

LIST OF REFERENCES

Books

- Bluman, A. G. (2014). *Elementary Statistic*. Newyork: Mc Graw Hill.
- Jain, A. (2014). *Principles of Marketing: for B.Com-II Semester-III and IV*. [E-Book]. New Delhi: VK Global Publications.
- Ross, D. (2016). *Distribution Planning and Control* (3rd ed., p. 258). [E-Book]. New York: SPRINGER.
- Siregar, S. (2014). *Metode Penelitian Kuantitatif : Dilengkapi dengan Perbandingan Perhitungan Manual & SPSS*. Jakarta: Kencana.
- Sugiyono. (2015). *Metode Penelitian Pendidikan* (pp. 117-118). Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung: Alfabeta.

Journals

- Akkucuk, U., & Esmaeili, J. (2016). The Impact of Brands on Consumer Buying Behavior. *International Journal of Research in Business and Social Science* (2147-4478), 5(4), 1-16.
- Catalin, M.C., Andreea, P. (2014). Brands as a Mean of Consumer Self-expression and Desired Personal Lifestyle. Procedia – Social and Behavioral Sciences, 109, 103-107.
- Elfil, M., & Negida, A. (2017). Sampling methods in Clinical Research; an Educational Review. *Emerg (Tehran)*, 5(1), 52. Retrieved 15 March 2019 from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5325924/#>
- Hibić, S. and Poturak, M. (2016). Impact of a Brand on Consumer Decision-making Process. European Journal of Economic Studies, 17(3).
- Hsiao, Y.H., Hsu, Y.H., Chu, S.Y. and Fang, W., 2014. Discussion of whether brand awareness is a form of marketing placebo. International Journal of Business and Information, 9(1).
- Jin, X., Weber, K.(2013). Developing and Testing a Model of Exhibition Brand Preference: The Exhibitors' Perspective. *Tourism Management*, 38, 94-104.
- Kwak, S. and Kim, J. (2017). Central Limit Theorem: The Cornerstone of Modern Statistics. *Korean Journal of Anesthesiology*, 70(2), p.144.
- Prabha, R. and Kabadi, M. (2016). Overview of Data Collection Methods for Intelligent Transportation Systems. *IJES*, 5(3), pp.16-20.
- Rahman, M., Ismail, Y., Albaity, M., & Isa, C. (2017). Brands and Competing Factors in Purchasing Hand Phones in the Malaysian Market. *The Journal Of Asian Finance, Economics And Business*, 4(2), 75-80. doi: 10.13106/jafeb.2017.vol4.no2.75
- Ramya, N. and Mohamed, A.S. (2016). Factors Affecting Consumer Buying Behavior. *International Journal of Applied Research*, 2(10), pp.76-80.

Websites

- Chand, S. (2014). Forms of Organisational Structure. Retrieved 19 April 2019 from <http://www.yourarticlerepository.com/organization/forms-of-organisational-structure-line-functional-and-line-and-staff-organisation/25679>
- Chierotti, L. (2018). Harvard Professor Says 95% of Purchasing Decisions Are Subconscious. Retrieved 13 February 2019 from <https://www.inc.com/logan-chierotti/harvard-professor-says-95-of-purchasing-decisions-are-subconscious.html>
- CIRT. (2019). Correlational Research Overview - Center for Innovation in Research and Teaching. Retrieved 15 April 2019 from https://cirt.gcu.edu/research/developmentresources/research_ready/correlation/overview
- CIRT. (2019). Quantitative Approaches - Center for Innovation in Research and Teaching. Retrieved 15 April 2019 from https://cirt.gcu.edu/research/developmentresources/research_ready/quantitative/approaches
- Davis, M. (2018). Microeconomics: Factors of Consumer Decision-Making. Retrieved 15 February 2019 from <https://www.investopedia.com/university/microeconomics/microeconomics3.asp>
- Doetech. (2015). Company Profile Samsung Elektronik Indonesia. Retrieved 19 April 2019 from <http://doetech9.blogspot.com/2015/06/company-profile-samsung-elektronik.html>
- ECC UGM. (2013). PT Samsung Electronics Indonesia. Retrieved 19 April 2019 from <https://ecc.ft.ugm.ac.id/employer/site/test/id/336/t/profil-pt-samsung-electronics-indonesia-sein>
- Farooq, U. (2016). Stages of Consumer Decision Making Process. Retrieved 13 February 2019 from <http://www.businessstudynotes.com/marketing/marketing-management/stages-consumer-decision-making-process/>

- FluidSurvey. (2014). 3 Types of Survey Research. Retrieved 11 March 2019 from <http://fluidsurveys.com/university/3-types-survey-research-use-can-benefit-organization/>
- Hidayat, A. (2013). Penjelasan Tentang Uji Normalitas dan Metode Perhitungan. Retrieved 25 March 2019 from <https://www.statistikian.com/2013/01/uji-normalitas.html>
- Hidayat, A. (2013). Tutorial Uji Normalitas Kolmogorov Smirnov dengan SPSS. Retrieved 25 March 2019 from <https://www.statistikian.com/2012/09/uji-normalitas-dengan-kolmogorov-smirnov-spss.html>
- Hidayat, A. (2018). Penjelasan Berbagai Jenis Uji Validitas dan Cara Hitung. Retrieved 25 March 2019 from <https://www.statistikian.com/2012/08/uji-validitas.html/amp>
- Hollis, N. (2018). Brands are the Most Valuable Business Tool Invented. Retrieved 21 January 2019 from <http://www.millwardbrown.com/global-navigation/blogs/post/mb-blog/2018/04/02/brands-are-the-most-valuable-business-tool-invented>
- International Relations Edu. (2019). What is International Business. Retrieved 9 February 2019 from <https://www.internationalrelationsedu.org/what-is-international-business/>
- Jeko, R. (2018). Produksi Ponsel Made in Indonesia Tembus 60,5 Juta Unit. Retrieved 25 January 2019 from <https://www.liputan6.com/tekno/read/3304443/produksi-ponsel-made-in-indonesia-tembus-605-juta-unit>
- Jin-young, C. (2015). 50% of Samsung Mobile Phones Made in Vietnam. Retrieved 25 January 2019 from <http://www.businesskorea.co.kr/news/articleView.html?idxno=8785>
- Kemp, S. (2018). Digital in 2018 – We Are Social. Retrieved 15 April 2019 from <https://wearesocial.com/blog/2018/01/global-digital-report-2018>
- Kenton. (2019). Organizational Structure. Retrieved 19 April 2019 from <https://www.investopedia.com/terms/o/organizational-structure.asp>

- LifeLearn. (2016). The Background on Branding and Why It's Important. Retrieved 9 February 2019 from <https://www.lifelearn.com/2016/05/30/background-branding-important/>
- Lim, S. (2018). Brand Identity. Retrieved 11 February 2019 from <https://www.investopedia.com/terms/b/brand-identity.asp>
- Mcleod, S. (2017). Qualitative vs Quantitative Research. Retrieved 11 March 2019 from <https://www.simplypsychology.org/qualitative-quantitative.html>
- Millward, S. (2014). Pengguna Smartphone Indonesia. Retrieved 25 January 2019 from <https://id.techinasia.com/jumlah-pengguna-smartphone-di-indonesia-2018>
- Preeti. (2016). Meaning, Definition and Features of International Business Management. Retrieved 9 February 2019 from <http://www.simplynotes.in/mbabba/meaning-defination-and-features-of-international-business-management/>
- Rhodes, D. (2017). The Importance of Brand Awareness. Retrieved 15 February 2019 from <https://baerpm.com/2017/06/28/importance-brand-awareness/>
- Rouse, M. (2018). Definition of Hypothesis. Retrieved 15 February 2019 from <https://whatis.techtarget.com/definition/hypothesis>
- Samsung. (2019). Samsung Company History. Retrieved 21 January 2019 from <https://www.samsung.com/us/aboutsamsung/company/history/>
- Sharma, E. (2015). 10 Branding Elements and What They Mean. Retrieved 9 February 2019 from <http://www.brandanew.co/10-branding-elements-and-what-they-mean/>
- Sidik, F. (2018). Pengguna Perangkat Mobile di Indonesia. Retrieved 15 April 2019 from <https://teknologi.bisnis.com/read/20180201/101/733037/pengguna-perangkat-mobile-di-indonesia-semakin-tinggi-ini-datanya>
- Statista, S. (2018). Brand Value. Retrieved 11 February 2019 from <https://www.statista.com/topics/1664/brand-value/>

- Statista. (2019). Smartphone Market Share in Indonesia by Vendor 2014-2018. Retrieved 25 January 2019 from <https://www.statista.com/statistics/516302/indonesia-smartphone-shipments-vendor-market-share/>
- SuccessStory. (2019). Samsung Group. Retrieved 21 January 2019 from <https://successstory.com/companies/samsung-group>
- Suchen, S. (2017). Brand Awareness. Retrieved 11 February 2019 from <https://www.clickandsave.eu/brand-awareness/>
- Sullivan, L. (2018). Correlation and Linear Regression. Retrieved 15 April 2019 from http://sphweb.bumc.bu.edu/otlt/MPH-Modules/BS/BS704_Correlation-Regression/BS704_Correlation-Regression_print.html
- Surbhi, S. (2016). Difference between Primary and Secondary Data. Retrieved 15 March 2019 from <https://keydifferences.com/difference-between-primary-and-secondary-data.html>