

DAFTAR PUSTAKA

Ahda, H. M., & Hidayah, N. (2021). *Jurnal Kepemimpinan dan Manajemen Keperawatan*, 4(2), 183-198.

Booms, B. H., & Bitner, M. J. (1981). Marketing Strategies and Organization Structures for Service Firms. Dalam J. H. Donnelly & W. R. George (Eds.), *Marketing of Services* (hlm. 47-51). Chicago, IL: American Marketing Association.

Constantinides, E. (2006). The marketing mix revisited: Towards the 21st century marketing. *Journal of Marketing Management*, 22(3-4), 407-438.

Dunlop Indonesia. (2024). *Dunlop Indonesia | Perawatan & Rekomendasi Ban*.

Fauzan, R., & Jayanti, A. (2020). *Jurnal BONANZA: Manajemen dan Bisnis*.

Kotler, P., & Keller, K. L. (2016). *Marketing Management* (15th ed.). Harlow: Pearson Education Limited.

Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education Limited

Kotler, P., & Keller, K. L. (2007). *Manajemen Pemasaran* (Edisi Keduabelas). Jakarta: Indeks.

Kumalasari, N. R. (2020). *Analisis Strategi Pemasaran*. Institut Agama Islam Negeri Ponorogo.

Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson Education Limited.

McCarthy, E. J. (1960). *Basic Marketing: A Managerial Approach*. New York: McGraw-Hill Inc.

Porter, M. E. (1985). *Competitive Advantage: Creating and Sustaining Superior Performance*. New York: Free Press

Pettinger, T. (2022). Factors Affecting Economic Development. *International Journal of Development Strategies in Humanities, Management and Social Sciences*, 12(2), 117-120.

Sulistiyawati, E. S., & Widayani, A. (2020). *Jurnal Pemasaran Kompetitif*, 4(1), 133-142.

Taroreh, H., et al. (2018). Pengaruh Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Mobil Daihatsu Grand Max Pick Up. *Jurnal Administrasi Bisnis*, 6(2).

Zebua, R. K. (2018). *Jurnal Ilmiah Manajemen dan Bisnis*, 1(1), 125-136.

Dharmesta, B. S., & Irawan. (2011). *Manajemen Pemasaran Modern*. Yogyakarta: Liberty.