

DAFTAR PUSTAKA

- Abdillah, W., & Hartono, J. (2015). *Partial Least Square (PLS) - Alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Andi Offset.
- Abdullah, M. (2015). *Metodologi Penelitian Kuantitatif*. Aswaja Pressindo.
- Abrori, I., Agustin, T., & Sholihin, M. R. (2021). Effects of Prices, Product Quality, and Halal Labels on Repurchase Interest of Wardah at Avon Stores Purwoharjo Banyuwangi. *Internasional Journal of Marketing & Human Resource Research*, 2(2), 76–88.
- Amalia, S., & Nasution, & M. O. A. (2017). Pengaruh Citra Merek, Harga, dan Kualitas Produk terhadap Keputusan Pembelian Handphone Merek Xiaomi di Kota Langsa. *Jurnal Manajemen Dan Keuangan Unsam*, 6(1), 660–669.
- Amron, A. (2018). The Influence of Brand Image, Design, Feature, and Price on Purchasing Decision of Apple iOS Smartphone in Surakarta, Indonesia. *The International Journal of Social Sciences and Humanities Invention*, 5(12), 5187–5191. <https://doi.org/10.18535/ijsshi/v5i12.15>
- Anggadwita, G., Alamanda, D. T., & Ramadani, V. (2019). Halal Label vs Product Quality in Halal Cosmetic Purchasing Decisions. *Jurnal Ekonomi Dan Bisnis Islam*, 4(2), 227–242.
- Aspan, H., Sipayung, I. M., Muharrami, A. P., & Ritonga, H. M. (2017). The Effect of Halal Label, Halal Awareness, Product Price, and Brand Image to the Purchasing Decision on Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City). *International Journal of Global Sustainability*, 1(1), 55–66.
- Astuti, M. (2020). *Pengantar Manajemen Pemasaran*. Deepublish.
- Cahyono, E. (2018). Pengaruh Citra Merek, Harga Dan Promosi Terhadap Keputusan Pembelian Handphone Merek Oppo Di Sleman Daerah Istimewa Yogyakarta. *JBMA (Jurnal Bisnis Manajemen Dan Akuntansi)*, 5(1), 61–75.
- Chaffey, D., & Chadwick, F. E. (2019). *Digital Marketing (Seventh)*. Pearson.
- Darmanto, & Wirdaya, S. (2016). *Manajemen Pemasaran Untuk Mahasiswa, Usaha Mikro, Kecil, dan Menengah*. Deepublish.
- Ebert, Ronald J., & Griffin, R. W. (2015). *Pengantar Bisnis (10th ed.)*. Erlangga.

- Firmansyah, M. A. (2018). *Perilaku Konsumen (Sikap dan Pemasaran)*. Deepublish.
- Firmansyah, M. A. (2019a). *Pemasaran (Dasar dan Konsep)*. Qiara Media.
- Firmansyah, M. A. (2019b). *Pemasaran Produk dan Merek (Planning & Strategy)*. Qiara Media.
- Galaxy Z Flip3 5G*. (2021). www.samsung.com
- Ghozali, I., & Latan, H. (2020). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0 Untuk Penelitian Empiris (Edisi 2)*. Badan Penerbit - Undip.
- Hamzah, A. (2019). *Metode Penelitian & Pengembangan (Research & Development) Uji Produk Kuantitatif dan Kualitatif Proses dan Hasil Dilengkapi Contoh Proposal Pengembangan Desain Uji Kualitatif dan Kuantitatif*. Literasi Nusantara.
- Haro, A., Oktaviana, D., Trimulia Dewi, A., Anisa, W., & Suangkupon, A. (2020). The Influence of Brand Image and Service Quality towards Purchase Intention and Its Impact on the Purchase Decision of Samsung Smartphone. *KnE Social Sciences*, 2020, 329–336. <https://doi.org/10.18502/kss.v4i6.6609>
- IDC Mobile Phone Tracker*. (2021). www.idc.com
- Ilmi, M. W., Arifin, R., & Hufron, M. (2019). PENGARUH BRAND IMAGE, HARGA, KUALITAS PRODUK DAN WORD OF MOUTH TERHADAP KEPUTUSAN PEMBELIAN PADA XIAOMI SMARTPHONE (STUDI PADA KONSUMEN XIAOMI, METEOR CELL KOTA MALANG). *Jurnal Ilmiah Riset Manajemen*, 8(20).
- Indrasari, M. (2019). *Pemasaran Kepuasan & Kepuasan Pelanggan*. Unitomo Press.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th ed.)*. Pearson Education.
- Kotler, P., Armstrong, G., Harris, L. C., & He, H. (2020). *Principles Of Marketing (Eight Euro)*. Pearson.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving From Traditional to Digital*. Gramedia Pustaka Utama.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management (15th Editi)*. Pearson

Education.

- Muangsal. (2019). Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Administrasi Bisnis*, 5(2), 25–39.
- Muchran, M., & BL, M. (2019). The Effect Of Product Quality and Price on The Decision To Purchase Halal Cosmetics. *Social Sciences Research Journal*, 6(10), 173–177.
- 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.
- Noor, J. (2014). *Metodologi Penelitian : Skripsi, Tesis, Disertasi, dan Karya Ilmiah*. Kencana Prenadamedia Group.
- Oktafiani, D., & Yahya. (2018). Pengaruh Kualitas Produk, Harga, dan Label Halal Terhadap Keputusan Pembelian Produk Kosmetik Wardah di Surabaya. *Jurnal Ilmu Dan Riset Manajemen*, 7(9), 1–16.
- Rachmawati, D., Shukri, S., Azam, S. M. F., & Khatibi, A. (2019). Factor Influencing Customers, Purchae Decision of Residential Property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341–1348.
- Rosmayati, S., Sudirman, A., Haerany, A., Arifudin, O., Rijal, K., Alaydrus, S., Rusmana, F., Syamsuriansyah, Hanika, I. M., & Nugroho, L. (2020). *Perilaku Konsumen dan Perkembangannya Di Era Digital*. Widina Bhakti Persada.
- Sangadji, E.M., dan S. (2013). *Perilaku Konsumen: Pendekatan Praktis Disertai:Himpunan Jurnal Penelitian*. Andi.
- Santosa, A. D., & Moeins, A. (2020). *Partial Least Square 2 Dalam Penelitian Empirik*. Kepel Press.
- Setiadi, N. J. (2019). *Perilaku Konsumen Perspektif Kontemporer pada Motif, Tujuan, dan Keinginan Konsumen (Ketiga)*. Prenadamedia Group.
- Shetty, D. K., Rodrigues, L. L. R., Thimmappa, B., & Naik, N. (2020). Antecedents of Mobile Phone Purchase Decision : An Empirical Study. *Test Engineering & Management*, June.
- Shinta, A. (2011). *Manajemen Pemasaran*. UB Press.
- Siyoto, S., & Sodik, M. A. (2015). *Dasar Metodologi Penelitian* (Ayup (Ed.)).

Literasi Media Publishing.

Solomon, M. R., Marshall, G. W., & Stuart, E. W. (2018). *Marketing Real People, Real Choices*. Pearson.

Sugiyono. (2013). *Metode Penelitian Kuantitatif, Kualitatif dan R & D*. Alfabeta.

Sumarwan, U., & Tjiptono, F. (2018). *Strategi Pemasaran dalam Perspektif Perilaku Konsumen*. IPB Press.

Surahman, Rachmat, M., & Supardi, S. (2016). *Metodologi Penelitian*. Pusdik SDM Kesehatan.

Tamara, S., Alie, J., & Wadud, M. (2021). The Effects of Brand Image and Price on Purchase Decision of Vivo Smartphones in Pampangan District. *International Journal of Marketing & Human Resource Research*, 2(1), 2746–4040.

Top Brand Award Smartphone Fase I 2021. (2021). www.topbrand-award.com

Top Countries by Smartphone Users. (2021). www.newzoo.com

Zahay, D. (2020). *Digital Marketing Management (Second)*. Business Expert Press.