

DAFTAR PUSTAKA

- Arli, D., Tan, L. P., Tjiptono, F., & Yang, L. (2018). Exploring consumers' purchase intention towards green products in an emerging market: The role of consumers' perceived readiness. *International journal of consumer studies*, 42(4), 389-401.
- Astawan, N. W. (2020). Siger: Salah satu corak khas batik Andanan Lampung. *Jurnal Penelitian Humaniora*, 25(2), 67-77.
- Ayesa, R. B., Hartono, S., & Yani, B. A. (2020). Pengaruh Promosi, Harga dan Brand Image Terhadap Keputusan Pembelian Mobil Wuling Confero Di Surakarta. *Jurnal Ilmiah Edunomika*, 4(01), 463245.
- Baker, D. A., & Algorta, G. P. (2016). The relationship between online social networking and depression: A systematic review of quantitative studies. *Cyberpsychology, Behavior and Social Networking*, 19(11), 638 – 648.
- Blut, M., Teller, C., & Floh, A. (2018). Testing Retail Marketing-Mix Effects on Patronage: A Meta-Analysis. *Journal of Retailing*, 94(2), 113–135.
- Bonilla, Y., & Rosa, J. (2015). # Ferguson: Digital protest, hashtag ethnography, and the racial politics of social media in the United States. *American Ethnologist*, 42(1), 4 – 17.
- Brata, B. H., Husani, S., & Ali, H. (2017). The Influence of Quality Products, Price, Promotion, and Location to Product Purchase Decision on Nitchi At PT. Jaya Swarasa Agung in Central Jakarta. *Saudi Journal of Business and Management Studies*, 2(4), 357-374.
- Cesilia, A., & Ekowati, S. (2022). Pengaruh Variasi Produk Kue Dan Kualitas Pelayanan Terhadap Minat Beli Pada Toko Tata Bakery Cabang Lingkar Barat Kota Bengkulu. (JEMS) *Jurnal Entrepreneur Dan Manajemen Sains*, 3(2), 311– 318. <https://doi.org/10.36085/jems.v3i2.3419>
- Duani, N., Barasch, A., & Ward A. (2018). Brought to you live: On the consumption experience of live social media streams. *ACR North American Advances*.
- Farid, M. S., Cavicchi, A., Rahman, M. M., Barua, S., Ethen, D. Z., Happy, F. A., ... & Alam, M. J. (2023). Assessment of marketing mix associated with consumer's purchase intention of dairy products in Bangladesh: Application of an extended theory of planned behavior. *Heliyon*, 9(6).
- Febriana, P. (2020). Pengaruh Harga dan Promosi terhadap Keputusan Pembelian Pada Lazizaa Chicken And Pizza Di Jambangan Surabaya. *Jurnal Pendidikan Tata Niaga (JPTN)*, 8(1).
- Febrianti, R., Gofur, A., & Aulia, F. (2021). The Influence of Social Media Promotion Strategies on Price-Mediated Purchase Decisions (Case Study at PT. Lazada Bandung). *Psychology and Education Journal*, 58(3), 493-500.
- Firnando, O., Novita, D., & Ahluwalia, L. (2021). ANALISIS PENGARUH SALURAN DISTRIBUSI DAN PROMOSI PADA KEPUTUSAN PEMBELIAN PRODUK (SURVEY PADA KONSUMEN PT INTI BHARU MAS LAMPUNG). *Journal Strategy of Management and Accounting Through Research and Technology (SMART)*, 1(1), 31-37.
- Kementrian Perdagangan RI. (2011). Miliki Potensi Ekonomi Tinggi, Mendag Serahkan Cetak Biru Pelestarian dan Pengembangan Batik ke Presiden. Pusat HUMAS Kementerian Perdagangan.
- Ngo, H. Q., Nguyen, T. Q., LONG, N. T., TRAN, T. V., & HOANG, T. M. (2019). Factors affecting brand and student decision buying fresh milk: A case study in Ho Chi Minh

- City, Vietnam. *The Journal of Asian Finance, Economics and Business*, 6(3), 247-258.
- Niazi, G. S. K., Siddiqui, J., Alishah, B., & Hunjra, A. I. (2012). Effective advertising and its influence on consumer buying behavior. *Information Management and Business Review*, 4(3), 114-119.
- Paraswati, E. (2014). KAIN SEBAGE. *Corak*, 3(2).
- Prayogi, S., & Santosa, A. (2019). the Influence of Product Quality, Prices and Promotions on Interest in Buying Sri Sulastri'S Batik. *Jurnal Apresiasi Ekonomi*, 7(1), 9-17.
- Rachmawati, D., Shukri, S., Azam, S., & Khatibi, A. (2019). Factors influencing customers' purchase decision of residential property in Selangor, Malaysia. *Management Science Letters*, 9(9), 1341-1348.
- Salem, M. Z. (2018). Effects of perfume packaging on Basque female consumers purchase decision in Spain. *Management Decision*, 56(8), 1748-1768.
- Silitonga, F. M. (2017). Strategi Pengembangan UMKM Batik Tulis (Skripsi). Univesitas Sanata Dharma, Yogyakarta
- Sugiono, E., & Widiastutik, S. (2021). The effect of product, price and promotion on purchase decision-mediated by customer satisfaction of oriflame M3 network community. *Open Access Indonesia Journal of Social Sciences*, 4(2), 210-222.
- Sugiyono. (2018). Metode Penelitian Pendidikan (Pendekatan Kuantitatif, Kualitatif, dan R&D). CV Alfabeta.
- Swastha, B. (2012). Irawan. 1990. *Manajemen pemasaran modern*.
- Tjiptono, F. (2018). *Pemasaran strategik*. 4th ed. Yogyakarta: Andi publisher.