

## DAFTAR PUSTAKA

- Abdullah, Thamrin dan Francis Tantri. 2016. Manajemen Pemasaran. PT Raja Grafindo Persada. Jakarta.
- Alenezi Abdulkareem Khalid, Al Shaikhli Fakhri Taha Imad dan Aldabbagh Mahmood Salim Sufyan. 2017. *The Influence of Internet and Social Media on Purchasing Decision in Egypt and a Comparison Between Egypt and Kuwait, International Journal of Management*, Volume 178. No 5.
- Amirullah. 2015. Pengantar Manajemen. Jakarta: Mitra Wacana Media.
- Andawari, Anindya Rachman dan Kamal. 2014. Pengaruh Harga, Lokasi, dan Kualitas Produk Terhadap Keputusan Pembelian Pada (Studi kasus di Coffee Stove Syndicate Cafe Semarang), *Jurnal Ilmu dan Riset*, Volume 2. No 1.
- Aris Jatmika Diyatama. 2017. Pengaruh Promosi Melalui Media Sosial Instagram Terhadap Keputusan Pembelian Produk Saka Bistro&Bar, *Jurnal Ekonomi dan Bisnis*, Volume 4. No 1.
- Arikunto, S. 2013. *Prosedur Penelitian: suatu pendekatan Praktik*. Jakarta: Rineka Cipta.
- Asiegbu, Ikechukwu F, Igwe, Peace and Akekue-Alex, Nenaaton. 2012. *Physical Evidence and Marketing Performance of Commercial Airlines in Nigeria, American International Journal International of Contemporary Research*, Volume 2, Issue 12.
- Bagas Aji Pamungkas, Siti Zuhror. 2016. Pengaruh Promosi di Media Sosial dan Word of Mouth Terhadap Keputusan Pembelian (Studi Kasus Pada Kedai Bontacos Jombang), *Jurnal Manajemen*, Volume 10. No 02. Halaman 145-160.
- Basu Swastha Dharmmesta. (2014). *Manajemen Pemasaran*. BPFE: Yogyakarta.
- Buchari Alma. 2014. *Manajemen pemasaran dan Pemasaran Jasa*. Edisi Revisi. CV. Alfabeta, Bandung.
- Chianasta Felix dan Sandy Wijaya. 2014. *The Impact of Marketing Promotion Through Social Media on Peoples Buying Decision, International Journal of Management*, Volume 4. Issue 1.
- Daryanto dan Muhammad Farid. 2013. *Konsep Dasar Manajemen Pendidikan*

Nasional. Gava Media. Jakarta.

Eze, John Felix, Odigbo, Ejikeme Benedict and U Fot, Alfred Juliet. 2015. *The Correlation Between Business Location and Consumers Patronage Impication for Business Policy Decisions*, British Journal of Economics, Management & Trade, Volume 8. Issue 4.

Fandy Tjiptono, Ph.D. 2015. Strategi Pemasaran. Edisi 4. CV Andi. Yogyakarta.

Gatot Wijayanto. 2015. *The Effect of Service Marketing Mix in Choosing The Decisions to Consumer Services*, International Journal of Management, Volume 6. No 5.

Gitosudarmo, Indiryo. 2014. Manajemen Pemasaran. Cetakan Ketiga. Edisi kedua. BPFE. Yogyakarta.

Han-Shen Chen, Chia-Yon Chen, Han-Kuan-Chen, Tsuifang Hsieh. 2015. *Analysis of Factors Influencing Purchasing Decision*, Journal of International, Volume 4. No 13.

Hary Gunawan Senjaya. 2014. Pengaruh Bauran Pemasaran Terhadap Keputusan Pembelian Masakan Jepang di Hayashi Teppan Food Court BEC, Jurnal Manajemen, Volume 1. No 2.

Hasan, Ali. 2014. Marketing dan Kasus-kasus Pilihan. Buku I, Cetakan Kedua. Penerbit CAPS, Yogyakarta.

Hendra, Fure. 2013. Lokasi, Keberagaman Produk, Harga, dan Kualitas Pelayanan Pengaruhnya Terhadap Minat Beli pada Pasar Tradisional Bersehati Calaca. Jurnal EMBA. Manado. Vol.1 No.3.

Hesti Widiastuti. 2014. Physical Evidence and Price to Purchase Decision, International Journal of Economics and Business, Volume 3. No 7.

Howkins Jhon. 2001. The Creative Economic, dalam Roem Topatimasang dkk. (eds). Merubah Kebijakan Publik. 2010. Read books.

Hurriyati, Ratih. 2015. Bauran Pemasaran dan Loyalitas Konsumen. Alfabeta, Bandung.

Husein Umar. 2013. Metode Penelitian untuk Skripsi dan Tesis Bisnis. Edisi Kedua. Rajawali Pers. Jakarta.

Iblasi Nabil Walid, Bader Dr. M.K., Dojanah Sulaiman Ahmad Al-Qreini I. 2016. *The Impact of Social Media as a Marketing Tool on Purchasing Decision*, International Journal of Managerial Studies an Research (IJMSR),

Volume 4. No 1.

- Juliansyah Noor. 2013. Penelitian Ilmu Manajemen, Tinjauan Filosofis dan Praktis. Cetakan ke-1. Kencana. Jakarta.
- Khairina AR. 2016. Pengaruh Harga, Lokasi dan Bukti Fisik Terhadap Keputusan Konsumen dalam Memilih Jasa Hotel Harun Square di Kota Lhokseumawe, Jurnal Ekonomi&Bisnis, Volume 5. No 2.
- Khatib Fahed. 2016. *The Impact of Social Media Characteristic on Purchase Decision Empirical Study of Saudi Customers in Asser Region*, International Journal of Business and Social Science, Volume 7. Issue 4.
- Kotler, Philip and Kevin Lane Keller 2016. *Marketing Managemet*. Edisi 15 Global Edition. Pearson.
- Kotler, Philip dan Gary Amstrong. 2018. *Principles of Marketing*. Edisi 15 Global Edition. Pearson.
- Kotter, John P. 2014. *Accelerate: Building Strategic Agility for a Faster-Moving World*, Free Press, New York.
- Lupiyoadi, Rambat. 2014. Manajemen Pemasaran Jasa. Edisi 3. Salemba Empat. Jakarta.
- Malau, Harman. 2017. Manajememn Pemasaran. CV Alfabeta. Bandung.
- Malayu. S.P. Hasibuan. 2016. Manajemen Sumber Daya Manusia. Edisi Revisi. Jakarta: Penerbit PT Bumi Aksara
- Murwatiningsih. 2014. *Empowering The Marketing Mix Toward Purchasing Decision Based On Consumers Character at Traditional Markets in Semarang*, International Journal of Business Economics and Law, Volume 4. No 1.
- Nasrullah, Rulli. 2015. Media Sosial. PT Remaja Rosdakarya. Bandung.
- Peter dan Olson. 2014. Perilaku Konsumen dan Strategi Pemasaran. Edisi Kesembilan. Buku 2. Penerbit Salemba Empat. Jakarta.
- Putri Mawar Padmawati. 2016. Pengaruh Harga, Pelayanan, Lokasi dan Keragaman Produk Terhadap Keputusan Pembelian, Jurnal Ekonomi dan Bisnis, Volume 2. No 6.
- Schicinski Bruno. 2016. *The Influences of Social Media on Consumer Purchase Decision of Unique Cafe*, Journal of Marketing, Volume 22. Issue 2.

- Solomon, Michael. R. 2015. *Consumer Behavior: Buying, Having and Being*, 11 Edition. New Jersey. Prentice Hall.
- Sri Heny M, Leonardo Budi H, Mukeri J. 2015. *The Influence of Diversity Product, Price, Location, and Quality of Service on Purchasing Decision*, *Journal of Management*, Volume 1. No 1.
- Sugiyono. 2017. *Metode Penelitian Pendekatan Kuantitatif , Kualitatif, dan R&D*. Alfabeta. Bandung.
- Teddy Chandra, Priyono and Lukmanul Hakim. 2015. *The Influence Location, Products, Promotions, Service With Respect to Consumer Behavior*, *Review of European Studies*, Volume 7. No12.
- Yogesh Funde and Yesha Mertha. 2014. *Efecct of Social Media on Purchase Decision*, *Pacific Business Review International*, Volume 6. Issue 11
- Zeithaml. Valarie, Bitner dan & Gremler. 2013. *Service Marketing – Integrating Customer Focus Across The Firm*. Sixth Edition. New York. McGrawHill.

Sumber Lain :

[disdagin.bandung.go.id/](http://disdagin.bandung.go.id/)

<https://bandungkota.bps.go.id/>

<http://bandungtourism.com>

<http://www.kompas.com>.

<http://www.merdeka.com>.

[www.disparbud.jabarprov.go.id/](http://www.disparbud.jabarprov.go.id/)