

DAFTAR PUSTAKA

- Adeline, A. (2018). *Pengaruh Kualitas Produk, Harga, dan Citra Merek terhadap Keputusan Pembelian Motor Yamaha N-MAX 150cc di wilayah kecamatan jagakarsa jakarta selatan*. <https://repository.upnvj.ac.id/4532/>
- Aditi, B., & Hermansyur, H. (2018). Pengaruh Atribut Produk, Kualitas Produk Dan Promosi, Terhadap Keputusan Pembelian Mobil Merek Honda Di Kota Medan. *Jurnal Ilmiah Manajemen Dan Bisnis*, 19(1), 64–72. <https://doi.org/10.30596/jimb.v19i1.1743>
- Adzharuddin, N. A., Moses, I. O., & Yusoff, S. Z. (2017). The Influence of Brand Image of Perodua Axia on Consumer's Decision Making. *International Journal of Academic Research in Business and Social Sciences*, 7(6), 1072–1087. <https://doi.org/10.6007/ijarbss/v7-i6/3067>
- Alkahfi, A. L. (2019). *Pengaruh Citra Merek, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Mobil MPV Toyota Avanza Di Kelurahan Rambutan, Jakarta Timur*.
- Ansori, M., & Iswati, S. (2017). *Metode Penelitian Kuantitatif Edisi 2*. Airlangga University Press. [https://books.google.co.id/books?hl=en&lr=&id=rKbJDwAAQBAJ&oi=fnd&pg=PR5&dq=Ansori,+M.+\(2020\).+Metode+Penelitian+Kuantitatif+Edisi+2.+Surabaya:+Airlangga+University+Press.&ots=jLVTpZXm3L&sig=qmof5YWIJvKHVKD7QhDOetc5IEs&redir_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=en&lr=&id=rKbJDwAAQBAJ&oi=fnd&pg=PR5&dq=Ansori,+M.+(2020).+Metode+Penelitian+Kuantitatif+Edisi+2.+Surabaya:+Airlangga+University+Press.&ots=jLVTpZXm3L&sig=qmof5YWIJvKHVKD7QhDOetc5IEs&redir_esc=y#v=onepage&q&f=false)
- Apriyanto, D. R. (2019). *Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Mobil Low Cost Green Car Di Semarang (Studi Pada Mahasiswa Konsumen Mobil Produk Toyota Agya)*. 1–7. <http://repository.unika.ac.id/20840/>
- Auto2000. (2021). *Apa Itu LCGC: Segala Hal yang Perlu Anda Tahu tentang Kelebihannya*. <https://auto2000.co.id/berita-dan-tips/apa-itu-LCGC#>
- Deepak, K. A., & Jeyakumar. (2019). *Marketing Management*. Orangebooks Publication. https://books.google.co.id/books?hl=en&lr=&id=_DmvDwAAQBAJ&oi=fnd&pg=PA1&dq=marketing&ots=u422njarXm&sig=zUzfh3EZTPGwYvm84z7owduv3k8&redir_esc=y#v=onepage&q&f=false
- Fadjarajani, S., Rosali, E. S., Patimah, S., Liriwati, F. Y., Nasrullah, SRIKANINGSIH, A., Daengs, A., Pinem, R. J., Harini, H., Sudirman, A., Ramlan, Falimun, Safriadi, Nurdiyani, N., Lamangida, T., Butarbutar, M., Wati, N. M. N., Rahmat, A., Citriadin, Y., ... Nugraha, M. S. (2020). *Metodologi Penelitian Pendekatan Multidisipliner*. Ideas Publishing. <https://play.google.com/books/reader?id=MoI5EAAAQBAJ&pg=GBS.PA185&printsec=frontcover>

- Fahy, J., & Jobber, D. (2019). *Foundations of Marketing* (6th Editio). McGraw-Hill Education.
https://books.google.co.id/books?hl=en&lr=&id=RssvEAAAQBAJ&oi=fnd&pg=PP1&dq=marketing&ots=6blNDPo0Va&sig=eu20mgYVlIXlq52szvc1R6rCURQ&redir_esc=y#v=onepage&q=marketing&f=false
- Ferdinand, A. (2014). *Metode Penelitian Manajemen: Pedoman Penelitian untuk Penulisan Skripsi, Tesis, dan Disertasi Ilmu Manajemen* (5th ed.). Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modeling Metode Alternatif dengan Partial Least Square (PLS)* (4th ed.). Badan Penerbit Universitas Diponegoro.
- Hair, J. F., Page, M., & Brunsveld, N. (2020). *Essentials of Business Research Methods* (Fourth Edi). Rouledge.
- Hartarto. (2018). Industri Otomotif Semakin Kencang Dobrak Pasar Ekspor. *Https://Kemenperin.Go.Id*. <https://kemenperin.go.id/artikel/19812/Industri-Otomotif-Semakin-Kencang-Dobrak-Pasar-Ekspor>
- Hutagalung, C. D. H. (2021). *Pengaruh kualitas produk dan harga terhadap keputusan pembelian suzuki carry saat pandemi covid-19 di provinsi jawa barat*. <https://repository.upnvj.ac.id/13638/>
- Indonesia Automobile Industry Data. (2017a). *Gaikindo Brand Data* (Issue 1).
- Indonesia Automobile Industry Data. (2017b). *Gaikindo Wholesales Data*. https://files.gaikindo.or.id/my_files/
- Indonesia Automobile Industry Data. (2018a). *Gaikindo Brand Data* (Issue 1). https://files.gaikindo.or.id/my_files/
- Indonesia Automobile Industry Data. (2018b). *Gaikindo Wholesales Data*. https://files.gaikindo.or.id/my_files/
- Indonesia Automobile Industry Data. (2019a). *Gaikindo Brand Data*. In *Www.Gaikindo.or.Id* (Issue 1).
- Indonesia Automobile Industry Data. (2019b). *Gaikindo Wholesales Data*. https://files.gaikindo.or.id/my_files/
- Indonesia Automobile Industry Data. (2020a). *Gaikindo Brand Data* (Vol. 3, Issue 1).
- Indonesia Automobile Industry Data. (2020b). *Gaikindo Wholesales Data*. https://files.gaikindo.or.id/my_files/
- Juliandi, A., Irfan, & Manurung, S. (2014). *Metodologi Penelitian Bisnis Konsep dan Aplikasi*. <https://play.google.com/books/reader?id=0X-rBAAAQBAJ&pg=GBS.PA57&printsec=frontcover>

- Keegan, W. J., & Green, M. C. (2017). *Global Marketing* (9th Editio). Pearson Education Limited.
- Kotler, P. (2003). Marketing Insights from A to Z. In *Journal of Chemical Information and Modeling* (Vol. 53, Issue 9). John Wiley & Sons, Inc. <https://doi.org/10.1017/CBO9781107415324.004>
- Kotler, P., Armstrong, G., & Opresnik, M. O. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.
- Kotler, P., & Keller, K. L. (2016). Marketing Management. In *Marketing Management*. Pearson. <https://doi.org/10.4324/9780203357262>
- Kotler Philip, & Keller K. (2016). Marketing Management 15th Global Edition. In *England: Pearson Educationn Limited* (15th ed.). Pearson Education.
- Mulyono. (2018). *Berprestasi Melalui JFP: Ayo Kumpulkan Angka Kreditmu*. Deepublish.
- Nirwana, N. (2016). *Cara Mudah Memahami Statistika Ekonomi dan Bisnis (statistika deskriptif)* (4th ed.). Keraras Emas.
- Oktara, I. (2016). *Pengaruh Kualitas Produk dan Harga terhadap Keputusan Pembelian Sepeda Motor Honda Beat*. <https://repository.upnvj.ac.id/4498/>
- Pandey, P., & Pandey, M. M. (2015). *RESEARCH METHODOLOGY: TOOLS AND TECHNIQUES*. Bridge Center.
- Pratama, A. (2021). *Analisis Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Keputusan Pembelian Produk Pull&Bear Di Grand Indonesia, Jakarta*.
- Purnama, H. I. (2017). *Pengaruh Promosi, Kualitas Produk, dan Harga Terhadap Minat Beli Toyota Agya Pada Setiajaya Mobilindo Margonda Depok*. <https://repository.upnvj.ac.id/4461/>
- Roflin, E., Liberty, I. A., & Pariyana. (2021). *Populasi, Sampel, Variabel dalam Penelitian Kedokteran* (M. Nasrudin (ed.)). PT Nasya Expanding Management. https://books.google.co.id/books?hl=en&lr=&id=ISYrEAAAQBAJ&oi=fnd&pg=PP1&dq=buku+tentang+sampel+dan+populasi&ots=ojwMyduZ53&sig=3K3j08GONExrf0IXLnDYGKeXU2Q&redir_esc=y#v=onepage&q=buku+tentang+sampel+dan+populasi&f=false
- Safitri, L. N., Triwardhani, D., & Sembiring, R. (2021). Keputusan Pembelian Yamaha Vixion (Studi Kasus Pada Jakarta Timur dan Jakarta Selatan). *Konferensi Riset Nasional Ekonomi Manajemen Dan Akuntansi*, 2(1), 1231–1248. https://scholar.google.com/citations?view_op=view_citation&hl=en&user=GoBHFP4AAAAJ&citation_for_view=GoBHFP4AAAAJ:5nxA0vEk-isC

- Seran, S. (2020). *Metodologi Penelitian Ekonomi Dan Sosial*. Deepublish Publisher.
[https://books.google.co.id/books?hl=en&lr=&id=KB3sDwAAQBAJ&oi=fnd&pg=PP1&dq=Seran,+S.+\(2020\).+Metodologi+Penelitian+Ekonomi+dan+Sosial.+Yogyakarta:+Deepublish+Publisher.&ots=g9tVzDQPoE&sig=NFnQWzjRJJrLKIH-ZSbaKQ4pQMQ&redir_esc=y#v=onepage&q&f=false](https://books.google.co.id/books?hl=en&lr=&id=KB3sDwAAQBAJ&oi=fnd&pg=PP1&dq=Seran,+S.+(2020).+Metodologi+Penelitian+Ekonomi+dan+Sosial.+Yogyakarta:+Deepublish+Publisher.&ots=g9tVzDQPoE&sig=NFnQWzjRJJrLKIH-ZSbaKQ4pQMQ&redir_esc=y#v=onepage&q&f=false)
- Shofwan, T. (2021). *Pengaruh Harga, Kualitas Produk, dan Citra Merek Terhadap Keputusan Pembelian Motor Honda Beat*.
<https://repository.upnvj.ac.id/9658/>
- Solomon, M.R., Bamossy, G., Askegaard, S., & Hogg, M. K. (2013). *Consumer Behaviour: A European Perspective*-Pearson Education Limited. In *Pearson Education* (5th ed., Vol. 5). Pearson Education.
- Solomon, Michael R, Bamossy, G. J., Askegaard, S. T., & Hogg, M. K. (2013). *CONSUMER BEHAVIOUR A European Perspective* (Fifth edit). Pearson Education Limited.
- Sudarso, A., Kurniullah, A. Z., Halim, F., Purba, P. B., Dewi, I. K., Simarmata, H. M. P., Purba, B., Sipayung, R., Sudirman, A., & Manullang, S. O. (2020). *Manajemen Merek* (A. Karim (ed.)). Yayasan Kita Penulis.
https://books.google.co.id/books?hl=en&lr=&id=uwMPEAAAQBAJ&oi=fnd&pg=PR13&dq=buku+tentang+merek&ots=QrGDzaAN4g&sig=k5geFuCHs4Yt_Dp_R2-TDFvDocU&redir_esc=y#v=onepage&q=buku+tentang+merek&f=false
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Top Brand Award. (2021). *Top Brand Index*. <https://www.topbrand-award.com/top-brand-index/>
- Wikasih, B. M. (2018). *Pengaruh Kualitas Produk, Harga Dan Citra Merek Terhadap Minat Beli Mobil Toyota Yaris Di Cinere Depok*.
<https://repository.upnvj.ac.id/4505/>
- Yasmiartha, P. A. G. (2018). *Pengaruh Citra Merek, Harga, dan Gaya Hidup Terhadap Keputusan Pembelian Kendaraan Mercedes-Benz di Jakarta*.
<https://repository.upnvj.ac.id/4711/>