

DAFTAR PUSTAKA

- Boyd, H. W., Walker, O. C., & Larreche, J. C. (2020). *Marketing Management: A Strategic Decision-Making Approach*. McGraw-Hill.
- Cannon, J. P., Perreault, W. D., & McCarthy, E. J. (2020). *Basic Marketing: A Marketing Strategy Planning Approach*. McGraw-Hill.
- Clow, K. E., & Baack, D. (2021). *Integrated Advertising, Promotion, and Marketing Communications*. Pearson.
- Ghozali, I. (2021). *Analisis Multivariat dan Ekonometrika*. Semarang: Badan Penerbit UNDIP.
- Hawkins, D., & Mothersbaugh, D. (2021). *Consumer Behavior: Building Marketing Strategy*. McGraw-Hill.
- Hennig-Thurau, T., & Hansen, U. (2020). *Relationship Marketing: Gaining Competitive Advantage Through Customer Satisfaction and Customer Retention*. Springer.
- Hoyer, W. D., MacInnis, D. J., & Pieters, R. (2021). *Consumer Behavior*. Cengage Learning.
- Indrasari, M. (2019). *Perilaku Konsumen dan Pemasaran*. Sidoarjo: Zifatama Publisher.
- Indrasari, M. (2020). *Manajemen Pemasaran: Teori dan Aplikasi*. Jakarta: Prenadamedia Group.

Indrasari, M., & Yulianeu, D. (2020). *Pengantar Manajemen Pemasaran*. Surabaya: Zifatama Publisher.

Kementerian Perindustrian RI. (2023). *Perkembangan Industri Otomotif Nasional*. Jakarta.

Kotler, P., & Keller, K. L. (2020). *A Framework for Marketing Management*. Pearson Education.

Kotler, P., Kartajaya, H., & Setiawan, I. (2019). *Marketing 4.0: Moving from Traditional to Digital*. Wiley.

Kotler, P., Kartajaya, H., & Setiawan, I. (2021). *Marketing 5.0: Technology for Humanity*. Wiley.

Lovelock, C., & Wirtz, J. (2021). *Service Marketing: People, Technology, Strategy*. Pearson Education.

Nugraha, A. (2020). *Strategi Pemasaran dalam Persaingan Global*. Bandung: Alfabeta.

Nugraha, A. (2021). *Perilaku Konsumen dan Aplikasinya dalam Bisnis*. Bandung: Alfabeta.

PT Capella Daihatsu. (2024). *Profil Perusahaan dan Informasi Produk*. Diakses dari: <https://capelladaihatsu.co.id/>

Sheth, J., Mittal, B., & Newman, B. (2020). *Consumer Behavior: A Managerial Perspective*. McGraw-Hill.

Sugiyono. (2021). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Stanton, W. J. (2020). *Fundamentals of Marketing* (6th ed.). McGraw-Hill International.

Tjiptono, F. (2020). *Pemasaran Jasa: Prinsip, Penerapan, dan Penelitian*. Yogyakarta: Andi Offset.

Tjiptono, F., & Chandra, G. (2021). *Service Quality dan Customer Satisfaction*. Yogyakarta: Andi.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing*. McGraw-Hill.

Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2020). *Services Marketing: Integrating Customer Focus Across the Firm* (8th ed.). McGraw-Hill Education.

