

REFERENCES

- Afif, H. ', Heri, B., Titis, P., & Dhewi, S. (2020). THE IMPACT OF E-WOM AND ADVERTISING ON PURCHASE DECISION SI.SE.SA SYAR'I CLOTHES WITH BRAND AWARENESS AS AN INTERVENING VARIABLES (A STUDY ON SI.SE.SA FASHION CONSUMERS). *International Journal of Business, Economics and Law*, 23, 1. www.gbgindonesia.com
- Agusalim, N. P. (2021). Fashion Business Sustainability for Fashion Designers in the Indonesian Fashion Industry. *International Journal of Review Management Business and Entrepreneurship (RMBE)*, 1(2), 144–152. <https://doi.org/10.37715/rmbe.v1i2.2423>
- Alkhazi, M. (2016). *An explanatory study of Kuwaiti youths' knowledge of Sadu heritage: their appreciation of Sadu and its contemporary expression in textile*. By Manal Alkhazi Thesis for.
- Allen, M. (2017). The SAGE Encyclopedia of Communication Research Methods. *The SAGE Encyclopedia of Communication Research Methods*. <https://doi.org/10.4135/9781483381411>
- Allsop, D. T., Bassett, B. R., & Hoskins, J. A. (2007). Word-of-mouth research: Principles and applications. *Journal of Advertising Research*, 47(4), 398–411. <https://doi.org/10.2501/S0021849907070419>
- Alya, :, Kirana, D., & Aceh -Darussalam, B. (2022). *Thesis Submitted to Complete Assignments and Meet the Requirements to Get Bachelor's Degree in Economics and Business*.
- Analisis laporan keuangan : teori, aplikasi, & hasil penelitian / V. Wiratna Sujarweni | OPAC Perpustakaan Nasional RI.* (2017). <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1198979>
- Ann-Mari, S., & Patrik, A. (2015). Fashion, Sociology of. In *International Encyclopedia of the Social & Behavioral Sciences: Second Edition* (pp.

835–839). Elsevier Inc. <https://doi.org/10.1016/B978-0-08-097086-8.32059-1>

Arie Permana Ambolau Andriani Kusumawati Mukhamad Kholid Mawardi, M., Kunci, K., Merek, K., Merek, C., & Keputusan Pembelian, dan. (2015). THE INFLUENCE OF BRAND AWARENESS AND BRAND IMAGE ON PURCHASE DECISION (Study on Aqua Consumers in Administrative Science Faculty Brawijaya University Class of 2013). In *Jurnal Administrasi Bisnis (JAB)|Vol* (Vol. 2, Issue 2).

Arif, M. E. (2019). THE INFLUENCE OF ELECTRONIC WORD OF MOUTH (EWOM), BRAND IMAGE, AND PRICE ON RE-PURCHASE INTENTION OF AIRLINE CUSTOMERS. *JURNAL APLIKASI MANAJEMEN*, 17(2), 345–356. <https://doi.org/10.21776/ub.jam.2019.017.02.18>

Bossavie, L., Cho, Y., & Heath, R. (2020). *The Effects of International Scrutiny on Manufacturing Workers: Evidence from the Rana Plaza Collapse in Bangladesh*. www.iza.org

Budi, S., Staf, L., Jurusan, P., Komunikasi, I., & Undip, F. (2014). Fashion sebagai Komunikasi Identitas Sosial di Kalangan Mahasiswa. In *Ragam Jurnal Pengembangan Humaniora* (Vol. 14, Issue 3).

Cleff, T. (2019). Applied Statistics and Multivariate Data Analysis for Business and Economics: A Modern Approach Using SPSS, Stata, and Excel. *Applied Statistics and Multivariate Data Analysis for Business and Economics: A Modern Approach Using SPSS, Stata, and Excel*, 1–474. <https://doi.org/10.1007/978-3-030-17767-6/COVER>

Dan, J. E., Program, M. P., Management, B., Manajemen, S., Bisnis, F., & Ekonomi, D. (2022). *PENGARUH ELECTRONIC WORD OF MOUTH TERHADAP PURCHASE INTENTION PADA PRODUK SOMETHINC MELALUI BRAND IMAGE SEBAGAI VARIABEL INTERVENING DI MEDIA SOSIAL INSTAGRAM* (Vol. 10, Issue 2).

- Devi, S. (2017). *PENGARUH PRODUCT QUALITY DAN RETAIL SERVICE QUALITY TERHADAP REPURCHASE INTENTION DENGAN CUSTOMER FAMILIARITY SEBAGAI VARIABEL INTERVENING PADA STORE ZARA DI SURABAYA.*
- Dicken, P., & Hassler, M. (2000). Organizing the Indonesian clothing industry in the global economy: The role of business networks. *Environment and Planning A*, 32(2), 263–280. <https://doi.org/10.1068/a31172>
- Digitalcommons@umaine, D., & Doiron, C. P. (2018). *Constructing Identity Through the Lens of Fashion: An Honors Constructing Identity Through the Lens of Fashion: An Honors Thesis Thesis.* <https://digitalcommons.library.umaine.edu/honors/328>
- Farid Shamsudin, M., Hassan, S., Fikri Ishak, M., Ahmad, Z., & Kuala Lumpur, U. (2020). *JOURNAL OF CRITICAL REVIEWS STUDY OF PURCHASE INTENTION TOWARDS SKIN CARE PRODUCTS BASED ON BRAND AWARENESS AND BRAND ASSOCIATION.*
- Farina, M., Dewi, K., & Melinda, T. (2019). *THE EFFECT OF PRODUCTS, SERVICES QUALITY AND PRICE ON CONSUMER'S PURCHASE INTENTION ON MELLOCREME CLOTHING PRODUCT OF ONLINE SHOP.*
- Firman, A., Ilyas, G. B., Reza, H. K., Lestari, S. D., & Putra, A. H. P. K. (2021). The Mediating Role of Customer Trust on the Relationships of Celebrity Endorsement and E-WOM to Instagram Purchase Intention. *Jurnal Minds: Manajemen Ide Dan Inspirasi*, 8(1), 107. <https://doi.org/10.24252/minds.v8i1.20594>
- Fitrian, A. (2020). *Pengaruh Keterlibatan Mode dan Konsumsi Hedonis Terhadap Pembelian Impulsif (Studi Kasus: Pelanggan ZARA di Mall PVJ Kota Bandung).*

- Ghozali, I. (2018a). *Aplikasi Analisis Multivariate dengan Program IBM SPSS* 25. [//digilib.usm.ac.id%2Fupt%2Findex.php%3Fp%3Dshow_detail%26id%3D9491%26keywords%3D](http://digilib.usm.ac.id%2Fupt%2Findex.php%3Fp%3Dshow_detail%26id%3D9491%26keywords%3D)
- Ghozali, I. (2018b). *Aplikasi analisis multivariate dengan program IBM SPSS* 25. Universitas Diponegoro. <http://kin.perpusnas.go.id/DisplayData.aspx?pId=218217&pRegionCode=UN11MAR&pClientId=112>
- Goertzen, M. J. (2017). Introduction to Quantitative Research and Data. *Library Technology Reports*, 53(4), 12–19. <https://go.gale.com/ps/i.do?p=AONE&sw=w&issn=00242586&v=2.1&it=r&id=GALE%7CA510481059&sid=googleScholar&linkaccess=fulltext>
- Hariono, L. (2018). *APAKAH E-WOM (ELECTRONIC WORD OF MOUTH) BISA MENGALAHKAN WOM (WORD OF MOUTH) DALAM MEMPENGARUHI PENJUALAN PRODUK KULINER*. www.bps.go.id
- How polluting is the fashion industry? - EKOenergy*. (2019). <https://www.ekoenergy.org/how-polluting-is-the-fashion-industry/>
- Hulu, P., Ruswanti, E., & Unggul, U. E. (2018). *INFLUENCE OF PRODUCT QUALITY, PROMOTION, BRAND IMAGE, CONSUMER TRUST TOWARDS PURCHASE INTENTION (STUDY CASE ON POCARI SWEAT ISOTONIC DRINK IN INDONESIA)*.
- Jai, T., & Bnursing, S. (2023). *ETHICAL FASHION IN A FAST-FASHION WORLD*.
- Jalilvand, M. R., & Samiei, N. (2012a). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>

- Jalilvand, M. R., & Samiei, N. (2012b). The effect of electronic word of mouth on brand image and purchase intention: An empirical study in the automobile industry in Iran. *Marketing Intelligence and Planning*, 30(4), 460–476. <https://doi.org/10.1108/02634501211231946>
- Kawamura, Y. (2005). *Fashion-ology : an introduction to fashion studies*. Berg.
- Media Konsumen*. (2022). <https://mediakonsumen.com/2023/01/12/surat-pembaca/kecewa-dengan-zara-indonesia>
- Kerse, Y. (2023). The relationship between brand awareness and purchase intention: A meta-analysis study. *Business & Management Studies: An International Journal*, 11(3), 1121–1129. <https://doi.org/10.15295/bmij.v11i3.2288>
- Kim, S., Kandampully, J., & Bilgihan, A. (2018). The influence of eWOM communications: An application of online social network framework. *Computers in Human Behavior*, 80, 243–254. <https://doi.org/10.1016/j.chb.2017.11.015>
- Kumari, K., & Yadav, S. (2018). Linear regression analysis study. *Journal of the Practice of Cardiovascular Sciences*, 4(1), 33. https://doi.org/10.4103/jpcs.jpcs_8_18
- Kurniawan, A. (2018). *Metodologi penelitian pendidikan*. <https://opac.perpusnas.go.id/DetailOpac.aspx?id=1164268>
- Lane, K. (1993). Conceptualizing, measuring, and managing customer-based brand equity. In *Journal of Marketing* (Vol. 57).
- Leman, F. M., Soelityowati, S., Pd, M., Pd, J., Purnomo, B. A., & Fashion, M. (2020). 28 SEMINAR NASIONAL ENVISI 2020 : INDUSTRI KREATIF DAMPAK FAST FASHION TERHADAP LINGKUNGAN. www.fastcompany.com,

- Liu, R. (2017). A reappraisal of marketing definition and theory. *Journal of Eastern European and Central Asian Research*, 4(2). <https://doi.org/10.15549/jeecar.v4i2.170>
- MacArthur, E. (2017). *A NEW TEXTILES ECONOMY: REDESIGNING FASHION'S FUTURE*.
- Meliawati, T., Gerald, S. C., & Akhmad Edhy Aruman. (2023). The Effect of Social Media Marketing TikTok and Product Quality Towards Purchase Intention. *Journal of Consumer Sciences*, 8(1), 77–92. <https://doi.org/10.29244/jcs.8.1.77-92>
- Motta, G., & Biagini, A. (2017). *Fashion through history : costumes, symbols, communication. Volume II*.
- Nadhiroh, A., & Hukama, L. D. (2020). Pengaruh Electronic Word of Mouth, Credibility Celebrity Endorser, dan Visibility Celebrity Endorser Dewi Sandra terhadap Brand Image Wardah Cosmetics (Studi Kasus Mahasiswi Fakultas Ekonomi dan Bisnis Universitas YARSI). *JURNAL PUNDI*, 3(3), 259. <https://doi.org/10.31575/jp.v3i3.186>
- Nur Rahmania Ramadani, P. (2022). *ITS News*. <https://www.its.ac.id/news/2022/11/02/fast-fashion-waste-limbah-yang-terlupakan/>
- Perera, W. L. M. V, & Dissanayake, D. M. R. (2013). *THE IMPACT OF BRAND AWARENESS, BRAND ASSOCIATION AND BRAND PERCEIVED QUALITY ON FEMALE CONSUMERS' PURCHASE DECISION OF FOREIGN MAKEUP PRODUCTS (A STUDY ON YOUTH SEGMENT)*.
- Pozzo, B. (2020). Fashion between Inspiration and Appropriation. *Laws*, 9(1), 5. <https://doi.org/10.3390/laws9010005>
- Priyono. (2016). *METODE PENELITIAN KUANTITATIF*.

- Radhakrishnan, S. (2020). *Textile Science and Clothing Technology The UN Sustainable Development Goals for the Textile and Fashion Industry Effect Of Bio And Chemical Pretreatments On Cotton and Lycra Cotton Weft Knits View project.*
<https://www.researchgate.net/publication/335137215>
- Rangkuti, A. (2017). THE EFFECT OF BRAND IMAGE, PRODUCT KNOWLEDGE AND PRODUCT QUALITY ON PURCHASE INTENTION OF NOTEBOOK WITH DISCOUNT PRICE AS MODERATING VARIABLE. In *Journal of Business Studies and Management Review (JBSMR)* (Vol. 1, Issue 1).
- Razak, I., Nirwanto, N., & Triatmanto, B. (2016). Journal of Marketing and Consumer Research www.iiste.org ISSN. In *An International Peer-reviewed Journal* (Vol. 30). www.iiste.org
- Rusiviro Jacob, M., & Henriette Pattyranie Tan, P. (2021). *THE INFLUENCE OF COUNTRY IMAGE, BRAND FAMILIARITY, PRODUCT QUALITY, AND SOCIAL INFLUENCE TOWARDS PURCHASE INTENTION: THE CASE STUDY OF SAMSUNG.* 8(1), 199–216.
- Saleem, A., Ghafar, A., Ibrahim, M., Yousuf, M., Ahmed, N., & Fayaz Ahmad, S. (2015). *Product Perceived Quality and Purchase Intention with Consumer Satisfaction.*
<https://www.researchgate.net/publication/362731879>
- Sanusi A. (2016). *Metodologi Penelitian Bisnis.*
- Shwastika, R., & Keni, K. (2021). *The Effect of Brand Awareness, Social Media Marketing, Perceived Quality, Hedonic Motivation, and Sales Promotion Towards Consumers Intention to Purchase in Fashion Industry.*
- Sugiyono. (2013). <https://www.scribd.com/document/391327717/Buku-Metode-Penelitian-Sugiyono>

- Sujarweni, W. (2016). *Metodologi penelitian bisnis ekonomi / V. Wiratna*
Sujarweni | OPAC Perpustakaan Nasional RI.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=1072785>
- Sunyoto, D. (2013). *Metodologi penelitian akuntansi / Danang Sunyoto.*
 //senayan.iain-
palangkaraya.ac.id/index.php?p=show_detail&id=10494&keywords=
- Suryana, A. H. B. (2017). *Metodologi Penelitian dan Statistik : Bahan Ajar Keperawatan Gigi [Ebook].* //perpustakaan-fikes.ump.ac.id%2Findex.php%3Fp%3Dshow_detail%26id%3D14898%26keywords%3D
- Susilowati, E., & Novita Sari, A. (2020). The influence of brand awareness, brand association, and perceived quality toward consumers' purchase intention: a case of richeese factory, Jakarta. *Independent Journal of Management & Production*, 11(1), 039.
<https://doi.org/10.14807/ijmp.v11i1.981>
- Tjahjono, E. J., Ellitan, L., & Handayani, Y. I. (n.d.). *PRODUCT QUALITY AND BRAND IMAGE TOWARDS CUSTOMERS' SATISFACTION THROUGH PURCHASE DECISION OF WARDAH COSMETIC PRODUCTS IN SURABAYA.*
- Tsabitah, N., & Anggraeni, R. (2021). The Effect of Brand Image, Brand Personality and Brand Awareness on Purchase Intention of Local Fashion Brand "This Is April." *KINERJA*, 25(2), 234–250.
<https://doi.org/10.24002/kinerja.v25i2.4701>
- Uriarte Elizaga Hualien, L. (2016). *Higher THE CONTRAST OF FAST FASHION GIANTS ZARA, H&M AND UNIQLO.*
- Veno, A., & Prijanto, T. (2019). Determination Of Purchase Intention Factors On The Online Shop Site. *AGREGAT: Jurnal Ekonomi Dan Bisnis*, 3(2).
https://doi.org/10.22236/agregat_vol3/is2pp125-143

Vincencia, M., & Christiani, N. (2021). Michel Vincencia, Natalia Christiani / The Effect of Product Quality, Price, and Promotion toward Students' Purchase Decision for Telkomsel Products THE EFFECT OF PRODUCT QUALITY, PRICE, AND PROMOTION TOWARD STUDENTS' PURCHASE DECISION FOR TELKOMSEL PRODUCTS. *Review of Management and Entrepreneurship*, 05, 2.

Zhang, B., Zhang, Y., & Zhou, P. (2021). Consumer attitude towards sustainability of fast fashion products in the uk. *Sustainability (Switzerland)*, 13(4), 1–23. <https://doi.org/10.3390/su13041646>

