

## DAFTAR PUSTAKA

- Alamsyah, Bahtiar. Endang, R. (2017). Faktor-Faktor Yang Mempengaruhi Niat Membeli Produk Asuransi Jiwa Sinarmas Di Kota Tangerang. *Jurnal Online Internasional & Nasional*.
- Belch, G., & Belch, M. (2017). Advertising and Promotion: An IMC Perspective. In *Advertising and promotion : an integrated marketing communications perspective*.
- Cho, Y. C., & Sagynov, E. (2015). Exploring Factors That Affect Usefulness, Ease Of Use, Trust, And Purchase Intention In The Online Environment. *International Journal of Management & Information Systems (IJMIS)*.  
<https://doi.org/10.19030/ijmis.v19i1.9086>
- Ding, C. G., & Tseng, T. H. (2015). On the relationships among brand experience, hedonic emotions, and brand equity. *European Journal of Marketing*.  
<https://doi.org/10.1108/EJM-04-2013-0200>
- Erevelles, S., & Fukawa, N. (2013). The role of affect in personal selling and sales management. *Journal of Personal Selling and Sales Management*.  
<https://doi.org/10.2753/PSS0885-3134330102>
- Ferdinand, A. (2011). Metode Penelitian Manajemen Pedoman Penelitian untuk Penulisan Skripsi Tesis dan disertai Ilmu Manajemen. In *Semarang: Universitas Diponegoro*.
- Finley, W. E. (2013). Using personal selling techniques in embedded librarianship. *Journal of Business and Finance Librarianship*.  
<https://doi.org/10.1080/08963568.2013.825111>
- Gunawardane, N. R. (2015). Impact of Brand Equity towards Purchasing Desition: A Situation on Mobile Telecommunication Services of Sri Lanka. *Journal of Marketing Management (JMM)*. <https://doi.org/10.15640/jmm.v3n1a10>
- Hafez, M. (2018). Measuring the impact of corporate social responsibility practices on brand equity in the banking industry in Bangladesh: The mediating effect of corporate image and brand awareness. *International Journal of Bank Marketing*.  
<https://doi.org/10.1108/IJBM-04-2017-0072>
- Hair, Anderson, Tatham, & & B. (2008). *Multivariate Data Analysis Fifth Edition* (USA : Pren).
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*.  
<https://doi.org/10.1016/j.jbusres.2011.02.003>
- Hutter, K., Hautz, J., Dennhardt, S., & Füller, J. (2013). The impact of user interactions in social media on brand awareness and purchase intention: The case of MINI on Facebook. *Journal of Product and Brand Management*.  
<https://doi.org/10.1108/JPBM-05-2013-0299>
- Idris, A. A., Asokere, S. A., Ajemunigbohun, S. S., Oreshile, S. A., & Olutade, O. E. (2012). An empirical study of the efficacy of marketing communication mix elements in selected insurance companies in Nigeria. *Australian Journal of Business and Management Research*.

- Ilyas, G. B., Rahmi, S., Tamsah, H., Munir, A. R., & Putra, A. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of Asian Finance, Economics and Business.* <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Iskandar, D. A., & Ratna Sari, S. D. S. (2017). THE EFFECT OF EVENT AND PUBLICITY TOWARDS BRAND AWARENESS ON FINANCIAL SERVICE AUTHORITY (OJK). *Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT.* <https://doi.org/10.36226/jrmb.v2is1.61>
- Kansra, P., & Pathania, G. (2012). A study of factor affecting the demand for health insurance in punjab. *Journal of Management and Science.* <https://doi.org/10.26524/jms.2012.37>
- Karunanithy, M., & Sivesan, S. (2013). An empirical study on the promotional mix and brand equity: Mobile service providers. *Industrial Engineering Letters.*
- Kim, A. J., & Ko, E. (2012). Do social media marketing activities enhance customer equity? An empirical study of luxury fashion brand. *Journal of Business Research.* <https://doi.org/10.1016/j.jbusres.2011.10.014>
- Koenig-Lewis, N., & Palmer, A. (2014). The effects of anticipatory emotions on service satisfaction and behavioral intention. *Journal of Services Marketing.* <https://doi.org/10.1108/JSM-09-2013-0244>
- Kotler, P., & Keller, K. (2016). Marketing Management, Fifteenth Edition. Pearson.
- Kriyantono, R. (2006). *Teknik Praktis Riset komunikasi - Rachmat Kriyantono, S.Sos., M.Si - Google Books.* Kencana Prenada Media Group.
- Kusniadji, S. (2018). Kontribusi Penggunaan Personal Selling Dalam Kegiatan Komunikasi Pemasaran Pada Era Pemasaran Masa Kini. *Jurnal Komunikasi.* <https://doi.org/10.24912/jk.v9i2.1078>
- Lay, N. Y., Listiana, E., & Heriyadi, H. (2018). Analisis Pengaruh Service Quality, Personal Selling dan Complain Handling Melalui Satisfaction Serta Trust terhadap Customer Retention (Survei Nasabah Tabungan Bank Harda Internasional Cabang Pontianak). *Jurnal Ekonomi Bisnis Dan Kewirausahaan.* <https://doi.org/10.26418/jebik.v7i2.25694>
- Lee, Y., & Heinze, T. (2020). Do Technology-Based Sales Support Materials Make a Difference in Personal Selling? The Impact of Technology Usage by Gender in the Personal Selling Process. *Journal of Marketing Education.* <https://doi.org/10.1177/0273475320925124>
- Loe, T. W., & Chonko, L. B. (2000). Promoting sales programs: The national collegiate sales competition. *Journal of Personal Selling and Sales Management.* <https://doi.org/10.1080/08853134.2000.10754216>
- Maria, S., Pusriadi, T., Hakim, Y. P., & Darma, D. C. (2019). THE EFFECT OF SOCIAL MEDIA MARKETING, WORD OF MOUTH, AND EFFECTIVENESS OF ADVERTISING ON BRAND AWARENESS AND INTENTION TO BUY. *Jurnal Manajemen Indonesia.* <https://doi.org/10.25124/jmi.v19i2.2234>
- Mentari Indasari Pakekong, Sri . Murni, P. V. R. (2019). PENGARUH STRUKTUR KEPEMILIKAN, KEBIJAKAN DIVIDEN DAN KEBIJAKAN HUTANG TERHADAP NILAI PERUSAHAAN PADA PERUSAHAAN ASURANSI YANG

- TERDAFTAR DI BEI PERIODE 2012-2016. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis Dan Akuntansi.* <https://doi.org/10.35794/emba.v7i1.22461>
- Nurhadi, J. Z. L., & Fatahillah. (2020). Pengaruh Pandemi Covid-19 Terhadap Tingkat Aktivitas Fisik Pada Masyarakat Komplek Pratama, Kelurahan Medan Tembung. *Jurnal Health Sains.*
- Oktaviani, B. (2017). Faktor-faktor yang mempengaruhi pegawai Universitas Islam Indonesia menggunakan Asuransi Syariah. In *Universitas Islam Indonesia.*
- Percy, L., & Rossiter, J. R. (1992). A model of brand awareness and brand attitude advertising strategies. *Psychology & Marketing.* <https://doi.org/10.1002/mar.4220090402>
- Prajogo, W., & Purwanto, E. (2020). The influence of advertising appeals on viral advertising, brand awareness, and purchase intention: The moderator role of hedonic personality. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen.* <https://doi.org/10.31106/jema.v17i1.5298>
- Putri, S. L., & Deniza, M. P. (2018). Pengaruh Brand Awareness Dan Brand Loyalty Terhadap Keputusan Pembelian Produk Chicken Nugget Fiesta Di Kota Padang. *Jurnal Agrica.*
- Rosalina, S., & Subagio, H. (2016). ANALISA PENGARUH PRODUCT IMAGE TERHADAP PURCHASE INTENTION DENGAN TRUST SEBAGAI VARIABEL INTEVENING PADA BLESSCON PT. SUPERIOR PRIMA SUKSES. *Dictionary of Marketing Communications.*
- Sadek, H., & Redding, P. (2016). Measuring the impact of personal selling on building bank brand equity : Egypt case. *The Business and Management Review.*
- Saeed, F., & Grunert, K. G. (2014). Expected and experienced quality as predictors of intention to purchase four new processed beef products. *British Food Journal.* <https://doi.org/10.1108/BFJ-10-2011-0262>
- Shintia, N., Mantala, R., & Irfan, M. (2017). STRATEGI PROMOSI PERSONAL SELLING DALAM MENCAPI TARGET PRODUK KREDIT KOMERSIAL PADA PT BANK PEMBANGUNAN DAERAH JAWA BARAT DAN BANTEN, TBK CABANG BANJARMASIN. *At-Tadbir : Jurnal Ilmiah Manajemen.* <https://doi.org/10.31602/atd.v2i2.1467>
- Sidharta, R. B. F. I., Sari, N. L. A., & Suwandha, W. (2018). PURCHASE INTENTION PADA PRODUK BANK SYARIAH DITINJAU DARI BRAND AWARENESS DAN BRAND IMAGE DENGAN TRUST SEBAGAI VARIABEL MEDIASI. *MIX: JURNAL ILMIAH MANAJEMEN.* <https://doi.org/10.22441/mix.2018.v8i3.007>
- Teck Weng, J., & Cyril de Run, E. (2013). Consumers' personal values and sales promotion preferences effect on behavioural intention and purchase satisfaction for consumer product. *Asia Pacific Journal of Marketing and Logistics.* <https://doi.org/10.1108/13555851311290948>
- Till, B. D., & Busler, M. (2000). The match-up hypothesis: Physical attractiveness, expertise, and the role of fit on brand attitude, purchase intent and brand beliefs. *Journal of Advertising.* <https://doi.org/10.1080/00913367.2000.10673613>
- Toldos-Romero, M. de la P., & Orozco-Gómez, M. M. (2015). Brand personality and purchase intention. *European Business Review.* <https://doi.org/10.1108/EBR-03-2015-0020>

2013-0046

- Vijaranakorn, K., & Shannon, R. (2017). The influence of country image on luxury value perception and purchase intention. *Journal of Asia Business Studies*. <https://doi.org/10.1108/JABS-08-2015-0142>
- Vuong, B. N., & Khanh Giao, H. N. (2020). The Impact of Perceived Brand Globalness on Consumers' Purchase Intention and the Moderating Role of Consumer Ethnocentrism: An Evidence from Vietnam. *Journal of International Consumer Marketing*. <https://doi.org/10.1080/08961530.2019.1619115>
- Wang, E. S. T., & Chou, C. F. (2020). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-09-2019-0305>
- Wang, E. S. T., Tsai, B. K., Chen, T. L., & Chang, S. C. (2012). The influence of emotions displayed and personal selling on customer behaviour intention. In *Service Industries Journal*. <https://doi.org/10.1080/02642069.2010.545392>
- Wang, M. C. H., Jain, M., Cheng, J. M. S., & Aung, G. K. M. (2012). The purchasing impact of fan identification and sports sponsorship. *Marketing Intelligence and Planning*. <https://doi.org/10.1108/02634501211251052>
- Wang, Y., Hsiao, S. H., Yang, Z., & Hajli, N. (2016). The impact of sellers' social influence on the co-creation of innovation with customers and brand awareness in online communities. *Industrial Marketing Management*. <https://doi.org/10.1016/j.indmarman.2015.12.008>
- Widyakusuma putra, Y. I., & Manalu, N. V. (2020). TINGKAT PENGETAHUAN DENGAN PERILAKU WARGA DALAM MENJALANKAN PROTOKOL KESEHATAN DI MASA NEW NORMAL PANDEMI CORONA. *Coping: Community of Publishing in Nursing*. <https://doi.org/10.24843/coping.2020.v08.i04.p04>
- Wijayanti, L. (2020). DAMPAK KEBIJAKAN KENAIKAN IURAN BPJS TERHADAP PENGGUNA BPJS. *ISOQUANT : Jurnal Ekonomi, Manajemen Dan Akuntansi*. <https://doi.org/10.24269/iso.v4i1.318>
- Yang, S., & Ha, S. (2014). Brand knowledge transfer via sponsorship in the financial services industry. *Journal of Services Marketing*. <https://doi.org/10.1108/JSM-11-2013-0313>
- Zulfikar, R., & Mayvita, P. A. (2018). The Relationship of Perceived Value, Perceived Risk, and Level of Trust Towards Green Products of Fast Moving Consumer Goods Purchase Intention. *JEMA: Jurnal Ilmiah Bidang Akuntansi Dan Manajemen*. <https://doi.org/10.31106/jema.v15i2.838>