

DAFTAR PUSTAKA

- Aaker, D. A. (2021). *Building strong brands*. New York: Free Press.
- Aisyah, M. (2022). Strategi penetapan harga pada produk inovatif dan pengaruhnya terhadap keputusan pembelian. *Jurnal Ilmu Ekonomi dan Bisnis*, 25(2), 57-65.
- Alam, S. S., & Khan, M. Z. R. (2020). Impact of innovation on customer satisfaction and brand loyalty: A study of the automobile industry. *Journal of Business and Social Review in Emerging Economies*, 6(3), 1061–1072.
- Alma, B. H. (2018). *Manajemen pemasaran dan pemasaran jasa*. Alfabeta.
- Angkat, P. B. (2023). *Analisis pengaruh product knowledge, emotional marketing, dan perceived value terhadap minat beli Scarlett Whitening (Studi Mahasiswi FEBI UIN Ar-Raniry Banda Aceh)*.
- Arikunto, S. (2017). *Pengembangan instrumen penelitian dan penilaian program*. Pustaka Pelajar.
- Assauri, S. (2018). *Manajemen pemasaran (Dasar, konsep & strategi)*. PT. Raja Grafindo Persada.
- Astuti, S. W., Lukitaningsih, A., & Cahya, A. D. (2024). *Pengaruh perceived value dan inovasi produk terhadap keputusan pembelian melalui minat beli pada produk Skintific di Yogyakarta*. *Jurnal Manajemen Terapan dan Keuangan (Mankeu)*, 13(3), 845.
- Cahyani, A. F. D. (2024). *Pengaruh inovasi produk, promosi, dan harga terhadap minat beli masyarakat di Pahlawan Religi Center (PRC) Kota Madiun*.
- Chen, C. F., et al. (2016). The influence of brand image on customer satisfaction and loyalty: An empirical study in the automotive industry. *Journal of Business Research*, 69(1), 234-245.
- Chen, C. H., Wu, H., & Li, W. (2021). Brand image and consumer behavior: A meta-analysis. *Journal of Business Research*, 123, 324–333.
- Chinomona, R. (2020). *The Influence of Emotional Brand Attachment on Brand Loyalty and Purchase Intention in the Automotive Industry*. *Journal of Business and Retail Management Research*, 14(3), 35–47. <https://doi.org/10.24052/JBRMR/V14IS03/ART-04>
- J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches* (4th ed.). SAGE Publications.



- Dewi, R. (2021). Pengaruh citra merek terhadap keputusan pembelian: Studi kasus pada industri otomotif. *Jurnal Manajemen dan Bisnis*, 10(2), 150-165.
- Dewi, R., & Santoso, B. (2019). Pengaruh penetapan harga terhadap keputusan pembelian sepeda motor matic. *Jurnal Ekonomi dan Bisnis*, 10(3), 34-45.
- Dewi, S. (2019). The influence of brand image on purchase decision: A study on urban consumers. *Journal of Marketing Science*, 10(2), 211–229.
- Eksananda, A. A., & Indarwati, T. A. (2022). *Pengaruh inovasi produk dan citra merek terhadap niat beli produk Scarlett Whitening*. Jurnal Ilmu Manajemen, 10(1). Universitas Negeri Surabaya.
- Fajar, A., Purmono, B. B., Afifah, N., Barkah, & Marumpe, D. P. (2024). *Effect of product innovation on purchase decisions mediated by brand image at PT Pegadaian*. Jurnal Ekonomi, 13(1). <https://doi.org/10.54209/ekonomi.v13i01>
- Fitriana, R. (2021). Pengaruh Citra Merek terhadap Minat Beli Produk Fashion Online. *Jurnal Ilmu Manajemen*, 19(1), 45–56.
- Fitrianti, D., Halik, A., & Budiarti, E. (2025). *The influence of brand image, product innovation, and social media marketing activity on repurchase decision through customer satisfaction as an intervening variable at Mixue in Bojonegoro*. International Journal of Social Research, (P-ISSN: 2827-9832, E-ISSN: 2828-335X). <http://ijsr.internationaljournalabs.com/index.php/ijsr>
- Ganesan, S., et al. (2020). "Product Innovation and Consumer Purchase Intentions: A Study in the Automotive Industry." *Journal of Product Innovation Management*, 37(3), 289-305.
- Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program IBM SPSS 23* (Edisi ke-8). Badan Penerbit Universitas Diponegoro.
- Hidayati, S., & Nurlaili, N. (2020). Pengaruh penetapan harga terhadap keputusan pembelian produk kecantikan di marketplace. *Jurnal Manajemen Pemasaran*, 30(2), 48-56.
- Holbrook, M. B., & Hirschman, E. C. (2018). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 5(2), 132–140.



M., Dwivedi, Y. K., Rana, N. P., & Simintiras, A. (2021). Consumer adoption of innovation: A meta-analysis. *Journal of Business Research*, 32, 648–664. <https://doi.org/10.1016/j.jbusres.2020.10.065>

- Ilmiah, I., & Wardhani, N. I. K. (2024). *The effect of product innovation and brand image on purchase intention of Citra hand and body products in Surabaya*. *Advances in Business and Management*, (E-ISSN: 2597-8888, P-ISSN: 2598-1072). Retrieved from <https://ejournal.itbwigalumajang.ac.id/index.php/adv>
- Indriyani, T. W., Purwanti, I., Sawabi, S., & Lailyningsih, D. R. N. (2021). Kualitas layanan, inovasi produk, dan harga terhadap keputusan pembelian di masa pandemi Covid-19 (Studi pada konsumen Dapur Kopi Lamongan). *Jurnal Media Komunikasi Ilmu Ekonomi*.
- Javed, S., & Wu, M. (2021). *Does emotional value influence purchase intention for utilitarian products?* *Journal of Retailing and Consumer Services*, 59, 102397. <https://doi.org/10.1016/j.jretconser.2020.102397>
- Kapferer, J. N. (2022). *The New Strategic Brand Management: Advanced Insights and Strategic Thinking* (6th ed.). Kogan Page.
- Keller, K. L. (2020). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th ed.). Pearson Education.
- Kim, H., & Choe, J. Y. (2023). *The Role of Emotional Value in Consumer Luxury Goods Purchase Intention*. *International Journal of Consumer Studies*, 47(2), 279–291. <https://doi.org/10.1111/ijcs.12770>
- Kim, J., et al. (2017). Product innovation and consumer response: A study on automotive technology. *Marketing Science*, 36(3), 401-419.
- Kotler, P., & Armstrong, G. (2018). *Dasar-dasar pemasaran* (Jilid 1, Edisi ke-9). Erlangga.
- Kotler, P., & Keller, K. L. (2020). *Marketing management* (16th ed.). Boston: Pearson.
- Kurniawan, A., & Pratiwi, R. A. (2022). Inovasi produk dan dampaknya terhadap minat beli kendaraan ramah lingkungan. *Jurnal Ilmu Manajemen Terapan*, 5(2), 134–145.
- Kurniawan, F. (2020). Peran penetapan harga terhadap keputusan pembelian konsumen di marketplace. *Jurnal Pemasaran dan Bisnis*, 18(2), 22-34.
- Kusuma, R. B. (2019). *The influence of product innovation and autobiographical memory toward purchase intention that impact on Converse sneakers customer loyalty*.
- & Lee, J. (2018). Product innovation and purchase intention: The role of perceived value and customer satisfaction. *Journal of Product Innovation Management*, 35(4), 512-528.



- Lee, J., Suh, Y., & Kim, S. (2020). Emotional value and consumer purchase intentions: Exploring the role of brand attachment. *Journal of Retailing and Consumer Services*, 54, 101-112.
- Lee, K., Shim, E., Kim, J., & Nam, H. (2021). *The influence of product innovation messages on the intention to purchase incumbent products*. *Journal of Innovation & Knowledge*, 50, 154–166. <https://www.journals.elsevier.com/journal-of-innovation-and-knowledge>
- Lee, S., & Chen, P. T. (2020). *Understanding the Relationship between Emotional Value and Consumer Loyalty in Lifestyle Products*. *Asia Pacific Journal of Marketing and Logistics*, 32(3), 781–799. <https://doi.org/10.1108/APJML-10-2019-0589>
- Lestari, P. N., Wibowo, A. S., & Purnomo, A. (2020). The effect of brand image on consumer loyalty and purchasing decisions. *Journal of Marketing Research*, 42(3), 52-63.
- Li, H., Wang, Y., & Xie, Y. (2021). *Emotional Value and Purchase Intention of Luxury Fashion Goods in China: Mediating Role of Brand Attachment*. *Journal of Retailing and Consumer Services*, 62, 102600. <https://doi.org/10.1016/j.jretconser.2021.102600>
- Liu, H., & Li, S. (2019). The influence of product innovation on consumer purchase decisions: A study of online retailers. *Journal of Marketing Research*, 32(4), 25-37.
- Mahdi, A. A., & Chavosh, M. (2020). Brand image and its impact on consumer buying behavior: Evidence from the MENA region. *Journal of Consumer Behavior*, 45(3), 12–23.
- Maheswari, I., & Pudjoprastyono, H. (2024). Pengaruh citra merek dan inovasi produk terhadap minat beli ulang produk Roma di Kabupaten Sidoarjo. *Jurnal Ilmiah Universitas Batanghari Jambi*, 24(3), 2950–2953. <https://doi.org/10.33087/jiubj.v24i3.5726>
- Marbun, F., Alfifto, A., & Nasution, A. M. U. (2025). *Pengaruh citra merek, kualitas produk, dan emotional response terhadap minat beli sepatu merek Converse (Studi kasus pada masyarakat Kelurahan Padang Bulan)*. *INNOVATIVE: Journal of Social Science Research*, 5(2), 617–628. <https://j-innovative.org/index.php/Innovative>



M. M., & Bonetti, E. (2019). Consumer-brand relationships in the era of social media: The Vespa case. *Marketing Intelligence & Planning*, 37(4), 421-437.

- Monroe, K. B. (2020). *Pricing: Making profitable decisions*. McGraw-Hill Education.
- Muniz, A. M., & O'Guinn, T. C. (2001). *Brand Community*. *Journal of Consumer Research*, 27(4), 412–432. <https://doi.org/10.1086/319618>
- Narang, R. (2022). *Impact of Vehicle Comfort on Emotional Experience: A Study on Two-Wheeler Consumers in India*. *International Journal of Consumer Studies*, 46(4), 909–919. <https://doi.org/10.1111/ijcs.12710>
- Nguyen, N., Leclerc, A., & LeBlanc, G. (2021). *The Role of Ergonomics in Consumer Experience and Brand Value in the Automotive Industry*. *Journal of Product & Brand Management*, 30(2), 212–223. <https://doi.org/10.1108/JPBM-02-2020-2752>
- Piaggio. (2022). *Piaggio Annual Report 2022*. Retrieved from <https://www.piaggiogroup.com>
- Pramudya, H., & Wicaksono, B. (2022). Brand Image dan Minat Beli Konsumen Smartphone Xiaomi. *Jurnal Riset Pemasaran*, 14(2), 122–131.
- Prasetyo, A. B., & Hidayat, A. (2022). The role of brand image in consumer purchasing decisions in the motorcycle market. *Journal of Consumer Research*, 15(2), 50-62.
- Putri, D. P., & Nugraha, M. A. (2021). Inovasi produk dan pengaruhnya terhadap minat beli konsumen pada industri otomotif. *Jurnal Administrasi Bisnis*, 10(1), 23–32.
- Rahmawati, F., & Sari, M. P. (2020). Analisis pengaruh inovasi dan harga terhadap keputusan pembelian motor premium. *Jurnal Ilmu Ekonomi dan Bisnis*, 8(2), 98–107.
- Rasyid, S. A. (2024). *Pengaruh inovasi, harga, dan citra merek terhadap minat beli kamera merek Sony (Studi kasus pada konsumen Toko Central Foto Medan)*.
- Saeednia, H., & Valahzaghari, M. (2022). *Emotional Value and Purchase Intention in Lifestyle Brands: The Mediating Role of Brand Attachment*. *Journal of Strategic Marketing*, 30(6), 453–468. <https://doi.org/10.1080/0965254X.2021.1901691>
- Sandler, M. (2018). *Iconic Design: The Story of Vespa*. New York: Harper Design.
- Sanjaya, A. A. N. T., & Setiobudi, A. (2022). *Pengaruh inovasi produk, citra merek, dan word of mouth (WOM) terhadap minat beli kerupuk kulit babi entah Taksu Snack di Surabaya*. *PERFORMA: Jurnal Manajemen dan Start-Up Bisnis*, 7(4).



- Schmitt, B. (2020). *Experiential marketing: How to get customers to sense, feel, think, act, and relate to your company and brands*. New York: Wiley.
- Setyawan, B., & Kurniawati, M. (2021). The effect of product innovation on purchasing decisions in the automotive industry. *Journal of Business Innovation*, 9(1), 21-30.
- Setyawati, N. M. S., & Safitri, D. W. (2022). Pengaruh inovasi produk dan kesadaran merek terhadap keputusan pembelian. *Jurnal Ilmiah Manajemen Bisnis*, 29–35.
- Sheth, J. N., Newman, B. I., & Gross, B. L. (1991). *Why We Buy What We Buy: A Theory of Consumption Values*. *Journal of Business Research*, 22(2), 159–170. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- Sinurat, E. S. M., Lumanauw, B., & Roring, F. (2017). *Pengaruh inovasi produk, harga, citra merek dan kualitas pelayanan terhadap loyalitas pelanggan mobil Suzuki Ertiga*. Jurnal (ISSN 2303-1174).
- Sualang, B. J. M., Soepeno, D., & Poluan, J. G. (2024). *Pengaruh inovasi produk, word of mouth, dan citra merek terhadap minat beli pelanggan pada UMKM: Studi kasus Cousin Coffee di Kota Tomohon*. Jurnal Ekonomi dan Bisnis, (ISSN 2303-1174).
- Sugiyono. (2018). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Alfabeta.
- Suh, Y., & Lee, J. (2019). Consumer perception of brand innovation and its impact on brand loyalty. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 432-447.
- Suryani, A., & Rachmawati, N. (2021). Pengaruh Brand Image terhadap Minat Beli Konsumen pada Produk Elektronik. *Jurnal Ekonomi dan Bisnis Digital*, 2(2), 30–39.
- Susanti, N. (2019). Emotional value sebagai penentu loyalitas konsumen: Studi kasus pada pasar kendaraan premium. *Jurnal Ekonomi dan Bisnis*, 8(3), 220-238.
- Tjiptono, F. (2017). *Strategi pemasaran* (Edisi ke-4). Andi.
- Trott, P. (2020). *Innovation management and new product development* (7th ed.). Pearson.
- T., & Eppinger, S. D. (2020). *Product Design and Development* (7th ed.). McGraw-Hill Education.



- Utami, S., & Indrawan, R. (2020). Analisis Pengaruh Brand Image terhadap Minat Beli Konsumen pada Produk Kopi. *Jurnal Ilmu dan Riset Manajemen*, 9(5), 1–15.
- Wicaksono, F. (2021). Citra merek, kepuasan konsumen dan keputusan pembelian: Studi kasus pada pengguna produk elektronik di Indonesia. *Jurnal Riset Ekonomi*, 22(4), 30-43.
- Widiastuti, R. (2018). "The Impact of Product Innovation on Consumer Purchase Intentions." *Journal of Business and Retail Management Research*, 12(3), 45-56.
- Yuliana, E., Santoso, D., & Hartono, R. (2021). Preferensi lokal dan pengaruhnya terhadap efektivitas inovasi produk: Studi kasus sepeda motor matic. *Jurnal Riset Pemasaran*, 13(1), 75–83.
- Zeithaml, V. A. (1988). Consumer perceptions of price, quality, and value: A means-end model and synthesis of evidence. *Journal of Marketing*, 52(3), 2–22. <https://doi.org/10.2307/1251446>
- Zhang, J., Li, Y., & Chen, H. (2019). Technological innovation in the global automotive industry: Past trends and future directions. *Journal of Industrial Engineering and Management*, 13(2), 345-360.

