

## DAFTAR PUSTAKA

- Achilike, B. A. (2017). Influence of peer group on adolescent learning. *International Journal of Current Research*, 9(3), 48449-48454.
- Adriyendi. (2017). Inference menggunakan forward chaining pada food affordability. *Journal of Sainstek*, 9(2), 109-122.
- Agustin, I. M., Febriyanti, D., Sawiji. (2018). Peran peer group edukasi dalam peningkatan pengetahuan konsep diri remaja di panti asuhan. *Jurnal Ilmu Keperawatan Jiwa*, 1(2), 93-98.
- Ahmed, Q. M., Raziq, M. M., & Ahmed, S. (2018). The role of social media marketing and brand consciousness in building brand loyalty. *The Global Management Journal for Academic & Corporate Studies*, 8(1), 154-165.
- Aldahdouh, T. Z., Nokelainen, P., & Korhonen, V. (2020). Technology and social media usage in higher education: The influence of individual innovativeness. *SAGE Open*, 1-20.
- Arikunto, S. (2016). *Prosedur penelitian suatu pendekatan praktik*. Jakarta: Rineka Cipta.
- Arnett, G. (2019). The evolution of luxury's digital marketing playbook. *Vogue Business*. Retrieved from <https://www.voguebusiness.com/companies/evolution-of-luxurys-digital-marketing-playbook-bottega-veneta-louis-vuitton-net-a-porter>.
- Athwal, N., Istanbuluoglu, D., & McCormack, S. (2018). The allure of luxury brands' social media activities: A uses and gratifications perspective. *Information Technology & People*, 2.
- Attest. (2018). So haute right now: How Louis Vuitton are killing it on social media. Retrieved from <https://www.askattest.com/blog/news-and-trends/how-louis-vuitton-are-killing-it-on-social-media-awr>.
- Batra, R., Homer, P. M., & Kahle, L. R. (2001). Values, susceptibility to normative influence, and attribute importance weights: A nomological analysis. *Journal of Consumer Psychology*, 11, 115-128. doi:10.1207/S15327663JCP1102\_04
- Botha, N., Reyneke, M. (2016). Antecedents to luxury purchase intentions of young south African consumers. *Journal of International Marketing Strategy*, 4(1), 24-42.

- Brechwald, W. A., & Prinstein, M. J. (2011). Beyond homophily: A decade of advances in understanding peer influence processes. *Journal of Research on Adolescence*, 21(1), 166-179.
- Cahyani, A. A., Wilopo., & Alfisyahr, R. (2019). Pengaruh status consumption, fashion innovativeness, brand consciousness, price consciousness, dan quality consciousness terhadap hedonic consumption. *Jurnal Administrasi Bisnis*, 71(1), 91-100.
- Chan, K. K., & Wang, X. (2015). Exploring the antecedents and consequences of *Ming Pái Kòng* (brand-name fanaticism) among China's Generation Y. *Journal of Global Marketing*, 28(2), 67-82.
- Chen, B., Shi, Z., & Wang, Y. (2016). Do peers matter? Resistance to peer influence as a mediator between self-esteem and procrastination among undergraduates. *Frontiers in Psychology*, 1-6.
- Chu, S., & Kamal, S. (2011). An investigation of social media usage, brand consciousness, and purchase intention towards luxury products among millennials. *Advances in Advertising Research*, 2, 1790190.
- Chugh, R., & Ruhi, U. (2018). Social media in higher education: A literature review of Facebook. *Education and Information Technologies*, 23(2), 605–616.
- Cook, G. (2017). Dior, Hermès and Louis Vuitton are 2017's most buzzed-about designers on Instagram. Business of Fashion. Retrieved from <https://www.businessoffashion.com/articles/news-analysis/dior-hermes-and-louis-vuitton-are-2017s-most-buzzed-about-designers-on-instagram>.
- Damsar. (2015). *Pengantar Sosiologi Politik*. Jakarta: Prenadamedia Group.
- Devi, N., Jyotsana. (2018). Body Image, Peer Pressure and Self-Esteem among Adolescents. *International Journal of Creative Research Thoughts*, 6(2), 120-132.
- Dhull, P., & Beniwal, R. D. (2017). Dealing with peer pressure. Online International Interdisciplinary Research Journal, 7, 256-263.
- Djudiyah. (2019). Avoidance coping, contingent self-esteem dan belanja kompulsif. *Jurnal Ilmiah Psikologi Terapan*, 7(1), 65-80.
- Eom, H. J., Seock, Y., & Hunt-Hurst, P. (2019). Purchase Intention toward Luxury Brands among Young Adult Consumers. *Journal of Marketing Management and Consumer Behavior*, 2(4), 1-16.
- Escalas, J. E., & Bettman, J. R. (2005). Self-construal, reference groups, and brand meaning. *Journal of Consumer Research*, 32(3), 378-389.

- Esmailpour, F. (2015). The role of functional and symbolic brand associations on brand loyalty: A study on luxury brands. *Journal of Fashion Marketing and Management*, 19(4), 467-484.
- Fadhlorrohman, M. I., & Purnomo, E. P. (2020). The role of online mass media as a tool for the 2019 political campaign in Indonesia. *Jurnal Studi Komunikasi*, 4(2), 311-325.
- Ferdinand, A. (2006). *Metode penelitian manajemen: Pedoman penelitian untuk penulisan skripsi, tesis, dan disertasi ilmu manajemen*. Semarang: Badan Penerbit Universitas Diponegoro.
- Fernandez, S., & Pitchard, M. (2012). Relationships between self-esteem, media influence and drive for thinness. *Eating Behaviors*, 13, 321-125.
- Firdaus, R., & Wahab, D. A. (2018). Rancangan usulan aplikasi melalui pendekatan perancangan alat ukur kepuasan pengguna menggunakan metode eucs, green and pearson, dan skala psikologi (Kasus: Otorisasi call center Cititrans). *Jurnal Tata Kelola dan Kerangka Kerja Teknologi Informasi*, 4(1), 49-54.
- Fischer, M., Völckner, F., & Sattler, H. (2010). How important are brands? A cross-category, cross-country study. *Journal of Marketing Research*.
- Freire, N. A., & Loussaïef, L. (2018, march). When advertising highlights the binomial identity values of luxury and CSR principles: The examples of Louis Vuitton and Hermès. *Corporate Social Responsibility and Environmental Management*.
- Geng, L., & Jang, T. (2013). Contingencies of self-worth moderate the effect of specific self-esteem on self-liking or self-competence. *Social Behavior and Personality*, 41(1), 95-107.
- Gensler, S., Völckner, F., Thompkins, Y. L., & Wiertz, C. (2013). Managing Brands in the Social Media Environment. *Journal of interactive marketing*.
- Ghazalim Z. (2011). The influence of socialization agents and demographic profiles on brand consciousness. *International Journal of Management and Marketing Research*, 4(1), 19-29.
- Ghozali, I., & Latan, H. (2015). *Partial Least Squares Konsep, Teknik dan Aplikasi Menggunakan Program SmartPLS 3.0*. Semarang: Universitas Diponegoro.
- Giovannini, S., Xu, Y. and Thomas, J. (2015). Luxury fashion consumption and generation Y consumers: self, brand consciousness, and consumption motivations. *Journal of Fashion Marketing and Management*, 19(1), 22-40.

- Godey, B., Manthiou, A., Pederzoli, D., Rokka, J., Aiello, G., Donvito, R., & Singh, R. (2016). Social media marketing efforts of luxury brands: Influence on brand equity and consumer behavior. *Journal of Business Research*, 9.
- Gowarmi, M. P. (2017). Role of media in developing brand consciousness among youth. *International Journal of Interdisciplinary Research in Science Society and Culture*, 3(1), 187-197.
- Gulati, S. (2017). Impact of peer pressure on buying behaviour. *International Journal of Research Granthaalayah*, 5(6), 280-291.
- Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)*. (2nd Editio). Sage.
- Hamidy, F. (2017). Evaluasi efikasi dan kontrol locus pengguna teknologi sistem basis data akuntansi. *Jurnal TEKNOINFO*, 11(2), 38-47.
- Hashim, H., Abdullah, S., Shafee, N. B., Suhaimi, S., & Ching, T. S. (2019). Analysis of the factors that influence customer purchase intention towards luxury fashion goods. *Humanities & Social Sciences Reviews*, 7(5), 454-458.
- Hassan, S., Husić-Mehmedović, M. and Duverger, P. (2015). Retaining the allure of luxury brands during an economic downturn. *Journal of Fashion Marketing and Management*, 19(4), 416-429.
- Hepner, W. L., & Kernis, M. H. (2011). *High self-esteem: Multiple forms and their outcomes*. New York: Springer.
- Hidajat, S., & Keni. (2019). Prediksi social media marketing dan brand uniqueness terhadap brand loyalty: Brand consciousness sebagai variabel mediasi. *Jurnal Manajemen dan Kewirausahaan*, 1(2), 325-334.
- Hussain, S., Fangwei, Z., Siddiqi, A. F., Ali, Z., & Shabbir, M. S. (2018). Structural equation model for evaluating factors affecting quality of social infrastructure projects. *Sustainability (Switzerland)*, 10(5), 1-25.
- Ihsan, H. (2015). Validitas isi alat ukur penelitian: Konsep dan panduan penilaiannya. *PEDAGOGIA: Jurnal Ilmu Pendidikan*, 173-179.
- Irawan, R., Selfi., Octaviani, R. D., & Suminar, R. (2020). The effect of e-service quality and price on online purchase intention during covid 19. *Global Research on Sustainable Transport & Logistics*, 127-134.
- Irianto, A. (2015). *Statistik (konsep dasar, aplikasi dan pengembangannya)*. Jakarta: Kencana.
- Jauhari, M. T., Kusumawati, A., & Nuralam, I. P. (2019). The impact of website quality on consumer satisfaction and purchase intention: Study case of e-

- commerce Lazada Indonesia in Malang City. *Jurnal Administrasi Bisnis*, 67(1), 54-61.
- Johnson, M. & Blom, V. (2007). Development and validation of two measures of contingent self-esteem. *Individual Differences Research*, 5 (4), 300-328.
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business Horizons*, 53(1), 59–68.
- Kasser, T. (2002). *The high price of materialism*. Cambridge, MA: The MIT Press.
- Kaur, A. (2020). Peer pressure as predictor of career decision making among adolescents. *International Journal of Research and Analytical Reviews*, 7(1), 72-77.
- Kavkani, S.A.M., Seyedjavadain, S., & Saadeghvaziri, F. (2011). Decision-making styles of young Iranian consumers. *Business Strategy Series*, 12(5), 235-241.
- Kernis, M. H. (2003). Toward a conceptualization of optimal self-esteem. *Psychological Inquiry*, 14, 1-26.
- Kian, T. P., Boon, G. H., Fong, S. W., & Ai, Y. J. (2017). Factors that influence the consumer purchase intention in social media websites. *International Journal of Supply Chain Management*, 6(4), 208-214.
- Kock, N. (2015). Common method bias in PLS-SEM: A full collinearity assessment approach. *International Journal of e-Collaboration*, 11(4), 1-10.
- Latan, H. SE. & Ghozali, Prof. Dr. Imam, M. Com., Ak.(2012). *Partial Least Squares– Konsep, Teknik dan Aplikasi SmartPLS 2.0 M3*.
- Little B. (2020). Role of Peers in Personality Development. *Encyclopedia of Personality and Individual Differences*.
- Lubis, M. S. I. (2018). Pengaruh tayangan media elektronik terhadap perilaku menyimpang seorang anak. *Jurnal Network Media*, 1(2), 1-24.
- Koran Sindo. (2020). Produk abal-abal merajalela, brand ternama paling banyak ditiru. Sindonews.com. Retrieved from <https://daerah.sindonews.com/artikel/jatim/23506/produk-abalabal-merajalela-brand-ternama-paling-banyak-ditiru?showpage=all>.
- Kotler, P., Bowen, J. T., & Makens, J. C. (2014). *Marketing for hospitality and tourism*. New Jersey: Pearson Prentice Hall.
- Kusumadewi, R. R. (2017). Analisis faktor yang mempengaruhi niat pembelian kembali produk mewah merek Louis Vuitton di Jakarta. *Kajian Bisnis*, 218.

- Lachance, M.J., Beaudoin, P. and Robitaille, J. (2003). Adolescents' brand sensitivity in apparel: Influence of three socialization agents. *International Journal of Consumer Studies*, 27(1), 47-57.
- Lertwannawit, A., & Mandhachitara, R. (2011). Interpersonal effects on fashion consciousness and status consumption moderated by materialism in metropolitan men. *Journal of Business Research*, 65, 1408–1416.
- Liao, J., & Wang, L. (2009). Face as a mediator of the relationship between material value and brand consciousness. *Psychology and Marketing*, 26, 987–1001.
- Lipp, J. (2010). Louis Vuitton or how to master the art of social media. Social Media & Luxury. Retrieved from <https://luxurysocialmedia.wordpress.com/2010/05/26/louis-vuitton-or-how-to-master-the-art-of-social-media/>.
- Louis Vuitton. (2019). What is saviour-faire? The art of craftsmanship. Youtube. Retrieved from <https://www.youtube.com/watch?v=yrlSxJ5c2aU>.
- Louis Vuitton. (2021). A legendary history. Retrieved from <https://eu.louisvuitton.com/eng-e1/magazine/articles/a-legendary-history#>.
- Masood, A., Musarrat, R., & Mazahir, S. (2016). Increased materialistic trends among youth. *Journal of Educational, Health and Community Psychology*, 5(3), 56-77.
- Maurya, S., & Sharma, S. (2014). Fashion awareness and peer pressure among adolescents. *Asian Journal of Home Science*, 9(3), 375-379.
- Melka, F. D., Ahmad, R., Firman., Syukur, Y., Sukmawati, I., Handayani, P. G. (2018). Hubungan kecerdasan emosional dengan penerimaan teman sebaya serta implikasinya dalam bimbingan dan konseling. *Jurnal Neo Konseling*, 1-8.
- Moleong, L. J. (2016). *Metodologi penelitian kualitatif*. Bandung: PT. Remaja Rosdakarya.
- Mujiyati, M., & Adipura, S. (2018). Influence of Peer Groups to The Self-Esteem of Lampung and Javanese Students. *International Journal of Psychology and Educational Studies*, 5(1), 15-22.
- Mutia, A. T., & Sukmawati. (2019). Relationship between Peer Pressure and Self Esteem in Adolescents. *Jurnal Neo Konseling*, 1(3), 1-8.
- Nan, X. and Heo, K. (2007). Consumer responses to corporate social responsibility (CSR) initiatives: examining the role of brand-cause fit in cause-related marketing. *Journal of Advertising*, 36 (2), pp. 63-74.
- Nanincova, N. (2019). Pengaruh kualitas layanan terhadap kepuasan pelanggan Noach Café dan Bistro. *AGORA*, 7(2).

- Naz, U., & Lohdi, S. (2016). Impact of Customer Self Concept and Life Style on Luxury Goods Purchases: A Case of Females of Karachi. *Arabian Journal of Business and Management Review*, 6(2), 1-5.
- Nelson, M. R., & McLeod, L. E. (2005). Adolescent brand consciousness and product placements: Awareness, liking and perceived effects on self and others. *International Journal of Consumer Studies*, 29, 515-528.
- Nørgaard, M. K., Hansen, K. N., & Grunert, K. G. (2013). Peer influence on adolescent snacking. *Journal of Social Marketing*, 3(2), 176-194.
- Osad'an, R., & Hanna, R. (2015). The effects of the media on self-esteem of young girls. *Acta Technologica Dubnicae*, 5(1), 37-44.
- Pantu, E. A., Karmiyati, D., Winarsunu, T. (2020). Pengaruh tekanan teman sebaya dan kecemasan menghadapi ujian terhadap ketidakjujuran akademik pada mahasiswa. *Jurnal Imiah Psikologi Terapan*, 8(1), 54-65.
- Parengkuan, M. W. A. (2017). A comparative study between male and female purchase intention toward visual merchandising at centrol by parkson department store mantos. *Jurnal Berkalah Ilmiah Efisiensi*, 17(1), 9-21.
- Parrott, G., Danbury, A., & Kanthavanich, P. (2015). Online behaviour of luxury fashion brand advocates. *Journal of Fashion Marketing and Management: An International Journal*, 19(4), 360-383.
- Paul, V., Singh, P., John, S. B. (2013). Role of mass media in social awareness. *International Journal of Humanities & Social Sciences*, 1(1), 34-38.
- Patrick, V., & Hagtvedt, H. (2009). 'Luxury branding,' in the handbook of brand relationship. *Department of Marketing*, 3.
- Peter, J. P., & Olson, J. C. (2000). *Perilaku konsumen dan strategi pemasaran*. Jakarta: Erlangga.
- Putra, P. R., & Mandala, K. (2018). Pengaruh kualitas merek dan lingkungan sosial terhadap niat beli konsumen pada produk Giordano. *Economy and Business*, 285.
- Qadoos, I., Talha, M. A., Hashim, M., & Rizwan, M. (2020). Role of electronic media in changing fashion trends among university students: A case of Bahauddin Zakariya University Multan. *Review of Education, Administration and Law*, 3(1), 31-41.
- Rageh, I. A. (2017). The influence of perceived social media marketing activities on brand loyalty: The mediation effect of brand and value consciousness. *Asia Pacific Journal of Marketing and Logistics*, 29(1), 129-144. doi: doi:10.1108/APJML-10-2015-0154

- Rahayu, L., Anwar, S., Safitri, W. D., & Akrama, R. (2019). Penerapan persamaan model struktural dalam mengidentifikasi variabel yang dapat mempengaruhi status gizi remaja di kabupaten Aceh Besar. *Journal of Data Analysis*, 2(2), 88-95.
- Reategui, A. S. L., & Palmer, R. (2017). Unfiltered: The effect of media on body image dissatisfaction. *International Journal of Social Science and Humanity*, 7(6), 367-372.
- Roberts, J. A., Manolis, C., & Pullig, C. (2014). Contingent self-esteem, self-presentational concerns, and compulsive buying. *Psychology and Marketing*, 31(2), 147-160.
- Rose, S. A., Markman, B., & Sawilowsky, S. (2017). Limitations in the systematic analysis of structural equation model fit indices. *Journal of Modern Applied Statistical Methods*, 16(1), 69-85.
- Sama, R. (2019). Impact of media advertisements on consumer behaviour. *Journal of Creative Communications*, 14(1), 54-68.
- Sara, G. (2017). The impact of social media on luxury fashion brands. *Department of Economics and Finance Thesis in Management*.
- Schiffman, L. G., & Kanuk, L. L. (2015). *Consumer behavior*. New Jersey: Prentice Hall.
- Sebayang, R. (2019). Terungkap, ini alasan harga tas Louis Vuitton mahal banget. CNBC Indonesia. Retrieved from <https://www.cnbcindonesia.com/lifestyle/20190917152251-33-100079/terungkap-ini-alasan-harga-tas-louis-vuitton-mahal-banget>.
- Schöne, C., Tandler, S. S., Stiensmeier-Pelster, J. (2015). Contingent self-esteem and vulnerability to depression: Academic contingent self-esteem predicts depressive symptoms in students. *Frontiers in Psychology*, 6, 1-13.
- Sekaran, U., & dan Bougie, R. (2017). *Metode penelitian untuk bisnis: Pendekatan pengembangan-keahlian*. Jakarta: Salemba Empat.
- Shadid, Z., Hussain, T., & aZafar, F. (2017). The impact of brand awareness on the consumers' purchase intention. *Journal of Marketing and Consumer Research*, 33, 34-38.
- Sharda, N., & Bhat, A. K. (2018). Austerity to materialism and brand consciousness: Luxury consumption in India. *Journal of Fashion Marketing and Management*, 1361-2026.
- Shiddique, S., & Rashidi, M. Z. (2015). Influence of social media on brand consciousness: A study of apparel in Karachi. *Global Journal of Management and Business Resarch: E-Marketing*, 15(6).



- Silaen, S. (2018). *Metodologi penelitian sosial untuk penulisan skripsi dan tesis*. Bogor: IN MEDIA.
- Similarweb. (2021). us.louisvuitton.com. Retrieved from <https://www.similarweb.com/website/us.louisvuitton.com/>.
- Soh, C. Q. Y., Rezaei, S., & Gu, M. L. (2017). A structural model of the antecedents and consequences of generation Y luxury fashion goods purchase decisions. *Young Consumers*, 18(2).
- Sreejesh, S. (2015). Consumers' perceived brand aspiration and its impact on intention to pay price premium: Moderating role of brand kealousy. *Theoretical Economics Letters*, 273-284.
- Statista. (2021). Brand value of the leading 10 most valuable luxury brands worldwide in 2020. Retrieved from <https://www.statista.com/statistics/267948/brand-value-of-the-leading-10-most-valuable-luxury-brands-worldwide/>.
- Su, D., & Huang, X. (2011). Research on online shopping intention of undergraduate consumer in china-based on the theory of planned behavior. *International Business Research*, 4(1), 86-92.
- Sugiyono, P. (2015). *Metode Penelitian Pendidikan Pendekatan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Thaib, M., Nazar, R., & Putra, D. (2017). Penerapan CSR pada persepsi mahasiswa sebagai pendukung CSR (CSR support) di seluruh PTS di Bandar Lampung. *Jurnal Akuntansi & Keuangan*, 8(1), 18-35.
- Tsang, W. Y. (2017). Exploring the relationships among peer influence, media influence, self-esteem, and body image perception. *New Ecology for Education – Communication X Learning*, 237-250.
- Valentina, J. (2016). Louis Vuitton, Hublot favorite luxury brands for Indonesians. The Jakarta Post. Retrieved from <https://www.thejakartapost.com/life/2016/12/11/louis-vuitton-hublot-favorite-luxury-brands-for-indonesians.html>.
- Wahab, N. A., Othman, M. S., & Muhammad, N. (2017). The influence of the mass media in the behavior students: A literature study. *International journal of academic research in business and social science*, 7(8), 166-174.
- Wang, y. (2015). The dark side of luxury consumption: Psychological and social consequences of using luxury goods. *The Requirements for the degree of doctor of philosophy*.
- Widyartono, A., & Tyra, M. (2016). Pengaruh kepercayaan dan resiko terhadap sikap dan perilaku dalam menggunakan aplikasi mobile berbasis android. *Jurnal Ekonomi*, 21(3), 444-461.

- Xu, J. (2017). Media exposure or pressure? The mediating role of nonmediated norms in young adults' body esteem. *Atlantic Journal of Communication*, 25(5), 280-292.
- Yang, K., Kim, J., Kim, Y. (2017). The effect of brand consciousness on interpersonal influences, brand values, and purchase intention: Cases for American and Korean college students. *Journal of Global Fashion Marketing*, 8(2), 83-97.
- Yusof, J. M., Singh, G. K., & Razak, R. A. (2013). Purchase intention of environment-friendly automobile. *Social and Behavioral Science*, 401.
- Zeigler-Hill, V., Besser, A., King, K. (2011). Contingent self-esteem and anticipated reactions to interpersonal rejection and achievement failure. *Journal of Social and Clinical Psychology*, 30(10), 1069-1096.
- Zhang, B. and Kim, J.-H. (2013). Luxury fashion consumption in China: Factors affecting attitude and purchase intention. *Journal of Retailing and Consumer Services*, 20(1), 68-79.
- Zikmund, W., Babin, B., Carr, J., & Griffin, M. (2010). *Business Research Methods 8th edition*. Cengage Learning.