

DAFTAR PUSTAKA

- Agustina, L., Arifin, R., & Hufon, M. (2019). Pengaruh Gaya Hidup, Harga, Promosi, Citra Merek, dan Viral Marketing Terhadap Keputusan Pembelian Smartphone Oppo. *E-Jurnal Riset Manajemen*, 08(06).
- Albany, A. A. N. A. D., Respati, N. N. R., & Piartrini, P. S. (2025). The Role of Brand Image in Mediating the Influence of Social Media Marketing on Purchase Intention (Study on JEN Coffee in Denpasar City). *Asian Journal of Management Analytics*, 4(3), 1375–1392. <https://doi.org/10.55927/ajma.v4i3.15144>
- Andrian, Lusiah, & Pudyastuti, E. (2024). Pengaruh Brand Awareness, Event Sponsorship dan Kualitas Produk Terhadap Keputusan Pembelian Air Minum Kemasan Merk Aqua di Kota Medan. *SKENA BISNIS*, 1(02).
- Arianty, N., & Andira, A. (2021). Pengaruh Brand Image dan Brand Awareness Terhadap Keputusan Pembelian. *MANEGGIO*, 04(01). <https://doi.org/https://doi.org/10.30596/maneggio.v4i1.6766>
- Batra, R., & Keller, K. L. (2016). Integrating Marketing Communications: New Findings, New Lessons, and New Ideas. *Journal of Marketing*, 80(6), 122–145. <https://doi.org/10.1509/jm.15.0419>
- Becker-Olsen, K. (2003). Questioning the Name Game: An Event Study Analysis of Stadium Naming Rights Sponsorship Announcements. *International Journal of Sports Marketing and Sponsorship*, 5(3), 9–20. <https://doi.org/10.1108/IJSMS-05-03-2003-B002>

- Caputo, A. (2021). *Branding Notebook - Part 1 How To Create Your Brand: A simple step-by-step guide to... successfully branding your business*. LULU COM.
- Chen, K. K., & Zhang, J. J. (2011). Examining consumer attributes associated with collegiate athletic facility naming rights sponsorship: Development of a theoretical framework. *Sport Management Review*, 14(2), 103–116.
<https://doi.org/10.1016/j.smr.2010.10.001>
- Coaker, W. (2021). *Branding With Images: The Ultimate Guide to Grow Your Business with Images: How to Build a Strong Brand Image*.
<https://www.amazon.com/dp/B09CRY8ZCJ>
- Coffee, A. (2025, October 4). *Toko Kopi Tuku Cipete: Merajut Kisah Kopi Nusantara dalam Setiap Cangkir*. Arutala Coffee.
<https://arutalacoffee.com/blog/toko-kopi-tuku-cipete-merajut-kisah-kopi-nusantara-dalam-setiap-cangkir>
- Dairina, L. (2022). Pengaruh Brand Image Terhadap Keputusan Pembelian. *AT-TAWASSUTH: Jurnal Ekonomi Islam*, 7(1), 118.
<https://doi.org/10.30829/ajei.v7i1.10586>
- Devina. (2024). *Pengaruh Event Sponsorship dan Citra Merek Terhadap Keputusan Pembelian Konsumen PT. TIGER DU RIBU*. Sekolah Tinggi Ilmu Ekonomi Eka Prasetya Medan.
- Donovan, R., & Henley, N. (2010). *Principles and Practice of Social Marketing: An International Perspective* (1st ed.). Cambridge University Press.
<https://doi.org/10.1017/CBO9780511761751>

- Donovan, R. J., Anwar-McHenry, J., Hernandez Aguilera, Y., Nicholas, A., & Kerrigan, S. (2016). Increasing brand recall for naming rights sponsorships. *Journal of Social Marketing*, 6(4), 377–389. <https://doi.org/10.1108/JSOCM-08-2015-0060>
- Donovan, R., & Rossiter, J. (1982). Store Atmosphere: An Environmental Psychology Approach. *Journal Of Retailing*, 58, 34–57.
- Eddy, T. (2014). Measuring effects of naming-rights sponsorships on college football fans' purchasing intentions. *Sport Management Review*, 17(3), 362–375. <https://doi.org/10.1016/j.smr.2013.08.001>
- Firmansyah, A. (2020). *Komunikasi Pemasaran*. Qiara Media.
- Fransz, J., & Agustina, R. (2022). Pengaruh Gender dan Persepsi Terhadap Pemilihan MRT Sebagai Moda Transportasi yang Ramah Lingkungan bagi Masyarakat DKI Jakarta dan Sekitarnya. *Prosiding FTSP*.
- Ghozali, I., & Kusumadewi, K. (2023). *Partial Least Squares Konsep, Teknik, dan Aplikasi Menggunakan Program SmartPLS 4.0* (1st ed.). Yoga Pratama. (Original work published 2023)
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hermawan, S., & Amirullah. (2016). *Metode Penelitian Bisnis*. MNC Publishing.
- Institute, M. (2025, April 16). *Strategi Entrepreneurship di Balik Kesuksesan Kopi Tuku*. MarkPlus Institute. <https://markplusinstitute.com/explore/entrepreneurship-di-balik-kopi->

tuku/?srsltid=AfmBOorKUgRAG1rPPIThi1wU_YG-
bW16cpPYB1iwX8paSTBfADHExq8M

- International Business Management, School of Business and Management,
Universitas Ciputra Surabaya, Indonesia, & Vidyanata, D. (2022).
Stimulus-Organism-Response (S-O-R) Model Application In Examining
The Influence Of Social Media Marketing On Purchase Decisions In The
Healthcare Industry: The Mediating Role Of Brand Trust. *Jurnal Aplikasi
Manajemen*, 20(3). <https://doi.org/10.21776/ub.jam.2022.020.03.14>
- Jacoby, J. (2002). Stimulus-Organism-Response Reconsidered: An Evolutionary
Step in Modeling (Consumer) Behavior. *Journal of Consumer Psychology*,
12(1), 51–57. https://doi.org/10.1207/S15327663JCP1201_05
- Jalleh, G., Donovan, R. J., Giles-Corti, B., & Holman, C. D. J. (2002). Sponsorship:
Impact on Brand Awareness and Brand Attitudes. *Social Marketing
Quarterly*, 8(1), 35–45. <https://doi.org/10.1080/15245000212545>
- Jatmiko, N. (2022). Strategi Pemasaran Ideal di Era Digital untuk Meningkatkan
Penjualan Produk UMKM. *Jurnal PLAKAT*, 4(2).
- Jefkins, F., & Yadin, D. L. (1998). *Public relations* (5. ed). Pitman.
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-
creation in brand communities on social media: Applying the paradigm of
Stimulus-Organism-Response. *International Journal of Information
Management*, 39, 169–185. <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>
- Keller, K. L. (1993). Conceptualizing, Measuring, and Managing Customer-Based
Brand Equity. *Journal of Marketing*, 57(1), 1–22.
<https://doi.org/10.1177/002224299305700101>

- Kotler, P., & Armstrong, G. (2018). *Principles of marketing* (Seventeenth edition). Pearson Higher Education.
- Kotler, P., & Keller, K. L. (2016). *Marketing management* (Fifteenth edition, global edition). Pearson.
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (Sixteenth edition, global edition). Pearson.
- Kotler, P., Keller, K. L., Goodman, M., Brady, M., & Hansen, T. (2019). *Marketing management* (4th European edition). Pearson Education, Limited.
- Kotler, P., & Lee, N. R. (2008). *Marketing in the public sector: A roadmap for improved performance* (3. print). Wharton School Publ.
- Leeds, E. M., Leeds, M. A., & Pistolet, I. (2007). A Stadium by Any Other Name: The Value of Naming Rights. *Journal of Sports Economics*, 8(6), 581–595. <https://doi.org/10.1177/1527002506296546>
- Malhotra, N. K. (2010). *Marketing research: An applied orientation* (Sixth edition, global edition). Pearson.
- Mariatuz Zakia. (2023). Pengaruh Country Of Origin, Event Sponsorship dan Citra Merek terhadap Keputusan Pembelian. *Journal of Economic, Management and Entrepreneurship*, 1(3), 102–110. <https://doi.org/10.61502/jemes.v1i3.40>
- Martin, D. S., Bourdeau, B. L., & Stephan, J. (2020). Measuring the effectiveness of facility naming rights sponsorships. *Journal of Business Research*, 110, 51–64. <https://doi.org/10.1016/j.jbusres.2019.12.036>
- Mehrabian, A., & Russell, J. A. (1974). *An approach to environmental psychology*. M.I.T. Press.

- Moro-Visconti, R. (2024). *Sponsorships and Naming Rights: Economic and Financial Valuation*. <https://doi.org/10.13140/RG.2.2.10807.84648>
- Muhtarom, A., Syairozi, M. I., & Yonita, H. L. (2022). Analisis Persepsi Harga, Lokasi, Fasilitas, dan Kualitas Pelayanan terhadap Loyalitas Pelanggan Dimediasi Keputusan Pembelian (Studi Kasus pada Umkm Skck (Stasiun Kuliner Canditunggal Kalitengah) Metode Structural Equation Modelling (SEM)—Partial Least. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 10(S1). <https://doi.org/10.37676/ekombis.v10iS1.2018>
- Mulyadi, M. (2011). Penelitian Kuantitatif Dan Kualitatif Serta Pemikiran Dasar Menggabungkannya. *Jurnal Studi Komunikasi dan Media*, 15(1), 128. <https://doi.org/10.31445/jskm.2011.150106>
- Musthofawi, A., Situmorang, R., & Adriana, M. C. (2022). Analisis Karakteristik Pengguna Pada Pemilihan Moda Angkutan Umum Jalur Blok M – Bundaran Hi. *Jurnal Penelitian Dan Karya Ilmiah Lembaga Penelitian Universitas Trisakti*, 8(1), 73–84. <https://doi.org/10.25105/pdk.v8i1.14712>
- Nasution, H., & Fitriati, R. (2025). Melampaui Branding: Hak Penamaan Sebagai Sinergi Pemerintah-Swasta Dalam Strategi Pemasaran MRT Jakarta. *Management Studies and Entrepreneurship Journal*, 6(4).
- Nurfadilah, T., & Hutauruk, B. M. (2024). Pengaruh Brand Image, Brand Awareness dan Brand Loyalty terhadap Keputusan Pembelian Produk Smartphone Merek Iphone di Kota Karawang. *Jurnal Ekonomi Efektif*, 6(3), 499–506. <https://doi.org/10.32493/JEE.v6i3.40066>
- Patah, R. C. (2021). *Naming Rights Deals: Fan's Perceptions and Expected Behaviours*. Sao Paulo School Of Business Administration.

- Pranata, & Hermanto. (2024, October 14). Halte dan Stasiun di Jakarta Gunakan Naming Rights, Apa Itu? *Konsultan Hukum Indonesia | BP Lawyers Corporate Law Firms Di Jakarta*. <https://bplawyers.co.id/2024/10/14/halte-dan-stasiun-di-jakarta-gunakan-naming-rights-apa-itu/>
- Puspasari, R. (2018). *Pengelolaan Aset Untuk Meningkatkan Pendapatan Negara*. Lembaga Manajemen Aset Negara. <https://lman.kemenkeu.go.id/berita/pengelolaan-aset-untuk-meningkatkan-pendapatan-negara.html?id=33>
- Putra, R. I. R. (2024). *The Impact Of Jakarta Mrt's Station Naming Rights Towards Brand Equity*. Institut Teknologi Bandung.
- Putri, Y. A. (2020). Peran Komunikasi Pemasaran Dalam Mempertahankan Konsumen Di Sandang Mas Indonesia. *Network Media*, 3(2), 77–81. <https://doi.org/10.46576/jnm.v3i2.851>
- Quester, P. (1997). Sponsorship returns: The value of naming rights. *Corporate Communications: An International Journal*, 2(3), 101–108. <https://doi.org/10.1108/eb046540>
- Rahayu Prasetyani, T. (2016). Penguatan Sinergi ABG (Academic, Business & Government) Untuk Pengembangan Entrepreneurship Bagi Penduduk Usia Produktif Di Kabupaten Batang. *RISTEK : Jurnal Riset, Inovasi Dan Teknologi Kabupaten Batang*, 1(1), 76–84. <https://doi.org/10.55686/ristek.v1i1.7>
- Rose, S., Clark, M., Samouel, P., & Hair, N. (2012). Online Customer Experience in e-Retailing: An empirical model of Antecedents and Outcomes. *Journal of Retailing*, 88(2), 308–322. <https://doi.org/10.1016/j.jretai.2012.03.001>

- Rose-Redwood, R., Vuolteenaho, J., Young, C., & Light, D. (2019). Naming rights, place branding, and the tumultuous cultural landscapes of neoliberal urbanism. *Urban Geography*, 40(6), 747–761. <https://doi.org/10.1080/02723638.2019.1621125>
- Sarpong, A., & PraiseGod Zungu, N. (2025). Sports sponsorship, brand image, and purchase intentions toward sponsors' products. *Managing Sport and Leisure*, 1–18. <https://doi.org/10.1080/23750472.2024.2444449>
- Saunders, M., Lewis, P., & Thornhill, A. (2009). *Research methods for business students* (5. ed). Financial Times Prentice Hall.
- Sekaran, U., & Bougie, R. (2010). *Research methods for business: A skill-building approach* (5. ed., repr). Wiley.
- Septimary, G. (2025). *Pengaruh Naming Rights Sponsorship “Cipete Raya Tuku” Terhadap Brand Equity Tuku pada Penumpang MRT Jakarta*. Universitas Katolik Widya Mandala Surabaya.
- Sugiyono. (2013). *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif dan Kualitatif* (1st ed.). Alfabeta. (Original work published 2019)
- Susanto, B., Hadiano, A., Chariri, F. N., Rochman, M., Syaukani, M. M., & Daniswara, A. A. (2020). Penggunaan Digital Marketing untuk Memperluas Pasar dan Meningkatkan Daya Saing UMKM. *Community Empowerment*, 6(1), 42–47. <https://doi.org/10.31603/ce.4244>
- Syahrul, S. (2026). Model Stimulus – Organism – Response pada Pengaruh Harga dan Promosi terhadap Niat Beli melalui Ekuitas Merek di Industri

- Multifinance. *Jurnal Ilmu Manajemen Terapan*, 7(4), 298–311.
<https://doi.org/10.38035/jimt.v7i4.7886>
- Wardhana, A. (2024). *Perilaku Konsumen di Era Digital*. Eureka Media Aksara.
- Wardhana, A., Sitorus, S., Romli, N., & Tingga, C. (2022). *Brand Marketing: The Art Of Branding*. Media Sains Indonesia.
- Yogi Arta Wiguna, I. P., & Santika, I. W. (2020). Peran Brand Image Dalam Memediasi Pengaruh Sponsorship Terhadap Niat Beli Ulang. *E-Jurnal Manajemen Universitas Udayana*, 9(1), 199.
<https://doi.org/10.24843/EJMUNUD.2020.v09.i01.p11>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and Truths about Mediation Analysis. *Journal of Consumer Research*, 37(2), 197–206. <https://doi.org/10.1086/651257>
- Zikra, H. (2024). *Statistik Transportasi Provinsi DKI Jakarta 2024* (Vol. 17). Badan Pusat Statistik.