

DAFTAR PUSTAKA

- Wijaya, A. P., & Annisa, I. T. (2020). The Influence Of Brand Image , Brand Trust , and Product Packaging Information on Purchasing Decisions.
- Ariwidodo, B. (2009). Studi Mengenai Pengaruh Kepercayaan Merek Terhadap Keputusan Pembelian Jasa Pendidikan Pasca Sarjana . 190-197.
- Silayoi , P., & Speece, M. (2004). Packaging And Purchase decision. 619-621.
- Kompasiana.com. (2017, Mei 30). *Kompasiana.com*. Retrieved from Sejarah Tolak Angin dan Indonesia dalam Satu Ramuan Iklan Peristiwa : <https://www.kompasiana.com/elzha/592d7b7927b0bd4655e3e59e/sejarah-tolak-angin-dan-indonesia-dalam-satu-ramuan-iklan-peristiwa?page=all>
- Wahyono, B. (2016, June 14). *Pengertian Brand Image (Citra Merek)*. Retrieved from Pendidikan Ekonomi: <http://www.pendidikanekonomi.com/2012/11/pengertian-brand-image.html>
- Hestanto. (2010, April 7). *Kepercayaan Terhadap Merek (Trust In Brand)*. Retrieved from Kepercayaan Terhadap Merek (Trust In Brand): <https://www.hestanto.web.id/kepercayaan-terhadap-merek/>
- blog.printerous.com. (2020, Jul 10). *Peran Penting Label pada kemasan*. Retrieved from Peran Penting Label pada kemasan: <https://blog.printerous.com/id/peran-penting-label-untuk-kemasan/>
- Hestanto. (2011, July 23). *Keputusan Pembelian*. Retrieved from Keputusan Pembelian: <https://www.hestanto.web.id/keputusan-pembelian/>
- Peters, E., Hart, P. S., & Fraenkel, L. (2010). Informing Patients: The Influence of Numeracy, Framing, and Format of Side Effect Information on Risk

- Perceptions. *Informing Patients: The Influence of Numeracy, Framing, and Format of Side Effect Information on Risk Perceptions.*
- Khan, M. A., & Ahmad, I. (2019). Herbal Medicine. *Current Trends and Future Prospects*, 3-13.
- Aschemann-Witzel, J., Grunert, K. G., Trijp, H. C., Bialkova, S., Raats, M. M., Hodgkins, C., . . . Koenigstofer, J. (2013). Effects of nutrition label format and product assortment on the healthfulness of food choice. *Effects of nutrition label format and product assortment on the healthfulness of food choice.*
- investor.sidomuncul.co.id. (2019, Dec). *Laporan Keuangan*. Retrieved from Laporan Keuangan : <https://investor.sidomuncul.co.id/id/financials.html>
- investor.sidomuncul.co.id. (2020, Dec). *Laporan Keuangan*. Retrieved from Laporan Keuangan: <https://investor.sidomuncul.co.id/id/financials.html>
- Afzal, Khan, Rehman, Ali, & Wajahat. (2014). Consumer Trust In The Brand. *Can it Built through brand reputation, brand competence and brand predictability*. Retrieved from Can it built through Brand Reputation, Brand Competence and Brand Predictability.
- Zhang, Y. (2015). The Impact of Brand Image on Consumer Behaviour. *A Literature Review.*
- Kotler, & Keller. (2014). *Manajemen Pemasaran Jilid I Edisi 13*. Jakarta: Erlangga.
- Rangkuti, F. (2002). *Strategi Promosi yang kreatif dan Analisis Kasus Integrated Marketing Communication*. Jakarta: PT Gramedia Pustaka Utama.
- Chinomona, R. (2016). African Journal of Economics And Management Studied. *Brand communication, brand image and brand trust as antecedents of brand loyalty in Gauteng Province of South Africa.*

- Hegner, S. M., & Jevons, C. (2016). Journal of Product & Brand Management. *Brand trust: a cross-national validation in Germany, India, and South Africa*.
- Kupiec, K., & Revell, B. (2001). Measuring Consumer Quality Judgments.
- Mitchell, V. W., & Papavassiliou, V. (1999). Marketing Causes and Implications of Consumer Confusion.
- Hausman, A. (2000). A multi-method investigation of consumer motivations in impulse buying behavior.
- Mark, S. (2003). Barriers to Internet banking adoption: a qualitative study among corporate customers in Thailand.
- Buchari, A. (2011). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: Erlangga.
- Kartajaya, & Asmara. (2014). *Wow Service Is Care*. Jakarta: Gramedia.
- Arikunto, S. (2014). *Prosedur Penelitian, Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business : A Skill Building Approach 7th ed*. New York: John Wiley & Sons.
- Natalia, E. (2014). Pengaruh Tingkat Bagi Hasil Deposito Bank Syariah dan Suku Bunga Deposito Bank Umum Terhadap Jumlah Simpanan Deposito Mudharabah. *Studi Pada PT Bank Syariah Mandiri Periode 2009-2012*, 1-7.
- Sugiyono. (2017). Metode Penelitian Kuantitatif, Kualitatif, dan R&D.
- Stat, A. (2013). Analisis Harga Pokok Produk dengan Metode FullCosting dan Penentuan Harga Jual. *Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, 110-117.
- Rizalman, R. (2019). Studi Korelasional Prestasi Belajar Metodologi Penelitian dan Sikap dalam Belajar Metodologi Penelitian dengan Kualitas Instrumen

- Penelitian Buatan Mahasiswa. *Islamic Education Studies: an Indonesia Journal*, 14-18.
- Prabowo, A., & Retnoningsih, E. (2017). Jurnal Mahasiswa Bina Insani. *Sistem Informasi Reservasi Kamar Hotel pada Hotel Posters MICE*, 147-160.
- Pujihastuti, A. L. (2017). Hubungan Antara Beban Kerja Perawat Dengan Perilaku Caring di Ruang IGD RSUD Prof. Dr. Margono Soekarjo Purwokerto. *Hubungan Antara Beban Kerja Perawat Dengan Perilaku Caring di Ruang IGD RSUD Prof. Dr. Margono Soekarjo Purwokerto*.
- Amir, A., Junaidi J, & Yulmardi , Y. (2009). Metodologi Penelitian Ekonomi dan Penerapannya. *Metodologi Penelitian Ekonomi dan Penerapannya*.
- Shiaw, W. L., Sarstedt , M., & Hair, J. F. (2019). nternet research using partial least squares structural equation modeling (PLS-SEM). *Internet Research*, 29(3). 398-406.
- Sharma, P. N., Shmueli G, Sartedt, M., Danks, N., & Ray, S. (2018). Prediction-oriented Model Selection in Partial Least Squares Path Modeling. *Decision Sciences. Prediction-oriented Model Selection in Partial Least Squares Path Modeling. Decision Sciences*, 0-41.
- Sarstedt. (2016). Estimation Issues with PLS and CBSEM: Where the Bias Lies! *Journal of Business Research*,. 3998-4010.
- Pradhani, A. L. (2017). Hubungan Antara Beban Kerja Perawat Dengan Perilaku Caring di Ruang IGD RSUD Prof. Dr. Margono Soekarjo Purwokerto. *Purwokerto: Universitas Muhammadiyah*.
- Furchan , A. (2004). Pengantar Penelitian dalam Pendidikan.
- Hamdi, A. S., & Bahrudin, E. (2015). Metode Penelitian Kuantitatif Aplikasi dalam Pendidikan.

- Yusup, F. (2018). Uji Validitas dan Reliabilitas Instrumen Penelitian Kuantitatif. *Jurnal Tarbiyah: Jurnal Ilmiah Kependidikan*. 17-23.
- Joushan, S. A., Syamsun , M., & Kartika , L. (2015). Pengaruh Budaya Organisasi dan Employee Engagement terhadap Kinerja Karyawan pada PT PLN (Persero) Area Bekasi. *Jurnal Aplikasi Manajemen*, 697-703.

