapal Api Coffee Brand. *International Journal of Social Science and Human Research*, 07, 2101-2110.

Yahya, M., R., & Ambarwati, R. (2024). The Role of Price, Taste, and Brand Image in Purchasing Decisions. *Jurnal Manajemen dan Bisnis (ALMANA)*, 01, 56-68.

Yaqin, A., Wardani, N., I., K., & Ariescy, R., R. (2023). Analysis of Brand Image, Product Innovation, and Word of Mouth on Purchasing Decisions Tekiro in Surabaya. *Indonesian Journal of Business Analytics (IJBA)*, 05, 1481-1494.

