

DAFTAR PUSTAKA

- Ago, G., Suharno, Mintarti, S., & Hariyadi, S. (2015). Effect Of Product Quality Perception , Trust , And Brand Image On Generic Drug Buying Decision And Consumer Satisfaction Of Hospital Patients In East Kalimantan. *European Journal of Business and Management*, 7(14), 50–69.
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer’s Buying Decision of MPV Cars. *European Scientific Journal, ESJ*, 14(13), 228. <https://doi.org/10.19044/esj.2018.v14n13p228>
- Anderson, D. R., Sweeney, D. J., & Williams, T. A. (2011). *Statistics for Business and Economics 11th ed.* Ohio: South-Western Cengage Learning.
- Azwar, S. (2012). *Penyusunan Skala Psikologi Edisi 2*. Yogyakarta: Pustaka Pelajar.
- Cahyani, K. I., & Sutrasnawati, E. R. (2016). Pengaruh Brand Awareness dan Brand Image terhadap Keputusan Pembelian. *Management Analysis Journal*, 5(4), 281–288.
- Che, J. W. S., Cheung, C. M. K., & Thadani, D. R. (2017). Consumer Purchase Decision in Instagram Stores: The Role of Consumer Trust. *Proceedings of the 50th Hawaii International Conference on System Sciences (2017)*, 24–33. <https://doi.org/10.24251/hicss.2017.004>
- Costabile M., 1998, Customer Satisfaction and Trust into the Resource-based Perspective. Research Propositions Endorsing the Confirmation/Disconfirmation Paradigm, Andersson P. (edit by), "Market Relationships", Track 1, *Proceedings of the European Marketing Academy*, 76-97.
- Cresswell, J. W. (2017). *Research Design (Pendekatan Metode Kualitatif, Kuantitatif, dan Campuran) Edisi ke 4*. Pustaka Pelajar.
- Dwiastuti, R., Shinta, A., & Isaskar, R. (2012). *Ilmu Perilaku Konsumen*. Malang: Universitas Brawijawa Press (UB Press).
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences (ARJHSS)*, 2, 1–11.
- Ghozali, I. (2016). *Aplikasi Analisis Multivariate Dengan Program IBM SPSS 23 (Edisi 8)*. Cetakan ke VIII. Semarang: Badan Penerbit Universitas Diponegoro.
- Grab. (2020, Mei 5). Ini 5 Perubahan Kebiasaan Masyarakat Indonesia selama Pandemi Covid-19. *Grab*. Diakses melalui <https://www.grab.com/id/en/blog/ini-5-perubahan-kebiasaan-masyarakat-indonesia-selama-pandemi-covid-19/>
- Jatmiko, L.D (2021, 28 Januari). Grab Kuasai Pangsa Pasar Layanan Pesan-Antar

- Makanan Kalahkan Gojek.
<https://teknologi.bisnis.com/read/20210128/266/1349177/grab-kuasai-pasar-layanan-pesan-antar-makanan-kalahkan-gojek>
- Keller, K. L. (2013). *Strategic Brand Management, 4th Edition*. Harlow: Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management 15th ed, Global Edition*. Essex: Pearson Education.
- Kusumah, R. (2015). Analyze the Effect of Trust, Price, Quality and Perceived Risk Toward Consumer Purchase Behavior in Online Shops Instagram. *Jurnal Berkala Ilmiah Efisiensi*, 15(5), 355–366.
- Kwak, S. G., & Kim, J. H. (2017). Central limit theorem: The cornerstone of modern statistics. *Korean Journal of Anesthesiology*, 70(2), 144–156. <https://doi.org/10.4097/kjae.2017.70.2.144>
- Lin, N. H., & Lin, B. S. (2007). The Effect of Brand Image and Product Knowledge on Purchase Intention Moderated by Price Discount. *Journal of International Management Studies.*, (August), 121–132.
- Lusiah, M., Noviantoro, D., & Halim, L. T. (2018). *The Effect of Endorsement and Brand Image on Purchase Decision of Online Culinary Product*. 46(Ebic 2017), 530–533. <https://doi.org/10.2991/ebic-17.2018.83>
- McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: An integrative typology. *Information Systems Research*, 13(3), 334–359. <https://doi.org/10.1287/isre.13.3.334.81>
- Murwatiningsih, & Apriliani, E. P. (2013). Apakah kepercayaan konsumen lebih efektif daripada risiko dan harga? *Jurnal Dinamika Manajemen*, 4(2), 184–191.
- Musay, F. (2013). Pengaruh Brand Image Terhadap Keputusan Pembelian (Survei Pada Konsumen Kfc Kawi Malang). *Jurnal Administrasi Bisnis SI Universitas Brawijaya*, 3(2), 74236.
- Nguyen, N., Leclerc, A., & LeBlanc, G. (2013). The Mediating Role of Customer Trust on Customer Loyalty. *Journal of Service Science and Management*, 06(01), 96–109. <https://doi.org/10.4236/jssm.2013.61010>
- Oghazi, P., Karlsson, S., Hellström, D., & Hjort, K. (2018). Online purchase return policy leniency and purchase decision: Mediating role of consumer trust. *Journal of Retailing and Consumer Services*, 41(September 2017), 190–200. <https://doi.org/10.1016/j.jretconser.2017.12.007>
- Oktavenia, K. A. R., & Ardani, I. G. A. K. S. (2018). Pengaruh Kualitas Produk Terhadap Keputusan Pembelian Handphone Nokia Dengan Citra Merek Sebagai Pemediiasi. *E-Jurnal Manajemen Universitas Udayana*, 8(3), 1374. <https://doi.org/10.24843/ejmunud.2019.v08.i03.p08>
- Peter, J. P., & Olson, J. C. (2010). *Consumer Behavior & Marketing Strategy*. McGraw-Hill.

- Rachbini, W. (2018). the Impact of Consumer Trust, Perceived Risk, Perceived Benefit on Purchase Intention and Purchase Decision. *International Journal of Advanced Research*, 6(1), 1036–1044. <https://doi.org/10.21474/ijar01/6317>
- Rizal, A. (2020, Juni 28). Tren Belanja Online dan Pesan Antar Bahan Makanan Naik Selama Corona. *InfoKomputer*. Diakses melalui <https://infokomputer.grid.id/read/122217257/tren-belanja-online-dan-pesan-antar-bahan-makanan-naik-selama-corona?page=all>
- Setiadi, N. J. (2019). *Perilaku Konsumen: Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen*. PrenadaMedia Group.
- Setiawan, D. (2021, Februari 26). Riset CLSA: Pelanggan Go-Food Lebih Dominan Dibandingkan Kompetitor. <https://industri.kontan.co.id/news/riset-clsa-pelanggan-go-food-lebih-dominan-dibandingkan-kompetitor>
- Schiffman, L. G., & Wisenbilt, J. L. (2015). *Consumer Behavior 11th ed.* Pearson Education
- Sidiq, F. H. (2020, April 1). Upaya GrabFood Jaga Kualitas saat Pandemi Covid-19. *Alinea*. Diakses melalui <https://www.alinea.id/nasional/upaya-grabfood-jaga-kualitas-saat-pandemi-covid-19-b1ZLh9sVh>
- Sudaryanto, B., & Febriani, R. R. (2018). Pengaruh Brand Image Dan Kualitas Layanan Terhadap Kepercayaan Dan Keputusan Pembelian Pada Toko Online (Studi pada Konsumen OLX.co.id di Kota Semarang). *Journal of Chemical Information and Modeling*, 53(9), 1689–1699.
- Sugiyono. (2011). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2013). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Tabachnick, B. G., & Fidell, L. S. (2012). *Using Multivariate Statistics 6th edition*. Pearson.
- Tjiptono, F. (2014). *Pemasaran Jasa Prinsip, Penerapan dan Penelitian*. Yogyakarta: CV. ANDI.
- Tjiptono, F. (2015). *Brand Management & Strategy*. Yogyakarta: Andi.
- Wenas, R., Tumbel, A., & Parengkuan, V. (2014). Analisis Pengaruh Brand Image Dan Celebrity Endorsment Terhadap Keputusan Pembelian Produk Shampo Head and Shoulders Di 24 Mart Manado. *Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi*, 2(3), 1792–1802. <https://doi.org/10.35794/emba.v2i3.5972>
- Yasmin, A. (2014). Impact of Advertisements and Brand image on Purchase Decision. *International Journal of Research in Social Sciences*, 7(4), 6–7.