

## DAFTAR PUSTAKA

- Adam & Akber. (2016). *the Impact of Brand Equity on Consumer Purchase Decision of Cell Phones. European Journal of Business and Innovation Research*, 4(1), 115–121.
- Agnesia, T., Rachman, I. A., & Rahayu, F. (2022). Pengaruh *Brand Awareness, Perceived Quality Dan Brand Loyalty Terhadap Brand Equity* Pada Produk Pasta Gigi. *Jurnal Ekonomi Trisakti*, 2(2), 1541–1550. <https://doi.org/10.25105/jet.v2i2.14914>
- Ahsan, S. M. H., Azam, M. K. G., Raihan, M. Z., Imam, I. Bin, & Islam, M. N. (2020). *Impact of Brand Equity on Consumers Purchase Decision of Smart Phone -A Study on University Students in Chittagong, Bangladesh. Global Journal of Management and Business Research*, 20(April), 37–41. <https://doi.org/10.34257/gjmbvol20is6pg37>
- Amin, N. F., Garancang, S., & Abunawas, K. (2023). Konsep Umum Populasi dan Sampel dalam Penelitian. *Jurnal Pilar*, 14(1), 15–31.
- Andriyanto, L., Syamsiar, S., & Widowati, I. (2020). Analisis Pengaruh Bauran Pemasaran (Marketing Mix 7-P) Terhadap Keputusan Pembelian Di Thiwul Ayu Mbok Sum. *Jurnal Dinamika Sosial Ekonomi*, 20(1), 26. <https://doi.org/10.31315/jdse.v20i1.3248>
- Budiyanto, E., & Indriyani, N. D. (2020). Analisis Perilaku Konsumen Dalam Pembelian Produk Pada Toko Roti di Surabaya. *Yos Soedarso Economics Journal*, 2(3), 56–62.
- Chandra, C., & Keni, K. (2019). Pengaruh *Brand Awareness, Brand Association, Perceived Quality, Dan Brand Loyalty Terhadap Customer Purchase Decision. Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 3(1), 176. <https://doi.org/10.24912/jmieb.v3i1.3506>
- Cristy, S. (2023). *What Is Marketing? Definition, Strategies & Best Practices. Small Business And Personal Finance Expert Writer*. <https://www.forbes.com/advisor/business/what-is-marketing/>

- Dean, B. (2024). *Statistik Pengguna dan Penjualan iPhone*.  
<https://backlinko.com/iphone-users>
- Djajanto Ludfi. (2022). Manajemen Pemasaran. In *Polinema Press*.
- Feyisa, B. M. (2021). *The Effect of Brand Equity on Consumer Purchase Decision: The Case of Cell Phone in Ethiopia*. *Journal of Marketing and Consumer Research*, 78, 1–10. <https://doi.org/10.7176/jmcr/78-01>
- Finthariasari, M., Ekowati, S., & Krisna, R. (2020). Pengaruh Kualitas Produk, Display Layout, Dan Variasi Produk Terhadap Kepuasan Konsumen. *Ekombis Review: Jurnal Ilmiah Ekonomi Dan Bisnis*, 8(2), 149–159. <https://doi.org/10.37676/ekombis.v8i2.1081>
- Gede Endra Bratha, W. (2022). Literature Review Komponen Sistem Informasi Manajemen: Software, Database Dan Brainware. *Jurnal Ekonomi Manajemen Sistem Informasi*, 3(3), 344–360. <https://doi.org/10.31933/jemsi.v3i3.824>
- Hanum, Z., & Hidayat, S. (2017). Faktor – faktor yang mempengaruhi perilaku konsumen dalam keputusan pembelian sepatu merek nike di kota medan. *Jurnal Bisnis Administrasi*, 06, 37–43.
- Inc, W. (2024). *An Introduction to Marketing Management*. Marketing Project Management Guide. <https://www.wrike.com/marketing-guide/marketing-management/>
- Kenton, W. (2024). *Marketing Mix: The 4 Ps of Marketing and How to Use Them*. Investopedia. <https://www.investopedia.com/terms/m/marketing-mix.asp>
- Larika, W., & Ekowati, S. (2020). Pengaruh Citra Merek, Harga dan Promosi Terhadap Keputusan Pembelian Handphone OPPO. *Jurnal Manajemen Modal Insani Dan Bisnis (JMMIB)*, 1, 128–136.
- Lestari, W., Musyahidah, S., & Istiqamah, R. (2019). Strategi Marketing Mix Dalam Meningkatkan Usaha Percetakan Pada CV. Tinta Kaili dalam Perspektif Ekonomi Islam. *Jurnal Ilmu Ekonomi Dan Bisnis Islam*, 1(1), 63–84. <https://doi.org/10.24239/jiebi.v1i1.5.63-84>
- Lingga, G. S., Fadhilahi, M., & Cahya, A. D. (2022). Pengaruh *Brand Awareness*, *Brand Association*, dan *Perceived Quality* terhadap Keputusan Pembelian Produk *Iphone dari Apple* di Kota Madya Yogyakarta. *Transformasi*

- Manageria: Journal of Islamic Education Management*, 3(1), 120–131.  
<https://doi.org/10.47467/manageria.v3i1.2335>
- M.Muzammil, Rachma, N., & Rizal, M. (2021). Pengaruh *Brand Awareness*, *Brand Association*, *Perceived Quality*, *Brand Loyalty* Terhadap Keputusan Pembelian *Iphone* (Studi Kasus Pada Mahasiswa Fakultas Kedokteran Universitas Islam Malang). *Revista Brasileira de Linguística Aplicada*, 5(1), 1689–1699. [www.fe.unisma.ac.id](http://www.fe.unisma.ac.id)
- Maulana, M. I. N. (2021). Pengaruh Harga, Kualitas Produk, Dan Promosi Terhadap Keputusan Pembelian Produk Artfresh. *Jurnal Ilmiah Manajemen Ubhara Pengaruh*, 5(6), 512–521. <https://doi.org/10.37715/jp.v5i6.1854>
- Nabila, A. (2022). Konsepsi Manajemen, Manajemen Mutu, Dan Manajemen Mutu Pendidikan. *Journal of Education and Social Analysis*, 3(1), h.56-63.
- Nguyen, N.-L., Tran, T.-T., & Vo, M.-P. (2020). *The Effect of Lifestyle, Brand Image and Personalities on Smartphone Purchase Decision of Consumers in Hochiminh City*. *International Journal of Innovative Science and Research Technology*, 5(3), 481–492. [www.ijisrt.com](http://www.ijisrt.com)
- Nguyen, V. T., Tran, T. H. D., & Ngo, T. X. B. (2022). *The Influence of Brand Equity on Customer Purchase Decision: A Case Study of Retailers Distribution*. *Journal of Distribution Science*, 20(2), 11–18. <https://doi.org/10.15722/jds.20.02.202202.11>
- NOLCHESKA, V., & Doctoral. (2017). *The Influence of Social Networks on Consumer Behavior*.
- Pandey, R., Shu, C., & Ching. (2020). *The Influence of Brand Equity on Consumer Purchase Decisions at Starbucks*. *International Journal of Accounting & Finance in Asia Pasific*, 30(1), 62–74.
- Pasha, K., & Hadibrata, B. (2019). *The Impact of Brand Awareness, Brand Association and Perceived Quality on Consumer Purchase Decision of Sampoerna A Mild Products*. *Saudi Journal of Economics and Finance*, 9414, 67–76. <https://doi.org/10.21276/sjef.2019.3.1.9>
- Perera, W. L. M. V., & Dissanayake, D. M. R. (2013). *the Impact of Brand Awareness, Brand Association and Brand Perceived Quality on Female*

- Consumers' Purchase Decision of Foreign Makeup Products. International Conference on Business & Information, 1–21.*
- Putri, D. M., Arafat, Y., & Aradea, R. (2021). Analisis Aspek Permodalan Koperasi Karyawan Bank Mandiri Wilayah II Palembang. *Journal of Education Research, 2*(2), 74–81. <https://doi.org/10.37985/jer.v2i2.50>
- Refah, Z. R., & Eman, S. (2023). Pengaruh *Digital Marketing dan Brand Loyalty Terhadap Keputusan Pembelian Pada Konsumen @Scarlett\_Whitening di Instagram. Jurnal Ilmiah Wahana Pendidikan, 9*(2), 485–493.
- Rusdi, M. (2019). Strategi Pemasaran untuk Meningkatkan Volume Penjualan pada Perusahaan Genting UD. Berkah Jaya. *Jurnal Studi Manajemen Dan Bisnis, 6*(2), 83–88. <https://doi.org/10.21107/jsmb.v6i2.6686>
- Salem, M. Z., Baidoun, S., Walsh, G., & Sweidan, N. (2020). *The effect of female portrayal in advertising on the Palestinian females purchase decision. Journal of Islamic Marketing, 11*(2), 282–300. <https://doi.org/10.1108/JIMA-09-2017-0099>
- Senayah, W. K., Metsiwodzi, H., Biney-Aidoo, V., Anyanful, T. K., & Opuni, F. F. (2023). *an Assessment of Brand Loyalty, Perceived Quality and Price As Antecedents of Purchase Decision: Evidence From Ghana'S Textile Industry. African Journal of Applied Research, 9*(1), 174–193. <https://doi.org/10.26437/ajar.31.03.2023.11>
- Shahid, Z., Hussain, T., & Zafar, F. (2017). *The Impact of Brand Awareness on the Consumers' Purchase Intention. Journal of Accounting & Marketing, 06*(01), 1–4. <https://doi.org/10.4172/2168-9601.1000223>
- Siswadhi, F. (2016). Analisa Pengaruh Kualitas Pelayanan Dan Kinerja Karyawan Badan Pertanahan Nasional Kabupaten Kerinci Terhadap Kepuasan Masyarakat. *Jurnal Benefita, 1*(3), 177. <https://doi.org/10.22216/jbe.v1i3.720>
- Somantri, B., Afrianka, R., & Fahrurrazi. (2020). Pengaruh gaya hidup dan citra merek terhadap keputusan pembelian iphone (studi kasus pada siswa dan siswi sman 3 kota Sukabumi). *Cakrawala-Repository IMWI, 3*(1), 1–10.
- Sri Yunan Budiarsi, Monica Adjeng Erwita, & Jessica Netanya Siregar. (2021). Pengaruh *Social Media Marketing, Brand Awareness, Dan Brand Image*

- Terhadap *Brand Loyalty* Pada J&T Express Di Surabaya. *Majalah Ekonomi*, 26(2), 54–66. <https://doi.org/10.36456/majeko.vol27.no2.a4738>
- Staff, C. (2024). *What Is Management? Definition, Types, Skills, and Careers*. Coursera *Leadership and Management*. <https://www.coursera.org/articles/management>
- Suarniki, N. N., Budiati, P. L., & Afriana, R. A. (2022). Pengaruh *Brand Awareness* dan *Perceived Quality* terhadap Keputusan Pembelian Konsumen (Studi Pada Pengguna Smartphone iPhone di PT Teletama Artha Mandiri). *Dinamika Ekonomi: Jurnal Ekonomi Dan Bisnis*, 15(2), 278–287.
- Sudariana, N., & Yoedani, M. M. (2022). Analisis Statistik Regresi Linier Berganda. *Seniman Transaction*, 2(2).
- Sugiyono, I. A. N. (2016). Pengaruh Tingkat Kepercayaan, Kualitas Pelayanan, dan Harga Terhadap Kepuasan Pelanggan JNE Surabaya. *Ilmu Dan Riset Manajemen, ISSN: 2461-0593*, 5(5), 1–17.
- Supiyandi, A., Hastjarjo, S., & Slamet, Y. (2022). *Influence of Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty of Shopee on Consumers' Purchasing Decisions*. *CommIT Journal*, 16(1), 9–18. <https://doi.org/10.21512/commit.v16i1.7583>
- Świtła, M., & Bilińska-Reformat, K. (2018). *The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers*. *Journal of Economics and Management*, 33(3), 96–119. <https://doi.org/10.22367/jem.2018.33.06>
- Timmerman, V., Mandey, S., & Rate, P. (2017). Analisis Faktor – Faktor Yang Mempengaruhi Perilaku Konsumen Terhadap Keputusan Pembelian Di Texas Chicken Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 5(2), 1113–1122.
- Timothy, J. (2024). *Marketing Strategy: What It Is, How It Works, and How to Create One*. Investopedia. <https://www.investopedia.com/terms/m/marketing-strategy.asp>
- Wasil, M. (2017). Pengaruh *brand awareness brand association dan perceived quality*. *Forum Ekonomi*, 19(2), 2017.

- Widjaja, Y. G. (2019). *Effect of Brand Awareness, Brand Association, Perceived Quality and Brand Loyalty on Purchasing Decision: Case Study on ACE Hardware Indonesia Consumers. International Journal of Advanced Engineering, Management and Science*, 5(9), 542–548. <https://doi.org/10.22161/ijaems.59.1>
- Wolff, M., Tumbuan, W. J. F. A., & Lintong, D. C. A. (2021). Pengaruh Gaya Hidup, Harga Dan Citra Merek Terhadap Keputusan Pembelian Produk Smartphone Merek Iphone Pada Kaum Perempuan Milenial Di Kecamatan Tahuna. *Ekonomi Bisnis Manajemen Dan Akuntansi (EBMA)*, 10(1), 1671–1681. <https://ejournal.unsrat.ac.id/index.php/emba/article/viewFile/39411/36142>
- Yanti, R. B. (2020). Gaya Hidup *Brand Minded* Dengan Keputusan Pembelian Smartphone *Iphone* Pada Mahasiswa. *Psikoborneo: Jurnal Ilmiah Psikologi*, 8(3), 401. <https://doi.org/10.30872/psikoborneo.v8i3.5359>
- Yanuar, D. (2015). Strategi Pemasaran Produk Gadai Syariah Dan Pengaruhnya Terhadap Minat Nasabah PT. BPR Syariah Bangka Belitung Cabang Pangkalpinang Sumar. *Holistic Journal of Management Research*, 3(2), 77–93.