

DAFTAR PUSTAKA

- Amron. "The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars." *European Scientific Journal*, 2018: 236.
- Astuti, Novi Fuji. *merdeka.com*. April 29, 2021. <https://www.merdeka.com/jabar/pengertian-pemasaran-menurut-para-ahli-berikut-strategi-dan-fungsinya-klm.html?page=2> (accessed September 15, 2021).
- Cahaya, Nur, and Muchsin Saggaff Shihab. "Pengaruh Persepsi Harga, Kualitas Produk, Citra Merek dan Layanan Purna Jual Terhadap Keputusan Pembelian dan Dampaknya terhadap Kepuasan Pelanggan Smartphone Asus Studi Kasus di PT.Datascript." *Journal of Entrepreneurship, Management, and Industry (JEMI)* , 2018: 43.
- Darmawan, Muhammad Dody. "The Effect of Price, Product Quality, Promotion, Social Factor, Brand Image on Purchase Decision Process of Loop Product on Youth Segment (Case Study of PT Telekomunikasi Selular) ." *ISCLO*, 2018: 303.
- Dianah, Nur, and Henny Welsa. "Pengaruh Kualitas Produk dan Citra Merek terhadap Keputusan Pembelian Smartphone Xiaomi serta Dampaknya Pada Kepuasan Konsumen (Studi Kasus Pada Mahasiswa Fakultas Ekonomi Universitas Sarjanawiyata Tamansiswa)." *Jurnal Manajemen*, 2017: 24-25.
- Fure, Ferdyanto, Joyce Lopian, and Rita Taroreh. "Pengaruh Brand Image, Kualitas Produk, dan Harga terhadap Keputusan Pembelian Konsumen di J.CO Manado." *Jurnal EMBA*, 2015: 376.
- Kotler, Philip, and Gary Armstrong. "Proses Keputusan Pembeli." In *Prinsip-prinsip Pemasaran*, by Erlangga, 179-181. Jakarta, 2008.
- Mulyono. *Analisis Uji Asumsi Klasik*. December 2, 2019. <https://bbs.binus.ac.id/management/2019/12/analisis-uji-asumsi-klasik/> (accessed Oktober 13, 2021).
- Musfiroh, Ifayatul. "Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian Smartphone Samsung di Kota Malang." 2019: 65-66.
- Musfiroh, Ifayatul. "Pengaruh Brand Image dan Kualitas Produk terhadap Keputusan Pembelian Smartphone Samsung di Kota Malang." 2019: 114-115.

- Prasetya, Ermawan Galih, Edy Yulianto, and Sunarti. "Pengaruh Brand Image terhadap Keputusan Pembelian (Survei Pada Mahasiswa Fakultas Ilmu Administrasi Bisnis Program Studi Administrasi Bisnis angkatan 2014 konsumen Air Mineral Aqua)." *Jurnal Administrasi Bisnis (JAB)*, 2018: 217.
- Pusparisa, Yosepha. *databoks*. December 4, 2019. <https://databoks.katadata.co.id/datapublish/2019/12/04/samsung-pertahankan-posisi-pemimpin-pasar-smartphone-dunia> (accessed September 15, 2021).
- . *databoks*. September 15, 2020. <https://databoks.katadata.co.id/datapublish/2020/09/15/pengguna-smartphone-diperkirakan-mencapai-89-populasi-pada-2025> (accessed January 5, 2022).
- Suhaily, Lily, and Syarief Darmoyo. "Effect of Product Quality, Perceived Price and Brand Image on Purchase Decision Mediated by Customer Trust (Study on Japanese Brand Electronic Product)." *Jurnal Manajemen*, 2017 : 190-191.
- Tamara, Sofi, Juhaini Alie, and Muhammad Wadud. "The Effects of Brand Image and Price on Purchase Decision of Vivo Smartphones in Pampangan District." *International Journal of Marketing & Human Resource Research*, 2021: 22.
- Wahyono, Budi. *Pendidikan Ekonomi*. 1 31, 2013. <http://www.pendidikanekonomi.com/2013/01/tahap-tahap-keputusan-pembelian.html> (accessed September 20, 2021).
- Widyastutir, Sri, and Muhammad Said. "Consumer Consideration in Purchase Decision of SPECS Sport Shoes Product through Brand Image, Product Design and Price Perception." 2017: 205.