

DAFTAR PUSTAKA

- Admin. (2012). *Membangun Luxury Brand.* <https://simplestudio.wordpress.com/2012/12/26/membangun-luxury-brand/>
- Admin, A. (2020). *Dampak Positif dan Negatif Perkembangan Fashion Bagi Remaja.*
- Ahsan, Z., Ainina, W., Andespa, R., Astuti, M. D., Sunanto, S., Dubrin, A. J., Dursun, P., Fadhilah, D., Fadli, F., Fay, D. L., Febriyanto, N. W., Ii, B. A. B., Pustaka, T., Izzati, A. N., Kasus, S., Mandiri, B., Cabang, S., Kondoy, B. M. . J., Tewal, B., ... ا. مگرددان, ... (2016). PENGARUH PENGETAHUAN MASYARAKAT TERHADAP MINAT MENJADI NASABAH BANK SYARIAH. *経済志林*, 1(2), 1689–1699. http://repository.uin-suska.ac.id/9897/%0Ahttp://www.ghbook.ir/index.php?name=نرم‌گاه_و_رسانه&option=com_dbook&task=readonline&book_id=13650&page=73&chkhashk=ED9C9491B4&Itemid=218&lang=fa&tmpl=component%0Ahttp://www.albayan.ae%0Ahttps://scholar.goo
- Anshori, M., & Iswati, S. (2009). *METODE PENELITIAN KUANTITATIF.*
- Arunna Sivapathy, S. M. A. M. (2021). *THE LUXURY VALUE PERCEPTION: MALAYSIAN EMOTIONAL INTELLIGENCE TOWARDS PURCHASE INTENTION.* <https://ir.uitm.edu.my/id/eprint/49990/1/49990.pdf>
- Aysel Ercis, B. C. (2018). *IMPACT OF VALUE PERCEPTIONS ON LUXURY PURCHASE INTENTIONS: MODERATING ROLE OF CONSUMER KNOWLEDGE.* <http://doi.org/10.17261/Pressacademia.2018.855>
- Bearden, W. O., & Etzel, M. J. (1982). Reference Group Influence on Product and Brand Purchase Decisions. *Journal of Consumer Research*, 9(2), 183. <https://doi.org/10.1086/208911>
- Behrens, N. (2015). *The complexity of value in the luxury industry: from consumers' individual value perception to luxury consumption.* 43(10/11). <http://dx.doi.org/10.1108/IJRDM-07-2014-0087>
- Bianchi, C., Drennan, J., & Proud, B. (2014). Antecedents of consumer brand loyalty in the Australian wine industry. *Journal of Wine Research*, 25(2), 91–104. <https://doi.org/10.1080/09571264.2014.888650>
- Bourne. (1957). *Group Influence in Marketing and Public Relations.*
- Calvo-Porral, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95. <https://doi.org/10.1016/j.iedeen.2016.10.001>
- Carmeli A, A. F. A. (2004). Selling Luxury Goods Online: Effects of Online Accessibility and Price Display. *The Electronic Library*, 34(1), 1–5. <http://dx.doi.org/10.1108/IJRDM-07-2014-0097>

- Casidy, R., & Wymer, W. (2016). A risk worth taking: Perceived risk as moderator of satisfaction, loyalty, and willingness-to-pay premium price. *Journal of Retailing and Consumer Services*, 32, 189–197. <https://doi.org/10.1016/j.jretconser.2016.06.014>
- Chattalas, M., & Shukla, P. (2015). Impact of value perceptions on luxury purchase intentions: a developed market comparison. *Luxury Research J.*, 1(1), 40. <https://doi.org/10.1504/lrj.2015.069806>
- Christie's. (2022). *What every collector needs to know about Hermès handbags*. <https://www.christies.com/features/Hermes-handbags-collecting-guide-9190-3.aspx>
- Cooper, D. R., & Schindler, P. S. (2014). Business Research Methods. In *Proceedings of the Annual Reliability and Maintainability Symposium*. <https://doi.org/10.1109/arms.1991.154456>
- Curto, J. D., & Pinto, J. C. (2011). The corrected VIF (CVIF). *Journal of Applied Statistics*, 38(7), 1499–1507. <https://doi.org/10.1080/02664763.2010.505956>
- De Barnier, V., Falcy, S., & Valette-Florence, P. (2012). Do consumers perceive three levels of luxury? A comparison of accessible, intermediate and inaccessible luxury brands. *Journal of Brand Management*, 19(7), 623–636. <https://doi.org/10.1057/bm.2012.11>
- de Lassus, C., & Anido Freire, N. (2014). Access to the luxury brand myth in pop-up stores: A netnographic and semiotic analysis. *Journal of Retailing and Consumer Services*, 21(1), 61–68. <https://doi.org/10.1016/j.jretconser.2013.08.005>
- Deshmukh, G. K. (2016a). Students ' Susceptibility to Reference Group Influence on Smartphone in Raipur City. *IFRSA Business Review*, 4(March), 68–73. https://www.researchgate.net/publication/296913572_Students'_Susceptibility_to_Reference_Group_Influence_on_Smartphone_in_Raipur_City
- Deshmukh, G. K. (2016b). Students ' Susceptibility to Reference Group Influence on Smartphone in Raipur City. *IFRSA Business Review*, 4(March), 68–73.
- Ekawati, M., Kumandji, S., & Kusumawati, A. (2014). *PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP PENGETAHUAN KONSUMENSERTA DAMPAKNYA PADA KEPUTUSAN PEMBELIAN*. <https://media.neliti.com/media/publications/84373-ID-none.pdf>
- Escalas & Bettman. (2003). *You Are What They Eat: The Influence of Reference Groups on Consumers' Connections to Brands*. <https://people.duke.edu/~jrb12/bio/Jim/53.pdf>
- Faccioli, G., & Sheehan, E. (2021). *Global Powers of Luxury Goods 2021*.
- Fernie, J. (1993). International Journal of Retail & Distribution Management. *Marketing Intelligence & Planning*, 11(6), 11–12. <https://doi.org/10.1108/EUM0000000001123>
- Fitinline. (2021). *Pengertian,Fungsi dan Manfaat Fashion Yang Terpenting untuk Anda Ketahui*. <https://fitinline.com/article/read/pengertian-fungsi-dan-manfaat-fashion-yang->

- penting-untuk-anda-ketahui/
Fontanella, C. (2022). *A Beginner's Guide to Customer Behavior Analysis*.
- Garson. (2016). Partial Least Squares : Regression & Structural Equation Models. In *Multi-Label Dimensionality Reduction*. <https://doi.org/10.1201/b16017-6>
- Getman, P. (2020). *7 REASONS WHY BRANDS MATTER TO YOUR CONSUMERS*.
- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When To Use And How To Report The Results Of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hennigs, N., Wiedmann, K.-P., & Leibniz, C. K. (2012). What is the Value of Luxury? A Cross-Cultural Consumer Perspective. *Psychology & Marketing*, 29(12), 1018–1034. <https://doi.org/10.1002/mar>
- Hennigs, N., Wiedmann, K. P., Behrens, S., & Klarmann, C. (2013). Unleashing the power of luxury: Antecedents of luxury brand perception and effects on luxury brand strength. *Journal of Brand Management*, 20(8), 705–715. <https://doi.org/10.1057/bm.2013.11>
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Hermès. (2022). *Hermès*. <https://www.hermes.com/us/en/>
- Hidayat, A. (2012). *Inner Model PLS SEM dalam SMARTPLS*. <https://www.statistikian.com/2021/04/inner-model-pls-sem-smart-pls.html>
- Hung, K. peng, Chen, A. H., Peng, N., Hackley, C., Tiwsakul, R. A., & Chou, C. lun. (2011). Antecedents of luxury brand purchase intention. *Journal of Product and Brand Management*, 20(6), 457–467. <https://doi.org/10.1108/10610421111166603>
- Irena Vida. (2007). *Determinants of Consumer Willingness to Purchase Non-Deceptive Counterfeit Products and the European Union*. https://www.researchgate.net/publication/5173664_Determinants_of_Consumer_Willingness_to_Purchase_Non-Deceptive_Counterfeit_Products_and_the_European_Union
- Kambiz Heidarzadeh Hanzaee, B. T. and B. T. (2012). *Segmenting Consumers Based on Luxury Value Perceptions*.
- Kankam, P. K. (2019). The use of paradigms in information research. *Library and Information Science Research*, 41(2), 85–92. <https://doi.org/10.1016/j.lisr.2019.04.003>
- Kapferer, J. N., & Laurent, G. (2016). Where do consumers think luxury begins? A study of perceived minimum price for 21 luxury goods in 7 countries. *Journal of Business Research*, 69(1), 332–340. <https://doi.org/10.1016/j.jbusres.2015.08.005>
- Kapferer, J. N., & Valette-Florence, P. (2018). The impact of brand penetration and awareness on luxury brand desirability:: A cross country analysis of the relevance of the rarity

- principle. *Journal of Business Research*, 83(October 2017), 38–50. <https://doi.org/10.1016/j.jbusres.2017.09.025>
- Keuangan, E. (2021). *FAKTOR INFLASI VARIANS (VIF)*.
- Kowalczyk, C. M., & Mitchell, N. A. (2022). Understanding The Antecedents to Luxury Brand Consumer Behavior. *Journal of Product and Brand Management*, 31(3), 438–453. <https://doi.org/10.1108/JPBM-09-2020-3126>
- Liang, Y., Ghosh, S., & Oe, H. (2017). Qualitative Market Research : An International Journal Article information : *Qualitative Market Research: An International Journal*, 15, 242–267. <https://doi.org/10.1108/QMR-01-2017-0010>
- LLEWELLYN, N. (2021). *The Embodiment of Consumer Knowledge*.
- Loussaïef, L., Ulrich, I., & Damay, C. (2019). How does access to luxury fashion challenge self-identity? Exploring women's practices of joint and non-ownership. *Journal of Business Research*, 102(April 2018), 263–272. <https://doi.org/10.1016/j.jbusres.2019.02.020>
- Marinelli, G. (2021). *Hermes Birkin bags are famously expensive and difficult to buy — so we asked an expert how to find them and what makes them so elusive*.
- Matthes, J. M., & Ball, A. D. (2019). Discriminant validity Assessment in Marketing Research. *International Journal of Market Research*, 61(2), 210–222. <https://doi.org/10.1177/1470785318793263>
- Meiryani. (2021). *MEMAHAMI UJI OUTER MODEL (PENGUKURAN BAGIAN LUAR) DALAM SMART PLS*. <https://accounting.binus.ac.id/2021/08/12/memahami-uji-outer-model-pengukuran-bagian-luar-dalam-smart-pls/>
- Misti Hariyah &, W. A. (2021). *The Effect of Advertising, Perception and Consumer Knowledge on Purchasing Products*.
- Najat, B. (2017). *Importance of Customer Knowledge in Business Organizations*. https://hrmars.com/papers_submitted/3449/Importance_of_Customer_Knowledge_in_Business_Organizations.pdf
- Nasution, S. (2017). Variabel penelitian. *Raudhah*, 05(02), 1–9. <http://jurnaltarbiyah.uinsu.ac.id/index.php/raudhah/article/view/182>
- Natasya, A., Putri, T., Siahaan, R. P. J., & Khoirunnisa, A. (2022). Filsafat Ilmu dan Pengembangan Metode Ilmiah. *Mahaguru: Jurnal Pendidikan Guru Sekolah Dasar*, 3(1), 167–179. <https://doi.org/10.33487/mgr.v3i1.3932>
- Newman, E. (2017). *Importance of Consumer Knowledge*. <https://corp.yonyx.com/customer-service/19086/>
- Nisa, A. (2020). *5 Alasan Kenapa Consumer Behavior Itu Penting Untuk Bisnis*. <https://www.exabytes.co.id/blog/alasan-kenapa-consumer-behavior-penting-untuk->

bisnis/

Njuguna, N. P. A. & R. K. (2015). *AN ANALYSIS OF IN STORE ENVIRONMENT AMBIENCE FACTOR INFLUENCE ON CONSUMER BEHAVIOUR.*

Nora, L. (2019). Trust, commitment, and customer knowledge: Clarifying relational commitments and linking them to repurchasing intentions. *Management Decision*, 57(11), 3134–3158. <https://doi.org/10.1108/MD-10-2017-0923>

Novianty, E. (2019). *Pengaruh Pengetahuan Produk, Kesadaran Merek, Persepsi Nilai Dan Atribut Produk Terhadap Keputusan Pembelian Online Kosmetik Qweena Skincare.* Universitas Lampung.

Parker Lessig, V., & Park Whan, C. (1978). Promotional perspectives of reference group influence advertising implications. *Journal of Advertising*, 7(2), 41–47. <https://doi.org/10.1080/00913367.1978.10673220>

Pranata, G. (2021). *Alasan Industri Fashion Berkembang Pesat di Indonesia.* <https://stylo.grid.id/read/142614554/seolah-tak-pernah-mati-di-berbagai-situasi-ini-alasan-industri-fashion-berkembang-pesat-di-indonesia?page=all>

Primecz, H. (2020). *Positivist, constructivist and critical approaches to international human resource management and some future directions.* <https://journals.sagepub.com/doi/abs/10.1177/2397002220909069>

Prospeku. (2022). *Product Knowledge: Pengertian, Manfaat, Jenis & Cara Membuat.*

Putri, V. (2022). *7 Pengertian Perilaku Konsumen Menurut Para Ahli.* <https://www.kompas.com/skola/read/2022/08/04/080000969/7-pengertian-perilaku-konsumen-menurut-para-ahli?page=all>

Radu, V. (2019). *Consumer behavior in marketing – patterns, types, segmentation.*

Rehman, A., & Jamil, S. A. (2016). Influence of income and occupation on consumers' susceptibility to reference group demands on brand choice decisions. *International Review of Management and Marketing*, 6(2), 376–382. https://www.researchgate.net/publication/301519215_Influence_of_Income_and_Occupation_on_Consumers'_Susceptibility_to_Reference_Group_Demands_on_Brand_Choice_Decisions/link/5717474708ae2679a8c5d3ce/download

Riadi, M. (2021). *Kelompok Acuan (Reference Group) - Pengertian, Jenis, Indikator dan Bentuk Pengaruh.*

Rita. (2018). *Consumer Product Knowledge.* <https://bbs.binus.ac.id/gbm/2018/04/02/consumer-product-knowledge/>

Roll, M. (2018). Hermès - The Strategy Insights Behind The Iconic Luxury Brand – Martin Roll. *Business&Brand Leadership*, 1–10. <https://martinroll.com/resources/articles/strategy/hermes-the-strategy-behind-the-global-luxury-success/>

- Rowley, J. E. (2002). Reflections on customer knowledge management in e-business. *Qualitative Market Research: An International Journal*, 5(4), 268–280. <https://doi.org/10.1108/13522750210443227>
- Sa'ad Al-Hyari, H. (2016). *Information and Knowledge Management Customer Knowledge Management towards Customer Attraction from managers' perspective; a Case Study of Arab Bank in Amman City, Jordan*. 6(11), 47–57.
- Salma. (2022). *Paradigma Penelitian: Pengertian, Peran Penting, Jenis, dan Contoh Lengkapnya*. <https://penerbitdeepublish.com/paradigma-penelitian/>
- Saptoyo, R. (2021). *Kenapa Tas Hermés Bisa Begitu Mahal? Harganya sampai Miliaran*.
- Sarabia-Andreu, F., & Sarabia-Sánchez, F. J. (2018). Do implicit and explicit attitudes explain organic wine purchase intention?: An attitudinal segmentation approach. *International Journal of Wine Business Research*, 30(4), 463–480. <https://doi.org/10.1108/IJWBR-09-2017-0063>
- Sarstedt, M., & Christian M. Ringle, and J. F. H. (2017). Partial Least Squares Structural Equation Modeling with R. In *Practical Assessment, Research and Evaluation* (Vol. 21, Issue 1). https://www.researchgate.net/publication/319669432_Partial_Least_Squares_Structural_Equation_Modeling
- Schofield, T. (2021). *What Is Consumer Behavior in Marketing? - Factors, Model & Definition*.
- Sekaran, U., & Bougie, R. (2016). Research Methods for Business. In *Encyclopedia of Quality of Life and Well-Being Research*. Wiley. https://doi.org/10.1007/978-94-007-0753-5_102084
- Setiawan, S. (2022). *Pengertian Fashion – Stylist, Sejarah, Manfaat, Ciri, Perkembangan, Faktor, Para Ahli*. <https://www.gurupendidikan.co.id/pengertian-fashion/>
- Shukla, P. (2012). The influence of value perceptions on luxury purchase intentions in developed and emerging markets. *International Marketing Review*, 29(6), 574–596. <https://doi.org/10.1108/02651331211277955>
- Sreejesh, S., Sarkar, A., & Roy, S. (2016). Validating a scale to measure consumer's luxury brand aspiration. *Journal of Product and Brand Management*, 25(5), 465–478. <https://doi.org/10.1108/JPBM-06-2014-0647>
- Sutiono. (2022). *Aksesibilitas: Pengertian dan Contohnya*. <https://haloedukasi.com/aksesibilitas>
- Taber, K. S. (2018). The Use of Cronbach's Alpha When Developing and Reporting Research Instruments in Science Education. *Research in Science Education*, 48(6), 1273–1296. <https://doi.org/10.1007/s11165-016-9602-2>
- Tunjungsari, H. K. (2017). PENGARUH PERSEPSI NILAI PADA INTENSI PEMBELIAN

PRODUK VIRTUAL. *Jurnal Ilmiah Manajemen*, VI(2), 261–279.

Vigneron, F., & Johnson, L. W. (2004). Measuring perceptions of brand luxury. *Journal of Brand Management*, 11(6), 484–506. <https://doi.org/10.1057/palgrave.bm.2540194>

Vijaranakorn, K., & Shannon, R. (2017). The influence of country image on luxury value perception and purchase intention. In *Journal of Asia Business Studies* (Vol. 11, Issue 1). <https://doi.org/10.1108/JABS-08-2015-0142>

Wang, P., Kuah, A. T. H., Lu, Q., Wong, C., Thirumaran, K., Adegbite, E., & Kendall, W. (2021). The impact of value perceptions on purchase intention of sustainable luxury brands in China and the UK. *Journal of Brand Management*, 28(3), 325–346. <https://doi.org/10.1057/s41262-020-00228-0>

Wikipedia. (2018). *Goodness of fit*. https://en.wikipedia.org/wiki/Goodness_of_fit

Wikipedia. (2020). *Persepsi*.

Wikipedia. (2021). *Thierry Hermès*. https://id.wikipedia.org/wiki/Thierry_Hermès

Wikipedia. (2022). *Fashion*. <https://en.wikipedia.org/wiki/Fashion>

Yulistara, A. (2018). *60% Orang Indonesia Pilih Beli Produk Asing Ketimbang Lokal*. <https://www.cnbcindonesia.com/lifestyle/20180326194751-33-8635/60-orang-indonesia-pilih-beli-produk-asing-ketimbang-lokal>

Zakariah, A. M., Afriani, V., & Zakariah, M. K. (2009). *METODOLOGI PENELITIAN*. https://books.google.co.id/books?hl=en&lr=&id=k8j4DwAAQBAJ&oi=fnd&pg=PA82&dq=pengertian+penelitian+kuantitatif&ots=13Wu2lZ0oD&sig=Ryj11Uzk9mGRUWRVOdZCrb08HQg&redir_esc=y#v=onepage&q&f=false

Zeng, F., & Wang, V. L. (2019). *The impact of advertising self-presentation style on customer purchase intention style*. <https://doi.org/10.1108/APJML-03-2019-0150>

Zhang, J., & Bloemer, J. M. M. (2008). The impact of value congruence on consumer-service brand relationships. *Journal of Service Research*, 11(2), 161–178. <https://doi.org/10.1177/1094670508322561>

Zuraya, N. (2015). *Ini Dia Negara Pembeli Barang Mewah Terbanyak di Asia Pasifik*. <https://www.republika.co.id/berita/nx5v4o383/ini-dia-negara-pembeli-barang-mewah-terbanyak-di-asia-pasifik>