

DAFTAR PUSTAKA

- Abdillah, M. Y., Saragih, N., & Nurbaiti, N. (2022). Peluang Penjualan Bisnis Online Fashion. *Jurnal Ilmu Komputer Dan Bisnis*, 13(1), 1–7. <https://doi.org/10.47927/jikb.v13i1.260>
- Abdullah, K., Jannah, M., Aiman, U., Hasda, S., Fadilla, Z., Taqwin, Masita, Ardiawan, K. ngurah, & Sari, M. E. (2021). *METODOLOGI PENELITIAN KUANTITATIF*. <http://penerbitzaini.com>
- Afandi, J. (2023). *PENGARUH KESADARAN MEREK, ASOSIASI MEREK DAN KUALITAS PRODUK TERHADAP LOYALITAS MEREK DAN NIAT PEMBELIAN ULANG (STUDI KASUS PADA KONSUMEN PEMBELIAN MEREK RABBANI)*.
- Afandi, J., & Muthohar, M. (2023). Pengaruh Kesadaran Merek, Asosiasi Merek Dan Kualitas Produk Terhadap Loyalitas Merek Dan Niat Pembelian Ulang Konsumen Pembelian Merek Rabbani. *POPULER: Jurnal Penelitian Mahasiswa*.
- Ali, A., & Bhasin, J. (2019). Understanding Customer Repurchase Intention in E-commerce: Role of Perceived Price, Delivery Quality, and Perceived Value. *Jindal Journal of Business Research*, 8(2), 142–157. <https://doi.org/10.1177/2278682119850275>
- Ali, H. (2019). Building Repurchase Intention and Purchase Decision: Brand Awareness and Brand Loyalty Analysis (Case Study Private Label Product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Alviah, S., & Firmansyah, A. (2020). *PENGARUH PROMOSI TERHADAP KEPUTUSAN PEMBELIAN KONSUMEN DI MINIMARKET KOPKAR PRIMAVERA PT INDO AMERICAN CERAMICS (Studi Kasus Pada Kopkar Primavera PT Indo American Ceramics)*.
- Anshori, M. A. (2020). *Pengaruh Brand Awarness, Dan Brand Asosiation, Terhadap Loyalitas Pelanggan Yang Dimediasi Oleh Kepuasan Pelanggan Ayam Geprek Sako (Doctoral dissertation)*. Universitas Muhammadiyah Surakarta.
- Appiah-Nimo, K., Muthambi, A., & Devey, R. (2023). Consumer-based brand equity of South African luxury fashion brands. *Journal of Fashion Marketing and Management*. <https://doi.org/10.1108/JFMM-10-2021-0277>

- Aquinia, A., Liana, L., & Wahyudi, D. (2021). *The Role of Perceived Quality and Brand Loyalty Influencing Repurchase Intention*. <https://www.topbrand-award.com/top-brand->
- Ardhia, R. W., & Mayangsari, L. (2020). A Study of Factors Influencing Indonesian Consumers' Purchase Intention towards Its Local Fashion Brands. *KnE Social Sciences*. <https://doi.org/10.18502/kss.v4i6.6669>
- Bougie, R., & Sekaran, U. (2019). *Research Methods for Business*. www.wileypluslearningspace.com
- Cheung, G. W., Cooper-Thomas, H. D., Lau, R. S., & Wang, L. C. (2023). Reporting reliability, convergent and discriminant validity with structural equation modeling: A review and best-practice recommendations. *Asia Pacific Journal of Management*. <https://doi.org/10.1007/s10490-023-09871-y>
- Chinomona, R., & Maziriri, E. T. (2017). The influence of brand awareness, brand association and product quality on brand loyalty and repurchase intention: a case of male consumers for cosmetic brands in South Africa. In *www.jbrmr.com A Journal of the Academy of Business and Retail Management* (Vol. 12). ABRM. www.jbrmr.com
- Creswell, J. W., & Creswell, J. D. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. Sage.
- Danish, R. Q., Khan, M. K., Ghafoor, M. M., Ahmad, I., Humayon, A. A., & Aslam, S. (2018). Impact of Brand Loyalty in Assessing Purchase Intentions of a Customer: A Study of Automobile Industry in South Asian Perspective. In *A Research Journal of South Asian Studies 347 South Asian Studies A Research Journal of South Asian Studies* (Vol. 33, Issue 2).
- Darmawan, D. (2019). *Kualitas Produk, Kesadaran Merek dan Harga serta Pengaruhnya Terhadap Kepuasan Pelanggan*.
- Darwin, M., & Mamondol, M. R. (2020). *Quantitative approach research method*. <https://www.researchgate.net/publication/364620945>
- Deka, R. eRA, Nurhajati, & Rachma, N. (2019). *Pengaruh Brand Association Dan Brand Awareness Terhadap Brand Loyalty Melalui Brand Trust Pada Start Up Fintech OVO*. 4.
- Dianatari, N. P. D., Kusuma, I. G. A. N. G. E. T., & Rihayana, I. G. (2021). *PENGARUH BRAND TRUST DAN BRAND ASSOCIATION TERHADAP BRAND LOYALTY PADA W RETREAT & SPA BALI SEMINYAK*.
- Dihni, V. A. (2022b). *Ini Deretan Barang yang Paling Sering Dibeli Masyarakat Saat Belanja Online*.

- Fauzia, A., & Sosianika, A. (2021). *Analisis Pengaruh Brand Image, Perceived Quality, dan Country of Origin*.
- Fraser, E., & van der Ven, H. (2022). Increasing Transparency in Global Supply Chains: The Case of the Fast Fashion Industry. *Sustainability (Switzerland)*, 14(18). <https://doi.org/10.3390/su141811520>
- Ghozali, I. (2017). *Model Persamaan Struktural Konsep Dan Aplikasi Program AMOS 24*. Semarang: Badan Penerbit Universitas Diponegoro.
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan penerbit universitas Diponegoro.
- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Hair, J. F., Howard, M. C., & Nitzl, C. (2020). Assessing measurement model quality in PLS-SEM using confirmatory composite analysis. *Journal of Business Research*, 109, 101–110. <https://doi.org/10.1016/j.jbusres.2019.11.069>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Hair, J. F., Hult, T. M., & Ringle, C. M. (2019). Partial Least Squares Structural Equation Modeling Based Discrete Choice Modeling: An Illustration In Modeling Retailer Choice. *Business Research*.
- Hair, J., Hult, T., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. <http://www>.
- Hastuti, F. M. (n.d.). PENGARUH KESADARAN MEREK, PERSEPSI KUALITAS DAN LOYALITAS MEREK TERHADAP MINAT BELI ULANG KONSUMEN WARDAH. 2018.
- Heskiano, Yanuar, T., & Mohamad, R. H. (2020). Social Media Marketing Relations, Brand Awareness to Brand Loyalty Through The Brand Image. *Journal of Multidisciplinary Academic*, 4(4).
- Huang, R., & Sarigöllü, E. (2012). How brand awareness relates to market outcome, brand equity, and the marketing mix. *Journal of Business Research*, 65(1), 92–99. <https://doi.org/10.1016/j.jbusres.2011.02.003>

- Ikhsani, K., & Hudaya, A. (2020). *ANALISIS KESADARAN MEREK, ASOSIASI MEREK, DAN LOYALITAS MEREK (STUDI KASUS PRODUK PRIVATE LABEL PADA TOKO ALFAMIDI DI KOTA TANGERANG)*. <http://jurnal.undira.ac.id/index.php/jpmk/>
- 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), 427–438. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO9.427>
- Irmayanti, L., Iqbal Fasa, M., & Islam Negeri Raden Intan, U. (2022). Pengaruh Analisis Kesadaran Industri Fashion dalam Upaya Meningkatkan Sustainable Development Goals (SDGs) melalui Produksi dan Konsumsi Sustainable Fashion Menurut Perspektif Ekonomi Islam Analisis Kesadaran Industri Fashion dalam Upaya Meningkatkan Sustainable Development Goals (SDGs) melalui Produksi dan Konsumsi Sustainable Fashion Menurut Perspektif Ekonomi. In *Youth & Islamic Economic Journal* (Vol. 03).
- Johan, I. S., Indriyani, R., & Vincēviča-Gaile, Z. (2020). Measuring Repurchase Intention on Fashion Online Shopping. *SHS Web of Conferences*, 76, 01015. <https://doi.org/10.1051/shsconf/20207601015>
- Kalimasada, & Pramono, S. (2019). *Pengaruh Brand Awareness Terhadap Repurchase Intention Yang Dimediasi Oleh Brand Loyalty (Studi Pada Konsumen Kalimasada Cookies Blitar)*.
- Khoirunnisa, A., & Astini, R. (2021). The Effects of Experiential Marketing and Social Media Marketing on Repurchase Intention with Brand Trust as Variable Mediation for Wearing Klamby Hijab Fashion Products. *European Journal of Business and Management Research*, 6(6), 35–41. <https://doi.org/10.24018/ejbmr.2021.6.6.1145>
- Kumar, R., & Majumdarr, S. (2022). The Uniqlo Case: Fast Retailing Recipe for Attaining Market Leadership Position in Casual Clothing. In *Rutgers Business Review* (Vol. 7, Issue 1).
- Kumar, S. (2018). Understanding Different Issues of Unit of Analysis in a Business Research Journal of General ManaGeMent research. *Journal of General Management Research*, 5, 70–82.
- Lengkong, A. P., Pio, R. J., & Mangindaan, J. V. (2021). Pengaruh Brand Awareness dan Kualitas Produk terhadap Loyalitas Pelanggan Melalui Kepuasan Konsumen Pakaian H.A.R.V Official di Manado. *Jurnal Administrasi Bisnis (JAB)*, 11(2), 2021.
- Lone, R. A., & Bhat, M. A. (2022). Product Quality and Customer Loyalty: A

Review of literature. *International Journal of Marketing and Technology*, 12.

Lubis, R. R. (2021). *PENGARUH PROMOSI DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN SEPATU MEREK CONVERSE PADA MAHASISWA UNIVERSITAS MUHAMMADIYAH SUMATERA UTARA*.

MARDIATMOKO, G.-. (2020). PENTINGNYA UJI ASUMSI KLASIK PADA ANALISIS REGRESI LINIER BERGANDA. *BAREKENG: Jurnal Ilmu Matematika Dan Terapan*, 14(3), 333–342. <https://doi.org/10.30598/barekengvol14iss3pp333-342>

Mardikaningsih, R., & Putra, A. R. (2021). *Pengambilan Keputusan Pembelian Produk Berdasarkan Ekuitas Merek*. 4(2), 85.

Memon, M. A., Ting, H., Cheah, J.-H., Thurasamy, R., Chuah, F., & Cham, T. H. (2020). Journal of Applied Structural Equation Modeling SAMPLE SIZE FOR SURVEY RESEARCH: REVIEW AND RECOMMENDATIONS. In *Journal of Applied Structural Equation Modeling* (Vol. 4, Issue 2).

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), 1033–1051. <https://doi.org/10.1108/APJML-11-2019-0669>

Nabila, E. Y., Listiana, E., Purmono, B. B., Fahrana, Y., & Rosnani, T. (2023). Determinants of Repurchase Intention: A Study on Ease of Use, Trust and E-Satisfaction Construct in Shopee Marketplace. *East African Scholars Journal of Economics, Business and Management*, 6(1), 29–36. <https://doi.org/10.36349/easjebm.2023.v06i01.004>

Nasution, A. A. (2020). Pengaruh Persepsi Harga, Desain Produk Dan Preferensi Konsumen Terhadap Keputusan Pembelian Mobil Mitsubishi Xpander (Studi Kasus PT. Nusantara Berlian Motor Medan). *Jurnal Ilmiah Simantek*, 4(3), 158–166.

Nugroho, M. A., & Hidayati, L. L. A. (2020). *Pengaruh Brand Association, Brand Awareness, Brand Image, Brand Trust Dan Consumer Satisfaction Terhadap Brand Loyalty Produk Smartphone Merek Xiaomi Di Magelang*.

Paramita, R. W. D., Rizal, N., & Sulistyan, R. B. (2021). *METODE PENELITIAN KUANTITATIF: Buku Ajar Perkuliahan Metodologi Penelitian Bagi Mahasiswa Akuntansi & Manajemen*.

Pather, P. (2017). BRAND EQUITY AS A PREDICTOR OF REPURCHASE INTENTION OF MALE BRANDED COSMETIC PRODUCTS IN SOUTH AFRICA. *Business & Social Science Journal (BSSJ)*, 2(1), 1–23.

- Permata, A. R. E., Djodi, W. S., Permadi, D., & Munawaroh, S. I. (2022). *Berkahoutfit.Com : Optimizing The Digitalization Of The Sharia Fashion Business With A Virtual Team System In Indonesia*. <https://www.mongabay.co.id/2020/05/18/kurangi-sampah-pakaian->
- Permatasari, D. C., & Tjahjaningsih, E. (2022). Pengaruh Kesadaran Merek, Persepsi Harga, dan Kualitas Produk terhadap Keputusan Pembelian Paket Data Telkomsel. *SEIKO : Journal of Management & Business*, 5(1), 2022–2296. <https://doi.org/10.37531/sejaman.v5i1.2019>
- Pramezwary, A., Winata, J., Tanesha, R., Armando, T., & Pariwisata, F. (2021). Brand Trust dan Promosi Penjualan Terhadap Keputusan Pembelian Produk Di Masa Covid-19. *Jurnal Ekonomi & Manajemen Universitas Bina Sarana Informatika*, 19(1). <https://doi.org/10.31294/jp.v17i2>
- Pranabowo, H., & Halim, L. V. (2023). *Pengaruh Keberhasilan Website Visual Appeal Terhadap Customer Satisfaction Dan Repurchase Intention Pada Uniqlo Di Indonesia*. www.uniqlo.com.
- Pranata, Z., & Permana, D. (2021). Identifying the Role of Brand Loyalty in the Relationship between Brand Awareness, Brand Association and Repurchase Intention. *European Journal of Business and Management Research*, 6(1), 129–133. <https://doi.org/10.24018/ejbmr.2021.6.1.704>
- Priadana, S., & Sunarsi, D. (2021). *Metode Penelitian Kuantitatif*. Pascal Books.
- Putri, S. L., & Deniza, M. P. (2018). Pengaruh Brand Awareness dan Brand Loyalty Terhadap Keputusan Pembelian Produk Chicken Nugget Fiesta Di Kota Padang. In *Jurnal Agrica* (Vol. 11, Issue 2).
- Rafiq, M. R., Hussain, R. I., & Hussain, S. (2020). THE IMPACT OF LOGO SHAPES REDESIGN ON BRAND LOYALTY AND REPURCHASE INTENTIONS THROUGH BRAND ATTITUDE. *International Review of Management and Marketing*, 10(5), 117–126. <https://doi.org/10.32479/irmm.10308>
- Ramayanti, F. (2019). Jurnal Studi Manajemen dan Bisnis Peran Brand Awereness Terhadap Keputusan Pembelian Produk. In *JSMB* (Vol. 6, Issue 2). <http://journal.trunojoyo.ac.id/jsmb78>
- Ramadhan, A. G., & Santosa, S. B. (2017). Analisis Pengaruh Kualitas Produk, Kualitas Pelayanan, dan Citra Merek terhadap Minat Beli Ulang pada Sepatu Nike Running di Semarang melalui Kepuasan Pelanggan sebagai Variabel Intervening. In *DIPONEGORO JOURNAL OF MANAGEMENT* (Vol. 6, Issue 1). <http://ejournal-s1.undip.ac.id/index.php/management>
- Rather, R. A., Hollebeek, L. D., Vo-Thanh, T., Ramkissoon, H., Leppiman, A., &

- Smith, D. (2022). Shaping customer brand loyalty during the pandemic: The role of brand credibility, value congruence, experience, identification, and engagement. *Journal of Consumer Behaviour*, 21(5), 1175–1189. <https://doi.org/10.1002/cb.2070>
- Razak, N., Themba, O. S., & Sjahruddin, H. (2019). Brand awareness as predictors of repurchase intention: Brand attitude as a moderator. *Advances in Social Sciences Research Journal*, 6(2). <https://doi.org/10.14738/assrj.62.6264>
- Rohman, Moch. F., & Sopiiah. (2021). *The Influence of Brand Awareness and Product Quality on the Repurchase Intention of Teh Botol Sosro Through Trust (A Study on the Residents of Pasuruan Regency)*.
- Rostiani, R., & Kuron, J. (2019). PURCHASE OF FAST-FASHION BY YOUNGER CONSUMERS IN INDONESIA: DO WE LIKE IT OR DO WE HAVE TO LIKE IT? *Journal of Indonesian Economy and Business*, 34(3), 249–266. <http://journal.ugm.ac.id/jieb>
- Saidani, B., Lusiana, L. M., & Aditya, S. (2019). ANALISIS PENGARUH KUALITAS WEBSITE DAN KEPERCAYAAN TERHADAP KEPUASAN PELANGGAN DALAM MEMBENTUK MINAT PEMBELIAN ULANG PADA PELANGGAN SHOPEE. *Jurnal Riset Manajemen Sains Indonesia (JRMSI)*.
- 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>
- Semuel, H., & Putra, R. S. (2018). *BRAND EXPERIENCE, BRAND COMMITMENT, DAN BRAND LOYALTY PENGGUNA APPLE IPHONE DI SURABAYA*. <https://doi.org/10.9744/pemasaran.12.2.69-76>
- Sözer, E. G., Civelek, M. E., & Kara, A. S. (2017). The Effect of Consumer Based Brand Equity on Brand Reputation. In *International Journal Of Eurasia Social Sciences* (Vol. 8, Issue 8).
- Stolovy, T. (2021). Styling the Self: Clothing Practices, Personality Traits, and Body Image Among Israeli Women. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.719318>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sugiyono. (2019). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Alfabeta.
- Sumiati, N. K., Sanjaya, P. K. A., & Swara, N. N. A. A. V. (2021). Pengaruh Service Quality Terhadap Customer Satisfaction dan Customer Loyalty Jasa Pengiriman Jalur Darat Pada. *Jurnal Manajemen*, 1.

- Sunu, P. W. D., & Setiawan, P. Y. (2020). PERAN SIKAP DALAM MEMEDIASI PENGARUH WEBSITE LAYOUT DESIGN TERHADAP NIAT BELI KEMBALI. *E-Jurnal Manajemen Universitas Udayana*, 9(2), 446. <https://doi.org/10.24843/ejmunud.2020.v09.i02.p03>
- Tamara, S. Y., & Putra, T. A. E. (2021). *PENGARUH KEPERCAYAAN MEREK, EKUITAS MEREK, DAN HARGA TERHADAP LOYALITAS KONSUMEN PADA PASTA GIGI MEREK PEPSODENT DI KOTA PADANG*. 16(1).
- Tuinesia, R., Sutanto, J. E., & Sondak, M. R. (2022). THE INFLUENCE OF BRAND AWARENESS AND PERCEIVED QUALITY ON REPURCHASE INTENTION: BRAND LOYALTY AS INTERVENING VARIABLE (CASE STUDY AT KOPI SOE BRANCH OF PANAKKUKANG MAKASSAR). *Business and Accounting Research (IJEBAR) Peer Reviewed-International Journal*, 6. <https://jurnal.stie-aas.ac.id/index.php/IJEBAR>
- Vazifehdooost, H., & Negahdari, A. (2018). *Impact Factor 3.582 Case Studies Journal ISSN (2305-509X (Vol. 7, Issue 1)*. <http://www.casestudiesjournal.com>
- Wijaksono, D., & Ali, H. (2019). Model Repurchase Intentions: Analysis of Brand Awareness, Perceived Quality, Brand Association, and Brand Loyalty (Case Study Private Label on Store Alfamidi In Tangerang). *Saudi Journal of Humanities and Social Sciences*.
- Yola, E., & Utama, L. (2021). *PENGARUH KESADARAN MEREK, NILAI PRODUK DAN KEUNIKAN MEREK TERHADAP LOYALITAS MEREK UNIQLO DI BATAM*.
- Zhang, X. (2020). The Influences of Brand Awareness on Consumers' Cognitive Process: An Event-Related Potentials Study. *Frontiers in Neuroscience*, 14. <https://doi.org/10.3389/fnins.2020.00549>
- Zhao, J., Butt, R. S., Murad, M., Mirza, F., & Saleh Al-Faryan, M. A. A. (2022). Untying the Influence of Advertisements on Consumers Buying Behavior and Brand Loyalty Through Brand Awareness: The Moderating Role of Perceived Quality. *Frontiers in Psychology*, 12. <https://doi.org/10.3389/fpsyg.2021.803348>