

DAFTAR PUSTAKA

- Affifudin, 2013. *Dasar-dasar Manajemen*. CV. Alfabeta. Bandung
- Ahmad Febrianto, Kristina Sisilia (2017), Pengaruh Citra Merek terhadap Proses Keputusan pembelian Heyjacker Company di Kota Bandung, *Journal Faculty of Communication and Business, Telkom University*, Vol. 4, No. 1, Hal.863-868.
<http://libraryproceeding.telkomuniversity.ac.id/index.php/management/article/view/4643>
- Assauri, Sofjan, 2013. *Manajemen Pemasaran*. Raja Grafindo. Jakarta
- Buchari, Alma., 2014. *Manajemen Pemasaran dan Pemasaran Jasa*. Edisi Revisi. CV. Alfabeta, Bandung.
- Bob Foster (2016) *Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis" (Case Study on Bintang Trading Company)*, *American Research Journal*, Vol. 2, No. 1, Hal. 1-11.
<https://www.arjonline.org/papers/arjhss/v2-i1/23.pdf>.
- Erni, & Kurniawan, 2017. *Pengantar Manajemen*, edisi 1, Kencana, Jakarta.
- Fandy Tjiptono, 2014, *Manajemen Pemasaran*, Edisi 4, Andi, Yogyakarta.
- Khairul Fata (2015) Pengaruh Harga, Citra Merek, dan Fitur terhadap proses Keputusan pembelian konsumen Serta Dampaknya Pada kepuasan Merek Handphone Samsung di Banda Aceh, *Jurnal Kebangsaan*, Vol. 4, No. 7, Hal.40-46
<http://download.portalgaruda.org/article.php?article=297628&val=6628&title=PENGARUH,HARGA,CITRAMEREK,DANFITURTERHADAPKEPUASANKONSUMENSERTA%DAMPAKNYA%20PADA%20LOYALITAS%20MEREK%20>
- Kotler, Philip dan Armstrong, Gary, 2014. *Principles of Marketing*. New Jersey Prentice Hall.
- Kotler, Philip and Kevin Lane Keller, 2016. *Marketing Management, 15th Edition*, Pearson Education, Inc.
- Malayu Hasibuan, 2013. *Manajemen Sumber Daya Manusia*. Bumi Aksara. Jakarta
- Maria Dewi Ratnasari (2014), Pengaruh Citra merek dan kualitas produk terhadap proses keputusan pembelian blackberry, *Diponegoro journal of social and politic*, Vol. 2, No 8, Hal 1-6.
<https://ejournal3.undip.ac.id/index.php/jiab/article/view/5181/0>

- Maretha Fallen, Imannudin Hasbi (2016), Pengaruh Citra Merek terhadap proses Keputusan Pembelian Kartu Xl di Telkom University Bandung, *eproceeding management*, Vol. 3, No. 1, Hal. 454-459.
<http://libraryeproceeding.telkomuniversity.ac.id/index.php/management/article/view/3178>
- Mohammad H. P. Wijay (2013), Promosi, Citra Merek dan Saluran Distribusi Pengaruhnya Terhadap Keputusan Pembelian Jasa Terminix di Kota Manado, *Jurnal EMBA*, Vol. 1, No. 4, Hal 105-114.
<https://media.neliti.com/media/publications/1763-ID-promosi-citra-merek-dan-saluran-distribusi-pengaruhnya-terhadap-keputusan-pembel.pdf>
- Muhammad Arie Permana Ambolau, Andriani Kusumawati, Mukhamad Kholid Mawardi (2013), *The Influence Brand Awareness and Brand Image On Purchase Decision Study on Aqua Consumers in Administrative Science Faculty Brawijaya University, Journal Bussiness Administration*, Vol. 2, No. 2, Hal. 1-8.
<http://administrasibisnis.studentjournal.ub.ac.id/index.php/jab/article/view/793>
- Muhammad Arslan (2014), *Impact of Brand Image and Service Quality on Consumer Purchase Intetion A Study of retail Store in Pakistan, Research on Humanities and Social Sciences*, Vol. 4, No. 22, Hal. 98-106.
<http://www.iiste.org/Journals/index.php/RHSS/article/view/16813>
- Muhammad Fadhli Dzil, Akbar Nawazirul dan Sari Listyorini (2013), Pengaruh Citra Merek dan Kualitas Produk terhadap Keputusan Pembelian Pada Pemilik Iphone Studi Pada Mahasiswa Fakultas Ilmu Sosial dan Ilmu Politik Universitas Diponegoro, *ejournal undip*, Vol. 3, no. 1, Hal. 1-12.
<https://ejournal3.undip.ac.id/index.php/jiab/article/view/10428>
- M. Prasanna Mohan Raj, Satam Roy (2015), Impact of Brand Image on Consumer Decision-making: A Study on High-technology Products 2015, *Sage Journals*, Vol. 16, No. 3, Hal. 463-477.
<http://journals.sagepub.com/doi/10.1177/0972150915569934>
- Sangadji, E.M, dan Sopiah 2013. Perilaku Konsumen Pendekatan Praktis Disertai Himpunan Jurnal Penelitian, Andi. Yogyakarta.
- Sari Hutami (2015), Pengaruh Citra Merek, Fitur Dan Persepsi Harga Terhadap Proses Keputusan Pembelian Studi Pada Konsumen Smartphone Xiaomi Di DIY, *Jurnal Manajemen Bisnis Indonesia*, Vol. 5, No. 3, Hal 11-22.
<http://eprints.uny.ac.id/32073/>
- Setyo Ferry Wibowo, Elyana Purnama Sari, Basrah Saidani (2017), The Effect Of rust and Brand Image On Purchase Decree Us Toyota Car Survey In Jakarta

Region, Jurnal Riset Manajemen Sains Indonesia (JRMSI), Vol. 8, No. 2, Hal. 317-337.

<http://journal.unj.ac.id/unj/index.php/jrmsi/article/view/3864>

Solomon, Michael R 2015. *Consumer Behaviour : Buying, Having, and Being*, 11th Edition, Pearson Education Limited.

Sugiyono. 2016. *Metode Penelitian Kuantitatif, Kualitatif dan R & D*, CV. Alfabeta. Bandung.

Ujang setiawan(2015), Pengaruh Citra merek, Harga, Kualitas produk dan gaya hidup terhadap proses keputusan pembelian handphone blackberry Gemini, Jurnal Manajemen pemasaran Fakultas Ekonomi Universitas Pandanaran Semarang, Vol. 2, No. 1, Hal. 4-18.

<https://jurnal.unpand.ac.id/index.php/MS/article/view/309>

Wigit Wigati (2015) ,Pengaruh Harga , dan Fitur Terhdap Proses Keputusan Pembelian Smartphone Android Study kasus mahasiswa Universitas Muhammadiyah Surakarta, Jurnal EMBA, Vol. 1, No. 3, Hal. 17-31.

<http://eprints.ums.ac.id/37313/3/HALAMAN%20DEPAN.pdf>

Yitzhak Armando Laheba (2015), Pengaruh Citra Merek, Fitur Dan Harga Terhadap proses Keputusan Pembelian Handphone Samsung Studi Pada Mahasiswa Feb Unsrat Manado, Jurnal EMBA, Vol. 3, No. 3, Hal 99-108

<https://ejournal.unsrat.ac.id/index.php/emba/article/view/9320>