

REFERENCES

- Achmad, I. N., & Witiastuti, R. S. (2018). Underpricing, Institutional Ownership and Liquidity Stock of IPO Companies in Indonesia. *Management Analysis Journal*.
- American Marketing Association. (2017). *Definitions of Marketing*. Retrieved from American Marketing Association: <https://www.ama.org/the-definition-of-marketing-what-is-marketing/>
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality, and Price on Consumer's Buying Decision of MPV Cars. *European Scientific Journal May 2018 Edition vol 14*, 228-239. Retrieved from <http://dx.doi.org/10.19044/esj.2018.v14n13p228>
- Aprinia, R. (2017). Pengaruh Personal Selling Dan Brand Image Serta Word Of Mouth Terhadap Keputusan Pembelian Mobil Toyota Kijang Innova Pada Auto 2000 Samarinda. *Journal Penelitian Skripsi* .
- Astra. (2022). *Sejarah Astra*. Retrieved from Astra: <https://www.astra.co.id/About-Astra/History-Of-Astra>
- Astra Isuzu. (2022). *Produk*. Retrieved from Astra Isuzu: <https://astraisuzu.co.id/product/?segmentasi%5B%5D=light-commercial-vehicle>
- Atmowardoyo, H. (2018). Research Method in TEFL Studies: Descriptive research, Case study, Error Analysis and R & D. *Journal of language teaching and research*, 197-204.

- Azizah, A. N. (2022). Pengaruh word of mouth (WOM), harga, kualitas pelayanan, dan lokasi terhadap keputusan pembelian. (*Bachelor Thesis*). Retrieved from http://repository.iainpurwokerto.ac.id/12824/1/Anisa%20Nur%20Azizah_PENGARUH%20WORD%20OF%20MOUTH%20%28WOM%29%2C%20HARGA%2C%20KUALITAS%20PELAYANAN%2C%20DAN%20LOKASI%20TERHADAP%20KEPUTUSAN%20PEMBELIAN%20%28Studi%20Kasus%20Konsumen%20Pada%20Toko%20Pasundan%2
- Bakti, U., Hairudin, & Setiawan, R. (2021). Pengaruh Harga, Personal Selling, Kualitas Produk dan Word of Mouth Terhadap Keputusan Pembelian Motor pada dealer PT. Yamaha Putera Langkapura. *Journal Cakrawala Indonesia*, 1 - 16.
- Cheung, M. L. (2019). Developing a conceptual model for examining social media marketing effects on brand awareness and brand image. *Int. J. Economics and Business Research*, Vol. X, No. Y, xxxx. Retrieved from https://www.researchgate.net/profile/Guilherme-Pires-4/publication/331216442_Developing_a_conceptual_model_for_examining_social_media_marketing_effects_on_brand_awareness_and_brand_image/links/60d15d95458515dc179c979b/Developing-a-conceptual-model-for-exa
- Ena, M. Y., Nyoko, A., & Ndoen, W. M. (2019). Pengaruh Persepsi Harga, Kualitas Pelayanan, Lokasi dan Word of Mouth terhadap Keputusan Pembelian di

CHEZZ CAFENET. *JOURNAL OF MANAGEMENT (SME's) Vol. 10, No.3*, 299-310.

Field, A. (2017). *Discovering Statistics Using IBM SPSS Statistics, 5th Edition*. SAGE publisher .

Fransiska, T. (2022). The influence of brand image, product quality and service quality towards the purchase decision of H&M's customers in Medan. Retrieved from <http://repository.uph.edu/49834/>

Gatta, V., Marcucci, E., Nigro, M., Patella, M. S., & Serafini, S. (2019). Public Transport-Based Crowdshipping for Sustainable City Logistics: Assessing Economic and Environmental Impacts. *Sustainability*, 11.

Gunderson, A. (2017). Introduction on Quantitative Research. *Interactice*.

Hayes, A. (2021, March 29). *Word-of-Mouth Marketing (WOM Marketing)*. Retrieved from Investopedia: [https://www.investopedia.com/terms/w/word-of-mouth-marketing.asp#:~:text=Word%2Dof%2Dmouth%20marketing%20\(WOM%20marketing\)%20happens%20when,their%20friends%20over%20traditional%20media.](https://www.investopedia.com/terms/w/word-of-mouth-marketing.asp#:~:text=Word%2Dof%2Dmouth%20marketing%20(WOM%20marketing)%20happens%20when,their%20friends%20over%20traditional%20media.)

Indeed Editorial Team. (2022, June 14). *A Complete Guide to the 7-Step Selling Process*. Retrieved from Indeed: <https://www.indeed.com/career-advice/career-development/selling-process>

Joesyiana, K. (2018). Pengaruh Word of Mouth terhadap Keputusan Pembelian. *Valuta*.

- Khusyairi, M. H., Lukiana, N., & Hartono, H. (2018). Pengaruh Desain Produk, Positioning dan Word Of Mouth Terhadap Keputusan Pembelian Honda pada UD, Karunia Sejahtera Motor Lumajang. *Journal Riset Manajemen*, 156-167.
- Kotler, P., & Kevin, K. (2017). *Marketing Management 16 edition*. New Jersey: Pearson.
- Latief, R. (2018). *Word of Mouth Communication: Penjualan Produk*. . Surabaya: Media Sahabat Cendikia.
- Lestari, K. (2022). Implementasi Strategi Marketing Public Relation Dalam Peluncuran Modena Marvel Series Untuk Membangun Brand Image. (*Bachelor Thesis*). Retrieved from <http://repository.uph.edu/48025/>
- Lianovanda, D. (2022, May 5). *Mengenal Word of Mouth (WOM): Definisi, Manfaat, dan Strategi Penerapannya*. Retrieved from Skill Academy by Ruang Guru: <https://blog.skillacademy.com/word-of-mouth-adalah>
- Micheline. (2022). The influence of customer satisfaction and personal selling toward purchase decision in CV Sukses Makmur Abadi, Binjai. (*Bachelor Thesis*). Retrieved from <http://repository.uph.edu/47039/>
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). *Descriptive statistics and normality tests for statistical data*. Retrieved from *Annals of Cardiac Anaesthesia*: <https://www.annals.in/article.asp?issn=0971-9784;year=2019;volume=22;issue=1;spage=67;epage=72;aulast=Mishra>

- Muis, A., Fathoni, A., & Minarsih, M. M. (2018). Analisis Faktor-faktor yang mempengaruhi kepuasan konsumen terhadap pengguna transportasi GO-JEK di Semarang *Journal Ekonomi dan Bisnis*.
- Nashih, A. R. (2017). Pengaruh kualitas produk, harga dan promosi terhadap keputusan pembelian. *Jurnal EMBA Vol 6 No 3*.
- Nazri, A. (2021). Pengaruh personal selling terhadap keputusan pembelian produk HNI (studi pada HNI business center Medan 1). Retrieved from <http://repository.umsu.ac.id/bitstream/handle/123456789/15549/SKRIPSI%20AZMI%20NAZRI%201701280059.pdf?sequence=1>
- OTO. (2022). *Best Cars of 2022*. Retrieved from OTO: <https://www.oto.com/en/mobil-populer>
- OTO. (2022). *Isuzu GIGA (4x2) Rigid-4 Cyl vs Mitsubishi Fuso FM 517 HS*. Retrieved from OTO: <https://www.oto.com/bandingkan-truk/isuzu-giga-4x2-rigid-4-cyl-and-mitsubishi-fuso-fm-517-hs>
- Pahwa, A. (2022, February 28). *What Is Personal Selling? – Features, Types, & Examples*. Retrieved from feedough: <https://www.feedough.com/personal-selling-definition-features-types-examples/>
- Payadnya, I. P., & Jayantika, I. N. (2018). *Panduan Penelitian Eksperimen Beserta Analisis Statistik dengan SPSS*. Yogyakarta: Deepublish.
- Prasetyo, B. D. (2018). *Komunikasi Pemasaran Terpadu*. Malang: UB Press.
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. Bandung: Alfabeta.

- Putro, M. W., & Santoso, R. P. (2020). Pengaruh Sales promotion dan Personal Selling terhadap keputusan pembelian sepeda motor Yamaha di kota Jombang (Studi kasus di dealer sentra sentosa motor). *BIMA :Journal of Business and Innovation Management*, 283-295.
- Qahri-Saremi, H., & Montazemi, A. R. (2019). Factors affecting the adoption of an electronic word of mouth message: A Meta-Analysis. *Journal of Management Information System*, 969-1001.
- Qazzafi, S. (2020). Factor Affecting Consumer Buying Behavior: A Conceptual Study. *IJSRD - International Journal for Scientific Research & Development Vol 9 Issue 2*, 1205 - 1208. Retrieved from https://www.researchgate.net/publication/341407314_Factor_Affecting_Consumer_Buying_Behavior_A_Conceptual_Study
- Rachman, R., & Abadi, T. W. (2017). Komunikasi Word Of Mouth dan Keputusan Pembelian Batik Bangkalan. *Journal ASPIKOM, Volime 3 Nomor 2*, 285-295.
- Rukajat, A. (2018). *Pendekatan Penelitian Kuantitatif (Quantitative Research)*. Yogyakarta: Deepublish.
- Setiadi, N. J. (2019). *Perilaku Konsumen : perspektif kontemporer pada motif tujuan, dan keinginan konsumen / Dr. Nugroho J. Setiadi, S.E.,M.M.*. Jakarta: Prenandamedia Group. Retrieved from <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1304826>

- Shaw, A. A. (2018, June 17). *What is a Brand – Meaning & Important Brand* . Retrieved from Marketing Tutor: <https://www.marketingtutor.net/brand-meaning-important-brand-concepts/>
- Siregar, S. (2017). *Metode Penelitian Kuantitatif: Dilengkapi dengan* . Jakarta: Kencana.
- Solihin, D. (2020). Pengaruh Kepercayaan Pelanggan dan Promosi Terhadap Keputusan Pembelian Konsumen Pada Online Shop Mikaylaku Dengan Minat Beli Sebagai Variabel Intervening. *Journal Mandiri*, 38-51.
- Sugiyono. (2017). *Metode Penelitian: Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.
- Surjaweni, V. W. (2019). *SPSS Untuk Penelitian*. Yogyakarta: pustaka baru press.
- Susanti, G. A., Qomariah, N., & Anwar. (2017). Pengaruh Faktor Budaya, Sosial, Pribadi dan Psikologis terhadap keputusan pembelian di Cafe Cangkir Klasik Jember. *Jurnal Penelitian IPTEKS*, 154-167.
- Świtła, M., Bilińska-Reformat, K., Reformat, B., & Gamrot, W. (2018). The Influence of Brand Awareness and Brand Image on Brand Equity - an Empirical Study of Logistics Service Providers. *Journal of Economics and Management*, 97 - 119. Retrieved from https://www.researchgate.net/publication/326697971_The_Influence_of_Brand_Awareness_and_Brand_Image_on_Brand_Equity_-_an_Empirical_Study_of_Logistics_Service_Providers
- Talwar, M., Talwar, S., Kaur, P., Islam, A. N., & Dhir, A. (2021). Positive and negative word of mouth (WOM) are not necessarily opposites: a reappraisal

using the dual factor theory. *Journal of Retailing and Consumer Services*.

Retrieved from

<https://reader.elsevier.com/reader/sd/pii/S0969698920314041?token=B9D37B6430FCD8A29E79F8F5C3866E3C590C4E89B07F1DE1D73B9B240609CC339F0FCA2358B2D48138A0C4DD3B74F259&originRegion=europe-west-1&originCreation=20220827114008>

Vivian, V. (2021). The influence of service quality and brand image on learners' satisfaction in YP. Winfield Hasanuddin Medan. Retrieved from <http://repository.uph.edu/46491/>

Wahyuningsih, F. (2018). Pengaruh Harga dan Promosi terhadap Keputusan Pembelian pada Cilupbah Shop Palembang. Retrieved from <http://repository.radenfatah.ac.id/4757/9/LAMPIRAN.pdf>

Wattimena, C. N. (2018). Pengaruh Citra Merek dan Kualitas Pelayanan Terhadap Kepuasan Dalam Membentuk Loyalitas Konsumen Go-Ride. (*Bachelor's thesis*). Retrieved from https://repository.usd.ac.id/30923/2/142214022_full.pdf

Willy, F., Goh, T., & Julitawaty, W. (2020). pengaruh personal selling dan promosi penjualan terhadap efektifitas penjualan ban sepeda motor PT. Mega Anugrah Mandiri. *Jurnal Bisnis Kolega*, 23-56.