

DAFTAR PUSTAKA

- [1] T. d. Diana, "Pemasaran," 2016.
- [2] S. L. d. J. E. Workman, "Compulsive buying and branding phenomena," 2015.
- [3] Rahman, "The Role of Brand Image in Mediating Customer Perceived Value on Loyalty," p. 2020.
- [4] Human Resources Lorin Group Solo, "Company Profile," 2022.
- [5] P. & Malthouse, "Fifth Generation IMC: Expanding the scope to Profit, People, and the Planet," 2024.
- [6] P. & Kotler, "Marketing management," 2003.
- [7] C. & Smith, "Digital Marketing Excellence: Planning, optimizing and integrating online marketing," 2017.
- [8] R. Setyowati, "Laporan Tugas Akhir," 2024.