

LIST OF REFERENCES

- Adamczyk, M. (2017). The Importance of Cultural Differences in International Business. *Central European Review of Economics and Management*, 153
- Agravante, M. (2018, April 13). *What Is the Meaning of Variables in Research?* Retrieved from sciencing: <https://sciencing.com/meaning-variables-research-6164255.html>
- Ajami, R. A., & Goddard, J. G. (2015). *International Business, 3rd Edition*. New York.
- Akhtar, M. I. (2016). Research Design. *Research in Social Science*, 68.
- Ambolau, M. A., Kusumawati, A., & Marwadi, M. K. (2015). The Influence of Brand Awareness and Brand Image on Purchase Decision. *Journal Administrasi Bisnis*, 01-08.
- Amron, A. (2018). The Influence of Brand Image, Brand Trust, Product Quality and Price on the Consumer's Buying Decision of MPV Cars. *European Scientific Journal*, 228-239.
- Armstrong, G., & Kotler, P. (2015). *Marketing : An Introduction*. Harlow: Pearson Education Limited.
- Amstrong, G., & Kotler, P. (2018). *Principles Of Marketing, 7th Edition*. Harlow: Pearson Education Limited.
- Baack, D. W., Czarnecka, B., & Baack, D. (2018). *International Marketing, 2nd Edition*. London: Sage Publications.
- Bluman, A. G. (2014). *Elementary Statistics : A Step by Step Approach, 9th Editon*. Singapore : McGraw-Hill Education.
- Charles, G., & Anderson, W. (2016). *International Marketing*. Newcastle: Cambridge Scholar Publishing.

- Cresswell, J.W. (2014). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches, 4th Edition*. Singapore : SAGE.
- Dunuwille, V., & Pathmini, M. (2016). Brand Image and Customer Satisfaction in Mobile Phone Market. *Journal of Business Studies*, 4.
- Depoy, E., & Gitlin, L.N. (2013). *Introduction to Research : Understanding and Applying Multiple Strategies, 5th Edition*. USA : Elsevier Mosby
- Dudovskiy, J. (2018). *The Ultimate Guide to Writing A Dissertation*. USA.
- Foster, B. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product "Amidis". *American Research Journal of Humanities and Social Sciences*, 1-11.
- Gupta, S. (2015). *International Business*. New Delhi: McGraw Hill Education.
- Haekal, R. (2018). *What is International Trade?* Retrieved from Investopedia: <https://www.investopedia.com/insights/what-is-international-trade/>
- Harjati, L., & Lusia, O. S. (2014). *Pengaruh Persepsi Kualitas Produk Terhadap Keputusan Pembelian The Body Shop*. *E-Journal Widya Ekonomika*, 27.
- IBM. (2018, October 19). *Tests of Linearity*. Retrieved April 10, 2019, from ibm: https://www.ibm.com/support/knowledgecenter/en/SSLVMB_24.0.0/spss/tutorials/means_anovatests.html
- Kasmadi, & Sumairah,N.S. (2013). *Paduan Modern Penelitian Kuantitatif*. Bandung: Alfabeta.
- Lee, N. R., & Kotler, P. (2016). *Social Marketing*. Singapore: SAGE Publications, Inc.
- Martin. (2016, September 26). *Global Marketing: Strategies, Definition, Issues, Examples*. Retrieved from cleverism: <https://www.cleverism.com/global-marketing-strategies/>

- Peng, M., & Meyer, K. (2016). *International Business, 2nd Edition*. Hamsphire. Cengage Learning.
- Rouse, M. (2016, May 17). *Data Collection*. Retrieved 17 April 2019, from <https://searchcio.techtarget.com/definition/data-collection>
- Rumsey, D. J. (2016). *Statistics For Dummies, 2nd Edition*. Hoboken: John Wiley & Sons.
- Saputri, M. E., & Pranata, T. R. (2014). *Pengaruh Brand Image Terhadap Kesetiaan Pengguna Smartphone Iphone*. *Jurnal Socioteknologi Volume 13*, 184.
- Sinaga, R. O. (2017). Pengaruh Brand Image terhadap Keputusan Pembelian pada Cocorico Cafe & Resto Bandung 2017. *e-Proceeding of Applied Science*, 260-261.
- Siregar, S. (2013). *Metode Penelitian Kuantitatif: Dilengkapi Perbandingan Perhitungan Manual & SPSS*. Jakarta: Kencana.
- Srivastava, A. (2018, May 24). *International Marketing Definition amd Examples*. Retrieved March 10, 2019, from marketinglessons.com: <https://marketinglessons.in/international-marketing-definition-examples/>
- Stephanie (2017, April 10). *Measurement Variable: Simple Definition & Examples*. Retrieved 12 April 2019, from www.statisticshowto.com: <https://www.statisticshowto.datasciencecentral.com/measurement-variables/>
- Sugiyono. (2017). *Metode Penelitian Bisnis: Pendekatan Kuantitatif, Kualitatif, Kombinasi, dan R&D*. Bandung: Alfabeta.
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Bandung : ALFABETA.
- Sujarweni, V. W. (2015). *SPSS untuk Penelitian*. Yogyakarta: Pustaka Baru Press.
- Surbhi. (2016, April 11). *Difference between census and sampling*. Retrieved April 10, 2019, from keydifferences.com: <https://keydifferences.com/difference-between-census-and-sampling.html>

- Surbhi. (2016, April 18). *Difference between primary and secondary data*. Retrieved April 10, 2019, from keydifferences: <https://keydifferences.com/difference-between-primary-and-secondary-data.html>
- Surbhi, S. (2018, May 02). *Difference Between Brand Identity and Brand Image*. Retrieved from keydifferences: <https://keydifferences.com/difference-between-brand-identity-and-brand-image.html>
- Taylor, C. (2018, February 26). *What Is a Population in Statistics?* Retrieved March 9, 2019, from ThoughtCo: <https://www.thoughtco.com/what-is-a-population-in-statistics-3126308>
- Trott, S., & Sople, V. V. (2016). *Brand Equity: An Indian Perspective*. Delhi: Asoke K, Ghosh, Phi Learning Private Limited.
- Wahyuni, S., & Ginting, M. G. (2017). The Impact of Product Quality, Price and Distribution on Purchasing Decision on the Astra Motor Products in Jakarta. *Journal of Business Management and Accounting*, 21.