

DAFTAR PUSTAKA

- Abdul, B., & Fernandez, E. R. (2022). Corporate social responsibility communication of male luxury fashion brands. *Corporate social responsibility communication of male luxury fashion brands: analysis on Instagram, Facebook and TikTok*.
- Aida, G. v. (2018). nalysis of The Behaviour of the clients assisted and sales variables in the different phase of the product life cycle. *European Journal of Management and Business Economics*, 2.
- Amorim, L., Sousa, B. B., Dias, A. I., & Santos, V. R. (2021). Exploring the outcomes of digital marketing on historic sites' visitor behaviour. *Journal of Small Business and Enterprise Development*.
- Anita. (2019). PERENCANAAN BISNIS FASHION HIJAB.
- Ashraf, H., Williams, M. A., & Bray, J. (2022). Female Muslim identity and modest clothing consumption in the UK. *Journal of Islamic Marketing*, 1-2.
- Barnard, M. (2016). *Cara Mengkomunikasikan Identitas Sosial, Seksual, Kelas, dan Gender*, . In *Fashion Sebagai Komunikasi* . Yogyakarta: Jalasutra.
- Bertola, P., & Teunissen, J. (2018). Fashion 4.0. Innovating fashion industry through digital transformation. *Research Journal of Textile and Apparel*.
- Carter, M., & Carter, C. (2020). The Creative Business Model Canvas. *Social Enterprise Journal*, 6.
- Dadang. (2018). *Studi Kelayakan Bisnis*. Bandung: CV Pustaka Setia.
- Dang, T., Dung, T. T., Phoung, T. V., & Vinh, T. D. (2018). Human resource management practices and firm outcomes: evidence from Vietnam. *Journal of Asian Business and Economic Studies*.
- David, F. R., & David, F. R. (2017). *Strategic Management*. New York: Pearson.
- Denzim, N. K., & Lincoln, Y. S. (2018). *The Sage Handbook of Qualitative Research*. California: Sage Publications.
- Dittfeld, H., Scholten, K., & Pieter, D. (2021). Proactively and reactively managing risks through sales & operations planning. *International Journal of Physical Distribution & Logistics Management*.
- Dwi, A. (2022). *Manajemen Sumber Daya Manusia*. Makasar: CV.Tohar Media.
- Enerson, M., & Mason, B. R. (2016). Factors that influence the marketing of professional services. *Investment Management and Financial Innovations*, 2.
- Google. (2023, 2 8). *Google*. Retrieved from GoogleTrend.

- Guðmundsdóttir, S., & Helgudóttir, J. (2018). Selection and retention of talent. *School of Business, University of Iceland*.
- Hanafi, M. M., & Halim, A. (2016). Analisis Laporan Keuangan. Yogyakarta. *UPP STIM YKPN*.
- Heizer, J., Render, B., & Chuck, M. (2020). *Operation Management Sustainability and Supply Chain*. Pearson Education.
- Hisrich, R. D., Peters, M. P., & Shepherd, D. A. (2017). *Entrepreneurship*. McGraw Hill Education.
- Indonesia, D. (2022, 11 8). Retrieved from DataIndonesia.id: <https://dataindonesia.id>
- Indonesia, D. (n.d.). *Data Indonesia*. Retrieved from <https://dataindonesia.id>
- Johson, R., Stone, D. L., & Lukaszewski, K. M. (2020). The benefits of eHRM and AI for talent acquisition. *JOURNAL OF TOURISM FUTURES*, 2.
- Kasmir, J. (2016). *Studi Kelayakan Bisnis*. Jakarta: Prenadamedia Group.
- Kemendikbud. (2016). *Badan Pengembangan dan pembinaan bahasa*. Retrieved from Kamus Besar Bahasa Indonesia: <https://kbbi.kemdikbud.go.id/entri/sosial>
- Kementerian Ketenaga Kerjaan. (2020). *UNDANG-UNDANG REPUBLIK INDONESIA NOMOR 11 TAHUN 2020*. Retrieved from https://jdih.kemnaker.go.id/asset/data_puu/2020uuciptaker11.pdf
- Kementerian Ketenaga Kerjaan. (2021). *PERATURAN PEMERINTAH REPUBLIK INDONESIA NOMOR 36 TAHUN 2021 TENTANG PENGUPAHAN*. Retrieved from https://jdih.kemnaker.go.id/asset/data_puu/PP362021.pdf
- Kuzmenko, H., Yahelska, K., Arthyukh, O., Babich, I., Volenshchuck, N., & Sulimenko, L. (2021). Improved Methodology of Accounting and Audit of Payments to Employees in Ukraine. *Universal Journal of Accounting and Finance*.
- M, B. (2016). *Cara Mengkomunikasikan Identitas Sosial, Seksual, Kelas, dan Gender*. In *Fashion Sebagai Komunikasi*. Yogyakarta: Jalasutra.
- Martinez, L., & Rodriguez, D. (2020). The influence of digital marketing on recruitment effectiveness: a qualitative study. *European Journal of Management Studies*, 2.
- Massro, M., Mas, F. D., Paoloni, P., & Kianto, A. (2021). Translating knowledge in new entrepreneurial ventures: the role of business plan development. *VINE Journal of Information and Knowledge Management Systems*, 4.
- Menne, F. (2022). Optimizing the Financial Performance of SME's Based on Sharia Economy : Prespective of Economic Business Sustainability and Open Innovation. *Journal of Open Innovation*, 40-41.

- Morales, J., Estevez, A. H., Estrada, M., & Gutierrez, C. (2020). Corporate social responsibility in ports of Latin America. *Marine Economics and Management*, 5-6.
- Morselli, D., & Marcelli, A. M. (2021). The role of qualitative research in Change Laboratory interventions. *Journal of Workplace Learning*, 1-3.
- Morshed, A. (2020). Role of working capital management in profitability considering the connection between accounting and finance. *Asian Journal of Accounting Research*.
- Nurchahyanie, Y. D., Singgih, L. M., & Dewi, D. S. (2022). Implementing Online Product Reviews and Muslim Fashion Innovation for Resilience during the New Normal in Indonesia. *MDPI*.
- Pato, B. (2017). Formal options for job descriptions: theory meets practice. *Journal of management development*, 2.
- Ramdani, B., Binsaif, A., & Boukrami, E. (2019). Business model innovation: a review and research agenda. *New England Journal of Entrepreneurship*.
- Renderee, K. (2019). Demography, demands and devotion: driving the Islamic economy. *Journal of Islamic Marketing*, 7.
- RI, B. (2018). *Pelayanan Perizinan Berusaha Terintegrasi Secara Elektronik*. Retrieved from Retrieved from Database Peraturan: <https://peraturan.bpk.go.id/Home/Details/82994/pp-no-24-tahun-2018>
- Robbins, S. P., & Judge, T. A. (2019). *Organizational Behavior 18TH edition*. New York: Pearson.
- Schindler, P. S. (2019). *Business Research Methods*. New York: Mc Graw Hill Education.
- Social, W. A. (2022, 1 26). *We are social*. Retrieved from Retrieved from DIGITAL 2022: ANOTHER YEAR OF BUMPER GROWTH:: <https://wearesocial.com/uk/blog/2022/01/digital-2022-another-year-of-bumper-growth-2/>
- Statistik, B. P. (2021). *Jumlah Penduduk Menurut Kelompok Umur dan Jenis Kelamin*. Retrieved from Retrieved from Penduduk dan Ketenagakerjaan: https://www.bps.go.id/indikator/indikator/view_data_pub/0000/api_pub/YW40a21pdTU1cnJxOGt6dm43ZEdoZz09/da_03/1
- Sukendra, & Kahdar. (2016). ilai fetisisme komoditas gaya hijab (kerudung dan jilbab) dalam busana muslimah. *Jurnal Sositologi*, 15.
- Theingi, W. H. (2016). Muslim consumers" online purchase intention towards Islamic fashion products: a clothing market case. *Journal of Marketing*, 72-81.
- Trend, G. (2023, 2 8). *Google*. Retrieved from Google trend: <https://trends.google.com/trends/explore?date=2020-01-01%202023-01-01&geo=ID&q=Mukena,Muslimah>

- Utami, S. P. (2018). Pengaruh Differensiasi Produk dan Kualitas Produk terhadap Keputusan Pembelian Mukena Bordir Khas Bukittinggi. *Jurusan Pendidikan Ekonomi*.
- William, J., & Kamaludeen, M. (2017). Muslim girl culture and social control in southeast Asia: exploring the hijabista and hijabster phenomena. *Crime, Media, Culture: An International Journal*.

