

References

- Abiodun-Oyebanji, O. J. (2017). RESEARCH VARIABLES: TYPES, USES AND DEFINITION OF TERMS. In *Research in Education* (pp. 43-54). Ibadan: His Lineage Publishing House.
- Afendi, A., & Ghofur, A. (2021). Spiritual Well-Being and Religious Commitment in Explaining Customer Satisfaction and Loyalty in Sharia Banking. *Economica: Jurnal Ekonomi Islam–Volume 12, Nomor 1*, 97-118. doi:10.21580/economica.2021.12.1.6429
- Ajayi, V. O. (2017, September). *Primary Sources of Data and Secondary Sources of Data*. Retrieved from Research Gate: https://www.researchgate.net/publication/320010397_Primary_Sources_of_Data_and_Secondary_Sources_of_Data
- Alita, D., Putra, A. D., & Darwis, D. (2021). 2021 Analysis of Classic assumption test and multiple linear regression coefficient test for employee structural office recommendation. *IJCCS (Indonesian Journal of Computing and Cybernetics Systems) Vol. 15, No. 3.*, 295-306.
- Apuke, O. D. (2017, October). *Quantitative Research Methods : A Synopsis Approach*. Retrieved from Research Gate: https://www.researchgate.net/publication/320346875_Quantitative_Research_Methods_A_Synopsis_Approach
- Asiamah, N., Mensah, H. K., & Oteng-Abayie, E. F. (2017). General, Target, and Accessible Population: Demystifying the. *The Qualitative Report 2017 Volume 22, Number 6, How To Article 4, 1607-1622*, 1607-1621. doi:<https://doi.org/10.46743/2160-3715/2017.2674>
- Aspers, P., & Corte, U. (2019, February 29). *What is Qualitative in Qualitative Research*. Retrieved from Research Gate: https://www.researchgate.net/publication/331387557_What_is_Qualitative_in_Qualitative_Research
- Basrowi, Ali, J. H., & Suyanto, T. (2022). THE CUSTOMER LOYALTY RESEARCH TRENDS: BIBLIOMETRY. *National Conference on Applied Business, Education, & Technology (NCABET)* .
- Bochańczyk-Kupka, D. (2019). Intellectual property as intangible good. *EKONOMIA I PRAWO. ECONOMICS AND LAW* Volume 18, Issue 2, 123-131.
- BPS Provinsi Jawa Barat. (2022). *Provinsi Jawa Barat Dalam Angka 2022*. 99.

- Candiwan, & Wibisono, C. (2021). Analysis of the Influence of Website Quality to. *International Journal of Electronic Commerce Studies Vol.12, No.1*, 83-102. doi:10.7903/ijecs.1892
- Dudovskiy, J. (2018). Purposive sampling. In *The Ultimate Guide to Writing a Dissertation in Business Studies: A Step-by-Step Assistance*. research-methodology.net.
- Fadzali, F. (2021, April). *Research Gate*. Retrieved from Research Gate: https://www.researchgate.net/publication/351043540_Research_Methods
- Ghozali, I. (2016). Aplikasi Analisis Multivariete Dengan Program IBM SPSS 23 (Edisi 8). Cetakan ke VIII.
- Girsang, M. J., Candiwan, Hendayani, R., & Ganesan, Y. (2020). Can Information Security, Privacy and Satisfaction Influence the E-Commerce Consumer Trust? *2020 8th International Conference on Information and Communication Technology, ICoICT 2020*. doi:10.1109/ICoICT49345.2020.9166247
- Greenspan, R. (2019, February 20). *Time*. Retrieved from Time: <https://time.com/5523398/highest-grossing-marvel-movies/>
- Hayuningtyas, P. (2020). THE IMPACT OF MARKETING MIX ON CUNSUMER SATISFACTION AND . *Jurnal Bisnis dan Manajemen*, 83-103.
- Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence-Based Nursing*, 66-67. doi:Heale, R., & Twycross, A. (2015). Validity and reliability in quantitative studies. *Evidence Based Nursing*, 18(3), 66–67. doi:10.1136/eb-2015-102129
- Indrawati, Dayarani, T., & Amani, H. (2019). SMART SECURITY AND SAFETY INDEX MEASUREMENT: A CASE STUDY. *Humanities and Social Sciences Reviews*, 7(5), 141-149.
- Indrawati, P. (2015). Metode Penelitian Manajemen dan Bisnis : Konvergensi Teknologi Komunikasi dan Informasi. Bandung: Refika Aditama.
- International Financial Reporting Standards. (2023, June 4). *IAS 38 Intangible Assets*. Retrieved from IFRS Website: <https://www.ifrs.org/issued-standards/list-of-standards/ias-38-intangible-assets/#:~:text=Separable%20assets%20can%20be%20sold,films%2C%20copyrights%20and%20import%20quotas>
- Kabir, S. M. (2017). METHODS OF DATA COLLECTION. In S. M. Kabir, *BASIC GUIDELINES FOR RESEARCH: An Introductory Approach for All Disciplines Edition: First* (pp. 201-275). Chittagong: Book Zone Publication.

- Kirici, U., & Sisman, Y. (2019). THE DEFORMATION ANALYSIS USING HYPOTHESIS TESTS. *International Journal of Engineering and Geosciences (IJEG)*, Vol; 4, Issue; 2, pp. 088-093, June, 2019, 89-90.
- Kotler, P., & Armstrong, G. (2020). *Principles of Marketing, 16th Edition*. North Carolina: Pearson.
- Kotler, P., & Keller, K. L. (2021). *Marketing Management (16th ed.)*. Illinois: Pearson.
- Kowalczyk. (2016). *Research methodologies: Quantitative, qualitative, and mixed methods*. Retrieved from Study.com: <http://study.com/academy/lesson/researchmethodologies-quantitative-qualitative-mixed-method.html>
- Linda, P., John, K., & Vingilis, E. (2022). Analysis of secondary data: Considerations revisited.
- Mazhar, S. A. (2021). Methods of Data Collection: A Fundamental Tool of Research.
- Mellyzar, Lukman, I. R., Novita, N., & Idris, S. (2023). Optimalization of SPSS Mastery as a Support for Students' Thesis.
- Minh, N. V., & Huu, N. H. (2016). The Relationship between Service Quality, Customer Satisfaction and Customer Loyalty: An Investigation in Vietnamese Retail Banking Sector. 103-116.
- Moana-Filho, E. J., Alonso, A. A., Kapos, F. P., Salazar, V. L., Durand, S. H., Hodges, J. S., & Nixdorf, D. R. (2017). Multifactorial assessment of measurement errors affecting intraoral quantitative sensory testing reliability. 93-98.
- Motis, J. (2007). Mergers and Acquisitions Motives . 8.
- Mwita, K. (2022). Factors to consider when choosing data collection methods . *International Journal of Research in Business and Social Science*.
- Nasir, S., & Öcal, F. (2016). Film Marketing: The Impact of Publicity Activities on Demand Generation. In U. S. Panwar, R. Kumar, & N. Ray, *Handbook of Research on Promotional Strategies and Consumer Influence in the Service Sector* (pp. 324-341). Turkey: Business Science Reference (an imprint of IGI Global).
- Nino, A., Salome, S., & Pia, S. F. (2021). Does The Development of The Country Drive The Consumer.
- Okonkwo, C., & Augustine, A. E. (2018). Survey Data Collection (SDC) Method In Conflict Situations: Challenges And Prospects.

- Ong, A. K., Cleofas, M. A., Prasetyo, Y. T., Chuenyindee, T., Young, M. N., Diaz, J. F., . . . Redi, A. A. (2021). Consumer Behavior in Clothing Industry and Its Relationship with Open Innovation Dynamics during the COVID-19 Pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*.
- Pandoyo, & Sofyan, M. (2018). *Buku Metodologi Penelitian Keuangan dan Bisnis*. (IN MEDIA, Ed.)
- Pollack, D., & Sarteschi, C. (2022). Social Work Students Need to Use, Struggle With Primary Data.
- Pritjahjono, Jahroh, S., & Saptono, I. T. (2023). The Effect of Customer Loyalty in Digital Banking Services: Role Satisfaction Factor, Customer Experience and EWOM. *Indonesian Journal of Business and Entrepreneurship, Vol. 9 No. 1*, 129-140. doi:10.17358/ijbe.9.1.129
- Relacion, P. J. (n.d.). Qualitative Research Methods. In *Qualitative Research Methods DEFINITION OF QUALITATIVE RESEARCH* (p. 105). Retrieved from Academia: https://www.academia.edu/37017373/Qualitative_Research_Methods_DEFINITION_OF_QUALITATIVE_RESEARCH
- Robert, A., Wallace, W., & Moles, P. (2010). *Mergers and Acquisitions (2nd ed.)*. Edinburgh: Heriot-Watt University.
- Roederer, C. (2019). *Mapping the relationship between the Marvel*. Copenhagen: University of Copenhagen.
- Shukla, S. (2018, May). *VARIABLES, HYPOTHESES AND STAGES OF RESEARCH 1*. Retrieved from Research Gate: https://www.researchgate.net/publication/325127119_VARIABLES_HYPOTHESES_AND_STAGES_OF_RESEARCH_1
- Simangunsong, Sitompul, & Sadalia. (2018). The Effect of Marketing Mix on Loyalty Through Customer Satisfaction in PT. Merck Tbk Cabang Medan.
- Sugiyono. (2016). In P. D. Sugiyono, *Metode Penelitian Kuantitatif, Kualitatif dan R & D* (p. 16). Bandung: AFLABETA BANDUNG.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. 130.
- Tarigan, Yenewan, & Natalia. (2017). *Merger & Akuisisi: Perspektif Strategis dan Kondisi Indonesia*. Yogyakarta: Ekuilibria.
- The Numbers. (2023, February 6). *Box Office History for Marvel Cinematic Universe Movies*. Retrieved from The Numbers: https://www.the-numbers.com/movies/franchise/Marvel-Cinematic-Universe#tab=summary&franchise_movies_overview=od5

- The Numbers. (n.d.). *The Numbers*. Retrieved from The Numbers: <https://www.the-numbers.com/movies/franchises>
- Vijay, D. D., & Ravichandran, D. K. (2019). CONSUMER BEHAVIOUR IN TOURISM. *EPRA International Journal of Multidisciplinary Research (IJMR) Peer Reviewed Journal*, 114.
- Walt Disney. (2009, August 31). *Disney To Acquire Marvel Entertainment*. Retrieved from The Walt Disney Company: <https://thewaltdisneycompany.com/disney-to-acquire-marvel-entertainment/>
- Willie, M. M. (2022). Differentiating Between Population and Target Population in Research Studies. *International Journal of Medical Science and Clinical Research Studies*, 521-523.
- World Trade Organization. (2023, June 4). *What are intellectual property rights?* Retrieved from World Trade Organization Website: https://www.wto.org/english/tratop_e/trips_e/intell_e.htm#:~:text=Intellectual%20property%20rights%20are%20the,a%20certain%20period%20of%20time
- Zheng, X., Feng, Y., & Chen, H. (2022). Analysis of each components of glass samples based on the Spearman correlation coefficient model. *Vol. 22 (2022): 2022 International Conference on Mathematical Modeling and Machine Learning (MMML 2022)*, 243.