

DAFTAR PUSTAKA

- Asia, I. (2017). Retrieved from <https://www.javafx.co.id/> Cahyani. (2016). *Pengertian Brandawareness*.
- Energies, S. (2017). Retrieved from <https://www.javafx.co.id/> Financial. (n.d). Retrieved from hpfinancials.co.id
- Forex. (2017). Retrieved from <https://www.javafx.co.id/> Investor, J. (2021). Retrieved from ksei.co.id
- <https://www.ceicdata.com/id/indicator/indonesia/retail-sales-growth>
- Keuangan, O. J. (2015). Retrieved from <https://www.ojk.go.id/id/kanal/edukasi-dan-perlindungan-konsumen/Pages/literasi-keuangan.aspx>
- Koortler. (2005). *Pengertian Brand Awareness*. Laksana. (2019). *Pengertian Marketing*.
- Metals, S. (2017). Retrieved from <https://www.javafx.co.id/>
- Pangestika. (2018). *Brand Awareness*.
- Platform, S. M. (2019). Retrieved from Websindo Sánchez-Franco. (2014). *Pengertian Brand Awareness*. Sunyoto. (2019). *Pengertian Marketing*.
- Swasta. (2015). *Pengertian Brand Awareness*. Tandelilin. (2015). *Jasa Keuangan*.
- Terry. (2012). *Pengertian Manajemen*.
- www.ceicdata.com. (2021). *Indonesia Pertumbuhan Penjualan Ritel*. Retrieved from <https://www.ceicdata.com/>:

U I M N
U N I V E R S I T A S
M U L T I M E D I A
N U S A N T A R A