

DAFTAR PUSTAKA

- Abdullah, Karimuddin, and Misbahul Jannah. *Metodologi Penelitian Kuantitatif*. Yayasan Penerbit Muhammad Zaini, 2022.
- Agustin, Ririn, Susi Hendriani, and Syapsan. "The Effect of Brand Image and Service Quality on The Decision to Choose With Word of Mouth as Mediation Variable at Prof. Dr. Tabrani Hospital Pekanbaru." *International Journal Of Economics, Business And Applications* 5, no. 2 (December 20, 2020): 25. <https://doi.org/10.31258/ijeba.5.2.25-44>.
- Ani, Jilhansyah, Bode Lumanauw, and Jeffry L.A Tampenawas. "Pengaruh Citra Merek, Promosi Dan Kualitas Layanan Terhadap Keputusan Pembelian Konsumen Pada E-Commerce Tokopedia Di Kota Manado." *Jurnal EMBA* 9, no. 2 (2021): 663–74.
- Aprinato, Naerul Edwin Kiky. "Peran Teknologi Informasi Dan Komunikasi Dalam Bisnis." *International Journal Administration, Business and Organization (IJABO)* 2, no. 1 (2021): 1–7.
- Bisnis, Berita. "Pengertian Etika Bisnis Islam, Prinsip, Tujuan, Dan Manfaatnya." Kumparan.com, 2023. <https://kumparan.com/berita-bisnis/pengertian-etika-bisnis-islam-prinsip-tujuan-dan-manfaatnya-1zv92FzlaO7>.
- Dailiati, Surya. "Hasil Evaluasi Kebijakan Retribusi Kebersihan Dalam Meningkatkan Kepuasan Masyarakat." In *Jakad Publishing*. Surabaya, 2018.
- Djaali. "Metode Penelitian Kuantitatif." In *Bumi Aksara*, 2020.
- "Elzatta," n.d. <https://elzatta.com/>.
- Fahrezi, Ahmad, and Uuh Sukaesih. "Pengaruh Citra Merek Terhadap Keputusan Pembelian Produk Merek Aldo (Studi Kasus Di Pondok Indah Mall Jakarta)." *Seminar Nasional Pariwisata Dan Kewirausahaan (SNPK)*, 2023.
- Firmansyah, Anang. *Pemasaran Produk Dan Merek (Planning & Strategy)*. CV. Penerbit Qiara Media, 2019.
- Hardani. *Metode Penelitian Kualitatif & Kuantitatif*. Edited by Husnu Abadi. *Pustaka Ilmu*, 2020.
- Jubaedi, Ahmad Sobari, and Syarifah Gustiawati. "Implementasi Etika Bisnis Islam Pada Mahasiswa Univeritas Ibn Khaldun Bogor." *Jurnal Pendidikan Ekonomi Dan Kewirausahaan* 1, no. 1 (2018): 1–10.
- Kayawati, Lilis, and Esa Kurnia. "Membangun Citra Merek Sesuai Konsep Syariah." *Economic and Business Management International Journal* 3, no. 3 (2021).
- Khalik, A. "Perubahan Peran Dan Transformasi Fungsi Good Corporate Governance Dan Corporate Social Responsibility Pada Iain Sulthan Thaha Syaifuddin Jambi," 2017, 1–14.
- Larasati, Rahayu Dwi. "Pengaruh Gaya Hidup, Labelisasi Halal, Dan Religiusitas Terhadap Minat Beli Kosmetik Make Over Pada Millenial Muslim Di Kudus," 2022.
- Latifa, Maysa, and Wedra Aprison. "The Iconicity Of The Hijab: As An Islamic Identity (Phenomenaology Of Commands And Impacts Of Wearing The Hijab)." *Jurnal Islamic Education Studies* 6, no. 1 (2023): 13–31.
- Mahmud, Arafat Ikhza. "Pengaruh Internet Marketing, Brand Awareness Dan

- Etika Bisnis Islam Terhadap Keputusan Pembelian Di Kreasi Japarais Semarang,” 2021.
- Manuntung, Alfeus. *Terapi Perilaku Kognitif Pada Pasien Hipertensi*. Malang: Wineka Media, 2018.
- Maryati, and M Khoiri. “Pengaruh Kualitas Produk, Kualitas Pelayanan Dan Promosi Terhadap Keputusan Pembelian Toko Online Time Universe Studio.” *Jurnal Ekonomi Dan Bisnis* 11, no. 1 (July 1, 2022): 542–50.
- Maskan, Mohammad, Ita Rifiani Permatasari, and Alifiulahtin Utaminingsih. “Kewirausahaan.” In *Polinema Press*, 2018.
- Muljadi. *Etika Dan Komunikasi Bisnis Islam*. Salemba Diniyah, 2019.
- Mulyono. “Analisis Uji Asumsi Klasik,” 2019.
<https://bbs.binus.ac.id/management/2019/12/analisis-uji-asumsi-klasik/>.
- Muthi, Luqmanul Hakim, and Andyan Pradipta Utama. “The Effect of Price, Brand Image and Promotion on Easy Shopping Customer Repurchase Intention Mediated By Customer Satisfaction.” *DIJMS Dinasti International Journal Of Management Science* 4, no. 4 (2023).
<https://doi.org/10.31933/dijms.v4i4>.
- Ningsih, Suhesti, and Laksmi Sri Pradanawati. “The Influence Of Brand Image, Price And Promotion On Purchase Decision (Case Study on Gea Geo Store).” *International Journal of Economics, Business and Accounting Research (IJEBAR)* 5, no. 3 (2021). <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>.
- Nugraha, Jefri Putri. “Teori Perilaku Konsumen.” In *PT. Nasya Expanding Management*, 2021.
- Panorama, Maya, and Muhajirin. “Pendekatan Praktis Metode Penelitian Kualitatif Dan Kuantitatif.” In *Idea Press*, 2017.
- Priyatna, Surya Eka. *Analisis Statistik Sosial Rangkaian Penelitian Kuantitatif Menggunakan SPSS*, 2020.
- Puji Rahayu, Sinta. “Pengaruh Karakteristik Individu Dan Lingkungan Kinerja Karyawan Angkasa Pura Di Bandar Udara Yogyakarta International Airport,” 2021.
- Putri, Hizrafi Marlisa. “Pengaruh Citra Merek, Kualitas Produk Dan Kualitas Pelayanan Terhadap Minat Beli Konsumen Pada Toko Rabbani Bangkinang Kota Ditinjau Dari Perspektif Ekonomi Syariah,” 2023.
- Ragatirta, Laurensius Panji, and Erna Tiningrum. “Pengaruh Atmosphere Store, Desain Produk, Dan Citra Merek Terhadap Keputusan Pembelian (Studi Kasus Di Rown Division Surakarta).” *Jurnal Manajemen, Bisnis Dan Pendidikan* 7, no. 2 (2020): 143–52. <https://e-journal.stie-aub.ac.id/index.php/excellent>.
- Riyanto, Slamet, and Aglis Andhita Hatmawan. “Metode Riset Penelitian Kuantitatif Penelitian Di Bidang Manajemen, Teknik, Pendidikan Dan Eksperimen.” In *Deepublish*, 2020.
- Sandra, Ria. *Konsep Pengetahuan Akuntansi*. Surabaya: CV. Jakad Media Publishing, 2019.
- Saparso, Soegeng Wahyoedi, and Santoso. “The Role Of Brand Image In Mediating Service Quality And Promotion Towards Decisions To Buy Car

- On Credit In The Covid-19 Period (Study Case At Pt Maybank Indonesia Finance Dki Jakarta And Tangerang Branch).” *International Journal Of Science, Technology & Management*, 2021. <http://ijstm.inarah.co.id>.
- Sari, Intan Puspita. “Pengaruh Positif Lokasi, Figure Pemilik Dan Etika Bisnis Islam Terhadap Keputusan Pembelian Di Toko Mubarakatan Thoyyibah,” 2021.
- Sari, Okta Widiya. “Pengaruh Citra Merek, Harga, Kualitas Produk Terhadap Keputusan Pembelian Merk Vicenza Dalam Perspektif Bisnis Syariah (Studi Kasus Konsumen Toko Grosir Bang Iyuz Way Dadi Sukarame Bandar Lampung Periode 2020),” 2022.
- Sariayu. “Pengaruh Etika Bisnis Islam, Citra Merek Dan Kualitas Produk Terhadap Keputusan Pembelian Di Toko Rabbani Muara Enim,” 2021.
- “Siladas UIN Raden Fatah Palembang,” n.d. <https://siladas.radenfatah.ac.id/>.
- Silitonga, Eddy Sanusi. “Peningkatan Kinerja SDM Melalui Motivasi, Kepemimpinan, Komitmen Dan Lingkungan Kerja.” In *Penebar Media Pustaka*, 2020.
- Sugiyono. *Metode Penelitian Kuantitatif Kualitatif Dan R&D*. Alfabeta, 2016.
- . “Metode Penelitian Kuantitatif Kualitatif Dan R&D.” In *Alfabeta*, 2018.
- Sukarningsih, Sri, and Deliana. “Business Ethics In Islam.” *Proceeding International Seminar On Islamic Studies* 1, no. 1 (2019).
- Suluah.com. “Elidawati Ali Oemar, Pengusaha Fashion Hijab Pendiri Elzatta,” 2021. <https://suluah.com/elidawati-ali-oemar-pengusaha-fashion-hijab-pendiri-elzatta/>.
- “Surah Al-Furqon Ayat 67,” n.d. <https://tafsirweb.com/6323-surat-al-furqan-ayat-67.html>.
- “Surah Al-Hasyr Ayat 18,” n.d. <https://tafsirweb.com/10816-surat-al-hasyr-ayat-18.html>.
- “Surah Al Ahzab Ayat 59,” n.d. <https://tafsirweb.com/7671-surat-al-ahzab-ayat-59.html>.
- “Surah As-Syura Ayat 181-183,” n.d. <https://tafsirweb.com/6590-surat-asy-syuara-ayat-180.html>.
- Susilawati, Agnes Dwita, Ahmad Hanfan, and Fetalia Haryanti Anugrah. “Pengaruh Brand Image, Brand Ambassador, Word Of Mouth Dan Testimony In Social Media Terhadap Keputusan Pembelian (Survey Pada Toko Hijab Sulthanah Di Kota Tegal).” *Dialektika : Jurnal Ekonomi Dan Ilmu Sosial* 6, no. 1 (2021): 35–43. <https://doi.org/https://doi.org/10.36636/dialektika.v6i1.470>.
- Tamara, Sofi, Juhaini Alie, and Muhammad Wadud. “The Effects of Brand Image and Price on Purchase Decision of Vivo Smartphones in Pampangan District.” *International Journal of Marketing & Human Resource Research* 2, no. 1 (2021).
- “TOP Brand Index Kerudung Bermerek,” n.d. <https://www.topbrand-award.com/top-brand-index/>.
- Ulfakhatun, Ulfakhatun, and Wenti Ayu Sunarjo. “Pengaruh Brand Image Dan Etika Bisnis Terhadap Keputusan Pembelian Pada Produk Jims Honey Pernalang.” *Jurnal Ekonomi Dan Bisnis* 26, no. 1 (March 31, 2023).

<https://doi.org/10.31941/jebi.v26i1.2920>.

- Wahyuni, Sri, and Tri Almunawaroh. "Pengaruh Brand Image Terhadap Minat Beli Busana Muslim Di Outlet Rabbani Cilacap." *HATTA: Jurnal Pendidikan Ekonomi Dan Ilmu Ekonomi* 1, no. 1 (2023). <https://jurnal.stkip-majenang.ac.id/index.php/hatta>.
- Wardhana, Aditya. *Brand Marketing The Art Of Branding*. Edited by Acai Sudirman. Bandung: CV. Media Sains Indonesia, 2022.
- Yusuf, Muhammad, and Lukman Daris. "Analisis Data Penelitian: Teori Dan Aplikasi Dalam Bidang Perikanan." In *IPB Press*, 2018.