

## ATTACHMENTS

### BIBLIOGRAPHY

1. Abdullah, T., & Tantri, F. (2010). *Marketing Management*. Jakarta: PT Raja Grafindo Persada.
2. Aditi, B., & Hermansyur. (2018). The Effect of Product Attributes and Promotions, on the Purchasing Decision of Honda Brand Cars in Medan City. *Scientific Journal of Managementen and Business*, 19(1), 64–72.
3. Alma, B. (2016). *Marketing Management and Service Marketing*. London: CV. Alfabeta.
4. Arianty, N. (2018). Effect Of Ads And Quality Of Products On Decision Of Purchasing Frisian Flag Product In Medan City. *International Conference On Global Education VI*, 1121-1130.
5. Arianty, N. (2015). The Effect of Service Quality and Product Quality on Samsung Mobile Consumer Satisfaction. *Scientific Journal of Management and Business*, 16(2), 68–81.
6. Arif, M. (2016). The Effect of Service Quality and Price on Purchasing Decisions at PT. Fastfood Indonesia Store KFC Raja Medan. *Maksitek Scientific Journal*, 1(1), 12–19.
7. Arikunto, S. (2013). *Research Procedures; A practical approach*. Jakarta: Erlangga.

8. Astuti, R., & Abdullah, I. (2017). The Effect of Product Quality and Promotion on Clothing Purchasing Decisions in Micro, Small and Medium Enterprises. *Ilman Journal : Journal of Management Science*, 5(2), 14–23.
9. Daulay, R., & Saputra, R. (2019). Analysis Of Customer Relationship Management And Marketing Strategies Against Competitive Advantage On The Company's Distributor In Medan City. *ICEMAB 2018*, 1–9.
10. Fahmi, M. (2016). The Effect of Price and Product Quality on the Purchasing Decision of Tribun Medan Newspaper. *Jurnal Scientific Maksitek*, 1(1), 65– 72.
11. Farisi, S. (2018). The Influence of Brand Image and Product Quality on Adidas Shoe Purchase Decisions in Students of Muhammadiyah University of North Sumatra. *Proceedings: The National Conferences Management and Business (NCMAB) 2018* ( pp. 689–705).
12. Ferdinand, A. (2012). *Development of Interest in Buying Brand Extensions*. Semarang: Diponegoro University Publishing Agency.
13. Firmansyah, M. A. (2019). *Consumer Behavior (Attitudes and Marketing)*.
  - a. Surabaya: Deepublish.
14. Fure, H. (2013). Location, Product Diversity, HargA and Quality of Service Influence On Buying Interest In Calaca Healthy Traditional Market. *EMBA Journal: Journal of Economic Research, Management, Business and Accounting*, 1(3), 273–283.

15. Gultom, D. K., Arif, M., & Fahmi, M. (2020). Determination of Customer Loyalty Through Trust. *Maneggio: Scientific Journal of Master of Management*, 3(2), 171–180.
16. Gultom, R. M., Budiarto, B., & Utami, H. H. (2020). The Effect Of Price And Product Quality On Purchasing Decisions And Its Impact On Loyalties Consumers Blackberry Mobile On Students Of Faculty Of Economics, University Of Muhammadiyah North Sumatra. *Scientific Journal of Cohesion*, 20(2), 81–94.
17. Habibah, U., & Sumiati. (2016). The Effect of Product Quality and Price on the Purchasing Decision of Wardah Ethical Boarding Products in Bangkalan Madura City. *Journal of Economics and Business*, 1(1), 30–43.
18. Kotler, P. (2013). *Marketing Management* (10th ed.). Jakarta: Erlangga.
19. Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Jakarta: Erlangga.
20. Kotler, P., & Armstrong, G. (2014). *Marketing Principles*. Jakarta: PT. Index.
21. Limakrisna, N., & Susilo, W. H. (2012). *Marketing Management Theory And Application In Business*. Jakarta: Media Discourse Partners.

22. Lubis, A. A. (2015). The Effect Of Price And Cauldron Of Product Bags On Newspaper Purchasing Decisions At PT. The sound of the Daily Green Row of Orbit Medan. *Scientific Journal of Management and Business*, 16(2), 1–11.
  
23. Lupiyoadi., & Hamdani. (2014). *Service Marketing Management*. Jakarta: Salemba Empat.
  
24. Nasution, A. E., & Lesmana, M. T. (2018). The Effect of Price and Service Quality on Consumer Purchasing Decisions (Case Study at Alfamart in Medan City). *Proceedings of the Indonesian Vocational National Seminar*, 1(2), 7–20.
  
25. Nasution, M. I., Fahmi, M., Jufrizen, J., Muslih, M., & Prayogi, M. A. (2020). The Quality of Small and Medium Enterprises Performance Using the Structural Equation Model-Part Least Square (SEM-PLS). *Journal of Physics: Conference Series*, 1477(2020), 1–7.
  
26. Nasution, M. F. R., & Yasin, H. (2014). The Effect of Promotions and Prices on Obama PT. Nailah Adi Kurnia Sei Mencirim Medan. *Scientific Journal of Management and Business*, 14(2), 135–142.
  
27. Priansa, D. J. (2017). *Integrated Marketing Communications In The Era Of Social Media*. Bandung: Pustaka Setia.
  
28. Purnama, N. I., & Rialdy, N. (2019). The Effect of Product Quality and Personal Selling on Customer Satisfaction of Building Tools at PT. Rodes Chemindo Medan. *Proceedings of the National Seminar on Entrepreneurship*, 1(1), 174–181.
  
29. Savitri, C., & Flora, P. A. (2020). Effect of Product Quality, Service Quality

30. and Price To Customer Satisfaction PT. XXX. *Buana Science*, 4(2), 7– 11.
31. Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behavior*. Jakarta: PT. Index.
32. Sepa ng, J.,& Joel, G. (2014). The influence of motivation, price perception, and product quality on consumers' buying interest in Yamaha Mio brand matic motorcycles in Manado City. *Journal of Economic Research, Management, Business and Accounting*, 2(3), 1463– 1472.
33. Sugiyono. (2016). *Quantitative, Qualitative and R&D Research Methods*. London: Alfabeta.
34. Sulistiani, S. (2017). Effect of Product Quality and Promotion on Purchasing Decisions That Have An Impact On Customer Loyalty Hydro Coco Products PT. Kalbe Farma. *Jurnal Education, Law, and Business*, 2(1), 67– 80.