

## DAFTAR PUSTAKA

- Adi, H. W. P., & Soliha, E. (2022). Pengaruh Kualitas Produk, Word Of Mouth, dan E-Commerce Terhadap Keputusan Pembelian Mebel di Semarang. *Jurnal Mirai Management*, 7(1), 157-168.
- Ali, Hasan. 2010. *Marketing dari Mulut ke Mulut*. Media Pressindo. Yogyakarta
- Alma, B. 2018. *Manajemen Pemasaran dan Pemasaran Jasa*. Alfabeta. Bandung
- Anthony, J.H. and Ramesh, K. 1992. Association between accounting performance measures and stock prices: A test of the life cycle hypothesis. *Journal of Accounting and economics*, Vol.15, No. 2–3, pp. 203–227.
- Brown, T.J., Barry, T.E., Dacin, P.A. and Gunst, R.F. 2005. Spreading the word: Investigating antecedents of consumers' positive word-of-mouth intentions and behaviors in a retailing context. *Journal of the academy of marketing science*, Vol. 33, No. 2, pp. 123–138.
- Burger, J.M. 2014. *Personality, Eight Edition*. Wadsworth. America
- Christensen, H.K. 2010. Defining Customer Value as the Driver of Competitive Advantage. *Strategy and Leadership*, Vol. 38, No. 5, pp. 20–25. doi: 10.1108/10878571011072048.
- Ekasari, R., & Putri, T. A. (2021). Pengaruh Kualitas Pelayanan, Persepsi Harga, Dan Lokasi Terhadap Keputusan Pembelian Konsumen. *IQTISHADEquity jurnal MANAJEMEN*, 3(2). 266-277.
- Eldring, J. 2009. *Porter's (1980) Generic Strategies, Performance and Risk*. Diplomica Verlag.
- Harrison-Walker, L.J. 2001. The Measurement of Word-of-Mouth Communication and an Investigation of Service Quality and Customer Commitment as Potential Antecedents. *Journal of service research*, Vol 4, No. 1, pp. 60–75
- Irawan, A., Putri, L. T., & Henrizal, H. (2022). Pengaruh Promosi Media Sosial Dan Word Of Mouth Terhadap Keputusan Pembelian Konsumen Florist Di Kota Bangkinang. *Jurnal Riset Manajemen Indonesia*, 4(3), 284-289.
- Kasmir, D. 2017. *Customer Services Excellent*. Raja Grafindo Persada. Depok
- Kasmir. 2010. MM, 2000. *Manajemen Perbankan*. PT. Raja Grafindo Persada. Jakarta.
- Kasmir. 2003. *Bank dan Lembaga Keuangan Lainnya*. PT Raja Grafindo Persada. Jakarta
- Kodu, S. 2013. Harga, Kualitas Produk, dan Kualitas Pelayanan Pengaruhnya terhadap Keputusan Pembelian Mobil Toyota Avanza. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 1, No.3

- Kotler, P. 2008. *Manajemen Pemasaran*. PT. Prehallindo. Jakarta
- Kotler, P. and Amstrong, G. 2016. *Principles of Marketing Sixteenth Edition*. Pearson Education Limited. England.
- Kotler, P., & Keller, K. L. 2016. *Marketing Management 15e Global Edition*. Pearson Education Limited. England.
- Liang, C. and Lin, Y. 2008. Which IC Is More Important? A Life-Cycle Perspective. *Journal of Intellectual Capital*, Vol. 9, No. 1, pp. 62–76.
- Putro, A. S., & Hidayat, I. (2018). Kualitas Produk, Kualitas Pelayanan, Dan Word of Mouth (WOM) Terhadap Keputusan Pembelian Pada Rumah Makan Bandeng Pak Elan 2 Gresik. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 7(10).
- Pertumbuhan Industri Furnitur di Indonesia, 2011-2023*. 2023. Available at: <https://www.dataindustri.com/produk/tren-data-pertumbuhan-industri-furnitur-di-indonesia/> (Accessed: 3 July 2023)
- Priansa, D.J. 2017. *Komunikasi Pemasaran Terpadu pada Era Media Sosial*. CV Pustaka Setia. Bandung
- Rukmana, M., Arifin, R., & Hufron, M. (2019). Pengaruh Kualitas Produk, Kualitas Pelayanan, Harga Dan Word of Mouth Terhadap Keputusan Pembelian Convenience Goods Pada Konsumen Swalayan Kud Pakis. *E-JRM: Elektronik Jurnal Riset Manajemen*, 8(03).
- Sernovitz, A. 2009. *Word of mouth Marketing: How Smart Companies Get People Talking*. Kaplan Publishing. New York
- Sinulingga. 2021. *Perilaku Konsumen Strategi dan Teori*. IOCS Publisher. Deliserdang.
- Sugiyono, P. 2019. *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta. Bandung
- Sumardy, M.S. and Melone, M. 2011. *The Power of Word of mouth Marketing*. Gramedia Pustaka Utama. Jakarta
- Tjiptono, F. 2011. *Strategi Pemasaran, Edisi 3*. CV Andi. Yogyakarta.
- Tjiptono, F. dan Chandra, G. 2016. *Service, Quality, and Satisfaction*. Andi Offset. Yogyakarta