

## DAFTAR PUSTAKA

- Aaker, A. D. (2013). *Manajemen Ekuitas Merek*. Jakarta: Spektrum.
- Advertorial. (n.d.). *Yamaha, Merek Motor Paling Membahagiakan*. Retrieved from <https://oto.detik.com/advertorial-news-block/d-3725360/yamaha-merek-motor-paling-membahagiakan>
- Ali Qalati, S., li, W., Iqbal, S., Hind, H., Wen Yuan, L., & Yassir Hussain, R. (2019). *Quality of Services and Satisfaction of Customer: Mediated by Consumer Buying Decision Benchmark sensitivity in performance evaluation of funds View project SMEs Performance in Pakistan View project Quality of Services and Satisfaction of Customer: Mediated*. 11(12), 183–189. <https://doi.org/10.7176/EJBM>
- Amron, A., & Usman, U. (2016). Customer satisfaction in the marketing of inland transit insurance service. *International Journal of Applied Business and Economic Research*, 14(12), 8311–8321.
- Anshori, L. (n.d.). *PCX Lokal Belum Sanggup Kejar Penjualan Nmax, Ini Kata Honda*. Retrieved from <https://oto.detik.com/event/d-4285060/pcx-lokal-belum-sanggup-kejar-penjualan-nmax-ini-kata-honda>
- Arimbawa, I. G., Mayestino, A. M., & Muhtadi, A. (2015). *Green Behavior Model of Individual Differences , the Effect of Environment and Marketing Strategy to Green Purchase Behavior and Green Consumer Satisfaction of LCGC Users in Surabaya*. 249–255.
- Aspan, H., Sipayung, I. M., Muharrami, A. P., & Ritonga, H. M. (2017). The Effect of Halal Label, Halal Awareness, Product Price, and Brand Image to the Purchasing Decision on Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City). *International Journal of Global Sustainability*, 1(1), 55. <https://doi.org/10.5296/ijgs.v1i1.12017>
- Bhandari, P. (2014). “ A Study on Impact of Sales Promotional Activities on Customer Buying Behaviour with Special Reference to Rathi Build Mart , Raipur .” *International Journal of Science and Research*, 3(5), 300–303.
- Chen, Y. S. (2010). The drivers of green brand equity: Green brand image, green satisfaction, and green trust. *Journal of Business Ethics*, 93(2), 307–319. <https://doi.org/10.1007/s10551-009-0223-9>
- Ersalina, F. (2017). *Persepsi Nilai dan Kepercayaan Terhadap Keputusan Pembelian Produk Gula Tropicana Slim pada Konsumen supermarket Indogrosir*. Universitas Sanata Dharma Yogyakarta.
- Ferrinadewi, E. (2011). *Merek dan Psikologi Konsumen*. Yogyakarta: Graha Ilmu.
- Foster, B. (2017). Impact of Brand Image on Purchasing Decision on Mineral Water Product “Amidis” (Case Study on Bintang Trading Company). *American Research Journal of Humanities and Social Sciences*, 2(1), 1–11.

<https://doi.org/10.21694/2378-7031.16023>

- Ghozali, K. (2019, April). *Petisi Recall Honda PCX 150, Ini Langkah yang Diambil AHM*. Retrieved from <https://otomotif.tempo.co/read/1195419/petisi-recall-honda-pcx-150-ini-langkah-yang-diambil-ahm/full&view=ok>
- Hanaysha, J. R. (2017). Impact of Social Media Marketing, Price Promotion, and Corporate Social Responsibility on Customer Satisfaction. *Jindal Journal of Business Research*, 6(2), 132–145. <https://doi.org/10.1177/2278682117715359>
- inilah.com. (2018, November). *PCX 150 Jadi Motor Terlaris Honda di IMOS 2018*. Retrieved from <https://teknologi.inilah.com/read/detail/2490552/pcx-150-jadi-motor-terlaris-honda-di-imos-2018>
- Jr., J. F. H., C., W., Barry, B., Babin, J., & Anderson, R. E. (2014). Multivariate Data Analysis. In *Exploratory Data Analysis in Business and Economics*. New York: Pearson [https://doi.org/10.1007/978-3-319-01517-0\\_3](https://doi.org/10.1007/978-3-319-01517-0_3)
- Kautsar, A. P., Widiyanto, S., Abdulah, R., & Amalia, H. (2012). Relationship of Consumer Involvement, Credibility of the Source of Information and Consumer Satisfaction on Purchase Decision of Non-Prescription Drugs. *Procedia - Social and Behavioral Sciences*, 65(ICIBSoS), 449–454. <https://doi.org/10.1016/j.sbspro.2012.11.147>
- Khanfar, I. (2016). The effect of promotion mix elements on Consumers Buying Decisions of Mobile Service : The case of Umniah Telecommunication Company at. *European Journal of Business and Management*, 8(5), 94–100. Retrieved from [www.iiste.org](http://www.iiste.org)
- Kobayogas. (2019, July). *Tak Terpengaruh Isu, Penjualan Honda PCX Tetap Nomor Satu*. Retrieved from <http://kobayogas.com/2019/05/07/tak-terpengaruh-isu-penjualan-honda-pcx-tetap-nomor-satu/>
- Kotler, P., & Armstrong, G. (2014). *Principle of Marketing*. Boston: Pearson.
- Kotler, P., & Keller, K. L. (2016). *Marketing Management* (16th ed.). Boston: Pearson.
- Lin, C. T., Chen, C. W., Wang, S. J., & Lin, C. C. (2018). The influence of impulse buying toward consumer loyalty in online shopping: a regulatory focus theory perspective. *Journal of Ambient Intelligence and Humanized Computing*, 0(0), 1–11. <https://doi.org/10.1007/s12652-018-0935-8>
- Lupiyoadi, R. (2016). *Manajemen Pemasaran Jasa Berbasis Kompetensi*. Jakarta: Salemba Empat.
- Malik, M. E., Ghafoor, M. M., & Iqbal, H. K. (2013). Impact of Brand Image and Advertisement on Consumer Buying Behavior. *World Applied Sciences Journal*, 23(1), 117–122. <https://doi.org/10.5829/idosi.wasj.2013.23.01.824>

- McNeill, L. S., Fam, K. S., & Chung, K. (2014). Applying transaction utility theory to sales promotion - the impact of culture on consumer satisfaction. *International Review of Retail, Distribution and Consumer Research*, 24(2), 166–185. <https://doi.org/10.1080/09593969.2013.830637>
- Muslim, M. (2019, January). *Data AISI Penjualan Motor Selama 2018, Honda Kuasai 74,6 % Market Share*. Retrieved from <https://bmspeed7.com/2019/01/13/data-aisi-penjualan-motor-selama-2018/>
- Nazir, B., Ali, M., & Jamil, M. (2016). The Impact of Brand Image on the Customer Retention: A Mediating Role of Customer Satisfaction in Pakistan. *International Journal of Business and Management Invention ISSN (Online)*, 5(3), 2319–8028. Retrieved from [www.ijbmi.org](http://www.ijbmi.org)
- Neupane, R. (2015). The Effects of Brand Image on Customer Satisfaction and Loyalty Intention in Retail Super Market Chain UK. *International Journal of Social Sciences and Management*, 2(1), 9–26. <https://doi.org/10.3126/ijssm.v2i1.11814>
- Nurul, A. (2019). *16 Kali Dinobatkan Jadi Brand Terbaik, Motor Honda Semakin Dipercaya Artikel ini telah tayang di Tribunjogja.com dengan judul 16 Kali Dinobatkan Jadi Brand Terbaik, Motor Honda Semakin Dipercaya*. Retrieved from <https://jogja.tribunnews.com/2019/12/04/16-kali-dinobatkan-jadi-brand-terbaik-motor-honda-semakin-dipercaya>
- Pi, W., & Huang, H. (2011). Effects of promotion on relationship quality and customer loyalty in the airline industry: The relationship marketing approach. *African Journal of Business Management*, 5(11), 4403–4414. <https://doi.org/10.5897/AJBM10.1426>
- Redaksi WE Online. (2019). *104 Perusahaan Pemenang Millennial's Top Brand Award 2019*. Retrieved from <https://www.wartaekonomi.co.id/read213014/104-perusahaan-pemenang-millennials-top-brand-award-2019>
- Rommy, A. S. N., Moh, N. B. H. H., & Nur, A. R. Y. N. (2018). Effect Of Brand Image And Price Perception On Purchase Decision. *Journal of Business and Management*, 20(8), 76–81. <https://doi.org/10.9790/487X-2008027681>
- Setiadi, G. (2020). *Asyik, Diskon Yamaha All New NMAX Melimpah di Dealer Ini, Layanan Kredit Mudah dan Bayar DP Setelah Sampai Rumah*. Retrieved from <https://www.motorplus-online.com/read/252050093/asyik-diskon-yamaha-all-new-nmax-melimpah-di-dealer-ini-layanan-kredit-mudah-dan-bayar-dp-setelah-sampai-rumah?page=all>
- Setiadi, N. (2013). *Perilaku Konsumen (Revision)*. Jakarta: Kencana.
- Shinta, A. (2011). *Manajemen Pemasaran*. Malang: UB Press.
- Simamora, B. (2008). *Analisis Multivariat Pemasaran*. Jakarta: Gramedia.

- Subronto, T. (2017). *Masalah yang sering terjadi di Yamaha Nmax*. Retrieved from <https://www.carmudi.co.id/journal/masalah-yang-sering-terjadi-di-yamaha-n-max/>
- Sugiyono. (2014). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Bandung: Alfabeta.
- Suhaily, L., & Darmoyo, S. (2019). Effect of Green Product and Green Advertising to Satisfaction and Loyalty which mediated by Purchase Decision. *International Journal of Contemporary Applied Researches*, 6(1).
- Suharsimi, A. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Sutisna. (2012). *Perilaku Konsumen dan Komunikasi Pemasaran* (2nd ed.). Bandung: Rosda.
- Tariq, M. Z. (2014). Impact of Green Advertisement and Green Brand Awareness on Green Satisfaction with Mediating Effect of Buying Behavior. *Journal of Managerial Sciences*, 8(2), 274–289. Retrieved from <http://eds.a.ebscohost.com/laureatech.idm.oclc.org/eds/pdfviewer/pdfviewer?sid=df082035-a4b6-42ea-9875-8999a7a6fc41@sessionmgr4004&vid=0&hid=4111>
- Tolok, A. D. (2019). *Skutik Jadi Sepeda Motor Pilihan Utama Masyarakat Indonesia*. Retrieved from <https://otomotif.bisnis.com/read/20190226/273/893679/skutik-jadi-sepeda-motor-pilihan-utama-masyarakat-indonesia>
- Watanabe, E. A. de M., Torres, C. V., & Alfinito, S. (2019). The impact of culture, evaluation of store image and satisfaction on purchase intention at supermarkets. *Revista de Gestão*, 26(3), 256–273. <https://doi.org/10.1108/rege-12-2017-0009>
- Wu, C. (2011). The impact of hospital brand image on service quality, patient satisfaction and loyalty. *African Journal of Business Management*, 5(12), 4873–4882. <https://doi.org/10.5897/AJBM10.1347>
- Yasmin, A. (2014). Impact of Advertisements and Brand image on Purchase Decision. *International Journal of Research in Social Sciences*, 7(4), 6–7. <https://doi.org/2249-2496>