

## DAFTAR PUSTAKA

- [1] R. Rosida and I. Haryanti, "Pengaruh Promosi Online dan Persepsi Harga Terhadap Keputusan Pembelian (Studi Kasus Pada Nithalian Collection Bima)," *Journal of Business and Economics Research (JBE)*, vol. 1, no. 2, pp. 150–160, 2020.
- [2] D. Chaffey, *E-business and E-commerce Management: Strategy, Implementation and Practice*. England: Prentice Hall, 2002.
- [3] S. A. Sitorus *et al.*, *DIGITAL MARKETING STRATEGY: ONLINE MARKETING APPROACH*. Bandung: CV. MEDIA SAINS INDO, 2022. Accessed: Jul. 20, 2022. [Online]. Available: [https://books.google.co.id/books?id=i-F1EAAAQBAJ&pg=PA7&lpg=PA7&dq=yazer+nasdini&source=bl&ots=05p4jsL-LD&sig=ACfU3U28LOC8SFh1IR1HrF\\_cYzgQCW9vDg&hl=id&sa=X&ved=2ahUKEwiEsffoj934AhXXZWwGHQDRAv04ChDoAXoECC0QAw#v=onepage&q=yazer%20nasdini&f=false](https://books.google.co.id/books?id=i-F1EAAAQBAJ&pg=PA7&lpg=PA7&dq=yazer+nasdini&source=bl&ots=05p4jsL-LD&sig=ACfU3U28LOC8SFh1IR1HrF_cYzgQCW9vDg&hl=id&sa=X&ved=2ahUKEwiEsffoj934AhXXZWwGHQDRAv04ChDoAXoECC0QAw#v=onepage&q=yazer%20nasdini&f=false)
- [4] M. Y. S. dan M. Said, "Konsep Dan Strategi Pemasaran," *Analisis Standar Pelayanan Minimal Pada Instalasi Rawat Jalan di RSUD Kota Semarang*, vol. 3, pp. 103–111, 2015, Accessed: Jul. 18, 2022. [Online]. Available: [https://www.google.co.id/books/edition/Konsep\\_dan\\_Strategi\\_Pemasaran/pZu-DwAAQBAJ?hl=id&gbpv=1&dq=konsep+pemasaran&printsec=frontcover](https://www.google.co.id/books/edition/Konsep_dan_Strategi_Pemasaran/pZu-DwAAQBAJ?hl=id&gbpv=1&dq=konsep+pemasaran&printsec=frontcover)
- [5] S. Agustina, *Manajemen Pemasaran*. Malang: Universitas Brawijaya Press, 2011.
- [6] T. F. Musfar, *Buku Ajar Manajemen Pemasaran : Bauran Pemasaran sebagai Materi Pokok dalam... - Google Books*. 2020. Accessed: Jul. 25, 2022. [Online]. Available: [https://www.google.co.id/books/edition/Buku\\_Ajar\\_Manajemen\\_Pemasaran\\_Bauran\\_Pem/CZUDEAAAQBAJ?hl=id&gbpv=1&dq=Marketing+mix+adalah&printsec=frontcover](https://www.google.co.id/books/edition/Buku_Ajar_Manajemen_Pemasaran_Bauran_Pem/CZUDEAAAQBAJ?hl=id&gbpv=1&dq=Marketing+mix+adalah&printsec=frontcover)
- [7] H. M. S. M. S. R. S. L. Mardia, *Strategi Pemasaran - Google Books*. 2021. Accessed: Jul. 25, 2022. [Online]. Available: [https://www.google.co.id/books/edition/Strategi\\_Pemasaran/ztkzEAAAQBAJ?hl=id&gbpv=1&dq=tujuan+pemasaran&printsec=frontcover](https://www.google.co.id/books/edition/Strategi_Pemasaran/ztkzEAAAQBAJ?hl=id&gbpv=1&dq=tujuan+pemasaran&printsec=frontcover)
- [8] T. Yosef and R. Yoseph, "MINAT DAN KEPUTUSAN PEMBELIAN : TINJAUAN MELALUI PERSEPSI HARGA & KUALITAS PRODUK (Konsep dan Studi Kasus)," p. 64, 2022, Accessed: Jul. 30, 2022. [Online]. Available: [https://www.google.co.id/books/edition/MINAT\\_DAN\\_KEPUTUSAN\\_PEMBELIAN\\_TINJAUAN\\_M/96NxEAAAQBAJ?hl=id&gbpv=0](https://www.google.co.id/books/edition/MINAT_DAN_KEPUTUSAN_PEMBELIAN_TINJAUAN_M/96NxEAAAQBAJ?hl=id&gbpv=0)
- [9] S. Lailatus, "Kualitas Pelayanan, Harga, Citra Merek, serta Pengaruhnya Terhadap Kepuasan Konsumen," *Dr. Zulfikar*, p. 5, 2020, Accessed: Oct. 11, 2022. [Online]. Available: <https://play.google.com/books/reader?id=rZkwEAAAQBAJ&pg=GBS.PA11>
- [10] G. Chakti, *THE BOOK OF DIGITAL MARKETING: BUKU PEMASARAN DIGITAL - Gunawan Chakti - Google Buku*. 2019. Accessed: Jul. 18, 2022. [Online]. Available:

<https://books.google.co.id/books?id=OQzBDwAAQBAJ&printsec=frontcover&hl=id#v=onepage&q&f=false>

- [11] R. Goel, S. Sahai, C. Krishnan, G. Singh, C. Bajpai, and P. Malik, “An Empirical Study to Enquire the Effectiveness of Digital Marketing in the Challenging Age with Reference to Indian Economy,” *Pertanika Journal of Social Sciences & Humanities*, vol. 25, no. 4, pp. 1569–1584, 2017.
- [12] P. Kotler and K. L. Keller, *Manajemen Pemasaran Jilid 1*, 12th ed. Jakarta: PT. Indeks, 2016.
- [13] K. Anwar, “Pengaruh Digital Marketing dan Citra Merek Terhadap Keputusan Pembelian (Studi Pada Dealer Yamaha PT. Permata Motor Karawang),” STIE STAN Indonesia Mandiri, 2021.
- [14] G. W. Saputra and I. Ardani, “Pengaruh digital marketing, word of mouth, dan kualitas pelayanan terhadap keputusan pembelian,” *E-Jurnal Manajemen Universitas Udayana*, vol. 9, no. 7, p. 2596, 2020.
- [15] Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta, 2018.
- [16] Sugiyono, *Metode penelitian kuantitatif, kualitatif dan kombinasi (mixed methods)*. Bandung: Alfabeta, 2017.
- [17] S. Santoso, *Statistik Non Parametrik: konsep dan aplikasi dengan SPSS*. Jakarta: Elex Media Komputindo, 2014.
- [18] H. M. Jogiyanto and W. Abdillah, *Konsep dan Aplikasi PLS (Partial Least Square) untuk Penelitian Empiris*. Yogyakarta: BPFE, 2009.
- [19] I. Ghozali, *Aplikasi Analisis Multivariate dengan Program SPSS*, 4th ed. Semarang: Badan Penerbit Universitas Diponegoro, 2006.
- [20] I. Ghozali and Fuad, *Structural Equation Modeling*. Semarang: Badan Penerbit Universitas Diponegoro, 2008.
- [21] H. M. Jogiyanto, *Metodologi Penelitian Bisnis*, 4th ed. Yogyakarta: BPFE, 2011.
- [22] I. Ghozali and H. Latan, *Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris*. Semarang: Badan Penerbit Universitas Diponegoro, 2015.