

DAFTAR PUSTAKA

- Adhikari, N. S. (2018). Effectiveness of Advertising and Sales Promotion on Buying Decision of Smartphones in Kathmandu Valley. *Journal of Business and Social Sciences Research*, 1(2), 169. <https://doi.org/10.3126/jbssr.v1i2.20923>
- Ailawadi, K. L., Neslin, S. A., Gedenk, K., Ailawadi, K. L., Neslin, S. A., & Gedenk, K. (2016). Pursuing the Value-Conscious Consumer : Store Brands versus National Brand Promotions Published by: American Marketing Association Stable URL : <http://www.jstor.org/stable/3203407> Accessed : 05-03-2016 21 : 38 UTC Your use of the JSTOR archive indicates . *Journal of Marketing*, 65(1), 71–89.
- Akkucuk, U., & Esmaeili, J. (2016). The Impact of Brands on Consumer Buying Behavior. *International Journal of Research in Business and Social Science* (2147-4478), 5(4), 1–16. <https://doi.org/10.20525/ijrbs.v5i4.551>
- Albert, N., & Merunka, D. (2013). The role of brand love in consumer-brand relationships. *Journal of Consumer Marketing*, 30(3), 258–266. <https://doi.org/10.1108/07363761311328928>
- Amelia, S. (2017). The Effect Of Perceived Quality, Brand Awareness, And Brand Loyalty Toward Brand Equity Of Beer Bintang In Surabaya. *Calyptra: Jurnal Ilmiah Mahasiswa Universitas Surabaya*, 6(1), 866–885.
- Bhardwaj, V., & Fairhurst, A. (2010). Fast fashion: Response to changes in the fashion industry. *International Review of Retail, Distribution and Consumer Research*, 20(1), 165–173. <https://doi.org/10.1080/09593960903498300>
- Close, A. G., Finney, R. Z., Lacey, R. Z., & Sneath, J. Z. (2006). Engaging the consumer through event marketing: Linking attendees with the sponsor, community, and brand. *Journal of Advertising Research*, 46(4), 420–433. <https://doi.org/10.2501/S0021849906060430>
- Davcik, N. S., da Silva, R. V., & Hair, J. F. (2015). Towards a unified theory of brand equity: Conceptualizations, taxonomy and avenues for future research. *Journal of Product and Brand Management*, 24(1), 3–17. <https://doi.org/10.1108/JPBM-06-2014-0639>
- Direktorat Infrastruktur Ekonomi Kreatif. (2020). *Penilaian Mandiri Kota/Kabupaten Kreatif Indonesia (PMK3I)*.
- Eslami, S. (2020). The effect of brand experience on brand equity and brand loyalty through the mediating role of brand awareness, brand image and perceived quality. *Archives of Pharmacy Practice*, 11(1), 125–137. <https://doi.org/10.5539/ass.v9n3p125>

- Ferdinand, A. (2014). *Metode Penelitian Manajemen*. BP Universitas Diponegoro.
- Ghozali, I. (2014). *Structural Equation Modelling: Metode Alternatif dengan Partial Least Squares (PLS)*. Badan Penerbit Universitas Diponegoro Semarang.
- Grubor, A., Djokic, I., & Milovanov, O. (2017). The influence of social media communication on brand equity: The evidence for environmentally friendly products. *Applied Ecology and Environmental Research*, 15(3), 963–983. https://doi.org/10.15666/aeer/1503_963983
- Hair, J., Black, W. C., Babin, J. B., & Andreson, R. E. (2014). *Multivariate Data Analysis*. In *Neuromarketing in India: Understanding the Indian Consumer* (7th ed.). Pearson Education Limited. <https://doi.org/10.4324/9781351269360>
- Hou, C., & Wonglorsaichon, P. (2016). the Relationship Among Brand Awareness, Brand Image, Perceived Quality, Brand Trust, Brand Loyalty and Brand Equity of Customer in China'S Antivirus Software Industry. *UTCC International Journal of Business & Economics*, 8(1), 153–170. <http://esc-web.lib.cbs.dk/login?url=http://search.ebscohost.com/login.aspx?direct=true&db=bth&AN=116484624&site=ehost-live&scope=site>
- Ismail, A. R. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129–144. <https://doi.org/10.1108/APJML-10-2015-0154>
- Jeon, J.-E. (2017). The impact of brand concept on brand equity. *Asia Pacific Journal of Innovation and Entrepreneurship*, 11(2), 233–245. <https://doi.org/10.1108/apjie-08-2017-030>
- Jeong, J. S., Lee, S. H., & Lee, S. G. (2017). When Indonesians routinely consume Korean pop culture: Revisiting Jakartan fans of the Korean drama Dae Jang Geum. *International Journal of Communication*, 11, 2288–2307.
- Joshi, R., & Garg, P. (2021). Role of brand experience in shaping brand love. In *International Journal of Consumer Studies* (Vol. 45, Issue 2). <https://doi.org/10.1111/ijcs.12618>
- Karam, A. A., & Saydam, S. (2015). An Analysis Study of Improving Brand Awareness and Its Impact on Consumer Behavior Via Media in North Cyprus (A Case Study of Fast Food Restaurants) The impact of customer service in eco-tourism area to Kurdistan income with special reference to Duhok Cit. *International Journal of Business and Social Science*, 6(1), 66–80. www.ijbssnet.com
- Kemenparekraf Semarang. (2020). *Perkembangan Pariwisata Bulan Agustus 2020 pada bulan* (Issue 24).

- Kementerian Perindustrian Republik Indonesia. (2021). *Permintaan Pakaian Jadi Naik*. <https://kemenperin.go.id/artikel/20640/Permintaan-Pakaian-Jadi-Naik>
- Kim, M., & Lennon, S. J. (2006). Content analysis of diet advertisements: A cross-national comparison of Korean and U.S. women's magazines. *Clothing and Textiles Research Journal*, 24(4), 345–362. <https://doi.org/10.1177/0887302X06293029>
- Kotler, P., & Armstrong, G. (2014). *Prinsip-Prinsip Pemasaran* (12th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2009). *Manajemen Pemasaran*. Erlangga.
- Lestari, S. (2020). Analisis Konstruk Fashion Involvement Remaja Pada Masa Pandemi Covid-19. *Personifikasi*, 11(2), 18.
- Loureiro, S. M. C. (2013). The effect of perceived benefits, trust, quality, brand awareness/associations and brand loyalty on internet banking brand equity. *International Journal of Electronic Commerce Studies*, 4(2), 139–158. <https://doi.org/10.7903/ijecs.1000>
- Mowen, J. C., & Minor, M. (2017). *Perilaku Konsumen*. Erlangga.
- Paruthi, M., & Kaur, H. (2016). A Journey from Consumer-Brand Relationship to Brand Love : A Bibliometric Study. *Amity Journal of Marketing*, 1(2), 103–124.
- Raggio, R. D., & Leone, R. P. (2011). The Theoretical Separation of Brand Equity and Brand Value: Managerial Implications for Strategic Planning. *SSRN Electronic Journal*, 7(2). <https://doi.org/10.2139/ssrn.894109>
- Rahayu, S. (2013). Customer Perceived Brand Equity in Measuring Consumption Preference towards Local and Imported Products: A serial Studies on Urban and Suburban Level of Indonesia Society in Greater Jakarta. *ASEAN Marketing Journal*, 4(2), 57–69. <https://doi.org/10.21002/amj.v4i2.2032>
- Raut, U. R., Pawar, P. A., Brito, P. Q., & Sisodia, G. S. (2019). Mediating model of brand equity and its application. *Spanish Journal of Marketing - ESIC*, 23(2), 295–318. <https://doi.org/10.1108/SJME-04-2019-0021>
- Rizwan, S., Al-Malkawi, H.-A., Gadar, K., Sentosa, I., & Abdullah, N. (2021). Impact of brand equity on purchase intentions: empirical evidence from the health takāful industry of the United Arab Emirates . *ISRA International Journal of Islamic Finance*, ahead-of-p(ahead-of-print). <https://doi.org/10.1108/ijif-07-2019-0105>
- Schiffman, L., & Kanuk, L. L. (2015). *Perilaku konsumen*. PT Indeks.

- Srikanth, K., & Singh, S. (2017). Impact Of Integrated Marketing Communication On Corporate Brands-An Empirical Evidence From Select Indian Corporate Hospitals. *International Journal of Economic Research*, 14(11), 63–76.
- Sugiyono. (2013). *Metode Penelitian Pendidikan : Kuantitatif Kualitatif dan R & D*. Alfabeta.
- Tjiptono, F. (2014). *Manajemen Jasa*. Andi.
- Tjiptono, F. (2016). *Pemasaran Jasa*. Andi.
- Virvilaite, R., Tumasonyte, D., & Sliburyte, L. (2015). The Influence of Word of Mouth Communication on Brand Equity: Receiver Perspectives. *Procedia - Social and Behavioral Sciences*, 21(3), 641–646. <https://doi.org/10.1016/j.sbspro.2015.11.465>
- Wang, C.-L., Siu, N. Y. M., & Hui, A. S. Y. (2015). Consumer decision-making styles on domestic and imported brand clothing. *European Journal of Marketing*, 38(1), 1–5. <https://doi.org/10.1108/03090560410511212>
- Yadav, M., & Rahman, Z. (2018). The influence of social media marketing activities on customer loyalty: A study of e-commerce industry. *Benchmarking*, 25(9), 3882–3905. <https://doi.org/10.1108/BIJ-05-2017-0092>
- Young Lee, J., Halter, H., Johnson, K. K. p., & Ju, H. (2013). Investigating fashion disposition with young consumers. *Young Consumers*, 14(1), 67–78. <https://doi.org/10.1108/17473611311305494>
- Zhang, B., Ritchie, B., Mair, J., & Driml, S. (2019). Is the Airline Trustworthy? The Impact of Source Credibility on Voluntary Carbon Offsetting. *Journal of Travel Research*, 58(5), 715–731. <https://doi.org/10.1177/0047287518775781>