

LIST OF REFERENCES

- Academic Publishing Service. (2015). *Perilaku Konsumen dan Pemasaran*. Yogyakarta: Center for Academic Publishing Service.
- Ago, Gordius, Suharno, Sri Mintarti and Sugeng Hariyadi. (2015). Effect of Product Quality Perception, Trust and Brand Image on Generic Drug Buying Decisions and Customer Satisfaction of Hospital Patients in East Kalimantan. *European Journal of Business and Management*. Samarinda: Mulawarman University.
- Arifin, Johar. (2017). *SPSS 24 untuk Penelitian dan Skripsi*. Jakarta: Elex Media Komputindo.
- Assauri, Sofjan. (2015). *Manajemen Pemasaran*. Jakarta: Rajawali Pers.
- Davis, P. (2017). Implikasi Leadership Style dan Gender terhadap Kinerja pada Family Business. Retrieved July 9, 2019. From ; <file:///C:/Users/COMPUTER/Downloads/923-1-1555-1-10-20180323.pdf>
- Donnelley, R.G. (2016). Budaya Organisasi Family Business. Retrieved July 9, 2019. From : https://www.academia.edu/7298347/Budaya_Organisasi_Family_Business
- Edward. (2015). Pengertian Keputusan Pembelian. Retrieved July 9, 2019. From : <file:///C:/Users/COMPUTER/Downloads/19345-23554-1-SM.pdf>
- Ferreira, Martins Nicole. (2018). Entrepreneurship. Retrieved June 27, 2018. From : <https://www.oberlo.com/blog/what-is-entrepreneurship>
- Harahap, Dedy Ansari. (2015). Analisis Faktor Faktor yang Mempengaruhi Keputusan Pembelian Konsumen di Pajak USU Medan. Retrieved January 16, 2019. From : https://www.researchgate.net/profile/Dedy_Harahap/publication/314283848_Analisis_Faktor-Faktor_Yang_Mempengaruhi_Keputusan_Pembelian_Konsumen_Di_Pajak_USU_Pajus_Medan/links/58bfe079a6fdcc63d6d1ba7c/Analisis-Faktor-Faktor-Yang-Mempengaruhi-Keputusan-Pembelian-Konsumen-Di-Pajak-USU-Pajus-Medan.pdf
- Hasan in Octavia Wulansari. (2014). Pengertian Brand Image. Retrieved July 9, 2019. From : <http://eprints.uny.ac.id/43461/1/oktavia%20wulansari.pdf>

- Huang, shiu li. (2016). Brand Image Management For Nonprofit Organizations: Exploring The Relationships Between Websites, Brand Images, and Donations. Retrieved November 20, 2018. From :[http://www.academia.edu/31888315/Indikator Brand Image dan Keputusan Pembelian](http://www.academia.edu/31888315/Indikator_Brand_Image_dan_Keputusan_Pembelian)
- Ismail, Fajri. (2018). *Statistika: Untuk Penelitian Pendidikan dan Ilmu-ilmu Sosial*. Jakarta: Prenadamedia Group.
- Journal , American Research. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis”. Retrieved January 15, 2019. From :<https://www.arjonline.org/papers/arjhss/v2-i1/23.pdf>
- Khairani. (2016). *Penelitian Geografi Terapan*. Jakarta: Kencana.
- Lubis, Mayang Sari. (2018). *Metodologi Penelitian*. Yogyakarta: Deepublish.
- Lusiana, Novita. Rika Andriyani, dan Miratu Megasari. (2015). *Buku Ajar Metodologi Penelitian Kebidanan*. Yogyakarta: Deepublish.
- Manap, Abdul. (2016). *Revolusi Manajemen Pemasaran*. Jakarta: Mitra Wacana Media.
- Martopo, Aditya Sulis. (2015). Pengaruh Kualitas Produk, Citra Merek dan Daya Tarik Iklan terhadap Keputusan Pembelian pada Produk Jamu Tolak Angin PT.Sido Muncul. *Jurnal Skripsi*. Yogyakarta: Universitas Negeri Yogyakarta.
- MB, Cendana. (2017). Indikator dari Citra Merek. Retrieved March 19, 2018. From :<http://repository.unpas.ac.id/26630/5/BAB%20II.docx>
- Oktavia, Nova. (2015). *Sistematika Penulisan Karya Ilmiah*. Yogyakarta: Deepublish.
- Rajumesh. (2014). The Influence of moderating variables on attachment brand trust and loyalty relationship. Retrieved January 1, 2019. From :[https://www.researchgate.net/publication/310627089 Influence of moderating variables on attachment brand trust and loyalty relationship](https://www.researchgate.net/publication/310627089_Influence_of_moderating_variables_on_attachment_brand_trust_and_loyalty_relationship)
- Sani, Fathnur. (2018). *Metodologi Penelitian Farmasi Komunitas dan Eksperimental*. Yogyakarta: Deepublish.
- Santoso. (2016). *Statistika Hospitalitas*. Yogyakarta: Deepublish.
- Sarwono, Jonathan and Nur Hendra Salim. (2017). *Prosedur-prosedur Populer Statistik untuk Analisa Data Riset Skripsi*. Yogyakarta: Gava Media.

- Scribd. (2018). Characteristic of Descriptive Method, Retrieved July 11, 2018. From :<https://www.scribd.com/doc/84273242/Characteristics-of-Descriptive-Research>
- Sharma, R.R.K. (2015). Retrieved June 2017, 2018. From :http://ieomsociety.org/ieom_2016/pdfs/52.pdf
- Shukla, Amitabh. (2017). Entrepreneurship. Retrieved June 27, 2018. From :<https://www.paggu.com/entrepreneurship/what-is-entrepreneurship/>
- Sinha, D.K. (n.d.). Family Business Meaning. Retrieved June 27, 2018. From :<http://www.yourarticlelibrary.com/business/meaning-of-family-business-types-and-characteristics/41130>
- Soltani, Morteza. (2016). The Effect of Service Quality on Private Brand Image and Purchase Intention in The Chain Stores of ETKA. Retrieved November 20, 2018. From :[http://www.academia.edu/31888315/Indikator Brand Image dan Keputusan Pembelian](http://www.academia.edu/31888315/Indikator_Brand_Image_dan_Keputusan_Pembelian)
- Sudaryono. (2016). *Manajemen Pemasaran Teori dan Implementasi*. Yogyakarta: Andi.
- Sugiyono. (2014). *Metode Penelitian Bisnis*. Bandung: Alfabeta.
- Suhardi, Eric. (2016). Pengaruh Brand Image terhadap Keputusan Konsumen untuk Membeli pada Apotek Kharitas Bhakti Pontianak. *Bisma*. Pontianak: STIE Widya Dharma.
- Sujarweni, Wiratna. (2014). *Metodologi Penelitian*. Yogyakarta: Penerbit Pustaka Baru Press.
- Sunyoto, Danang. (2014). *Dasar-dasar Manajemen Pemasaran (Konsep, Strategi, dan Kasus)*. Yogyakarta: Center for Academic Publishing Service.
- Supratno and Rosad. (2015). Pengertian Keputusan Pembelian. Retrieved July 9, 2019. From :http://eprints.mdp.ac.id/2349/1/Jurnal_2013200058.pdf
- Suryani. (2014). Pengaruh Citra Merek terhadap Keputusan Pembelian Konsumen. Retrieved July 9, 2019. From : <file:///C:/Users/COMPUTER/Downloads/547-1066-1-SM.pdf>
- Suyono. (2018). *Analisis Regresi untuk Penelitian*. Yogyakarta: Deepublish.
- Tjiptono, Fandy. and Gregorius Chandra. (2014). *Pemasaran Strategik Edisi 2*. Yogyakarta: Andi.

- Trijono, Rachmat. (2015). *Metodologi Penelitian Kuantitatif*. Depok: Papas Sinar Sinanti.
- Walukow. (2014). Pengertian Keputusan Pembelian. Retrieved July 9, 2019. From : <https://ejournal.unsrat.ac.id/index.php/emba/article/view/5969/5488>
- Wibowo and Karimah in Foster. (2016). Impact of Brand Image on Purchasing Decision on Mineral Water Product. Retrieved July 9, 2019. From : <https://www.arjonline.org/papers/arjhss/v2-i1/23.pdf>
- Yonathan, Kevin. (2016). Retrieved June 27, 2018. From : <file:///C:/Users/ADMIN/Downloads/345-649-1-SM.pdf>
- Yulianto, Nur Achmad Budi. Mohammad Maskan., dan Alifiulahtin Utaminingsih. (2018). *Metodologi Penelitian Bisnis*. Malang: Polinema Press.
- Yusuf, A. Muri. (2017). *Metode Penelitian: Kuantitatif, Kualitatif dan Penelitian Gabungan*. Jakarta: Kencana.