

BIBLIOGRAPHY

- Aaker, D. (2011). *Brand Relevance: Making Competitors Irrelevant*. . Jossey Bas.
- Aaker, D. A. (2008). *Managing Brand Equity: Capitalizing on the value of a brand name*. The Free Press.
- Aaker, D. A. (2009). *Strategic Market Management* (4th ed.). John Wiley and Sons Inc.
- Agmeka, F., Wathoni, R. N., & Santoso, A. S. (2019). The influence of discount framing towards brand reputation and brand image on purchase intention and actual behaviour in e-commerce. *Procedia Computer Science*, 161, 851–858. <https://doi.org/10.1016/j.procs.2019.11.192>
- Aim, Muzaqqi., Achmad, Fauzi., & Imam Suyadi. (2016). pengaruh Kesadaran Merek, Kesan Kualitas, Asosiasi Merek Dan Loyalitas Merek Terhadap Ekuitas Merek (Survei Pada Konsumen Pembeli Dan Pengguna Produk Sari Apel Siplah Di Perumahan Saxophone Kecamatan Lowokwaru Kota Malang). *Urnal Administrasi Bisnis SI Universitas Brawijaya*, 31(1), 26–34.
- Alexander, M., & Jaakkola, E. (2016). *Role conflict in co-created service encounters: new perspectives on old problems View project Productizing Services View project Customer Engagement Behaviours and Value Co-creation*. <https://www.researchgate.net/publication/299645432>
- Alhaddad, A. A. (2015). Perceived Quality , Brand Image and Brand Trust as Determinants of Brand Loyalty. *Journal of Research in Business and Management*, 3, 1–8.
- Alma, Buchori. (2012). *Manajemen Pemasaran dan Pemasaran Jasa*. CV. Alfabeta.
- Amed, I., Breg, A., Balchandani, A., Hedrich, S., Rolkens, F., Young, R., Jensen, J. E., & Peng, A. (2021). *The State of Fashion 2021*.
- Amirullah. (2002). *Consumer Behaviour* (1st ed., Vol. 1). Graha Ilmu.
- Aprilliani, M. (2020, October 4). H&M Tutup 250 Toko Akibat Dampak Pandemi Covid-19. *Berita DIY*.
- Arikunto, S. (2010). *Prosedur Penelitian Suatu Pendekatan Praktik*. Rineka Cipta.
- Asshidin, N. H. N., Abidin, N., & Borhan, H. B. (2016). Perceived Quality and Emotional Value that Influence Consumer's Purchase Intention towards American and Local Products. *Procedia Economics and Finance*, 35, 639–643. [https://doi.org/10.1016/s2212-5671\(16\)00078-2](https://doi.org/10.1016/s2212-5671(16)00078-2)
- Aziz, Y. A., & Chok, N. V. (2013). The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. *Journal of International Food and Agribusiness Marketing*, 25(1), 1–23. <https://doi.org/10.1080/08974438.2013.723997>
- Berg, A., & Amed, I. (2017). *The State of Fashion 2017*.

- Bian, X., & Moutinho, L. (2011). The role of brand image, product involvement, and knowledge in explaining consumer purchase behaviour of counterfeits: Direct and indirect effects. *European Journal of Marketing*, 45(1/2), 191–216.
- Bimantari, C. (2019). The Effect of Brand Awareness, Perceived Quality, and Brand Attitude Toward Purchase Intention of Biscuit Oreo in Surabaya. *Journal of Business & Banking*, 8(2), 195. <https://doi.org/10.14414/jbb.v8i2.1548>
- Bintang, T. (2020, February 21). H&M Membuka Gerai Pertama Di Semarang . *Aura*.
- Buchori, A., & Harwani, Y. (2021a). The The Effect of Service Quality and Promotion on Purchase Intention Mediated by Trust (Case Study: PT China Taiping Insurance Indonesia). *European Journal of Business and Management Research*, 6(2), 44–47. <https://doi.org/10.24018/ejbmr.2021.6.2.764>
- Buchori, A., & Harwani, Y. (2021b). The The Effect of Service Quality and Promotion on Purchase Intention Mediated by Trust (Case Study: PT China Taiping Insurance Indonesia). *European Journal of Business and Management Research*, 6(2), 44–47. <https://doi.org/10.24018/ejbmr.2021.6.2.764>
- Büyükdag, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>
- Chan, A. W. Y., Ko, E. H. T., Ho, E. M. Y., Chiu, D. K. W., & Chan, E. Y. L. (2015). Information seeking behaviour and purchasing decision: case study in digital cameras. *EAI Endorsed Transactions on Industrial Networks and Intelligent Systems*, 2(3), e3. <https://doi.org/10.4108/inis.2.3.e3>
- Chao, R., & Liao, P. (2016). The Impact of Brand Image and Discounted Price on Purchase Intention in Outlet Mall: Consumer Attitude as Mediator. *Semantic Scholar*, 12(2).
- Crosno, J. L., Freling, T. H., & Skinner, S. J. (2009). Does brand social power mean market might? exploring the influence of brand social power on brand evaluations. *Psychology and Marketing*, 26(2), 91–121. <https://doi.org/10.1002/mar.20263>
- Das, G. (2015). Linkages between self-congruity, brand familiarity, perceived quality and purchase intention: A study of fashion retail brands. *Research Gate*, 6(3), 180–193.
- Desmet, P., & Pohlmeier, Anna. (2013). Positive Design An Introduction to Design for Subjective Well-Being. *International Journal of Deisgn*, 7(3).
- Dhania, R., & Hardian, H. (2020). Analisis Pengaruh Perilaku Konsumen dan Periklanan Terhadap Keputusan Pembelian Mobil Suzuki Ertiga di Sumatera Barat pada PT. Elang Perkasa Motor. *Target : Jurnal Manajemen Bisnis*, 2(2), 217–226. <https://doi.org/10.30812/target.v2i2.969>
- Dhiman, R., Chand, P. K., & Gupta, S. (2018). Behavioural Aspects Influencing Decision to Purchase Apparels amongst Young Indian Consumers. *FIIIB Business Review*, 7(3), 188–200. <https://doi.org/10.1177/2319714518790308>

- Diana Purnamasari, dan, Raya Jl Raya Perjuangan, J., Mulya, M., Utara, B., & Barat, J. (2018). Harga dan Intensi Pembelian In *Jurnal STEI Ekonomi* (Vol. 27, Issue 01).
- Djarmiko, T., & Pradana, R. (2016). Brand Image and Product Price; Its Impact for Samsung Smartphone Purchasing Decision. *Procedia - Social and Behavioral Sciences*, 219, 221–227. <https://doi.org/10.1016/J.SBSPRO.2016.05.009>
- Edward, & Ruslim, T. S. (n.d.). *PENGARUH PERCEIVED QUALITY, BRAND IMAGE, BRAND TRUST TERHADAP PURCHASE INTENTION PRODUK MILO*. <http://www.topbrand-award.com>
- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/J.CHB.2016.03.003>
- F. Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121.
- Feng-Wu, J., & Chang, Y. P. (2016). Multichannel integration quality, online perceived value and online purchase intention: A perspective of land-based retailers. *Internet Research*, 26(5), 1228–1248.
- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro Semarang.
- Ferdinand, Agusty. (2006). *Metode Penelitian Manajemen: Pedoman Penelitian untuk skripsi, Tesis dan Disertai Ilmu Manajemen*. Universitas Diponegoro.
- Ferrinadewi, Erna. (2008). *Merek & Psikologi Konsumen Implikasi pada Strategi Pemasaran* (1st ed.). Graha Ilmu.
- Frączek, B., Plutecka, K., Matuła, A. G., & Czyż, A. (2021). Consumer buying behavior, sense of security and basic economic knowledge among young consumers with ASD-Asperger syndrome: an exploratory study. *Emerald Insight*, 22, 578–596.
- Gaden Jensen, C., Vangkilde, S., Frokjaer, V., Hasselbalch, S. G., & note, A. (n.d.). *Mindfulness-training Affects Attention-Or is it Attentional Effort?*
- Gary, A., & Philip, K. (2017). *Principle of Marketing* (17th ed.).
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro. .
- Ghozali, Imam. (2008). *Structural Equation Modelling* (2nd ed.). Universitas Diponegoro Semarang.
- Ghozali, Imam. (2014). *Aplikasi analisis Multivariate dengan Program SPSS*. . Badan Penerbit UNDIP.
- Gulzar, A., Anwar, A., Sohail, F. bin, & Akram, S. N. (2011). Impact of brand image, trust, and affect on consumer brand extension attitude: The mediating role of brand loyalty IMPACT OF BRAND IMAGE, TRUST AND AFFECT ON CONSUMER BRAND EXTENSION ATTITUDE: THE MEDIATING ROLE

- OF BRAND LOYALTY. In *International Journal of Economics and Management Sciences* (Vol. 1, Issue 5). www.managementjournals.org
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, *109*, 101–110. <https://doi.org/10.1016/J.JBUSRES.2019.11.069>
- Hanaysha, J. R. (2018). An examination of the factors affecting consumer's purchase decision in the Malaysian retail market. *PSU Research Review*, *2*(1), 7–23. <https://doi.org/10.1108/PRR-08-2017-0034>
- Hartono, Markus., & Tan, K. C. (2011). The Role of Kansei Engineering in Influencing Overall Satisfaction and Behavioral Intention in Service Encounters. *The Journal of Philippines Institute of Industrial Engineers (PIIE)*, *8*(1), 14–23.
- Haryono, Siswoyo. (2017). *Metode SEM untuk Penelitian Manajemen, AMOSS, LISREL PLS*. Luxima Metro Media.
- Herstein, Ram., & Zvilling, Moti. (2011). Brand management perspectives in the twenty-first century. *Qualitative Market Research*, *14*(2), 188–206.
- Hewer, P., Brownlie, D., & Kerrigan, F. (2013). 'The exploding plastic inevitable': 'Branding being', brand Warhol & the factory years. *Scandinavian Journal of Management*, *29*(2), 184–193. <https://doi.org/10.1016/J.SCAMAN.2013.03.004>
- Hidayatullah, M. F., Wadud, M., & Roswaty, R. (2020). Pengaruh Promosi dan Inovasi Produk terhadap Keputusan Pembelian Mobil Toyota Avanza (Studi Kasus di Auto 2000 Veteran Palembang). *Jurnal Nasional Manajemen Pemasaran & SDM*, *1*(2), 19–31. <https://doi.org/10.47747/jnmpsdm.v1i2.126>
- Hojin, L., Yoon, J., Youngshin, K., Hyung-Min, C., & Sunny, H. (n.d.). *Consumers' prestige-seeking behavior in premium food markets: Application of the theory of the leisure class*.
- Hsin Chang, H., & Wen Chen, S. (2008). The impact of online store environment cues on purchase intention: Trust and perceived risk as a mediator. *Online Information Review*, *32*(6), 818–846.
- Hulu, P., Ruswanti, E., & Hapsari, N. P. (2018). *Influence of Product Quality, Promotion, Brand Image, Consumer Trust towards Purchase Intention (Study Case on Pocari Sweat Isotonic Drink)*. *20*, 55–61. <https://doi.org/10.9790/487X-2008015561>
- Idayatul, R. (2021, November 29). H&M Buka Gerai di Pollux Mall Paragon Semarang. *Tribun Jateng*.
- Inovasi Manajemen Bisnis dan Akuntansi, S., Intan Chrismaya, B., & Ayu Fatmala, I. (2021). *SIMBA SEMINAR INOVASI MANAJEMEN BISNIS DAN AKUNTANSI 3 FAKTOR-FAKTOR YANG MEMPENGARUHI KEPUTUSAN PEMBELIAN (Studi Kasus Pada UMKM Sepatu Kulit Toko FIGHA Magetan)*.
- Jara, M., & Cliquet, G. (2012). Retail brand equity: Conceptualization and measurement. *Journal of Retailing and Consumer Services*, *19*(1), 140–149. <https://doi.org/10.1016/j.jretconser.2011.11.003>
- Joreskog, K. G., & Sorbom, D. (1984). *Advances in factor analysis and structural equation models*. Rowman & Littlefield Publishers.

- Jyoti Gogoi, B. (2020). CHANGING CONSUMER PREFERENCES: FACTORS INFLUENCING CHOICE OF FAST FOOD OUTLET. In *Academy of Marketing Studies Journal* (Vol. 24, Issue 1).
- Keller, K. L. (2002). *Conceptualizing, Measuring, and Managing Customer-Based Brand Equity* (57th ed.).
- Keller, K. Lane. (2003). *Brand Management: Building, Measuring, and Managing Brand Equity*. Prentice Hall.
- Kenny, K., & Erdiansyah, Rezi. (2021). Pengaruh Brand Awareness, Perceived Quality dan Consumer Attitude terhadap Purchase Intention Produk Skin Care Telaah pada Konsumen Pria di Indonesia. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(4), 431.
- Kim, N., Chun, E., & Ko, E. (2017). Country of origin effects on brand image, brand evaluation, and purchase intention: A closer look at Seoul, New York, and Paris fashion collection. *Emerald Insight*, 34(2), 254–271.
- Komang, I., Ardiawan, F., Made, N., & Kusumadewi, W. (2015). PERAN FAKTOR DEMOGRAFI DALAM MEMODERASI PENGARUH GAYA HIDUP TERHADAP NIAT BELI BUAH SEGAR PADA MOENA FRESH BALI DI KOTA DENPASAR. 4(11), 3592–3618. www.moenafreshbali.com
- Koo, D. M., & Ju, S. H. (2010). The interactional effects of atmospherics and perceptual curiosity on emotions and online shopping intention. *Computers in Human Behavior*, 26(3), 377–388. <https://doi.org/10.1016/J.CHB.2009.11.009>
- Kotler, P., & Armstrong, G. (2012). *Principles of Marketing* (14th ed.). Pearson Education Limited .
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (15th ed.). Pearson.
- Kotler, P., & Gary, A. (2008). *Prinsip-prinsip Pemasaran* (Vol. 1). Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Manajemen Pemasaran* (1st ed., Vol. 1). Erlangga.
- Kotler, Philip., & Kevin Lane Keller. (2016). *Marketing Management: Vol.* (15th ed.). Pearson Pretice Hall, Inc. .
- Kusuma, A. I., Haribowo, P., & Prasetya, B. (2020). *The Influence of Promotion, Product Innovation, and Product Knowledge on Purchase Intention to Bakpia Jenang Product at CV Mubarokfood Cipta Delicia Kudus* (Vol. 21). <https://jurnal.polines.ac.id/index.php/admisi>
- Kuswibowo (Politeknik APP), C., & Murti (Politeknik APP), A. K. (2021). ANALISIS PENGARUH BRAND IMAGE, PROMOTION, DAN ELECTRONIC WORD OF MOUTH TERHADAP MINAT BELI PADA APLIKASI ONLINE SHOP. *Jurnal Manajemen Industri Dan Logistik*, 5(1), 53–61. <https://doi.org/10.30988/jmil.v5i1.726>
- Kwak, D. H., & Kang, J.-H. (2009). Symbolic purchase in sport: the roles of self-image congruence and perceived quality. *Emerald Insight*, 47, 85–99.
- Lange, Donald., & Lee, P. M. (2011). Organizational Reputation: A Review. *Journal of Management*, 37(1), 153–184.

- Lee, H., Jang, Y., Kim, Y., Choi, H.-M., & Ham, S. (2019). Consumers' prestige-seeking behavior in premium food markets: Application of the theory of the leisure class. *International Journal of Hospitality Management*, 77, 260–269.
- Lee, H.-Mee., Lee, C.-Chi., & Wu, C.-Chen. (2011). Brand image strategy affects brand equity after M&A. *European Journal of Marketing*, 45(7–8), 1091–1111.
- Liu, Chao., Bao, Zheshi., & Zheng, Chuiyong. (2019). Exploring consumers' purchase intention in social commerce: An empirical study based on trust, argument quality, and social presence. *Asia Pacific Journal of Marketing and Logistics*, 31(1).
- Liu, S. F., Lee, H. C., & Lien, N. H. (2021). Do fast fashion consumers prefer foreign brands? The moderating roles of sensory perception and consumer personality on purchase intentions. *Asia Pacific Management Review*, 26(2), 103–111. <https://doi.org/10.1016/j.apmr.2020.09.001>
- Manajerial, J., Kewirausahaan, D., Julia, C., & Slamet, F. (n.d.). *PENGARUH E-WOM, PERSEPSI KUALITAS, DAN CITRA MEREK TERHADAP INTENSI PEMBELIAN KONSUMEN PADA PRODUK KOSMETIK LIP TINT DI JAKARTA*.
- Mardi, S. W. (2011). *Perilaku Konsumen dalam Perspektif Ekonomi Islam* (2nd ed., Vol. 4).
- Maryam, S. Z., Mehmood, M. S., & Khaliq, C. A. (2019). Factors influencing the community behavioral intention for adoption of Islamic banking: Evidence from Pakistan. *International Journal of Islamic and Middle Eastern Finance and Management*, 12(4), 582–600.
- Mishra, A., & M R E S E A R C H, S. S. (2016). EWOM: EXTANT RESEARCH REVIEW AND FUTURE RESEARCH AVENUES. *VIKALPA The Journal for Decision Makers*, 41(3), 222–233. <https://doi.org/10.1177/0256090916650952>
- Mitra, D., & Golder, P. N. (2006). How Does Objective Quality Affect Perceived Quality? Short-Term Effects, Long-Term Effects, and Asymmetries. *Marketing Science*, 25(3), 230–247.
- Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/J.JBUSRES.2020.04.003>
- Mulyono, K. B. (2017, May 24). Masalah Penelitian 1 (Fenomena). *Pendidikan Dan Ekonomi*.
- P, Kotler., & Keller, K. L. (2007). *Manajemen Pemasaran* (12th ed., Vol. 1). PT Indeks.
- Pahlevi, R. (2022, January 12). 10 Perusahaan Fesyen dengan Kapitalisasi Pasar Terbesar, LVMH Juaranya. *Databoks*, 1–3.
- Parker, O. Nelson., & Krause, R. Adam. (2018). How Product Quality and Affinity toward the Firm Influence Reputation for Quality. *Academy of Management Proceedings*.

- Persson, N. (2010). An exploratory investigation of the elements of B2B brand image and its relationship to price premium. *Industrial Marketing Management*, 39(8), 1269–1277. <https://doi.org/10.1016/J.INDMARMAN.2010.02.024>
- Philip, Kotler., & Keller, K. Lane. (2015). *Marketing Management* (15th ed.). Pearson Education Limited.
- Phillip, K., & Keller, K. L. (2008). *Marketing Management* (Vol. 13th). Erlangga.
- Prasad, S., Garg, A., & Prasad, S. (2019). Purchase decision of generation Y in an online environment. *Marketing Intelligence & Planning*, 37(4), 372–385.
- Quintal, V., & Phau, I. (2013). Do Prototypical Brands Have an Advantage Over Me-Too Brands in the Mature Marketplace? *Taylor and Francis*, 25(5), 305–318.
- Rangkuti, Freddy. (2002). *Measuring Customer Satisfaction*. PT Gramedia Pustaka Utama.
- Rindova, V., Williamson, I., Petkova, A., & Sever, J. (2005). Being Good or Being Known: An Empirical Examination of the Dimensions, Antecedents, and Consequences of Organizational Reputation. *Academy Of Management Journal*, 48(6), 1033–1049.
- Roger D. Blackwell, Paul W. Miniard, & James F. Engel. (2010). *Consumer Behavior* (10th ed.). Thomson South-Western.
- Sakinah, N., & Firmansyah, F. (2021). Kualitas Produk dan Harga Terhadap Keputusan Pembelian dengan Purchase Intention Sebagai Variabel Intervening. *Jurnal Ilmiah Manajemen Dan Bisnis*, 22(2), 192–202. <https://doi.org/10.30596/jimb.v22i2.7100>
- Saleem, S., Rahman, S. U., & Omar, R. M. (2015). Conceptualizing and Measuring Perceived Quality, Brand Awareness, and Brand Image Composition of Brand Loyalty. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p66>
- Sangadji, E. M., & Sopiha. (2013). *Perilaku Konsumen : Pendekatan Praktis Disertai Himpunan Jurnal Penelitian*. Penerbit Andi.
- Saputra, Deddy. (2021). Pengaruh Brand Image, Trust, Perceived Price, dan eWOM terhadap Purchase Intention Smartphone di Jakarta. *Jurnal Manajemen Bisnis Dan Kewirausahaan*, 5(5).
- Schiffman, L. G., & Kanuk, L. L. (2007). *Consumer Behaviour* (2nd ed.). PT. Indeks Gramedia.
- Schiffman, L. G., & Kanuk, L. L. (2010). *Consumer Behaviour* (10th ed.). Pearson Prentice Hall.
- Sekaran, Uma., & Bougie, Roger. (2016). *Research Methods For Business: A Skill Building Approach* (7th ed.). Wiley.
- Setiadi, N. J. (2003). *Perilaku Konsumen: Konsep dan Implikasi untuk Strategi dan Penelitian Pemasaran*. Prenda Media.
- Setiawati, E., & Wiwoho, G. (2021). Pengaruh Social Media Marketing dan Product Quality Terhadap Purchase Decision dengan Purchase Intention sebagai Intervening pada Produk Jims Honey. . . *Jurnal Ilmiah Mahasiswa Manajemen, Bisnis Dan Akuntansi (JIMMBA)*, 3(3), 407–424.

- Sheena, & Naresh, G. (2012). Do Brand Personalities Make a Difference to Consumers? *Procedia - Social and Behavioral Sciences*, 37, 31–37. <https://doi.org/10.1016/J.SBSPRO.2012.03.272>
- Shwastika, R., & Keni, K. (2021). *The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry*.
- Sierra, J. J., Heiser, R. D., Williams, J. D., & Taute, H. A. (2010). Consumer racial profiling in retail environments: A longitudinal analysis of the impact on brand image. *Journal of Brand Management*, 18, 76–96.
- Stylidis, Kostas., Bursac, Nikola., Heitger, Nicolas., & Wickman, Casper. (2019). Perceived quality framework in product generation engineering: an automotive industry example. *Design Science*.
- Stylidis, Kostas., Wickman, Casper., & Soderberg, Rikard. (2015). Defining Perceived Quality in the Automotive Industry: An Engineering Approach. *25th CIRP Design Conference*.
- Sugih, I. L., & Soekarno, S. (2015). Lesson Learned from Indonesian Biggest Fashion Retailer Company to Encourage the Development of Small Fashion Business. *Procedia - Social and Behavioral Sciences*, 169, 240–248. <https://doi.org/10.1016/J.SBSPRO.2015.01.307>
- Sugiyono. (2010). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mix Methods)*. Alfabeta.
- Sugiyono. (2017). *Metode Penelitian Kuantitatif Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alphabeth.
- Sumarwan, Ujang. (2014). *Perilaku Konsumen Teori dan Penerapannya dalam Pemasaran*. Ghalia Indonesia.
- Suprpto, W., Hartono, K., & Bendjeroua, H. (2020). Social Media Advertising and Consumer Perception on Purchase Intention. *SHS Web of Conferences*, 76, 01055. <https://doi.org/10.1051/shsconf/20207601055>
- Sutikno, Vania., Indrarini., & Margaretha, S. (2020). Young Consumer's Purchase Intention Toward Environmentally Friendly Products in Indonesia: Expanding the Theory of Planned Behavior. *Advances in Economics, Business and Management Research*, 115.
- Sweeney, J., & Swait, J. (2008). The effects of brand credibility on customer loyalty. *Journal of Retailing and Consumer Services*, 15(3), 179–193. <https://doi.org/10.1016/J.JRETCONSER.2007.04.001>
- Thamrin, A., & Tantri, F. (2016). *Marketing Management*. PT. Raja Grafindo Persada.
- Tjiptono, F. (2014). *Pemasaran Jasa - Prinsip, Penerapan, dan Penelitian*. Penerbit Andi.
- Ustman, E. (2020, February 12). 6 Fakta Menarik Uniqlo, Brand Fashion Legendaris dari Jepang. *IDN Times*, 1–2.

- Utama, D. B. (2007). *Membangun Merek, Membentuk Kepercayaan Konsumen, dan Menciptakan Loyalitas Merek*. (2nd ed., Vol. 2). Telaah Manajemen: Jurnal Riset dan Konsep Manajemen. .
- Vásquez, Consuelo., Sergi, Viviane., & Cordelier, Benoit. (2013). From being branded to doing branding: Studying representation practices from a communication-centered approach. *Scandinavian Journal of Management*, 29(2), 135–146.
- Wahid, R. M., & Wadud, M. (2020). SOCIAL MEDIA MARKETING ON INSTAGRAM: WHEN IS THE MOST EFFECTIVE POSTING TIMING? *EPRA International Journal of Multidisciplinary Research (IJMR)-Peer Reviewed Journal*, 7. <https://doi.org/10.36713/epra2013>

