

DAFTAR PUSTAKA

- Arikunto, S. (2002). *Prosedur Penelitian Suatu Pendekatan Praktek*. Jakarta: Rinea Cipta.
- Arikunto, S. (2005). *Dasar-dasar Evaluasi Pendidikan*. Jakarta: Bumi Aksara.
- Bakewell, C., Mitchell, V., & Rothwell, M. (2006). UK Generation Y fashion consciousness. *Journal of Fashion Marketing and Management*, 10 (2), 169-180.
- Baron, R. A dan Byrne, D. (2003). *Psikologi Sosial*. Jakarta: Erlangga.
- Belleau, B. D., Summers, T. A., Xu, Y., & Pinel, R. (2007). Theory of reasoned action purchase intention of young consumers. *Clothing and Textiles Research Journal*, 25(3), 244-257.
- Bilgihan, A. (2016). Gen Y customer loyalty in online shopping: An integrated model of trust, user experience and branding. *Computers in Human Behavior*, 61, 103-113.
- Cho, Yooncheong, Roxanne Hiltz, dan Jerry Fjermestad. (2002). The effect of post-purchase evaluation factors on online vs. offline customer complaining behavior: Implications for customer loyalty. *Advances in Consumers Research*, Volume 29, 2002.
- Eriyanto. (2007). *Teknik Sampling Analisis Opini Publik*. Yogyakarta: LkiS
- Escalas, J.E. and Bettman, J.R. (2005). Self-construal, reference groups and brand meaning. *Journal of Consumer Research*, Vol. 32 No. 3, pp. 378-389.
- Evawati. (2012). Kualitas Produk dan Citra Merek (*Brand Image*) Mc Donald: Pengaruhnya terhadap Kepuasan Konsumen. *Jurnal Ilmu Ekonomi dan Sosial*, Jilid 1, Nomor 2, November 2012, hlm 181-191.
- Fastidianti, K. dan Rosinta, F. (2013). Pengaruh Brand Image Terhadap Repurchase Intention: Studi Pada Zara Pondok Indah Mall 2. *Skripsi, tidak dipublikasikan*. Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Indonesia.
- Ferdinand, A. (2002). *Structural Equation Modelling dalam Penelitian Manajemen: Aplikasi Model-Model Rumit dalam Penelitian untuk Tesis Magister dan Disertasi Doktor*. Semarang: Badan Penerbit UNDIP.

- Ferdinand, A. (2006). *Metode Penelitian Manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fishbein, M. dan Ajzen, I. (1975). *Belief, attitude, intention, and behavior: an introduction to theory and research*. Reading, MA: Addison-Wesley
- Hair, J. F *et al.* (2010). *Multivariate Data Analysis*. Jakarta: Gramedia Pustaka Utama.
- Hamdi, A. S., dan Bahrudin, E. (2014). *Metode Penelitian Kuantitatif Aplikasi Dalam Pendidikan*. Yogyakarta: Deepublish.
- Hartono, J. (2011). *Metodologi Penelitian Bisnis: Salah Kaprah dan Pengalaman-pengalaman*. Yogyakarta: BPFE.
- Hasan, A. (2013). *Marketing dan Kasus-Kasus Pilihan*. Yogyakarta: CAPS (Center for Academic Publishing Service).
- Hogg, M.A. Abrams, D., Otten, S. and Hinkle, S. (2004). The Social Identity Perspective: Intergroup Relations, Self-Conception, and Small Groups. *Small Group Research*, 2004 35: 246
- Hume, M. (2010). Compassion Without Action: Examining The Young Consumers Consumption and Attitude to Sustainable Consumption. *Journal of World Business*, 45(4), 385-394
- Illaw, M.A. (2014). Who You Are Affects What You Buy: The Influence of Consumer Identity on Brand Preference. *The Elon Journal of Undergraduate Research in Communications*, Vol. 5, No. 2, Fall 2014.
- Jackson, W.J. & Smith, R.E. (1999). Conceptualizing social identity: A new framework and evidence for the impact of different dimensions. *Personality and Social Psychology Bulletin*, Vol 25, Issue 1, 1999
- Joergens, C. (2006). Ethical fashion: myth or future trend? *Journal of Fashion Marketing & Management*, 10(3), 360-371
- Kotler, P. dan Armstrong, G. (2012). *Prinsip-Prinsip Pemasaran. Edisi. 13. Jilid 1*. Jakarta: Erlangga.
- Kotler, P. dan Keller, K. (2012). *Manajemen Pemasaran*. Alih Bahasa: Drs. Benjamin Molan. Jakarta: PT. Prenhallindo.
- Lee Taylor, S. and Cosenza, R. M. (2002), Profiling later aged female teens: Mall shopping behavior and clothing choice. *Journal of Consumer Marketing*, Vol. 19 No. 5, pp. 393-408.

- Martin, C. A. & Bush, A. J. (2000). Do role models influence teenagers' purchase intentions and behavior? *Journal of Consumer Marketing*, 17(5), 441-453.
- Ngantrung, D. (2017). 10 Merek Fashion Paling Berharga di Dunia pada 2017. Melalui <https://m.detik.com/wolipop/read/2017/03/12/160629/3444785/233/10-merek-fashion-paling-berharga-di-dunia-pada-2017>, diakses 10 November 2017.
- Ordun, G. (2015). Millennial (Gen Y) Consumer Behavior, Their Shopping Preferences and Perceptual Maps Associated With *Brand Loyalty*. *Canadian Social Science*, Vol. 11, No. 4, 2015, pp. 40-55
- Parment, A. (2013). Generation Y vs. baby boomers: Shopping behavior, buyer involvement and implications for retailing. *Journal of Retailing and Consumer Services*, 20(2), 189-199
- Peter, J. P., & Olson, J. C. (2005). *Consumer Behaviour and Marketing Strategy (7th ed)*. New York: McGraw-Hill/Irwin
- Rahayu, E. M. (2013). Tingkatkan *Brand Awareness*, Uniqlo Buka Outlet ke-2 di Taman Anggrek. Melalui <https://swa.co.id/swa/capital-market/corporate-action/tingkatkan-brand-awareness-uniqlo-buka-outlet-ke-2-di-taman-anggrek>, diakses 10 November 2017.
- Rajagopal. (2006). Brand Excellence: Measuring The Impact of Advertising and *Brand Personality* on Buying Decisions. *Measuring Business Excellence*, Vol. 10 No. 3, pp. 56-65.
- Schiffman, L.G., and Kanuk, L. L. (2007). *Consumer behavior*. USA: Prentice Hall
- Schiffman, Leon G. dan Leslie Lazar Kanuk. (2009). *Consumer behavior*. New Delhi: Dorling Kindersley (India) Pvt. Ltd., licences of Pearson Education in South Asia
- Sekaran, U. (2006). *Metode Penelitian Untuk Bisnis 1*. (4th ed). Jakarta: Salemba Empat.
- Solomon, M.R. & Rabolt, N. (2009). *Consumer Behaviour in Fashion*, 2nd. Edition. USA: Prentice Hall
- Sugiyono. (2012). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukmadinata, N.S. (2011). *Metode Penelitian Pendidikan*. Bandung: PT Remaja Rosdakarya.

- Sumarwan, U. (2011). *Perilaku Konsumen: Teori dan Penerapannya dalam Pemasaran*. Jakarta: Penerbit PT Ghalia Indonesia
- Syamriladoe, (2011). Pengaruh Kualitas Pelaporan Keuangan Terhadap Asimetrik Informasi, *Simposium Nasional Akutansi X III*, Purwokerto
- Tajfel, H., & Turner, J. C. (1986). The social identity theory of intergroup behavior. Dalam S. Worchel & W. Austin (Eds.), *Psychology of intergroup relations* (pp. 7–24). Chicago: Nelson Hall
- Tjiptono, F. (2015). *Strategi Pemasaran*. Yogyakarta: ANDI
- Tuskej, U., Golob, U. and Podnar, K. (2013). The Role of Consumer–Brand Identification in Building Brand Relationships. *Journal of business research*, Vol. 66 No. 1, pp. 53-59
- Valaei, N. dan Nikhashemi, S. R. (2017). Generation Y consumers' buying behaviour in fashion apparel industry: a moderation analysis. *Journal of Fashion Marketing and Management: An International Journal*, Vol. 21 Issue: 4, pp.523-543
- Valentine, D. dan Powers, T. L. (2013). Online Product Search and Purchase Behavior of Generation Y. *Atlantic Marketing Journal*, Vol. 2, No. 1, (Winter 2013).
- Vigolo, V. dan Ugolini, M. M. (2016). Does this fit my style? The role of self congruity in young women's repurchase intention for intimate apparel. *Journal of Fashion Marketing and Management: An International Journal*, Vol. 20 Iss 4.
- Williams, K. C. and Page, R. A. (2011), Marketing to the Generations. *Journal of Behavioral Studies in Business*, Vol. 3 No. 1, pp. 1-17
- www.swa.co.id. Menangkap Dinamika Sukses Bisnis *Fashion*, diakses 10 November 2017.
- www.uniqlo.com