

## DAFTAR KEPUSTAKAAN

Adjei, L.M., Mensah J.P., & Boahen E.A. (2014). The role of branding and packaging in creating customer loyalty in the toothpaste market: The case of Ghana. *European Journal of Business and Management*, 6(15), 155-166.

Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 01-08.

Asshidin, N. H., Abidin, N., & Borhan, H. (2016). Perceived quality and emotional value that influence consumer's purchase intention towards american and local products. *Procedia Economics and Finance*. 35, 639-643. [https://doi.org/10.1016/S2212-5671\(16\)00078-2](https://doi.org/10.1016/S2212-5671(16)00078-2)

Aztiani, D., Wahab, Z., & Andriana, I. (2019). The effect of perceived quality, perceived price and need for uniqueness on consumer's purchase intention through online store of children import bag in Palembang, Indonesia. *International Journal of Scientific and Research Publications (IJSRP)*, 9(8), 135-142. <https://dx.doi.org/10.29322/IJSRP.9.08.2019.p9222>

Bajang, B. P., Saerang D. P. E., & Tumewu, F. J. (2016). The influence of packaging design, brand image and service quality on consumer purchase intention (case study: University student customers FF Maxx Coffe manado). *Jurnal Berkala Ilmiah Efisiensi*, 16(3), 110-120. <http://ejournal.unsrat.ac.id/index.php/jbie/article/view/13597>

Bhujanna, U. (2012). *Research Methodology*. Excel Books Private Limited

Bosch (n.d.). Retrieved October 25, 2021, from <https://www.bosch.com/company>

Chen, Y.-S., Hung, S.-T., Wang, T.-Y., Huang, A.-F., & Liao, Y.-W. (2017). The influence of excessive product packaging on green brand attachment: The mediation roles of green brand attitude and green brand image. *Sustainability 2017*, 9(4), 654. <https://doi.org/10.3390/su9040654>

Chi, H.K., Yeh, H., & Yang, Y.T. (2009). The impact of brand awareness on consumer purchase intention: the mediating effect of perceived quality and brand loyalty. *Journal of International Management Studies*, 4(1), 135-144.

Deneen, M., & Gross, A. (2006). The global market for power tools. *Business Economics*, 41(3), 66-73. <http://dx.doi.org/10.2145/20060309>

Farooq, S., Habib, S., & Aslam, S. (2015). Influence of product packaging on consumer purchase intentions. *International Journal of Economics, Commerce and Management*, 3(12), 538-547.

Forsythe, S. (1991). Effect of private, designer, and national brand names on shoppers' perception of apparel quality and price. *Clothing and Textiles Research Journal*, 9(2), 1-6. <https://doi.org/10.1177/0887302X9100900201>

Grewal, D., Krishnan, R., Baker, J., & Borin, N. (1998). The effect of store name, brand name and price discounts on consumers' evaluations and purchase intentions.

*Journal of Retailing*, 74(3), 331-352. [https://doi.org/10.1016/S0022-4359\(99\)80099-2](https://doi.org/10.1016/S0022-4359(99)80099-2)

Gunaratne, N., Fuentes, S., Gunaratne, T., Torrico, D., Francis, C., Ashman, H., Gonzalez, V. C., & Dunshea, F. (2019). Effects of packaging design on sensory liking and willingness to purchase: A study using novel chocolate packaging designs. *Heliyon*, 5(6). <https://doi.org/10.1016/j.heliyon.2019.e01696>

Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>

Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115-135. <https://doi.org/10.1007/s11747-014-0403-8>

Jalilvand, M. R., Samiei, N., & Mahdavinia, S.H. (2011). The effect of brand equity components on purchase intention: An application of Aaker's model in the automobile industry. *International Business and Management*, 2(2), 149-158.

Kemendagri. (2021). Distribusi penduduk Indonesia per Juni 2021: Jabar terbanyak, Kaltara paling sedikit. Retrieved October 25, 2021, from <https://dukcapil.kemendagri.go.id/berita/baca/809/distribusi-penduduk-indonesia-per-juni-2021-jabar-terbanyak-kaltara-paling-sedikit>

Kim, H. W., Xu, Y., & Gupta, S. (2012). Which is more important in internet shopping, perceived price or trust? *Electronic Commerces*, 11(3), 241-252. <https://doi.org/10.1016/j.elecap.2011.06.003>

Kotler, P., & Keller, K. L. (2016). *Marketing management* (15th ed). New jersey: Pearson Prentice Hall, inc.

Kumar, N., & Kapoor, S. (2019). Does packaging influence purchase decisions of food products? A study of young consumers of India. *Academy of Marketing Studies Journal*, 23(3), 1-16.

Li, C. P. (2017). Effects of brand image, perceived price, perceived quality, and perceived value on the purchase intention towards sports and tourism products of the 2016 Taichung international travel fair. *The Journal of International Management Studies*, 12(2), 97-107.

Lien, C. H., Wen, M. J., Huang, L. C., & Wu, K. L. (2015). Online hotel booking: The effects of brand image, price, trust and value on purchase intentions. *Asia Pacific Management Review*, 20(4), 210-218. <https://doi.org/10.1016/j.apmrv.2015.03.005>

Lin, N. H., & Lin, B. S. (2007). The effect of brand image and product knowledge on purchase intention moderated by price discount. *Journal of International Management Studies*, 121-132.

Madahi, A., & Sukati, I. (2012). The effect of external factors on purchase intention amongst young generation in malaysian. *International Business Research*, 5(8), 153-159. <https://doi.org/10.5539/ibr.v5n8p153>

Magnier, L., Schoormans, J., & Mugge, R. (2016). Judging a product by its cover: packaging sustainability and perceptions of quality in food products. *Food Quality and Preference*, 53, 132-142. <https://doi.org/10.1016/j.foodqual.2016.06.006>

Maslakhah, I., & Sutopo, S. (2017). Pengaruh kemasan dan daya tarik iklan terhadap citra merek serta preferensi merek di media sosial terhadap keputusan pembelian (studi pada mahasiswa/i Undip konsumen Aqua). *Diponegoro Journal of Management*, 6(4), 397-411.

Mothersbaugh, D. L., & Hawkins D. I. (2015). *Consumer Behavior Building Marketing Strategy* (13<sup>th</sup> ed). Boston: McGraw-Hill Irwin.

Nigam, A., & Kaushik, R. (2011). Impact of brand equity on customer purchase decisions: an empirical investigation with special reference to hatchback car owners in central haryana. *International Journal of Computational Engineering & Management*, 12, 121-128.

Nischay, K., Upamannu, N., & Sankpal, S. (2014). Effect of brand image on customer satisfaction & loyalty intention and the role of customer satisfaction between brand image and loyalty intention. *Journal of social science research*, 3(2), 274-285.

Oppong, P., & Phiri, M. (2018). The influence of packaging and brand equity on over-the-counter herbal medicines in Kumasi, Ghana. *Journal of Economics and Behavioral Studies*, 10(5), 59-72. [https://doi.org/10.22610/jebs.v10i5\(J\).2498](https://doi.org/10.22610/jebs.v10i5(J).2498)

Putri, V. (2018). The effect of brand image and perceived price on smartphone purchase intention (case study on samsung brand). 9<sup>th</sup> *Industrial Workshop and National Seminar*, 559-565.

Research And Markets. (2019). *Indonesia power tools market outlook to 2023 - by type of technology (electric power tools, pneumatic power tools and hydraulic power tools); by channel of distribution (dealer network, direct sales and online sales) and by region (Java, Sumatra, Kalimantan, Sulawesi and others)*. Retrieved October 25, 2021, from <https://bit.ly/3G3dzqW>

Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., & Ahmed, N. (2015). Product perceived quality and purchase intention with consumer satisfaction. *Global Journal of Management and Business Research*, 15(1) 21-28.

Saleem, H., & Raja, N. (2014). The impact of service quality on customer satisfaction, customer loyalty and brand image: Evidence from hotel industry of Pakistan. *Middle - East Journal of Scientific Research*. 19(5), 706-711. <https://dx.doi.org/10.5829/idosi.mejsr.2014.19.5.21018>

Saleem, S., Rahman, S. U., & Umar, R. M. (2015). Measuring customer based beverage brand equity: investigating the relationship between perceived quality, brand

awareness, brand image, and brand loyalty. *International Journal of Marketing Studies*, 7(1), 66-77.

Salem, M. (2018). Effects of perfume packaging on basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748-1768. <https://doi.org/10.1108>

Sekaran, U., & Bougie, R. (2016). *Research Methods For Business A Skill-Building Approach* (7<sup>th</sup> ed). John Wiley & Sons.

Setyawan, K. F., Mugiono., & Hussein, A.S. (2020). The effect between brand awareness, perceived quality, and brand loyalty through a brand image (study on PT. East west seed Indonesia charge brand cap brick seed products, Banyuwangi). *International Journal of Business, Economics and Law*, 23(1), 216-224.

Sharma, H., Singh, D., Agariya, A., & Johri, A. (2012). The role of packaging in brand communication. *International Journal of Scientific and Engineering Research*, 3 (2), 1-13.

Suhud, U., & Willson, G.B. (2019). Low-cost green car purchase intention: Measuring the role of brand image on perceived price and quality. *International Journal of Economics and Business Administration*, 22(3), 282-293. <https://doi.org/10.35808/ijeba/322>

Upamannyu, N., Gulati, C., & Mathur, G. (2014). Effect of brand trust, brand image on customer brand loyalty in FMCG sector at Gwalior region. *Scholars World-Irmjcr*, 2(2), 83-93.

Vladić, G., Kasikovic, N., Dedijer, S., Stančić, M., & Đurđević, S. (2015). Influence of packaging shape on a price presumption. *International Joint Conference on Environmental and Light Industry Technologies*.

Wakefield, M. A., Germain, D., & Durkin, S. J. (2008). How does increasingly plainer cigarette packaging influence adult smokers' perceptions about brand image? An experimental study. *Tobacco Control*, 17(6), 416-421. <https://doi.org/10.1136/tc.2008.026732>

Wang, E. (2013). The influence of visual packaging design on perceived food product quality, value, and brand preference. *International Journal of Retail & Distribution Management*, 41(10), 805-816. <https://doi.org/10.1108/IJRDM-12-2012-0113>

Yan, D., Sengupta, J., & Wyer, Jr. (2013). Package size and perceived quality: The intervening role of unit price perceptions. *Journal of Consumer Psychology*, 24(1), 4-17. <https://doi.org/10.1016/j.jcps.2013.08.001>

Yu, M., Liu, F., Lee, J., & Soutar, G. (2018). The influence of negative publicity on brand equity: attribution, image, attitude and purchase intention. *Journal of Product & Brand Management*, 27(2), 440-451. <https://doi.org/10.1108/JPBM-01-2017-1396>

Zeithaml, V. (1988). Consumer perceptions of price, quality and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 53(3), 2-22. <https://doi.org/10.1177/002224298805200302>

Zietsman, M., Mostert, P., & Goran, S. (2018). Perceived price and service quality as mediators between price fairness and perceived value in business banking relationships: A micro-enterprise perspective. *International Journal of Bank Marketing*, 37(1), 2-19. <https://doi.org/10.1108/IJBM-07-2017-0144>

Zion Market Research. (2019). *Power tools market - by mode (electric, pneumatic, and others), by tool type (drilling & fastening, sawing, demolition, and material removal), and by application (construction, automotive, aerospace, DIY, and others): Global industry perspective, comprehensive analysis, and forecast, 2018–2025*. Retrieved October 25, 2021, from <https://www.zionmarketresearch.com/report/power-tools-market>