

## REFERENCES

- Abdullah Kamal, S. S. L. B. (2019). Research Paradigm and the Philosophical Foundations of a Qualitative Study. *PEOPLE: International Journal of Social Sciences*, 4(3), 1386–1394.  
<https://doi.org/10.20319/pijss.2019.43.13861394>
- Adiwidjaja, A. J., & Tarigan, Z. J. H. (2017). Pengaruh Brand Image dan Brand Trust terhadap Keputusan Pembelian Sepatu Converse. *Agora*, 5(3), 19
- Akhtar, Md. I. (2016). Research design Research design. *Research in Social Science: Interdisciplinary Perspectives*, September, 68–84.
- Albari, & Safitri, I. (2018). The influence of product price on consumers' purchasing decisions. *Review of Integrative Business and Economics Research*, 7(2), 328–337.
- Amilia, S dan M. Oloan Asmara Nst. 2017. Pengaruh Citra Merek, Harga, Dan Kualitas Produk Terhadap Keputusan Pembelian Handphone Merek Xiaomi Di Kota Langsa. *Jurnal Manajemen dan Keuangan*, Vol. 6, No.1, pp.660-669.
- Amron, A & Usman, U. (2016). "Customer Satisfaction in the Marketing of Inland Transit Insurance Service", *International Journal of Applied Business and Economic Research*, Vol. 14 No.12, pp. 8311-8321.
- Amron, A. & Mahmud, M. (2017). "Developing Marketing Strategy in Property Insurance Business", *International Business Management*, Vol.11 No.1, pp.177-182.
- Amron, A. (2017). "Marketing Challenge of Import Insurance Product in Indonesia", *Advance Science Letters*, Vol. 3 No. 8, 7243-7245.
- Amron, Amron. 2018. "The Influence of Brand Image, Brand Trust, Product Quality, and Price on the Consumer's Buying Decision of MPV Cars." *European Scientific Journal*, Vol.14, No.13, pp. 228-239.
- Anwar, Iful, & Satrio, B. 2015. Pengaruh Harga dan Kualitas Produk Terhadap Keputusan Pembelian. *Jurnal Ilmu dan Riset Manajemen (JIRM)*, 4(12).
- Atcharyachanvanich, K. and Hitoshi, O.H., (2007) "How consumer lifestyles affect purchasing behavior: Evidence from internet shopping in Japan", *Journal of Entrepreneurship Research*, 2 (2), 63-78.
- Bain. (2018). *Luxury goods worldwide market study, fall-winter 2018. The future of luxury a look into tomorrow to understand today. Bain & Company Inc.*, 36.  
[https://www.bain.com/contentassets/8df501b9f8d6442eba00040246c6b4f9/bain\\_digest\\_luxury\\_goods\\_worldwide\\_market\\_study\\_fall\\_winter\\_2018.pdf](https://www.bain.com/contentassets/8df501b9f8d6442eba00040246c6b4f9/bain_digest_luxury_goods_worldwide_market_study_fall_winter_2018.pdf)
- Bai, F. & Qin, Y. (2016). The Implementation of Relationship Marketing and CRM : How to Become a Customer-Focused Organization, *Journal of Business & Economic Policy*, Vol. 3 No. 2, pp. 112-124.
- Bajpai, R., & Bajpai, S. (2014). Goodness of Measurement: Reliability and Validity. *International Journal of Medical Science and Public Health*, 3(2), 112. <https://doi.org/10.5455/ijmsph.2013.191120133>

- Beneke, J., Flynn, R., Greig, T., & Mukaiwa, M. (2013). The influence of perceived product quality, relative price and risk on customer value and willingness to buy: A study of private label merchandise. *Journal of Product and Brand Management*, 22(3), 218–228.  
<https://doi.org/10.1108/JPBM-02-2013-0262>
- Berndt, A. E. (2020). Sampling Methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Böger, D., Kottemann, P., Meißner, M., & Decker, R. (2017). A mechanism for aggregating association network data: An application to brand concept maps. *Journal of Business Research*, 79, 90–106.  
<https://doi.org/10.1016/j.jbusres.2017.05.025>
- Boonlertvanich (2009) “Consumer buying and decision-making behavior of a digital camera in Thailand”, *RU International Journal* 3(1), 57-66.
- Budyastuti, T., & Iskandar, D. (2018). The Influence of Usefulness, Easy of Use and Trust Using E-Commerce To User Behaviour (Case Study To Lazada.Com Consumers). *Journal of Marketing and Consumer Research*, 46, 78–83.
- Chakrabartty, S. N. (2013). Best Split-Half and Maximum Reliability. *IOSR Journal of Research & Method in Education (IOSRJRME)*, 3(1), 01–08.  
<https://doi.org/10.9790/7388-0310108>
- Chandio, Z.U., Qureshi, M.A., & Ahmed, S, (2015). Brand Trust, Customer Satisfaction and Brand Loyalty – a Cross Examination. *Journal of Business Strategies*, Vol.9, No.1, pp. 63 – 82
- Chang, H.H. & Wang, H.W. (2011). “The moderating effect of customer perceived value on online shopping behaviour”, *Online Information Review*, Vol. 35 No. 3, pp. 333-359.
- Chen, Y. H., Lee, C. L., Chen, G. R., Wang, C. H., & Chen, Y. H. (2018). Factors causing farmland price-value distortion and their implications for peri-urban growth management. *Sustainability (Switzerland)*, 10(8), 1–18.  
<https://doi.org/10.3390/su10082701>
- Cheng, J. C., Chen, C. Y., Yen, C. H., & Teng, H. Y. (2017). Building customer satisfaction with tour leaders: The roles of customer trust, justice perception, and cooperation in group package tours. *Asia Pacific Journal of Tourism Research*, 22(4), 395–407.  
<https://doi.org/10.1080/10941665.2016.1271816>.
- Chinomona, R and Cheng, J (2013) “Distribution channel relational cohesion exchange model: a small-to medium enterprise manufacturer’s perspective,” *Journal of Small Business Management*, 51(2), 256-275
- Chiu, C., Hsu, M., Lai, H., & Chang, C. (2012). Re-examining the influence of trust on online repeat purchase intention: the moderating role of habit and its antecedents. *Decision Support Systems*, 53(4), 835e845
- Choi, E., Ko, E., & Kim, A. J. (2016). Explaining and predicting purchase intentions following luxury-fashion brand value co-creation encounters. *Journal of Business Research*, 69(12), 5827–5832.  
<https://doi.org/10.1016/j.jbusres.2016.04.180>
- Chou, S., Chen, C.W., & Lin, J.Y., (2015). Female Online Shoppers Examining

- The Mediating Roles of e – Satisfaction and e – Trust on e – Loyalty Development. Emerald Group Publishing Limited Internet Research, Vol. 25, No.4, pp. 542 – 561
- Çifci, S., Ekinçi, Y., Whyatt, G., Japutra, A., Molinillo, S., & Siala, H. (2016). A cross validation of Consumer-Based Brand Equity models: Driving customer equity in retail brands. *Journal of Business Research*, 69(9), 3740–3747. <https://doi.org/10.1016/j.jbusres.2015.12.066>
- Craig, K., Thatcher, J. B., & Grover, V. (2019). The IT Identity Threat: A Conceptual Definition and Operational Measure. *Journal of Management Information Systems*, 36(1), 259–288. <https://doi.org/10.1080/07421222.2018.1550561>
- Depeyre, C., Rigaud, E., & Seraidarian, F. (2018). Coopetition in the French luxury industry: five cases of brand-building by suppliers of luxury brands. *Journal of Brand Management*, 25(5), 463–473. <https://doi.org/https://doi.org/10.1057/s41262-018-0088-2>
- Diallo, F.M., Chandon, J.L., Cliquet, G. & Philippe, J. (2013). “Factors influencing consumer behaviour towards store brands: evidence from the French market”, *International Journal of Retail & Distribution Management*, Vol. 41 No. 6, pp. 422-441.
- Diallo, M.F., Lambey-Checchin, C., 2017. Consumers’ perceptions of retailer business ethics and loyalty to the retailer: the moderating role of social discount practices. *J. Bus. Ethics* 141, 435–449.
- Digital, L. (2021). *The 15 Most Popular Luxury Brands Online In 2021*. <https://luxe.digital/business/digital-luxury-ranking/most-popular-luxury-brands/>
- DeWitt, T., Nguyen, D.T., Marshall, R., 2008. Exploring customer loyalty following service recovery: the mediating effects of trust and emotions. *J. Serv. Res.* 10, 269–281
- Djumarno, S. A., and Said, D, (2018), “Effect of Product Quality and Price on Customer Loyalty Through Customer Satisfaction”, *International Journal of Business and Management Invention*
- Eberhardt, T., Kenning, P. & Schneider, H. (2009). “On the validity of price knowledge measurements via self-assessment scales: Two studies in retailing”, *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 17 No. 2, pp. 93–103.
- Efendi, A. F., & Rois Arifin, M. H. (2018). Pengaruh Brand Image, Kualitas Produk, dan Harga Terhadap Keputusan Pembelian Sepatu Nike. *Jurnal Ilmiah Riset Manajemen*, 7(6). <http://riset.unisma.ac.id/index.php/jrm/article/view/1233>
- Ehsani, Z., & Ehsani, M. H. (2015). Effect of quality and price on customer satisfaction and commitment in Iran auto industry. *International Journal of Flexible Manufacturing Systems*, 3(3–4), 251–274.
- Elfil, M., & Negida, A. (2017). Sampling methods in Clinical Research; an Educational Review. *Emergency*, 5(1), 52. <https://doi.org/10.1136/eb-2014>
- Ermawati, A. 2018. “Pengaruh Brand Image Dan Brand Trust Terhadap Purchase Decision Produk United.” *Agora* 6(2):287097.

- Faircloth, J. B., Capella, L. M., & Alford, B. L. (2001). The effect of brand attitude and brand image on brand equity. *Journal of Marketing Theory and Practice*, 9(3), 61–75. <https://doi.org/10.1080/10696679.2001.11501897>
- Fatmawati, Nurul, and Soliha, Euis. 2017. "Product Quality, Brand Image, and Price Perceptions of the Purchasing Decision Process of Honda Matic Motorcycles." *Journal of Theory and Applied Management*, Year 10, No. 1, pp.: 1-20.
- Ferchaud, A., Grzeslo, J., Orme, S., & LaGroue, J. (2018). Parasocial attributes and YouTube personalities: Exploring content trends across the most subscribed YouTube channels. *Computers in Human Behavior*, 80, 88–96.
- Firman, Baedhowi, & Murtini, W. (2018). The Effectiveness of The Scientific Approach to Improve Student Learning Outcomes. *International Journal of Active Learning*, 3(2), 86–91.
- Fure, F., Lapian, J., & Taroreh, R. 2015. Pengaruh Brand Image, Kualitas Produk Dan Harga Terhadap Keputusan Pembelian Konsumen Di JCO Manado. *Jurnal EMBA: Jurnal Riset Ekonomi, Manajemen, Bisnis dan Akuntansi*, Vol. 3, No.1.
- Ghozali, Moch. (2014). Pengaruh Kualitas Pelayanan dan Harga terhadap Kepuasan Pelanggan pada Expedisi di Surabaya. *Jurnal Ilmu dan Riset Manajemen*. Vol. 3.No. 3.
- Garson, G. D. (2016). *Partial Least Squares: Regression and Structural Equation Models*. Statistical Associates Publishers
- Gefen, D., Karahanna, E., & Straub, D. W. (2003). Trust and TAM in Online Shopping: An Integrated Model Trust and TAM in Online Shopping: an Integrated Model. Source: *MIS Quarterly* *MIS Quarterly*, 27(1), 51–90.
- Goertzen, M. J. (2017). Applying quantitative methods to research and data. *Library Technology Reports*, 53(4), 12–18.
- Gong, W., & Li, X. (2017). Engaging fans on microblog: The synthetic influence of parasocial interaction and source characteristics on celebrity endorsement. *Psychology and Marketing*, 34, 720–732.
- Guenzi, P., Johnson, M.D., Castaldo, S., 2009. A comprehensive model of customer trust in two retail stores. *J. Serv. Manag.* 20 (3), 290–316.
- Hartatie, H., & Haksama, S. (2018). Patient satisfaction analysis based on Gronroos method at obstetric-gynecology specialist clinic, mitra keluarga waru hospital, Sidoarjo. *Health Notions*, 2(4), 432–438.
- Hawkins, D.I., & Mothersbaugh, D.L. (2013). *Consumer behavior: Buildig marketing strategy*. Twelfth edition. New York: McGraw Hill International Edition.
- Hayuningtyas, W. H., & Widiyanto, I. (2015). Antecedent kepercayaan dan keputusan pembelian. *Diponegoro Journal of Management*, 4(4), 1–11
- Hasnan, L. (2019). *Getting creative in Indonesia*. <https://theaseanpost.com/article/getting-creative-indonesia>
- Iglesias, O., Markovic, S., Bagherzadeh, M., Singh, J.J., 2018. Co-creation: a key link between corporate social responsibility, customer trust, and customer loyalty. *J. Bus. Ethics* (September), 1–16.
- Jahanshahi, A. A., Gashti, M. A. H., Mirdamadi, S. A., Nawaser, K., & Khaksar,

- S. M. S. (2011). Study The Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty. *International Journal of Humanities And Social Science*, Vol.1, No.7, pp. 253 - 260.
- Jain, S., Mishra, S., & Mukhopadhyay, S. (2021). Critical success factors for luxury fashion brands in emerging markets: Insights from a qualitative study. *Journal of Global Fashion Marketing*, 12(1), 47–61. <https://doi.org/10.1080/20932685.2020.1845765>
- Jilcha Sileyew, K. (2020). Research Design and Methodology. In Cyberspace. IntechOpen. <https://doi.org/10.5772/intechopen.85731>
- Jimenez, N. H., & San Martin, S. (2010) “The role of country-of origin, ethnocentrism and animosity in promoting customer trust”. The moderating role of familiarity. *International Business Review*, 19(1), 344-5. <http://dx.doi.org/10.1016/j.ibusrev.2009.10.001>.
- Joseph-Vaidyan, K.V., 2008. Factors that Enhance Customer Trust in E-Commerce Web Sites: an Examination of E-Commerce Success Metrics Using Internet Audience Rating. Doctor Philosophy, Capella University. <https://www.proquest.com/openview/96f44c556d734a9702cfbafa9aa3d77a/1?pq-origsite=gscholar&cbl=18750>
- Jung, Y. J., & Kim, J. (2016). Facebook marketing for fashion apparel brands: Effect of other consumers' postings and type of brand comment on brand trust and purchase intention. *Journal of Global Fashion Marketing*, 7(3), 196–210.
- Kathuria, L. M. and Singh, V. (2015), “Product attributes as purchase determinants of imported fruits in Indian consumers”, *Journal of Food Products Marketing*, DOI: 10.1080/10454446.2014.885865.
- Kautish, P., Khare, A., & Sharma, R. (2020). Influence of values, brand consciousness and behavioral intentions in predicting luxury fashion consumption. *Journal of Product and Brand Management*, 30(4), 513–531. <https://doi.org/10.1108/JPBM-08-2019-2535>
- Karuhanga, B. N. (2010). Propensity to buy private label merchandise: The contributory effects of store image, price, risk, quality and value in the cognitive stream. *International Journal of Retail & Distribution Management*, 43(1), 43–62. <https://doi.org/https://doi.org/10.1108/IJRDM-09-2013-0175>
- Keh, H. T., & Xie, Y. (2009). Corporate reputation and customer behavioral intentions: The roles of trust, identification and commitment. *Industrial Marketing Management*, 38(7), 732e742.
- Keller, K. L. (2013). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity (4e Global)*. Harlow: Pearson Education Limited
- Kenning, P., Hartleb, V. & Schneider, H. (2011). “An empirical multi- method investigation of price knowledge in food retailing”, *International Journal of Retail & Distribution Management*, Vol. 39 No. 5, pp. 363–382.
- Kim, A. J., & Johns, K. K. P. (2016). Power of consumers using social media: Examining the influences of brand-related user-generated content on Facebook. *Computers in Human Behavior*, 58(May), 98–108
- Kim, T.T., Kim, W. G., and Kim, H. B (2009) “The effects of perceived justice on

- recovery satisfaction, trust, word-of-mouth, and review intention in upscale hotels”. *Tourism Management*, 30(1), 51-62.
- Kosiba, J. P., Boateng, H., Okoe, A. F., & Hinson, R. (2018). Trust and customer engagement in the banking sector in Ghana. *The Service Industries Journal*, 38(7–8), 431–445.
- Pavlou, P. A. (2003). Consumer acceptance of electronic commerce: Integrating trust and risk with the technology acceptance model. *International Journal of Electronic Commerce*, 7(3), 101–134. <https://www.jstor.org/stable/27751067>
- Kotler, P., & Armstrong, D. G. (2012). *Prinsip-Prinsip Pemasaran* (13th ed.). Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*. Pearson.
- Kotler, P., & Keller, K. L. (2019). *Marketing Management* (4th Editio). Prentice Hall Published.
- Kotler, K and Armstrong (2017) *Marketing: An Introduction*. Pearson Ltd.
- Kotler, P., & Armstrong, G. (2008). *Prinsip-prinsip pemasaran*(12th ed.). Jakarta: Erlangga
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing 15e*. In Pearson Education Limited
- Kotler, P., & Armstrong, G. (2014). *Prinsip-Prinsip Pemasaran*. Erlangga.
- Kotler, P., & Keller, K. L. (2012). *Marketing Management*, 14th ed. New Jersey: Pearson Education, Inc.
- Kotler, Philip, and Keller, Kevin Lane. 2016. *Marketing Management 15e Global Edition*. England: Pearson.
- Kumar, N., and Kapoor S. (2015) “Does the consumers’ buying behavior differ for vegetarian and nonvegetarian food products? Evidences from an emerging market" *British Food Journal* , Vol. 117, No. 8, pp. 1998 – 2016.
- Kumar, S.R., Dash. S., & Purwar, P.C., (2013). The Nature and Antecedents of Brand Equity and Its Dimension. *Marketing Intelligence & Planning*, Emerald Group Publishing Limited, Vol. 31, No.2, pp. 141 – 159.
- Kuo, H.C. & Nakhata, C. (2016). "Price promotions and products with low consumer ratings", *Journal of Consumer Marketing*, Vol. 33 No.7, pp. 517-527.
- Kwahk, K., Ge, X., & Park, J. (2012). Investigating the Determinants of Purchase Intention in C2C E-Commerce. *International Journal of Social, Behavioral, Educational, Economic, Business and Industrial Engineering*, 6(9), 497–501.
- Lankton, N. K., Wilson, E. V., & Mao, E. (2010). Antecedents and determinants of information technology habit. *Information Management*, 47, 300e307.
- Latiff, Z. A. B. A., Rezai, G., Mohamed, Z. and Ayob, M. A. (2016), “Food labels impact assessment on consumer purchasing behavior in Malaysia”, *Journal of Food Products Marketing*, Vol. 22 No. 2, pp. 137 – 146.
- Lau, K.C. & Phau, I. (2007). “Extending symbolic brands using their personality: examining antecedents and implications towards brand image fit and brand dilution”, *Psychology and Marketing*, Vol. 24 No. 5, pp. 421-444.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69,

5753–5760.

- Lee JW, and Tai SW (2009) “Determining product quality perceptions and their application to marketing standardization”. The case of the automobile in Kazakhstan. *Int. J. Emerg. Mark*, 4(2): 119-136
- Lestari, I., Nasib, Chaniago, S., Azzahra, A. S., & Effendi, I. (2019). Trust identification and smartphone purchase decisions (Structural equation modeling approach). *International Journal of Civil Engineering and Technology*, 10(2), 1020–1032
- Lu, C. C., Wu, I. L., & Hsiao, W. H. (2019). Developing customer product loyalty through mobile advertising: Affective and cognitive perspectives. *International Journal of Information Management*, 47(December 2018), 101–111. <https://doi.org/10.1016/j.ijinfomgt.2018.12.020>
- Ma, Jieqiong, Hong, J. H., Yoo, B., & Yang, J. (2021). The effect of religious commitment and global identity on purchase intention of luxury fashion products: A cross-cultural study. *Journal of Business Research*, 137(August), 244–254. <https://doi.org/10.1016/j.jbusres.2021.08.040>
- Ma, Jinjin, & Hu, Y. (2017). Analysed with Shanghai international fashion the development of creative industry. *Journal of Arts and Humanities*, 6(5), 66. <https://doi.org/10.18533/journal.v6i5.1169>
- MarketResearch. (2021). *Luxury Goods in Indonesia*. <https://www.marketresearch.com/Euromonitor-International-v746/Luxury-Goods-Indonesia-14070179/>
- Malhotra, N. (2019). *Marketing Research: An Applied Orientation*, Global Edition, 7th Edition. In *Marketing Research (7th Edition)*.
- Martínez, Patricia, Andrea Pérez, and Ignacio Rodríguez Del Bosque. (2014) “CSR Influence on Hotel Brand Image and Loyalty.” *Academia Revista Latinoamericana de Administración* 27(2): 267-283.
- Mishra, P., Pandey, C. M., Singh, U., Gupta, A., Sahu, C., & Keshri, A. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1), 67–72. [https://doi.org/10.4103/aca.ACA\\_157\\_18](https://doi.org/10.4103/aca.ACA_157_18)
- Mitra, S., & Jenamani, M. (2020). OBIM: A computational model to estimate brand image from online consumer review. *Journal of Business Research*, 114, 213–226. <https://doi.org/10.1016/j.jbusres.2020.04.003>.
- Monroe, K.B. (2002). *Pricing: Making Profitable Decisions*, 3rd ed., McGraw-Hill, New York, NY.
- Muharam, Wifky, and Soliha, Euis. 2017. "Product Quality, Brand Image, Price Perception, and Purchasing Decisions of Honda Mobilio Consumers." *Proceedings of the Multi-Disciplinary National Seminar & Call For Papers UNISBANK*, pp. 755- 762
- Murwatiningsih, & Apriliani, E. P. (2013). Apakah kepercayaan konsumen lebih efektif daripada risiko dan harga? *Jurnal Dinamika Manajemen*, 4(2), 184–191.
- Neupane, R. (2015). The effects of brand image on customer satisfaction and loyalty intention in retail Super Market Chain UK. *International Journal of Social Sciences and Management*, 2(1).

- <https://doi.org/10.3126/ijssm.v2il.11814>.
- Oghazi, P., Karlsson, S., Hellstrom, D., Hjort, K., 2018. Online purchase return policy leniency and purchase decision: mediating role of consumer trust. *J. Retailing Consum. Serv.* 41, 190–200.
- Ozdamar-Ertekin, Z. (2016). Conflicting Perspectives on Speed: Dynamics and Consequences of the Fast Fashion System. *Markets, Globalization & Development Review: The Official Journal of the International Society of Markets and Development*, 1(1). <https://doi.org/10.23860/mgdr-2016-01-01-06>
- Panigrahi, S.K., Azizan, N.A., Khan, M.W.A., 2018. Investigating the empirical relationship between service quality, trust, satisfaction, and intention of customers purchasing life insurance products. *Indian J. Market.* 48 (1), 28–46.  
<http://www.indianjournalofmarketing.com/index.php/ijom/article/view/120734>
- Pardede, R., &haryadi, T. Y. (2017). Influence of Price Perception and Product Quality On Consumer Purchasing Decisions Mediated Consumer Satisfaction. *Journal of Business & Applied Management*, 10(1).
- Park, C. Whan, Deborah J. Macinnis, and Joseph Priester. 2006. “\*C. Whan Park Is Joseph A. DeBell Professor of Marketing, Deborah J. MacInnis Is Charles and Ramona I. Hilliard Professor of Marketing, and Joseph Priester Is Assistant Professor of Marketing, All Three at Marshall School of Business, University of Southe.” 12(2).
- Park, E. Y., & Jang, J. M. (2019). The interplay of social responsibility consciousness and evaluation mode in consumers’ response toward cause-related marketing-enhanced product. *Asia Pacific Journal of Marketing and Logistics*, 32(8), 1651–1674. <https://doi.org/10.1108/APJML-06-2019-0413>
- Park, J., Lee, H., Kim, C., 2014. Corporate social responsibilities, consumer trust and corporate reputation: South Korean consumers’ perspectives. *J. Bus. Res.* 67, 296–302.
- Parsons, N. R., Teare, M. D., & Sitch, A. J. (2018). Unit of analysis issues in laboratory-based research. *ELife*, 7, 1–25.  
<https://doi.org/10.7554/eLife.32486>
- Pitaloka, A. F., & Widyawati, N. (2016). Pengaruh kualitas pelayanan, harga dan promosi terhadap penjualan online shop busana muslim. *Jurnal Ilmu & Riset Manajemen*, 4(7), 2548–5024.
- Plumeyer, A., Kottemann, P., Böger, D., & Decker, R. (2019). Measuring brand image: A systematic review, practical guidance, and future research directions. *Review of Managerial Science*, 227–265.  
<https://doi.org/10.1007/s11846-017-0251-2>.
- Ponder, N., Holloway, B. B., & Hansen, J. D. (2016). The mediating effects of customers’ intimacy perceptions on the trustcommitment relationship. *Journal of Services Marketing*, 30(1), 75–87.
- Prasetya, C. H. A., Kumadji, S., & Yulianto, E. (2014). ( Survei pada Pembeli Sepeda Motor Honda Vario pada PT Sumber Purnama Sakti di Kabupaten



- Gresik). *Jurnal Administrasi Bisnis*, 15(2)
- Prayoga, D. W. (2017). Pengaruh Online Marketing Terhadap Minat Beli Yang Dimediasi oleh Trust Pada Mahasiswa Universitas Mataram. *Jurnal Magister Manajemen*, 6(3), 81-100.
- Priskila, E. K., Sembiring, C. F., & Mangani, K.S. (2016). Analisis keputusan pembelian di Tokopedia yang dipengaruhi celebrity endorser, brand image, kelompok referensi dan usia. *Fundamental Management Journal*, 9220(1), 11–19
- Purwanto, A. (2021). Partial Least Squares Structural Squation Modeling ( PLS-SEM ) Analysis for Social and Management Research : A Literature Review. *Journal of Industrial Engineering & Management Research*, 2(4), 114–123.
- Putra, B. A. P. W., Rochman, F., & Noermijati, N. (2017). the Effect of Trust, Risk, and Web Design on Consumer Intention By Means of Consumer Attitude To Purchase Online. *Jurnal Aplikasi Manajemen*, 15(3), 472–479.
- Qiu, Q., Wang, Y., Richard, J., & Wang, X. (2017). The Impact of Country of Brand Image on Symbolic Value of Luxury Brands. *Asian Journal of Business Research*, 7(1). <https://doi.org/10.14707/ajbr.170033>
- Rahmawati, S. A., & Widiyanto, I. (2013). Antecedent Keputusan Pembelian Online. *Diponegoro Journal of Management*, 2(2009), 1–11.
- Razak, Ismail. 2019. Pengaruh Kualitas Produk Terhadap Kepuasan Pelanggan. *Jurnal Manajemen Bisnis Krisnadwipayana*, Vol.7, No.2.
- Rekarti, E. (2012). Pengetahuan dan Keterhubungan Merek dalam Mempengaruhi Pembelian Konsumen. *Jurnal Enterpreneur (Manajemen Dan Bisnis)*, 11(Juli), 40–57.
- Rido, E., & Wibowo, S. (2016). Pengaruh Experiential Marketing, Emotional Branding dan Citra Merek terhadap Loyalitas Merek (Survei Konsumen Operator Simpati di Yogyakarta), 7(2), 158-169.
- Rindell, Anne, and Oriol Iglesias. (2014) “Context and Time in Brand Image Constructions.” *Journal of Organizational Change Management* 27 (5): 756-768.
- Rodiger, M., Plabmann, S. & Hamm U. (2016). "Organic consumers' price knowledge, willingness-to-pay and purchase decision", *British Food Journal*, Vol. 118 No. 11, pp. 2732-2743.
- Rosillo-Díaz, E., Blanco-Encomienda, F. J., & Crespo-Almendros, E. (2020). A cross-cultural analysis of perceived product quality, perceived risk and purchase intention in e-commerce platforms. *Journal of Enterprise Information Management*, 33(1), 139–160. <https://doi.org/10.1108/JEIM-06-2019-0150>
- Rivai, J., & Zulfitri. (2021). The Role of Purchasing Decisions Mediating Product Quality, Price Perception, and Brand Image on Customer Satisfaction of Kopi Janji Jiwa. *Journal of Business and Management Studies*, 3(2), 31–42. <https://doi.org/10.32996/jbms.2021.3.2.4>
- Sasmita, J. & Suki, N.M. (2015). "Young consumers' insights on brand equity", *International Journal of Retail & Distribution Management*, Vol. 43 No. 3, pp. 276 – 292.

- Schiffman, L. G., & Kanuk, L. L. (2008). *Perilaku konsumen*. Jakarta: Indeks.  
[http://opac.library.um.ac.id/oaipmh/./index.php?s\\_data=bp\\_buku&s\\_field=0&mod=b&cat=3&id=53339](http://opac.library.um.ac.id/oaipmh/./index.php?s_data=bp_buku&s_field=0&mod=b&cat=3&id=53339)
- Sebastianelli, R. & Tamimi, N. (2002). "How product quality dimensions relate to defining quality", *International Journal of Quality and Reliability Management*, Vol. 19 No. 4, pp. 442-453
- Sekaran, U., & Bougie, R. (2016). *W. S. J. W. & S. Ltd. (2016). Research Methods for Business*. West Sussex: John Wiley & Sons Ltd.
- Siagian, & Cahyono. (2014). Analisis e-WOM, Brand Image, Brand Trust dan Minat Beli Produk Smartphone di Surabaya. *Jurnal Manajemen Pemasaran*, 8(2), 55-61
- So, K. K. F., King, C., Sparks, B. A., & Wang, Y. (2016b). Enhancing customer relationships with retail service brands: The role of customer engagement. *Journal of Service Management*, 27(2), 170–193.  
<https://doi.org/10.1108/JOSM-05-2015-0176>.
- Soleh, A. N., Harini, C., & Djamaludin, D. (2018). The effect of service quality, price and trust to customer satisfaction users of transportation service online ojek (study on customers of gojek in Semarang City). *Journal of Management*, 4(4), 1–7
- Soleh, H. (2017). Transformasi Uang Model Karl Marx Perspektif Konsep Uang dalam Ekonomi Islam. *Inovatif*, 3(1), 137–153  
<https://kink.onesearch.id/Record/IOS14571.article-9/Details>
- Son, J., & Jin, B. E. (2019). When do high prices lead to purchase intention? Testing two layers of moderation effects. *Asia Pacific Journal of Marketing and Logistics*, 31(5), 1516–1531.  
<https://doi.org/10.1108/APJML-07-2018-0271>
- Statista. (2020). *Luxury Fashion*. <https://www.statista.com/outlook/cmo/luxury-goods/luxury-fashion/indonesia>
- Statista. (2021a). *Fashion & Accessories*.  
<https://www.statista.com/markets/423/topic/463/fashion-accessories/#overview>
- Statista. (2021b). *Luxury Goods*. <https://www.statista.com/outlook/cmo/luxury-goods/indonesia>
- Sun, Y., Cai, H. H., Su, R., & Shen, Q. (2019). Advantage of low quality in short life cycle products. *Asia Pacific Journal of Marketing and Logistics*, 32(5), 1038–1054. <https://doi.org/10.1108/APJML-03-2019-0148>
- Sürücü, L. & Maslakçı, A. (2020). Validity and reliability in quantitative studies. *BMIJ*, 8(3), 2694–2726.  
<https://doi.org/http://dx.doi.org/10.15295/bmij.v8i3.1540>
- Susilo, H., Haryono, A. T., & Mukeri, M. (2018). Analisis pengaruh harga, kualitas pelayanan, promosi, dan kepercayaan terhadap kepuasan konsumen dengan keputusan berkunjung sebagai variabel intervening di Hotel Amanda Hills Bandung. *Journal of Management*, 4(4), 1–20.
- Susilowati dan Wufron. (2017). Implikasinya Terhadap Brand Loyalty (Produk Dodol Pt. Herlinah Cipta Pratama). *Jurnal Wacana Ekonomi*, 17, 024–034.
- Taherdoost, H. (2016). *Sampling Methods in Research Methodology; How to*

- Choose a Sampling Technique for Research. In *International Journal of Academic Research in Management (IJARM)* (Vol. 5, Issue 2).
- Tjiptono, F., & Diana, A. (2019). *Kepuasan Pelanggan, Konsep, Pengukuran dan Strategi*. Yogyakarta. ANDI.
- Tolvonen, R.M. (2012) "Product quality and value from consumer perspective: An application to wooden products", *Jurnal of Forest Economics*, 18,157-173
- Trentin, A., Perin, E., & Forza, C. (2012). Product configurator impact on product quality. *International Journal of Production Economics*, 135(2), 850–859. <https://doi.org/10.1016/j.ijpe.2011.10.023>
- Tsiotsou, R. H. (2015). The role of social and parasocial relationships on social net- working sites loyalty. *Computers in Human Behavior*, 48, 401–414.
- Tyrer, S., & Heyman, B. (2016). Sampling in epidemiological research: issues, hazards and pitfalls. *BJPsych Bulletin*, 40(2), 57–60. <https://doi.org/10.1192/pb.bp.114.050203>
- Uggla, H. (2017). *Post-Structural Luxury Brand Strategy: Implicit Luxury Brands*. [https://en.wikipedia.org/wiki/Bottega\\_Veneta](https://en.wikipedia.org/wiki/Bottega_Veneta)
- Van Boxsteal, S., Devlieghere, F., Berkvens, D., Vermeulen, A. and Uyttendaele, M. (2014), "Understanding and attitude regarding the shelf life labels and dates on pre- packaged food products by Belgian consumers" *Food Control*, Vol. 37 No.1, pp. 85 – 92.
- Vlachos, P.A., Tsamakos, A., Vrechopoulos, A.P., Avramidis, P.K., 2009. Corporate social responsibility: attributions, loyalty, and the mediating role of trust. *J. Acad. Market. Sci.* 37, 170–180.
- Waters, D., & Waters, C. D. J. (2008). *Quantitative methods for business*. Pearson Education.
- Watson, A., Lecki, N.K. & Lebcir, M. (2015). "Does size matter? An exploration of the role of body size on brand image perceptions", *Journal of Product & Brand Management*, Vol. 24 No. 3, pp. 252 –262.
- Wijaya, B. S. (2013). Dimensions of Brand Image : A Conceptual Review from the Perspective of Brand Communication. *European Journal of Business and Management*, 5(31), 55–65.
- Wikipedia. (2021). *Balenciaga*. <https://en.wikipedia.org/wiki/Balenciaga>
- Wisnumurti, R. (2015). Pengaruh harga, kualitas pelayanan dan persepsi resiko terhadap keputusan pembelian pakaian atasan wanita yang dijual secara online melalui grup blackberry messenger (studi pada girls outfit project shop). *Jurnal Pendidikan Tata Niaga (JPTN)*, 3(2), 1–17.
- Won, J., & Kim, B. Y. (2020). The effect of consumer motivations on purchase intention of online fashion-sharing platform. *Journal of Asian Finance, Economics and Business*, 7(6), 197–207. <https://doi.org/10.13106/JAFEB.2020.VOL7.NO6.197>
- Wu, J.J., Chen, Y.H., and Chung, Y.S. (2010) "Trust factors influencing virtual community members: a study of transactional communities". *Journal of Business Research*, 63 (9-10), 1025-1032.
- Yeh, Y. S., & Li, Y. M. (2009). Building trust in m-commerce: Contributions from quality and satisfaction. *Online Information Review*, 33(6), 1066–

1086.

- Yusuf, M., Nurhilalia, & Putra, A. H. P. K. (2019). The impact of product quality, price, and distribution on satisfaction and loyalty. *Journal of Distribution Science*, 17(10), 17–26. <https://doi.org/10.15722/jds.17.10.201910.17>
- Zimmerman, N., & Beneke, J. (2014). Beyond private label panache: the effect of store image and perceived price on brand prestige. *Journal of Consumer Marketing*, 31(4), 301-311. doi:10.1108/jcm-12-2013-0801

