

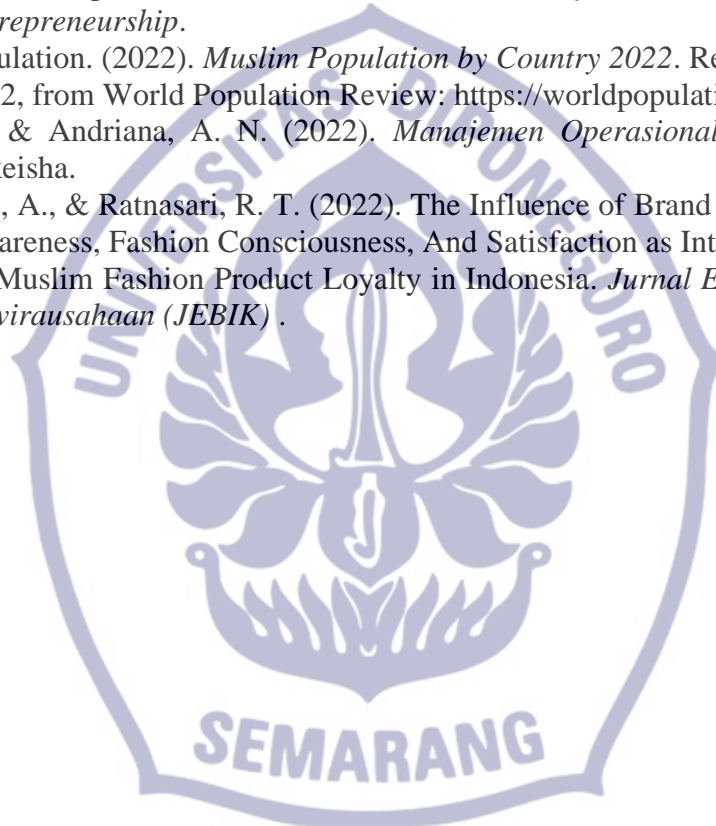
DAFTAR PUSTAKA

- Adnyana, I. M. (2020). *Studi Kelayakan Bisnis*. Jakarta: Lembaga Penerbitan Universitas Nasional (LPU-UNAS).
- Amalina, N., Wani, A. R., & Lestari, D. (2022). Analisis Fashion Muslim Di Era Millennial dalam Perspektif Islam. *Inisiatif: Jurnal Ekonomi, Akuntansi dan Manajemen*.
- Ansory, A. F., & Indrasari, M. (2018). *Manajemen Sumber Daya Manusia*. Sidoarjo: Indomedia Pustaka.
- Arda, M., Andriany, D., Affandy, S. M., & Putra, Y. A. (2022). *Perencanaan Bisnis dan Cara Mudah Menyusun Business Plan*. Medan: Umsu Press.
- Argente, D., Lee, M., & Moreira, S. (n.d.). The Life Cycle of Products: Evidence and Implications. doi:<http://dx.doi.org/10.2139/ssrn.3163195>
- Aruan, D. T., & Wirdania, L. (2020). You are what you wear: examining the multidimensionality of religiosity and its influence on attitudes and intention to buy Muslim fashion clothing. *Journal of Fashion Marketing and Management: An International*, 24.
- Augustine, E. A., Ejeje, E. F., John, D. O., Richard, E. B., & Nwuguru, M. J. (2021). Correlation Between Job Analysis and Corporate Performance of Business Organizations in Nigeria: A Study of Mill PLC Calabar. *International Journal of Entrepreneurship and Business Innovation*.
- Badan Ekonomi Kreatif. (2019). *Opus: Ekonomi Kreatif Outlook 2019*. Badan Ekonomi Kreatif.
- BPS Kabupaten Pekalongan. (2022). *Kabupaten Pekalongan Dalam Angka 2022*. Kabupaten Pekalongan: BPS Kabupaten Pekalongan. Retrieved Januari 14, 2023, from <https://pekalongankab.bps.go.id>
- BPS Kota Pekalongan. (2022, Oktober 06). *Jumlah Penduduk Kota Pekalongan Menurut Jenis Kelamin 2019-2021*. Retrieved Januari 14, 2023, from <https://pekalongankota.bps.go.id>
- Candraningrat. (2019). *Business Plan "a Simple Strategy To Grow a Remarkable Business*. Surabaya.
- Chakraborty, D., & Biswas, W. (2019). Evaluating the impact of human resource planning programs in addressing the strategic goal of the firm. *Journal of Advances in Management Research*.
- Creswell, J. W., & Creswell, J. D. (2018). *Research design : qualitative, quantitative, and mixed methods approaches Fifth edition*. Los Angeles: SAGE.
- David, F. R. (2011). *Manajemen Strategi: Konsep-Konsep*. Jakarta: PT. Salemba Empat.
- David, F. r., & David, F. r. (2017). *Strategic Management: A Competitive Advantage Approach, Concepts, 16th Edition*. Pearson Education Limited.
- Dihni, V. A. (2022, Juli 7). *Daftar Produk yang Paling Banyak Dibeli Perempuan Saat Belanja di E-Commerce*. Retrieved from Databoks:

- <https://databoks.katadata.co.id/datapublish/2022/07/07/daftar-produk-yang-paling-banyak-dibeli-perempuan-saat-belanja-di-e-commerce>
- Effendy, F., Huriyat, R., Disman, D., & Sultan, M. A. (2021). Penggunaan Google Trends Dalam Perencanaan Strategi Content Marketing Untuk Meningkatkan Daya Saing Pelaku Bisnis di Dunia Internet. *Seminar Nasional : Inovasi & Adopsi Teknologi*, 192.
- Fachrurazi, Cahyadi, N., Fitriadi, H., Hanis, R., Zarkasi, Alamsyah, S. R., . . . Harahap, R. D. (2022). *Dasar dan Konsep Manajemen Organisasi*. Rey Media Grafika.
- Firmansyah, M. A. (2019). *Pemasaran Produk Dan Merek (Planning Dan Strategy)*. Jakarta: Qiara Media.
- Fitriani, R. (2017). Aspek Hukum Legalitas Perusahaan atau Badan Usaha Dalam Kegiatan Bisnis. *Jurnal Hukum Samudra Keadilan*, 145.
- Gallego, I., Gonzalez-Rodriguez, M. R., & Font, X. (2023). A multi-criteria, composite index methodology to measure the suitability of target markets for the hotel industry. *Tourism Management Perspectives*.
- Gutterman, A. S. (2023). Business Plan Preparation . doi:<http://dx.doi.org/10.2139/ssrn.4411750>
- Hasibuan, M. S. (2016). *Manajemen sumber daya manusia*. Jakarta: Bumi Aksara.
- Heizer, J., Render, B., & Munson, C. (2017). *Operations Management*. United States of America: Pearson Educatio.
- Hornngren, C. T., Sundem, G. L., Burgstahler, D., & Schatzberg, J. (2021). *Introduction to Management Accounting 16th Edition*. United States of America: Pearson.
- John E.H.J FoEh, I. (2020). *Perencanaan Bisnis (Business Plan): Aplikasi dalam Bidang SumberDaya Alam*. Yogyakarta: Deepublish.
- Kakooza, J., Tusiime, I., Namiyingo, S., Nabwami, R., & Basemera, M. (2023). Business choice, location decision and success of small and medium enterprises in Uganda. *Journal of Money and Business*.
- Karman, A. (2022). *Studi Kelayakan Bisnis*. Lamongan: Nawa Litera Publishing.
- Kasmir. (2019). *Analisis Laporan Keuangan*. Jakarta: Raja Grafindo Persada.
- Kasmir, & Jakfar. (2015). *Studi Kelayakan Bisnis*. Jakarta: Kencana Prenada Media Group.
- Kementerian Perindustrian. (2019, Mei 6). *Industri Pakaian Jadi Catatkan Pertumbuhan Paling Tinggi*. Retrieved from Kementerian Perindustrian: <https://kemenperin.go.id/artikel/20641/Industri-Pakaian-Jadi-Catatkan-Pertumbuhan-Paling-Tinggi>
- Kementerian Perindustrian. (2022, Juli 3). *Kemenperin: Revolusi Industri 4.0 Optimalkan Potensi Indonesia di Sektor Manufaktur*. Retrieved from Kementerian Perindustrian Republik Indonesia: <https://kemenperin.go.id/artikel/23388/Kemenperin:-Revolusi-Industri-4.0-Optimalkan-Potensi--Indonesia-di-Sektor-Manufaktur#:~:text=Dalam%20Making%20Indonesia%204.0%2C%20Kemenperin,tekstil%2C%20elektronika%20dan%20alat%20kesehatan.>

- Kominfo. (2018, Juli 02). *Inilah PP No. 24/2018 tentang Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik*. Retrieved from Kominfo: <https://www.kominfo.go.id/content/detail/13307/inilah-pp-no-242018-tentang-pelayanan-perizinan-berusaha-terintegrasi-secara-elektronik/0/berita>
- Kominfo. (2022, Desember 01). *Cara mendaftar dan mendapatkan NIB di OSS*. Retrieved from Pelaporan Kominfo: <https://pelaporan.kominfo.go.id/fpublikasi/detail/4>
- Komite Nasional Ekonomi dan Keuangan Syariah (KNEKS). (2020, November 13). *Gaya Hidup Halal untuk Meningkatkan Kualitas Hidup Manusia*. Retrieved Agustus 31, 2022, from KNEKS: <https://knks.go.id/>
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran* (12 ed., Vol. I). Jakarta: Erlangga.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing Global Edition 17th Edition*. London: Pearson Education.
- Kotler, P., & Keller, K. L. (2016). *Manajemen Pemasaran* (12 ed.). Jakarta: PT. Indeks.
- Loe, A. P. (2022). *Pengantar Bisnis (Konsep E-Marketing)*. Bandung: Media sains Indonesia.
- Mas'udah, D. (2018). The Impact of Social Media on Indonesian Muslim Women's Consumption of Islamic Fashion. *Jurnal Sosiologi Reflektif*.
- Mohajan, H. K. (2018). Qualitative research methodology in social sciences and related subjects . *Journal of Economic Development, Environment and People*.
- Nofrizal, Juju, U., Sucherly, N, A., Waldelmi, I., & Aznuriyandi. (2023). Changes and determinants of consumer shopping behavior in E-commerce and social media product Muslimah. *Journal of Retailing and Consumer Services* .
- Rosmayani, & Mardhatillah, A. (2020). Model of intention to behave in online product purchase for Muslim fashion in Pekanbaru, Indonesia. *Journal of Islamic Marketing*.
- Sholihan, S., & Elizabeth, M. Z. (2022). Dialectic Between Ethics and Aesthetics in Lifestyle: Decision-Making Processes in Dressing among Muslim Women. *Integrative Psychological and Behavioral Science*.
- Silva, E. S., Hassani, H., Madsen, D. Ø., & Gee, L. (2019). Googling Fashion: Forecasting Fashion Consumer Behaviour Using Google Trends. *Social sciences*.
- Sobana, D. H. (2018). *Studi kelayakan Bisnis*. Bandung: Pustaka setia.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sulistiyono, A. (2023). Analisis Pemanfaatan Insagram sebagai Media Promosi Fashion Muslim kepada Gen Z. *Journal of Islamic Economics, Business and finance* .
- Thabit, T. H., & Raewf, M. B. (2018). The Evaluation of Marketing Mix Elements: A Case Study. *International Journal of Social Sciences & Educational Studies*, 108.
- Tjiptono, F. (2015). *Strategi pemasaran*. Yogyakarta: Andi.

- Tjiptono, F. (2019). *Strategi Pemasaran Prinsip dan Penerapan*. Yogyakarta: Andi.
- Welter, C., Scrimshire, A., Tolonen, D., & Obrimah, E. (2021). The road to entrepreneurial success: business plans, lean startup, or both? *New England Journal of Entrepreneurship*.
- Woehler, J., & Ernst, C. (2023). The importance of marketing mix planning and customer orientation for venture capital–financed startups: impacts on valuation, performance, and survival. *Journal of Research in Marketing and Entrepreneurship*.
- World Population. (2022). *Muslim Population by Country 2022*. Retrieved Agustus 6, 2022, from World Population Review: <https://worldpopulationreview.com/>
- Zaini, M., & Andriana, A. N. (2022). *Manajemen Operasional*. Klaten: Penerbit Lakeisha.
- Zukhrufani, A., & Ratnasari, R. T. (2022). The Influence of Brand Personality, Brand Awareness, Fashion Consciousness, And Satisfaction as Intervening Variables on Muslim Fashion Product Loyalty in Indonesia. *Jurnal Ekonomi Bisnis dan Kewirausahaan (JEBIK)*.



FEB UNDIP