

## DAFTAR PUSTAKA

- Aaker, D. A. (2011). *Brand Relevance: Making Competitors Irrelevant*. Boston: Jossey-Bass.
- Amin, M. S., & Priansah, P. (2019). *Integrated Advertising, Promotion, and Marketing Communication*. United Kingdom: Pearson.
- Clow, Kenneth E. (2022). Budapest International Research and Critics Institute-Journal (BIRCI-Journal). *Marketing Communication Strategy To Improve Tourism*.
- Fill, C., & Jamieson, B. (2014). *Marketing Communications*. Edinburgh: Edinburgh Business School .
- Handoko, T., Hani, & Swastha. (1999). *Manajemen Pemasaran: Analisa Perilaku Konsumen*. Yogyakarta: Liberty.
- Keller, K., & Swaminathan, V. (2019). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity*. New York : Pearson.
- Koler, P., & Armstrong, G. (2009). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., & Keller, K. (2012). *Manajemen Pemasaran*. Jakarta: Erlangga.
- Kotler, P., Keller, K., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management*. Singapore: Pearson Education.
- Kottler, & keller. (2009). *Manajemen Pemasaran Jilid 1*. Jakarta: Erlangga.
- Moleong. (2011). *Metodologi Penelitian Kualitatif*. Bandung: Rosda.
- Muslim, M. (2018). Varian-Varian paradigma, Pendekatan, Metode, dan Jenis Penelitian dalam Ilmu Komunikasi. *Media Bahasa, Sastra dan Budaya Wahana*, 1(10).
- Ningning, Chen. (2020). *Impact of Gender on Consumer Buying Behavior*. New Jersey: Kean University.
- Pelsmacker, P. D., Geuens, M., & Van Den Bergh, J. (2013). *Marketing Communications : A European Perspective*. Edinburgh: Pearson.
- Professional Academy. (2022, 01 17). *Marketing Theories – Explaining the Consumer Decision Making Process*. Retrieved from <https://www.professionalacademy.com/>:  
<https://www.professionalacademy.com/blogs/marketing-theories-explaining-the-consumer-decision-making-process/>
- Rangkuti, F. (2009). *Strategi Promosi yang Kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: PT. Gramedia Pustaka Utama.
- Ratnawati, Alifah. (2018). *Peran Brand Trust dalam Memediasi Brand Experience*,

*Brand Personality dan Brand Community terhadap Brand Loyalty.*

Schiffman , L. G., & Hanuk, L. L. (2000). *Consumer Behavior*. New Jersey.

Setiadi, N. J. (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Jakarta: Prenada Media.

Silalahi, U. (2010). *Metode Penelitian Sosial*. Jakarta: Refika Aditama.

Stankevich, A. (2017). *Journal of International Business Research and Marketing. Explaining the Consumer Decision-Making Process: Critical Literature Review*, 7.

Sugiyono. (2013). *Metodelogi Penelitian Kuantitatif, Kualitatif Dan R&D*. Bandung: ALFABETA.