

## DAFTAR PUSTAKA

- Abdillah, Army, W., Khosyi'ah, Siah, Athoillah, & Anton, M. (2021). PENGARUH LIKUIDITAS DAN SOLVABILITAS TERHADAP RETURN SAHAM MELALUI PROFITABILITAS SEBAGAI VARIABEL INTERVERNING (Pada PT. Aneka Tambang (Persero) Tbk yang terdaftar di JII Tahun 2010-2019). *JURNAL INVESTASI*.
- Afonso, O., S. Monteiro., M. T. (2012). A Growth Model for the Quadruple Helix Innovation Theory. *Journal of Business Economics and Management*, vol 13 no.
- Ali, M. dan M. A. (2016). *Psikologi Remaja Perkembangan Peserta Didik*. Bumi Aksara.
- Anggreani, Debora Dian Maydiana, dan S. S. A. (2020). "Pengaruh Gaya Hidup Berbelanja Dan Perilaku Hedonik Terhadap Pembelian Impulsif (Studi Pada Toko Belanja Online Shopee. *Jurnal Ekonomi, Manajemen, Akuntansi, Dan Perpajakan*.
- Anwar, I. ( 2015). Pengaruh Harga Dan Kualitas Produk Terhadap Keputusan Pembeli. *Jurnal Ilmu dan Riset Manajemen* , Volume 4, Nomor 12.
- Azam, M. S. (2015). Diffusion Of Ict And Sme Performance. *Advances in Business Marketing Dan Purchasing*, vol 23. <http://dx.doi.org/10.1108/S1069-096420150000023005>
- Bhakar, h., & Sharma, G. (2012). The Impact Co-branding On Customer Evaluation Of Brand Extension. *Journal of Management & IT- Sanchayan*,. [https://www.researchgate.net/publication/236208199\\_The\\_Impact\\_of\\_Co-Branding\\_on\\_Customer\\_Evaluation\\_of\\_Brand\\_Extension?enrichId=rgreq-4d32f3e4408b03888f3ac68ad9e2eb02-XXX&enrichSource=Y292ZXJQYWdlOzIzNjIwODE5OTtBUzoxODQ3OTg2NjAyNzYyMjRAMTQyMTA3MDg0MjI3NQ%](https://www.researchgate.net/publication/236208199_The_Impact_of_Co-Branding_on_Customer_Evaluation_of_Brand_Extension?enrichId=rgreq-4d32f3e4408b03888f3ac68ad9e2eb02-XXX&enrichSource=Y292ZXJQYWdlOzIzNjIwODE5OTtBUzoxODQ3OTg2NjAyNzYyMjRAMTQyMTA3MDg0MjI3NQ%3D)

- Çifci, S., Yuksel , E., Whyatt, G., Japutra, A., Molinillo, S., & Siala, H. (2016). A cross validation of Consumer-Based Brand Equity models: Driving customer equity in. *Journal of Business Research*, No of Pages 8 <http://dx.doi.org/10.1016/j.jbusres.2015.12.066>.
- D'Mugi Ramdhani, S. K. (2018). PENGARUH CO-BRANDING TERHADAP COSTUMER PURCHASE INTENTION DAN KEPUTUSAN PEMBELIAN(Studi pada konsumen Wall's Selection Oreo di Indonesia). *Jurnal Administrasi Bisnis*.
- Fakih, M. (2013). *Analisis Gender & Transformasi Sosia*. pustaka pelajar.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro
- Grebosz, M. (2012). The Outcomes of the Co-branding Strategy. *David Publishing*, Vol. 11, No. 9 : 823-829 .
- Gujarati. (2005). *SPSS Versi 16 Mengolah Data Statistik Secara Profesional*. gamedia pustaka utama.
- Husein, U. (2014). *Metode Penelitian untuk Skripsi dan Tesis Bisnis*. PT.Raja Grafindo Persada.
- Ismawati., U. N. S. D. A. L. (2010). *Penulisan Karya Ilmiah*. Ganesis.
- Jhonson, J. L. (2004). *Fundamentals of Substance Abuse Practice: Chapter 2*. Thomson Books Cole.
- Keller, K. L. (2016). *Reflections on customer-based brand equity: perspectives*. *AMS Rev*, 6:1–16   
doi 10.1007/s13162-016-0078-z.
- KOTLER, P., & KELLER, K. L. (2012). *marketing management*. erlangga.
- Kotler dan Keller. (2009). *Manajemen Pemasaran*. (Jilid I. E). Erlangga.

- Kotler, P. and K. L. K. (2016a). *Marketing Managemen* (15th Editi). Pearson Education.
- .KOTLER, P., & KELLER, K. L. (2012). *Marketing Management* . Jakarta: Erlangga.
- Lahindah, L., Merisa, & Siahaan, R. A. (2018). The Influence of Product Innovation and Service Quality to Buying. *The Asian Journal of Technology Management*, Vol. 11 No. 2 :118-124.
- Laurianto, D. S. (2018). Pengaruh Customer Based BBrand Equity The Coffee Bean & Tea Leaf Surabaya Terhadap Customer Saticfation Dan Brand Loyalty Menurut Pelanggan Surabaya. *Jurnal Ilmiah Mahasiswa Universitas Surabaya*, Vol.7 No.2.
- Nurpriyanti, V., & Hurriyati, R. (2016). *Journal of Business Management and Enterpreneurship Education*, Vol 1, Number 1 hal.98-114.
- Oblak, L., Barčić, A. P., Klarić, K., Kuzman, M. K., & Grošelj, P. (2017). Evaluation of Factors in. *DRVNA INDUSTRIJA*, Vol 68 No 5 : 37-43doi:10.5552/drind.2017.1625.
- PELĂU, C. (2012). Aspects regarding the analysis of the rationality . *Theoretical and Applied Economics*, 12 pp. 99-110.
- Philip Kotler, K. L. K. (2008). *Marketing Management, Thirteenth edition*. Erlangga.
- Pratiwi, N. I., & Marlien, R. (2022). Pengaruh Citra Merek, Kualitas Produk dan Persepsi Harga terhadap Co Branding Berdampak pada Niat Beli Pelanggan. *Journal of Management*, Vol 5 No1 Pages 51 - 66 ISSN : 2614-851X (Online).
- Setiawan, N., & Rachmawati, I. (2017). Pengaruh Customer Based Brand Equity Terhadap Pengaruh Customer Satisfaction Pada Operator di Indonesia. *e-Proceeding of Management*, Vol 4 1 (111).
- Sugiyono, Prof Dr (2010). "Metode penelitian pendidikan." *Pendekatan Kuantitatif* .
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV
- Umi, Narimawati., Sri Dewi, Anggadini., Linna, Ismawati. (2011), *Penulisan Karya Ilmiah, Edisi Pertama*, Genesis. Pondok Gede, Bekasi.

Wilkof, N. ( 2018). Branding, co-branding and innovation:. *Journal of Intellectual Property Law & Practice*, Vol. 0, No. 0 doi:10.1093/jiplp/jpx235.

Zulfikar, R., Kartini, D., Suryana, Y., & Mulyana, A. (2018). The Impact Of Capability Innovation To Marketing Performance Through Value Creation At The Center Of Small And Medium Knitting Industry In Bandung

---