

DAFTAR PUSTAKA

- Aji, Fernadi H. "Analisa Pengaruh Brand Identity Terhadap Brand Awareness Dan Brand Satisfaction Brotherwood Decoration Surabaya." *Jurnal Strategi Pemasaran*, vol. 3, no. 1, 2015, pp. 1-10. [Analisa Pengaruh Brand Identity Terhadap Brand Awareness Dan Brand Satisfaction Brotherwood Decoration Surabaya - Neliti](#)
- Dyandra Promosindo. (2024, Maret 4). Catat Lebih dari 13.000 Buyers, IFEX Hadirkan Harapan Positif Bagi Pertumbuhan Ekonomi. <https://www.dyandra.com/news/detail/catat-lebih-dari-13000-buyers-ifex-hadirkan-harapan-positif-bagi-pertumbuhan-ekonomi>
- Fill, C. (2013). *Marketing Communications: Brands, Experiences and Participation (6th Edition)*. Pearson.
- Indonesia International Motor Show. (2024). IIMS. <https://indonesianmotorshow.com/>
- Indonesia International Furniture Expo. (2024). IFEX. <https://ifexindonesia.com/>
- Indonesia Potroleum Association Convention & Exhibition. (2024). IPA CONVEX. [Home | IPA CONVEX](#)
- Kotler, P. (2016). *Marketing Management (15th Edition)*. Pearson.
- Kemp Simon (2023, Februari 9). Digital 2023: Indonesia <https://datareportal.com/reports/digital-2023-indonesia>
- Lomholt, Steen & Jorgensen, Peter & Jensen, Jorn. (2002). Side scan sonar undersogelse. Nordoyatunnilin.
- Weinstein, A. Building and evaluating a customer value blog. *J Market Anal* **11**, 551–557 (2023). <https://doi.org/10.1057/s41270-023-00229-3>