

- Oladepo, O. I. and, & Abimbola, O. S. (2015). The Influence Of Brand Image And Promotional Mix On Consumer Buying Decicion - A Study Of Beverage Consumers In. *British Journal of Marketing Studies*, 3(4), 97–109.
- Papafotikas, I., Chatzoudes, D., & Kamenidou, I. (2014). Purchase Decisions of Greek Consumers: An Empirical Study. *Procedia Economics and Finance*, 9(14), 456–465. [https://doi.org/10.1016/s2212-5671\(14\)00047-1](https://doi.org/10.1016/s2212-5671(14)00047-1)
- PEFINDO. (2012). PEFINDO EQUITY & INDEX VALUATION DIVISION.
- Prasad, S., Gupta, I. C., & Totala, N. K. (2017). Social media usage, electronic word of mouth and purchase-decision involvement. In *Asia-Pacific Journal of Business Administration* (Vol. 9). <https://doi.org/10.1108/APJBA-06-2016-0063>
- Satit, R. P., Tat, H. H., Rasli, A., Chin, T. A., & Sukati, I. (2012). The Relationship Between Marketing Mix And Customer Decision-Making Over Travel Agents : An Empirical Study. *Internatioanl Journal of Academic Research and Social Science*, 2(6), 522–530.
- Sugiyono. (2010). *Statistika untuk Penelitian*. Bandung : Alfabeta.
- Tih, S., & Lee, K. H. (2013). Perceptions and predictors of consumers' purchase intentions for store brands: Evidence from Malaysia. *Asian Journal of Business and Accounting*, 6(2), 107–138.
- Widyastuti, S. (2017). Green Marketing: A Study of the Factors Influencing the Repurchase Decision for Javanony Herbal Products. *ASEAN Marketing Journal*, (2), 104. <https://doi.org/10.21002/amj.v8i2.7511>
- Yee, C. J., San, N. C., Barat, B., Perak, D. R., Sultan, J., & Shah, A. (2011). *Consumers ' Perceived Quality , Perceived Value and Perceived Risk Towards Purchase Decision on Automobile Department of Marketing Department of Commerce and Accountancy Faculty of Business and Finance , University Tunku Abdul Rahman , Perak Campus , Ch ' . 3(1), 47–57.*