

DAFTAR PUSTAKA

Referensi

- Aaker, d. A. (2002). *Building strong brands*. Simon & schuster uk ltd.
- Brand awareness (kesadaran merek). (2018, september 6). Retrieved september 19, 2019, from <https://www.hestanto.web.id/brand-awareness-kesadaran-merek/>.
- Esch, f. R., langner, t., schmitt, b. H., & geus, p. (2006). Are brands forever? How brand knowledge and relationships affect current and future purchases. *Journal of product & brand management*, 15(2), 98–105. Doi: 10.1108/10610420610658938
- Fajariah, n., thoyib, a., & rahman, f. (2016). Pengaruh brand awareness, perceived quality, dan brand image terhadap brand loyalty pada generasi y di indonesia. *Jurnal aplikasi manajemen*, 14(3), 471–480. Doi: 10.18202/jam23026332.14.3.08
- Griffin, j. (2005). *Customer loyalty: how to earn it, how to keep it*. Jakarta: erlangga.
- Ifana, v. M., & suryani, t. (2016). Pengaruh citra merek, kepercayaan merek, dan kualitas layanan pada loyalitas merek pakaian zara. *Journal of business and banking*, 1–12. Retrieved from <https://journal.perbanas.ac.id/index.php/jbb/article/view/1302/624>
- Keller, k. L. (2013). *Strategic brand management: building, measuring, and managing brand equity*. Pearson.
- Kurniawan, h. H. (2017). Pengaruh perceived quality terhadap brand loyalty melalui mediasi brand image dan brand trust. *Jurnal bisnis dan manajemen*, 1–12. Retrieved from <https://pdfs.semanticscholar.org/d2c6/f1ed431b3759c8e2b9c1f2b5b793d492d5df.pdf>
- Mahendra, i. (2015). Analisa permintaan pengguna sistem informasi koperasi pada koperasi karyawan budi setia jakarta dengan technology acceptance model. *Jurnal pillar nusa mandiri*,

xi.

Mahyarni, & meflinda, a. (2019). Investigation on the influence of green economy, social benefit, and economic benefit on business development and performance of sharia sme. *Proceedings of the 16th international symposium on management (insyima 2019)*. Doi: 10.2991/insyima-19.2019.47

Miller, j., & muir, d. (2004). *The business of brands* (1st ed.). Chichester, england: john wiley & sons ltd.

Okutsu, a. (2018, august 22). Uniqlo to double southeast asia footprint by 2022. Retrieved september 19, 2019, from <https://asia.nikkei.com/business/companies/uniqlo-to-double-southeast-asia-footprint-by-2022>.

Perceived quality–persepsi mutu oleh pelanggan. (2011, august). Retrieved september 19, 2019, from <http://ahlimanajemenpemasaran.com/2011/08/perceived-quality-persepsi-mutu-oleh-pelanggan/>.

Purnomo, r. A. (2016). *Analisis statistik ekonomi dan bisnis dengan spss*. Ponorogo:wade group.

Rangkuti, f. (2004). *The power of brands*. Jakarta: pt gramedia pustaka utama.

Riezebos, r., kist, b., & kootstra, g. (2003). *Brand management: a theoretical and practical approach*. Harlow, england: financial times/prentice-hall.

Sekaran, u., & bougie, r. (2016). *Research methods for business: a skill building approach seventh edition*. John wiley & sons.

Soesilopranoto, k. S. (2019). Pengaruh brand awareness, perceived quality dan brand personality terhadap brand loyalty uniqlo di surabaya. *Jurnal strategi pemasaran*, 6, 1–10. Retrieved from <http://publication.petra.ac.id/index.php/manajemen-pemasaran/article/view/8555/7728>

Taufandra, m., & rahanatha, i. G. B. (2014). Pengaruh citra merek terhadap persepsi kualitas dan loyalitas merek, 1–15. Retrieved from <https://media.neliti.com/media/publications/255116-pengaruh-citra-merek-terhadap-persepsi-k-ff6a3e83.pdf>

The state of fashion 2018. (2018). *The state of fashion 2018*. Retrieved from <https://www.mckinsey.com/~media/mckinsey/industries/retail/our%20insights/renewed%20optimism%20for%20the%20fashion%20industry/the-state-of-fashion-2018-final.ashx>

- Wijaya, w., yulianeu, syaifuddin, t., & wulan, h. S. (2017). *Strategi pengembangan usaha cv. Steba advertising semarang dalam meningkatkan pendapatan*. Retrieved from <https://jurnal.unpand.ac.id/index.php/ms/article/view/651>
- Wisnu, w., & hermawan, a. (2011). Pengaruh perceived quality terhadap kesetiaan merek dan citra merek. *Jurnal manajemen dan pemasaran jasa*, 4(1), 39. Doi: 10.25105/jmpj.v4i1.485
- Yahya, a. N. (2018). Analisis pengaruh persepsi brand image terhadap keputusan pembelian helm merek bmc di kota surakarta.
- Aaker, d. (2013). *Membangun ekuitas merek*. Jakarta: mitra utama.
- Aaker, d. (2015). *Aaker on branding: 20 prinsip esensial mengelola dan mengembangkan brand*. Jakarta: pt. Gramedia pustaka utama.
- Alfred, o. (2013). *Influence of price and quality on consumer purchase of mobile phone in the kumasi metropolis in ghana a comparative study*. *European journal of business and management*. 5 (1): 181-186.
- Astuti, sri wahjuni dan i gede cahyadi. (2007). *Pengaruh elemen ekuitas merek terhadap rasa percaya diri pelanggan di surabaya atas keputusan pembelian sepeda motor honda*. *Majalah ekonomi*, tahun xvii, no. 2.
- Buchori, alma. (2008). *Manajemen pemasaran dan pemasaran jasa*. Bandung: alfabeta.
- Chan, arianis. (2010). *Jurnal ekuitas merek terhadap proses keputusan pembelian konsumen : studi kasus bank muamalat indonesia cabang bandung*. *Jurnal administrasi bisnis* vol. 6 no.1
- Durianto, & darmadi. (2011). *Strategi menaklukkan pasar melalui riset ekuitas dan perilaku merek*. Jakarta: gramedia pustaka utama.
- Durianto. (2008). *Invasi pasar dengan iklan yang efektif*. Jakarta: gramedia pustaka utama.
- Griffin. (2011). *Customer loyalty: menumbuhkan dan mempertahankan kesetiaan pelanggan*. Edisi revisi. Jakarta: erlangga.
- Hartiningtiya, a., & assegaff, m. (2010). *Analisis brand awareness, brand association perceived quality dan pengaruhnya terhadap keputusan pembelian*. *Ekobis*, 500-507.
- Hasan, ali. (2008). *Marketing*. Yogyakarta: medpress.
- Istijianto. (2009). *Aplikasi praktis riset pemasaran*, edisi pertama. Gramedia. Jakarta.
- Keegan, w. J., & green, m. C. (2015). *Global marketing*. London: pearson education limited.
- Keller, l. K. (2013). *Strategic brand management: building, measuring, and managing brand equity*. 4th global edition. Usa: pearson.
- Kolter, philip, & amstrong, g. (2010). *Principles of marketing*. Jakarta: erlangga jakarta.

- Kotler, p., & armstrong, g. (2016). *Principles of marketing (16th ed.)*. London: pearson education limited.
- Kotler, p; dan keller; k. L. (2009). *Marketing management*. 13rd ed. London: pearson prentice hall
- Kotler, philip, & keller, k. (2012). *Marketing*. Jakarta: prenhallindo.
- Kotler, philip. Dan keller, kevin. (2009). *Manajemen pemasaran. Jilid 1*. Edisi 13. Terjemahan sabran, bob. Jakarta: erlangga.
- Mitsal, m. I. (2017). *Pengaruh ekuitas merek (brand equity) terhadap keputusan pembelian produk mobil toyota pada pt. Haji kalla cabang urip sumoharjo di makassar*. Makassar: universitas hasanuddin.
- Muhammad, a; hamad, n; shabir, g. (2014). *Impact of brand equity drivers on purchase intention (a quantitative study of smart phone market)*. International journal of innovative research & development vol. 3 issue 5. Pp. 388-394.)
- Natascha, n. (2015). *Pengaruh ekuitas merek terhadap keputusan pembelian pada produk minuman ringan coca-cola pada siswa/siswi kecamatan tanjung rejo medan*. Medan: universitas sumatera utara.
- Nazir, mohammad. 2003. *Metode penelitian*. Jakarta: ghalia indonesia
- Pane, o., & rini, e. S. (2011). *Pengaruh brand equity flash disk merek kingston terhadap keputusan pembelian pad mahasiswa amik mbp medan*. Jurnal ekonomi vol 14, 115-126.
- Rahmat, a. A. (2015). *Analisis pengaruh ekuitas merek terhadap keputusan pembelian handphone iphone di kota bandar lampung*. Lampung: universitas lampung.
- Rangkuti, f. (2015). *Analisis swot teknik membedah kasus bisnis*. Jakarta: gramedia pustaka utama.
- Schiffman, l.g; dan wisenblit, j.l. (2014). *Consumer behavior elevent edition*. London: pearson
- Sugiyono. (2008). *Metode penelitian kuantitatif kualitatif dan r&d*. Bandung: alfabeta.
- Sugiyono. (2013). *Metode penelitian kuantitatif kualitatif dan r&d*. Bandung: alfabeta.
- Suharno. (2010). *Marketing in practice*. Yogyakarta: graha ilmu.
- Suharsimi, arikunto. (2009). *Prosedur penelitian suatu pendekatan praktik*. Yogyakarta: bina aksara.
- Sumarwan, u. (2011). *Perilaku konsumen*. Bogor: ghalia indonesia.

- Sutarisno, a. (2015). *Pengaruh ekuitas merek terhadap keputusan pembelian smartphone merek iphone di kalangan universitas maranatha bandung*. Bandung: universitas maranatha bandung.
- Swastha, basu dan & irwan. (2008). *Manajemen pemasaran modern*. Yogyakarta: liberty offset.
- Tjiptono, f., & chandra, g. (2012). *Pemasaran strategik*. (2nd ed.). Andi.
- Tjiptono, fandy. (2011). *Manajemen & strategi merek*. Yogyakarta: cv andi offset.
- Ujang, sumaran. (2011). *Perilaku konsumen: teori dan penerapannya dalam pemasaran*. Jakarta: ghalia.
- Wicaksono, d. (2013). *Pengaruh elemen ekuitas merek terhadap perilaku konsumen dalam melakukan keputusan pembelian iphone*. Semarang: universitas diponegoro.
- alam, m. M. D., karim, r. Al, & habiba, w. (2021). The relationship between crm and customer loyalty: the moderating role of customer trust. *International journal of bank marketing*, 39(7). <https://doi.org/10.1108/ijbm-12-2020-0607>
- Amirullah. (2015). Populasi dan sampel. *Wood science and technology*, 16(4).
- Atulkar, s. (2020). Brand trust and brand loyalty in mall shoppers. *Marketing intelligence and planning*, 38(5). <https://doi.org/10.1108/mip-02-2019-0095>
- Bastari, r. P., aditia, p., & putra, i. D. A. (2020). Substansi makna pada seni komoditas: kajian semiotika pada karya kaws x uniqlo tahun 2019. *Demandia*, 05(02). <https://doi.org/10.25124/demandia.v>
- Bernarto, i., & pelita harapan, u. (n.d.). Pengaruh perceived value, customer satisfaction dan trust terhadap customer loyalty restoran xyz di tangerang. *Jurnal online nasional dan internasional*, 1(1). www.journal.uta45jakarta.ac.id
- Bhattacharya, a., morgan, n. A., & rego, l. L. (2021). Customer satisfaction and firm profits in monopolies: a study of utilities. *Journal of marketing research*, 58(1). <https://doi.org/10.1177/0022243720962405>
- Bian, x., & haque, s. (2020). Counterfeit versus original patronage: do emotional brand attachment, brand involvement, and past experience matter? *Journal of brand management*, 27(4). <https://doi.org/10.1057/s41262-020-00189-4>
- Chetioui, y., benlafqih, h., & lebdou, h. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of fashion marketing and management*, 24(3). <https://doi.org/10.1108/jfmm-08-2019-0157>
- Cinthyana ryana sari, & agus molana hidayat, s.e., m. S. (2021). Pengaruh influencer marketing

- dan kualitas produk terhadap universitas telkom the influence of influencer marketing and product quality on purchasing decisions at uniqlo. *E-proceeding of management*, 8(2).
- Cuesta-valiño, p., gutiérrez-rodríguez, p., & garcía-henche, b. (2022). Word of mouth and digitalization in small retailers: tradition, authenticity, and change. *Technological forecasting and social change*, 175. <https://doi.org/10.1016/j.techfore.2021.121382>
- Dash, g., kiefer, k., & paul, j. (2021). Marketing-to-millennials: marketing 4.0, customer satisfaction and purchase intention. *Journal of business research*, 122. <https://doi.org/10.1016/j.jbusres.2020.10.016>
- Dr. Moli wahyuni. (2020). Statistik deskriptif untuk penelitian olah data manual dan spss versi 25. In *statistik deskriptif untuk penelitian olah data manual dan spss versi 25*.
- Dr. Mulyono, s.e., m. M. (2019). Analisis uji asumsi klasik. In *binus* (issue 2016).
- Fastoso, f., & gonzález-jiménez, h. (2020). Materialism, cosmopolitanism, and emotional brand attachment: the roles of ideal self-congruity and perceived brand globalness. *Journal of business research*, 121. <https://doi.org/10.1016/j.jbusres.2018.12.015>
- Fay, d. L. (1967). Uji autokorelasi. *Angewandte chemie international edition*, 6(11), 951–952.
- Firmansyah, d., prihandono, d., manajemen, j., & ekonomi, f. (2018). Management analysis journal. *Management analysis journal*, 7(1). <http://maj.unnes.ac.id>
- Foroudi, p., palazzo, m., & sultana, a. (2021). Linking brand attitude to word-of-mouth and revisit intentions in the restaurant sector. *British food journal*, 123(13). <https://doi.org/10.1108/bfj-11-2020-1008>
- Ghozali. (2016). Uji reabilitas. In *metodelogi penelitian*.
- Habel, j., schons, l. M., alavi, s., & wieseke, j. (2016). Warm glow or extra charge? The ambivalent effect of corporate social responsibility activities on customers' perceived price fairness. *Journal of marketing*, 80(1). <https://doi.org/10.1509/jm.14.0389>
- Haq, m. N. (2017). Paradigma penelitian. *Jurnal hikmah*, 14(1).
- Hendarta, w. S., & susanto, a. (2019). Pengaruh e-service quality, customer e-satisfaction dan customer value terhadap customer e-loyalty dimoderasi oleh brand image melalui e-crm quality sebagai variabel intervening. *Jurnal riset manajemen dan bisnis*, 14(1). <https://doi.org/10.21460/jrmb.2019.141.313>
- Hidayat, a. A. (2021). Menyusun instrumen penelitian & uji validitas-reliabilitas - google books. *Health books publishing*.

- Hofmann, j., schnittka, o., johnen, m., & kottemann, p. (2021). Talent or popularity: what drives market value and brand image for human brands? *Journal of business research*, 124. <https://doi.org/10.1016/j.jbusres.2019.03.045>
- Huaman-ramirez, r., & merunka, d. (2019). Brand experience effects on brand attachment: the role of brand trust, age, and income. *European business review*, 31(5). <https://doi.org/10.1108/eb-02-2017-0039>
- Iglesias, o., markovic, s., bagherzadeh, m., & singh, j. J. (2020). Co-creation: a key link between corporate social responsibility, customer trust, and customer loyalty. *Journal of business ethics*, 163(1). <https://doi.org/10.1007/s10551-018-4015-y>
- Ilyas, g. B., rahmi, s., tamsah, h., munir, a. R., & putra, a. H. P. K. (2020). Reflective model of brand awareness on repurchase intention and customer satisfaction. *Journal of asian finance, economics and business*, 7(9). <https://doi.org/10.13106/jafeb.2020.vol7.no9.427>
- Indradi, d. (2018). Pengaruh likuiditas, capital intensity terhadap agresivitas pajak (studi empiris perusahaan manufaktur sub sektor industri dasar dan kimia yang terdaftar di bea tahun 2012-2016.). *Jurnal akuntansi berkelanjutan indonesia*, 1(1). <https://doi.org/10.32493/jabi.v1i1.y2018.p147-167>
- Ismagilova, e., rana, n. P., slade, e. L., & dwivedi, y. K. (2021). A meta-analysis of the factors affecting ewom providing behaviour. *European journal of marketing*, 55(4). <https://doi.org/10.1108/ejm-07-2018-0472>
- Janna, n. M. (2020). Konsep uji validitas dan reliabilitas dengan menggunakan spss. *Artikel : sekolah tinggi agama islam (stai) darul dakwah wal-irsyad (ddi) kota makassar*, 18210047.
- Junaidi. (2015). Memahami skala-skala pengukuran. *Research gate*, may.
- Kurniawan, h., soesanto, h., & yuniawan, a. (2016). Pengaruh kualitas produk, kualitas layanan, dan persepsi harga terhadap nilai pelanggan dalam meningkatkan minat beli (studi pada konsumen produk batu potong besi 4 inch merek wd di jawa tengah). In *jurnal sains pemasaran indonesia: vol. Xv* (issue 1).
- Kusumah, e. P., hurriyati, r., & dirgantari, p. D. (n.d.). Jurnal bisnis dan manajemen atribut pemilihan kualitas restoran: citra merek dan harga. In *international journal of contemporary hospitality management* (vol. 31, issue 3). <http://jurnal.unmer.ac.id/index.php/jbm>
- Lee, m., lee, s. A., jeong, m., & oh, h. (2020). Quality of virtual reality and its impacts on

- behavioral intention. *International journal of hospitality management*, 90. <https://doi.org/10.1016/j.ijhm.2020.102595>
- Mabkhot, h. A., hasnizam, & sallah, s. M. (2017). The influence of brand image and brand personality on brand loyalty, mediating by brand trust: an empirical study. *Jurnal pengurusan*, 50.
- Martin roll: business & brand leadership. (2019). Uniqlo - the strategy behind the japanese fast fashion retail brand. *Martinroll*, 21.
- Mirza, m., verma, a., kee, d. M. H., awatif, a., qistina, f. N., & aswadi, m. K. (2020). The key success factors: a case study of uniqlo. *Journal of the community development in asia*, 3(2). <https://doi.org/10.32535/jcda.v3i2.805>
- Mohammed, a., & al-swidi, a. (2019). The influence of csr on perceived value, social media and loyalty in the hotel industry. *Spanish journal of marketing - esic*, 23(3). <https://doi.org/10.1108/sjme-06-2019-0029>
- Morhart, f., malär, l., guèvremont, a., girardin, f., & grohmann, b. (2013). Brand authenticity: an integrative framework and measurement scale. *Journal of consumer psychology*, 25(2). <https://doi.org/10.1016/j.jcps.2014.11.006>
- Mostafa, r. B., & kasamani, t. (2021). Brand experience and brand loyalty: is it a matter of emotions? *Asia pacific journal of marketing and logistics*, 33(4). <https://doi.org/10.1108/apjml-11-2019-0669>
- Nandaika, m. E., & respati, n. N. R. (2021). Peran brand image dalam memediasi pengaruh green marketing terhadap keputusan pembelian (studi pada produk fashion merek uniqlo di denpasar). *E-jurnal manajemen universitas udayana*, 10(6). <https://doi.org/10.24843/ejmunud.2021.v10.i06.p02>
- Nasution, s. (2017). Variabel penelitian. *Raudhah*, 05(02).
- Nugroho, e. (2018). Prinsip-prinsip menyusun kuesioner. *Universitas brawijaya*, june.
- Periantalo, j. (2017). Uji validitas konstruk tes minat indonesia melalui aspek minat psikis. *Psycho idea*, 15(1). <https://doi.org/10.30595/psychoidea.v15i1.2234>
- Portal, s., abratt, r., & bendixen, m. (2019). The role of brand authenticity in developing brand trust. *Journal of strategic marketing*, 27(8). <https://doi.org/10.1080/0965254x.2018.1466828>
- Pranatawijaya, v. H., widiatry, w., priskila, r., & putra, p. B. A. A. (2019). Penerapan skala likert dan skala dikotomi pada kuesioner online. *Jurnal sains dan informatika*, 5(2). <https://doi.org/10.34128/jsi.v5i2.185>

- Rabbanee, f. K., roy, r., & spence, m. T. (2020). Factors affecting consumer engagement on online social networks: self-congruity, brand attachment, and self-extension tendency. *European journal of marketing*, 54(6). <https://doi.org/10.1108/ejm-03-2018-0221>
- Ratnasari, r. T., gunawan, s., mawardi, i., & kirana, k. C. (2020). Emotional experience on behavioral intention for halal tourism. *Journal of islamic marketing*, 12(4). <https://doi.org/10.1108/jima-12-2019-0256>
- Rayat, a., rayat, m., & rayat, l. (2017). The impact of social media marketing on brand loyalty. *Annals of applied sport science*, 5(1). <https://doi.org/10.18869/acadpub.aassjournal.5.1.73>
- Sekaran, u., & bougie, r. (2009). Research method for business textbook: a skill building approach. *John wiley & sons ltd.*
- Serra-cantalops, a., ramon-cardona, j., & salvi, f. (2018). The impact of positive emotional experiences on ewom generation and loyalty. *Spanish journal of marketing - esic*, 22(2). <https://doi.org/10.1108/sjme-03-2018-0009>
- Singh, g., slack, n. J., sharma, s., aiyub, a. S., & ferraris, a. (2021). Antecedents and consequences of fast-food restaurant customers' perception of price fairness. *British food journal*. <https://doi.org/10.1108/bfj-03-2021-0286>
- Sonia, p., devi, c., & sulistyawati, e. (2018). *Peran customer satisfaction memediasi pengaruh online trust terhadap repurchase intention (studi pada konsumen florist online di kota Denpasar)*. 7(6), 2856–2886. <https://doi.org/10.24843/ejmunud.2018.v7.i06.p1>
- Sugiyama, a. G., febiano, e., & pambudy, s. B. (2017). *Studi kasus pada wisatawan nusantara di kartika sari bandung*. 17(1), 1–14. <http://journal.maranatha.edu/jmm>
- Sumiati, s., witcahyo, e., & ramani, a. (2020). Analisis biaya satuan (unit cost) dengan metode activity based costing (abc) di poliklinik jantung rsu dr. H. Koesnadi bondowoso. *Jurnal ekonomi kesehatan indonesia*, 4(2). <https://doi.org/10.7454/eki.v4i2.2956>
- Tavitiyaman, p., qu, h., tsang, w. Sze l., & lam, c. Wah r. (2021). The influence of smart tourism applications on perceived destination image and behavioral intention: the moderating role of information search behavior. *Journal of hospitality and tourism management*, 46. <https://doi.org/10.1016/j.jhtm.2021.02.003>
- Tong, x., su, j., & xu, y. (2018). Brand personality and its impact on brand trust and brand commitment: an empirical study of luxury fashion brands. *International journal of*

fashion design, technology and education, 11(2).

<https://doi.org/10.1080/17543266.2017.1378732>

Uma sekaran, & roger bougie. (2016). Research method for business textbook (a skill building appra). *United states: john wiley & sons inc.*

Usui, t., kotabe, m., & murray, j. Y. (2017). A dynamic process of building global supply chain competence by new ventures: the case of uniqlo. *Journal of international marketing*, 25(3). <https://doi.org/10.1509/jim.16.0052>

Vieira, c. B., & sousa, b. (2020). The brand attachment and consumer behaviour in sports marketing contexts: the case of football fans in portugal. *International journal of sport management and marketing*, 20(1–2). <https://doi.org/10.1504/ijsmm.2020.109762>

Woo, h., & jin, b. (2014). Asian apparel brands' internationalization: the application of theories to the cases of giordano and uniqlo. *Fashion and textiles*, 1(1). <https://doi.org/10.1186/s40691-014-0004-7>

Yi, y. (2006). *When brand attitudes affect the customer satisfaction-loyalty relation: the moderating role of product involvement cite this paper.*

Yussoff, n. M., & nayan, s. M. (2020). Review on customer satisfaction. *Journal of undergraduate social science and technology*, 2(2).

Zainal, n. T. A., harun, a., & lily, j. (2017). Examining the mediating effect of attitude towards electronic words-of mouth (ewom) on the relation between the trust in ewom source and intention to follow ewom among malaysian travellers. *Asia pacific management review*, 22(1). <https://doi.org/10.1016/j.apmr.2016.10.004>