

REFERENCES

- Alma, Buchari. (2016). *Manajemen Pemasaran dan Pemasaran Jasa*. Bandung: CV. Alfabeta.
- Amstrong, G., Kotler, P., Harker, M., Breennan, R. (2016). *Marketing: An Introduction*. Essex: Pearson Education
- Ghozali, I (2018). *APLIKASI ANALISIS MULTIVARIATE Dengan Program IBM SPSS25*. Edisi 9. Semarang: UNDIP
- Gulliando, D. Shihab, S.M. (2019). *The Effect of Product Quality, Price, and Promotion on the Purchase Decision of Telkomsel Service Products*. International Journal of Innovate Science And Research Technology (IJISRT). <https://www.ijisrt.com/the-effect-of-product-quality-price-and-promotion-on-the-purchase-decision-of-telkomsel-service-products>
- Jones, G. R., & George, J. M. (2018). *Contemporary management (10th ed.)*. New York: McGraw-Hill Education.
- Kaehler, B., Gruendei, J. (2019). *HR Governance: A Theoretical Introduction*. Springer https://doi.org/10.1007/978-3-319-94526-2_2
- Kotler, P., Armstrong, G. (2018). *Principle of Marketing*, 17th edition. Essex: Pearson Education

Kotler, P., Keller, K. (2016). *Marketing Management*, 15th edition. Essex: Pearson Education

Ma'aruf, M. H. (2017). *THE INFLUENCE OF PRODUCT VAIRATIONS, PRICES AND SALES PROMOTIONS ON CONSUMER DECISIONS IN BUYING MITSUBISHI CARS IN SURAKARTA*. International Journal of Economics, Business and Accounting Research (IJEBAR). <http://www.jurnal.stie-aas.ac.id/index.php/IJEBAR/article/view/355/233>

Robbins, S. P., & Coulter, M. (2016). *Management*. 13th global edition. Essex: Pearson Education.

Ronaldo, C. (2020). Analysis of the influence of price, service quality, and brand promotion on purchase decisions at H&M Lippo Karawaci for Pelita Harapan University students. Repository Universitas Pelita Harapan. <http://repository.uph.edu/18936/>

Rizwan, T. A., Rizwan, D. F. R., Rizwan, R. A. R., Rizwan, I. P., & Rizwan, M. R. (2021). *THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION ON CAR PURCHASING DECISIONS HONDA BR-V (CASE STUDY OF HONDA BR-V SALES AT HONDA DEALERS BANDUNG)*. PalArch's Journal of Archaeology of Egypt / Egyptology, 17(10), 3743-3758. <https://www.archives.palarch.nl/index.php/jae/article/view/6005>

Sudaryono. (2016). *Manajemen Pemasaran Teori Dan Implementasi*. Yogyakarta: ANDI

Sugiyono, (2016). *METODE PENELITIAN KUANTITATIF, KUALITATIF, DAN*

R&D. Bandung: Alfabeta

Tjiptono, F., Diana, A. (2016). *Pemasaran Esensi & Aplikasi*. Yogyakarta: Andi

Tjiptono, F. (2019). *Strategi Pemasaran: Prinsip & Aplikasi*. Yogyakarta: Andi

