

DAFTAR PUSTAKA

- Aakko, M., & Niinimäki, K. (2022). Quality matters: reviewing the connections between perceived quality and clothing use time. *Journal of Fashion Marketing and Management*, 26(1), 107–125. <https://doi.org/10.1108/JFMM-09-2020-0192/FULL/PDF>
- Andianto, K., & Firdausy. (2020). *Pengaruh Perceived Value, Perceived Quality dan Customer Satisfaction terhadap Customer Loyalty Warunk Upnormal di Jakarta*. 2(3), 758–764.
- Arikunto, S. (2019). *Prosedur Penelitian: Suatu Pendekatan Praktik (Edisi Revisi 6)* (6th ed.). Rineka Cipta.
- Artner, K. (2018). *Consumer Behavior of Female Millennials in the Case of Louis Vuitton: Implications for Luxury Brand Management Practices*. Vienna University.
- Aztiani, D., Wahab, Z., & Andriana, I. (2019). The Effect of Perceived Quality, Perceived Price and Need for Uniqueness on Consumer's Purchase Intention Through Online Store of Children Import Bag in Palembang, Indonesia. *International Journal of Scientific and Research Publications (IJSRP)*, 9(8), p9222. <https://doi.org/10.29322/IJSRP.9.08.2019.P9222>
- Candra, M., & Abadi, F. (2018). The Influence Of Value Perceptions On Purchase Intention Towards Luxury Fashion Products In Jakarta. *Jurnal Bina Manajemen*, 6(2), 157–176.
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chen, L., Halepoto, H., Liu, C., Kumari, N., Yan, X., Du, Q., & Memon, H. (2021). Relationship analysis among apparel brand image, self-congruity, and consumers' purchase intention. *Sustainability (Switzerland)*, 13(22). <https://doi.org/10.3390/su132212770>

- Cuong, T. (2020). Influence of Brand Trust, Perceived Value on Brand Preference and Purchase Intention. *Tri Cuong DAM / Journal of Asian Finance*, 7(10), 939–947. <https://doi.org/10.13106/jafeb.2020.vol7.no10.939>
- Fadillah, Annisa. (2021). 9 Brand Fashion Mahal yang Paling Sering Digunakan Artis Indonesia. <https://www.idntimes.com/hype/entertainment/annisa-fadillah/9-brand-fashion-mahal-yang-paling-sering-digunakan-artis-c1c2-1/7>
- Fauzan, A. (2017). *Niat Beli Konsumen Terhadap Sabun Lux Ditinjau Dari Kredibilitas Selebriti, Citra Visual Iklan Dan Citra Verbal Iklan*. Universitas Mercu Buana.
- Gan, C., & Wang, W. (2017). The influence of perceived value on purchase intention in social commerce context. *Internet Research*, 27(4), 772–785. <https://doi.org/10.1108/INTR-06-2016-0164>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Gunawan, A. (2019). Pengaruh Perceived Quality, Perceived Value Dan Brand Personality Terhadap Brand Loyalty Dari Produk Fashion Cotton-On Di Surabaya. *Jurnal Strategi Pemasaran Universitas Kristen Petra*, 6(2).
- Hair, J., Black, W., Babin, B., & Anderson, R. (2016). *Multivariate Data Analysis*. Pearson New International Edition.
- Hanslim, F., Jaya, H. P., & Prasetyawati, Y. R. (2020). The Influence of Perceived Quality on Product Purchase Intention Through Event. *Communicare : Journal of Communication Studies*, 7(2), 121–134. <https://doi.org/10.37535/101007220202>
- Hartono, D. (2018). *Pengaruh fungsi perilaku social-adjustive, value-expressive, hedonic, dan utilitarian terhadap luxury brand purchase intention Louis Vuitton di Surabaya : komparasi usia remaja dan usia dewasa*. Universitas Katolik Widya Mandala.
- Hernandez-Fernandez, A., & Lewis, M. C. (2019). Brand authenticity leads to perceived value and brand trust. *European Journal of Management and Business Economics*, 28(3), 222–238. <https://doi.org/10.1108/EJMBE-10-2017-0027>
- Irfan Maulana, M., & Indriastuti, H. (2020). Achieving of Country Image, Perceived Quality, and Brand Familiarity on Purchase Intention of Samsung

- Smartphone in Indonesia. *International Journal of Management Excellence*, 16(1). <https://kto.visitkorea.kr>
- Kar, P., Meena, H. R., & Patnaik, N. M. (2018). Factors Influencing Consumers Purchase Intention towards Organic and Cloned Animal Food Products. *Int.J.Curr.Microbiol.App.Sci*, 7(1), 1–9. <https://doi.org/10.20546/ijcmas.2018.701.001>
- Kasuma, J., Yacob, Y., Jamadin, N., Shafiee, A. S., & Sulaiman, S. (2016). Value Co-Creation Behaviour Among Members of Service Cooperative View project Exploring Leadership Factors Among Board of Directors of Malaysian Sustainable Oil Palms Cooperatives Towards Performance Achievements View project Determinants of purchasing luxury handbags among the generation Y. *Article in Journal of Scientific Research and Development*, 3(5), 87–92. www.jsrad.org
- Kouce Lomboan, L. (2017). Analysis The Influence Of Perceived Quality, Perceived Price And Perceived Value On Consumer Purchase Intention In Traditional Fabrics (Case Study Kaeng Manado). In *Jurnal Berkala Ilmiah Efisiensi* (Vol. 17, Issue 01).
- Kung, M. L., Wang, J. H., & Liang, C. (2021). Impact of Purchase Preference, Perceived Value, and Marketing Mix on Purchase Intention and Willingness to Pay for Pork. *Foods 2021, Vol. 10, Page 2396, 10(10)*, 2396. <https://doi.org/10.3390/FOODS10102396>
- Kusumadewi, R. R. (2017). Analisis Faktor Yang Mempengaruhi Niat Pembelian Kembali Produk Mewah Merek Louis Vuitton Di Jakarta. *Kajian Bisnis Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha*, 25(2), 216–225. <https://doi.org/10.32477/JKB.V25I2.138>
- Larsson, E., & Norell, E. (2017). *Consumer Perception of the Value of Brand Heritage* [Jonkoping University International Business School]. <http://www.diva-portal.org/smash/get/diva2:1103928/FULLTEXT01.pdf>
- Lita, R. P., Meuthia, M., Alfian, H., & Dewi, D. S. (2020). Perceived Packaging, Perceived Value, Perceived Quality dan Purchase Intention pada Tenun Kubang di Kabupaten Lima Puluh Kota. *Jurnal Samudra Ekonomi Dan Bisnis*, 12(1), 46–61. <https://doi.org/10.33059/jseb.v12i1.2418>
- Madeline, S., & Sihombing, S. O. (2019). THE IMPACTS OF BRAND EXPERIENCES ON BRAND LOVE, BRAND TRUST, AND BRAND

LOYALTY: AN EMPIRICAL STUDY. *Jurnal Bisnis Dan Manajemen*, 20(2), 91–107.

- Mamat, M. N., Noor, N. M., & Noor, N. M. (2016). Purchase Intentions of Foreign Luxury Brand Handbags among Consumers in Kuala Lumpur, Malaysia. *Procedia Economics and Finance*, 35, 206–215. [https://doi.org/10.1016/s2212-5671\(16\)00026-5](https://doi.org/10.1016/s2212-5671(16)00026-5)
- Nugraha, R. C., Hurriyati, R., & Utama, D. H. (2018). PERSEPSI MEREK MEWAH UNTUK MEMBANGUN MINAT BELI. *Journal of Business Management Education (JBME)*, 3(1), 122–128. <https://doi.org/10.17509/JBME.V3I1.14175>
- Petravičiūtė, K., Šeinauskienė, B., Rūtelionė, A., & Krukowski, K. (2021). Linking luxury brand perceived value, brand attachment, and purchase intention: The role of consumer vanity. *Sustainability (Switzerland)*, 13(12). <https://doi.org/10.3390/su13126912>
- Putra, T. W., & Keni, K. (2020). Brand Experience, Perceived Value, Brand Trust Untuk Memprediksi Brand Loyalty: Brand Love Sebagai Variabel Mediasi. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(1), 184–193. <https://doi.org/10.24912/JMIEB.V4I1.7759>
- Rahmatulloh, R., Yasri, Y., & Abror, A. (2019, May 27). *The Influence of Brand Image and Perceived Quality on Brand Loyalty with Brand Trust as Mediator in PT Bank Syariah Mandiri*. <https://doi.org/10.2991/piceeba-18.2019.38>
- Samudro, A., Sumarwan, U., Simanjuntak, M., & Yusuf, E. Z. (2020). Assessing the effects of perceived quality and perceived value on customer satisfaction. *Management Science Letters*, 10(5), 1077–1084. <https://doi.org/10.5267/J.MSL.2019.11.001>
- Sanjaya, Yeftha Christopherus Asia. (2022). Salip Gucci dan LV, Balenciaga Jadi Merek Terpanas di Awal 2022. <https://lifestyle.kompas.com/read/2022/05/07/173130720/salip-gucci-dan-lv-balenciaga-jadi-merek-terpanas-di-awal-2022?page=all>
- Sekaran, U., & Bougie, R. (2016). *Research Methods For Business: A Skill Building Approach, 7th Edition* | Wiley. <https://www.wiley.com/en-sg/Research+Methods+For+Business:+A+Skill+Building+Approach,+7th+Edition-p-9781119266846>

- Statista. (2021). Top 10 luxury brands worldwide 2019. Retrieved May 3, 2022, from <https://www.statista.com/statistics/267948/brand-value-of-the-leading-10-most-valuable-luxury-brands-worldwide/>
- Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Suttikun, C., & Meeprom, S. (2021). Examining the effect of perceived quality of authentic souvenir product, perceived value, and satisfaction on customer loyalty. *Cogent Business and Management*, 8(1). <https://doi.org/10.1080/23311975.2021.1976468>
- Tong, X., Su, J., & Xu Tong, Y. (2017). Brand personality and its impact on brand trust and brand commitment: An empirical study of luxury fashion brands. *International Journal of Fashion Design*, 11(2), 196–209. <https://doi.org/10.1080/17543266.2017.1378732>
- Wikipedia. (2021). *Louis Vuitton*.
- Wongsawan, J. (2021). *Determinant Factors of Purchase Intention of Luxury Handbags: A Case Study of Top Three Brands in Bangkok*. <https://www.researchgate.net/publication/357367485>
- Yang, S. J., & Lee, Y. (2019). Mid- to low-end fashion brand personality affects consumers' perceived quality, commitment, and loyalty. *Social Behavior and Personality: An International Journal*, 47(7).
- Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). *Services marketing : integrating customer focus across the firm (7th edition)* (7th ed.). Mc Graw Hill.
- Zhong, Y., & Moon, H. C. (2020). What Drives Customer Satisfaction, Loyalty, and Happiness in Fast-Food Restaurants in China? Perceived Price, Service Quality, Food Quality, Physical Environment Quality, and the Moderating Role of Gender. *Foods* 2020, Vol. 9, Page 460, 9(4), 460. <https://doi.org/10.3390/FOODS9040460>