

REFERENCES

- Ajzen, I. (2005). *ajzeni-2005-attitudes-personality-and-behaviour-2nd-ed-open-university-press*. In Manstead Tony (Ed.), *Open University Press* (Second Edition, Issue Library of Congress Cataloging-in-Publication Data).
- Ajzen, I. (2020). The theory of planned behavior: Frequently asked questions. *Human Behavior and Emerging Technologies*, 2(4), 314–324. <https://doi.org/10.1002/hbe2.195>
- Akkaya, M. (2021). Understanding the impacts of lifestyle segmentation & perceived value on brand purchase intention: An empirical study in different product categories. *European Research on Management and Business Economics*, 27(3). <https://doi.org/10.1016/j.iedeen.2021.100155>
- Amirrudin, M., Nasution, K., & Supahar, S. (2020). Effect of Variability on Cronbach Alpha Reliability in Research Practice. *Jurnal Matematika, Statistika Dan Komputasi*, 17(2), 223–230. <https://doi.org/10.20956/jmsk.v17i2.11655>
- Awdyfakhri, E., & Ridanasti, E. (2024). The Influence of Fashion Orientation On The Choice Of Fast Fashion And Sustainability Fashion On The Buying Intention Of Indonesian Consumers. *Technology, and Business (JETBIS)*, 3(7). <https://jetbis.al-makkipublisher.com/index.php/al/index>
- Azizi, W. N., & Raharjo, R. J. (2024). Mapping the Minds of Gen Z: The Dynamics of Brand Loyalty in Indonesia. *Jurnal Multidisiplin Madani*, 4(2), 210–220. <https://doi.org/10.55927/mudima.v4i2.7895>

- Bhardwaj, P. (2019). Types of sampling in research. *Journal of the Practice of Cardiovascular Sciences*, 5(3), 157. https://doi.org/10.4103/jpcs.jpcs_62_19
- Budiman, J., & Andriani, N. (2021). *Proceeding Seminar Nasional & Call For Papers Analisis Pengaruh Subjective Norms, Perceived Behavioral Control Melalui Attitude Sebagai Intervening Terhadap Purchase Intention Pada Coffee Shop Di Batam.*
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers' purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/JFMM-08-2019-0157>
- Darwin, M., & Umam, K. (2020). Analisis Indirect Effect pada Structural Equation Modeling. *NUCLEUS*, 1(2), 50–57. <https://doi.org/10.37010/nuc.v1i2.160>
- Delvonvio Kent, Y., & Bernarto, I. (2021). The Effect of Perceived Product Quality, Brand Image, And Promotion On Customer Purchase Intention (Case Of Zara Customers In Grand Indonesia, Jakarta). In *Indonesian Marketing Journal* (Vol. 1, Issue 1).
- Dewi Syamsurya, S., & Ahmad, A. (2023). *Analisis Kesadaran Merek Terhadap Niat Beli Produk Sociolla Di Kota Bandar Lampung*. 2(2).
- Dong, Y. (2023). Descriptive Statistics and Its Applications. In *Highlights in Science, Engineering and Technology AMMMP* (Vol. 2023).
- Juniarti, D. A., & Rojuaniah, R. (2024). Pengaruh Luxury Brand Perception, Social Influence, Brand Personality Dan Country Of Origin Terhadap Purchase

- Intention Pada Perusahaan Fast Fashion di Indonesia. *Manajemen Kreatif Jurnal*, 2(1), 86–105. <https://doi.org/10.55606/makreju.v2i1.2613>
- Eduardo, C., Anandya, D., & Mutiara, F. (2024). *Purchase Intentions for Green Apparel of Zara Indonesia* (pp. 319–327). https://doi.org/10.2991/978-94-6463-244-6_49
- Frankly, L. (2024, April 15). *How sustainable is Zara and can I shop there with a clean conscience?* Retrieved from livefrankly.co.uk: <https://livefrankly.co.uk/sustainable-fashion/how-sustainable-is-zara-and-can-i-shop-there-with-a-clean-conscience/>
- 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., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. In *European Business Review* (Vol. 31, Issue 1, pp. 2–24). Emerald Group Publishing Ltd. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hair Jr, J. F., Ringle, C. M., Danks, N. P., Hult, G. T. M., Sarstedt, M., & Ray, S. (2021). *Classroom Companion: Business Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R AAWorkbook*. <http://www.>
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim travellers Halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>

- Hebbar, S., Kamath, G. B., Mathew, A. O., & Kamath, V. (2020). Attitude towards online shopping and its influence on purchase intentions: An urban Indian perspective. *International Journal of Business Innovation and Research*, 22(3), 326–341. <https://doi.org/10.1504/IJBIR.2020.107961>
- Hermawan, H., Haryanto, B., & Setyawan, D. (2022). The Antecedents of On Purchase Intention of Foreign Products, Mediating Role of Attitude, and the Moderating Role of Ethnocentrism. In *International Journal of Economics and Business Issues* (Vol. 1).
- Idris, M. (2024, January 12). *Gaji UMR Medan 2024 dan 32 Kabupaten/Kota di Sumut*. Retrieved from money.kompas.com: <https://money.kompas.com/read/2024/01/12/112047726/gaji-umr-medan-2024-dan-32-kabupaten-kota-di-sumut>
- Johari, C., & Keni, K. (2022). Pengaruh Product Quality, Attitude of Customers Dan Perceived Behavioral Control Terhadap Purchase Intention Pada Umkm Produk Kue. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 6(2), 340–351. <https://doi.org/10.24912/jmieb.v6i2.21215>
- Kaliyadan, F., & Kulkarni, V. (2019). Types of variables, descriptive statistics, and sample size. *Indian Dermatology Online Journal*, 10(1), 82–86. https://doi.org/10.4103/idoj.IDOJ_468_18
- Kamis, A., Saibon, R. A., Yunus, F. A., & Rahim, M. B. (2020). *The SmartPLS Analyzes Approach in Validity and Reliability of Graduate Marketability Instrument*. <https://www.researchgate.net/publication/348295457>

- Kemenparekraf/Baparekraf RI. (2024, March 27). *Siaran Pers: Menparekraf: Indonesia Fashion Week 2024 Perkuat Ekosistem Fesyen Tanah Air*. Retrieved from kemenparekraf.go.id: <https://kemenparekraf.go.id/berita/siaran-pers-menparekraf-indonesia-fashion-week-2024-perkuat-ekosistem-fesyen-tanah-air>
- Khanday, S. A. (2023). *The Research Design*. <https://www.questionpro.com/blog/research-design/>
- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.
- 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,
- Mayasari, I., Haryanto, C., Hutagaol, O. D., Ramadhan, A. R., & Amir, I. (2023). Examining The Role Of Social Media Marketing On Brand Love And Its Impact On Brand Centrality: The Study Of Local Fashion Brands For The Millennials. *Journal of Indonesian Economy and Business*, 38(2), 147–165. <https://journal.ugm.ac.id/v3/jieb>
- Mohajan, H. (2020). *Munich Personal RePEc Archive Quantitative Research: A Successful Investigation in Natural and Social Sciences*.
- Mumu, J., Tanujaya, B., Charitas, R., & Prahmana, I. (2022). Likert Scale in Social Sciences Research: Problems and Difficulties. *FWU Journal of Social Sciences*, 16(4), 89–101. <https://doi.org/10.51709/19951272/Winter2022/7>

- Nasir, & Sukmawati. (2023). *Analysis of Research Data Quantitative and Qualitative* (Vol. 7, Issue 1).
- Naufal Atiyah, M., & Kusumawati, F. (2023). The Influence of Attitude, Subjective Norm, Perceived Behavioral Control and Knowledge Environment on Purchase Intention of Hybrid Cars. *Journal of Management and Energy Business*, 3(1). <https://doi.org/10.54595/jmeb.v3i1.30>
- Negm, E. M. (2019). Measuring The Factors Impacting Consumers' Purchase Intentions of Fast Fashion. *People: International Journal of Social Sciences*, 5(2), 748–764. <https://doi.org/10.20319/pijss.2019.52.748764>
- Pabuntang, E. (2024, June 04). *Penting Kenali Trend Forecasting Fashion 2024 Di Indonesia*. Retrieved from [rri.co.id: https://www.rri.co.id/hiburan/735259/penting-kenali-trend-forecasting-fashion-2024-di-indonesia](https://www.rri.co.id/hiburan/735259/penting-kenali-trend-forecasting-fashion-2024-di-indonesia)
- Peña-García, N., Gil-Saura, I., Rodríguez-Orejuela, A., & Siqueira-Junior, J. R. (2020). Purchase intention and purchase behavior online: A cross-cultural approach. *Heliyon*, 6(6). <https://doi.org/10.1016/j.heliyon.2020.e04284>
- Pokhariyal, G. P. (2019). 01-04 Importance of moderating and intervening variables on the relationship between independent and dependent variables GP Pokhariyal. In *International Journal of Statistics and Applied Mathematics* (Vol. 4, Issue 5). www.mathsjournal.com
- Pop, R. A., Saplacan, Z., & Alt, M. A. (2020). Social media goes green-the impact of social media on green cosmetics purchase motivation and intention. *Information (Switzerland)*, 11(9). <https://doi.org/10.3390/INFO11090447>

- Purwanto, N., Budiyanto, & Suhermin. (2022). *Buku Theory of Planned Behavior Cetakan Tahun 2022*.
- Putri Zakia, A. (2024). The Influence of Brand Hate and Perceived Social Media Power with Theory of Planned Behavior Approach to Negative EWOM Brand Zara Indonesia: The Moderation Role of Big 5 Personality Traits. In *Nanotechnology Perceptions* (Vol. 20, Issue 3).
- Rafiola, R. H., Setyosari, P., Radjah, C. L., & Ramli, M. (2020). The effect of learning motivation, self-efficacy, and blended learning on students' achievement in the industrial revolution 4.0. *International Journal of Emerging Technologies in Learning*, 15(8), 71–82. <https://doi.org/10.3991/ijet.v15i08.12525>
- Rao, K. S., Rao, B., & Acharyulu, G. V. R. K. (2021). Examining ePWOM-purchase intention link in Facebook brand fan pages: Trust beliefs, value co-creation and brand image as mediators. *IIMB Management Review*, 33(4), 309–321. <https://doi.org/10.1016/j.iimb.2021.11.002>
- Rasoolimanesh, S. M. (2022). *Discriminant validity assessment in PLS-SEM: A comprehensive composite-based approach*. <https://www.scriptwarp.com>,
- Rausch, T. M., & Kopplin, C. S. (2021). Bridge the gap: Consumers' purchase intention and behavior regarding sustainable clothing. *Journal of Cleaner Production*, 278. <https://doi.org/10.1016/j.jclepro.2020.123882>
- Reditya, T. H. (2023, December 12). *Iklan Zara Dianggap Rendahkan Korban Perang Gaza, Seruan Boikot Menguat*. Retrieved from kompas.com:

<https://www.kompas.com/global/read/2023/12/12/100200370/iklan-zara-dianggap-rendahkan-korban-perang-gaza-seruan-boikot-menguat>

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>

Ryall, J. (2023, May 25). *Uyghur rights: Clothing firms Under fire over forced labor*. Retrieved from amp.dw.com: <https://amp.dw.com/en/uyghur-rights-clothing-firms-under-fire-over-forced-labor/a-65732080>

Saputra A, & Ovan. (2020). Cami: Web-Based Application to Test Validity And Reliability Of Research Instruments. In *Journal of Education, Teaching and Learning* (Vol. 5). <http://cami.my.id/>

Senjawati, V., Setiasih, S., & Dandono, Y. R. (2023). Do Marketing Strategy, Product Characteristics, and Brand Affect the Sale of Zara Fashion Products? *Asean International Journal of Business*, 3(1), 1–11. <https://doi.org/10.54099/aijb.v3i1.568>

Shukla, S. (2020). *Concept Of Population and Sample*. <https://www.researchgate.net/publication/346426707>

Siaputra, H., & Isaac, E. (2020). Pengaruh Attitude, Subjective Norm, Dan Perceived Behavior Control Terhadap Purchase Intention Makanan Di Crunchaus Surabaya. *Jurnal Manajemen Perhotelan*.

Sileyew, K. J. (2019). Research Design and Methodology. *IntechOpen*. <https://doi.org/10.5772/intechopen.85731>

- Sukmawati, Salmia, & Sudarmin. (2023). *Population, Sample (Quantitative) and Selection of Participants/Key Informants (Qualitative)* (Vol. 7, Issue 1).
- Sun, Y., & Wang, S. (2020). Understanding consumers' intentions to purchase green products in the social media marketing context. *Asia Pacific Journal of Marketing and Logistics*, 32(4), 860–878. <https://doi.org/10.1108/APJML-03-2019-0178>
- Surjanovic, N., Lockhart, R. A., & Loughin, T. M. (2024). A generalized Hosmer–Lemeshow goodness-of-fit test for a family of generalized linear models. *Test*, 33(2), 589–608. <https://doi.org/10.1007/s11749-023-00912-8>
- Sürücü, L., & Maslakci, A. (2020). Validity And Reliability In Quantitative Research. *Business & Management Studies: An International Journal*, 8(3), 2694–2726. <https://doi.org/10.15295/bmij.v8i3.1540>
- Tanwir, N. S., & Hamzah, M. I. (2020). Predicting purchase intention of hybrid electric vehicles: Evidence from an emerging economy. *World Electric Vehicle Journal*, 11(2). <https://doi.org/10.3390/WEVJ11020035>
- Tentama, F., & Dyah Anindita, W. (2020). *Employability Scale: Construct Validity and Reliability*. www.ijstr.org
- Tinungki, G. M., & Herdiani, E. T. (2022). SEM (Structural Equation Modelling) Analysis Using PLS (Partial Least Square) Method on Poverty Data in Indonesia. *International Research Journal of Advanced Engineering and Science*, 7(4), 131–135.

- Turner, D. P. (2020). Sampling Methods in Research Design. In *Headache* (Vol. 60, Issue 1, pp. 8–12). Blackwell Publishing Inc. <https://doi.org/10.1111/head.13707>
- Vritimes, P. (2024, October 08). #ThinkwithHypefast: Hypefast Bagian Kunci Local Brand Perluas Basis Pelanggan. Retrieved from nasionalnews.id: <https://www.nasionalnews.id/ekonomi/thinkwithhypefast-hypefast-bagikan-kunci-local-brand-perluas-basis-pelanggan/>
- Wang, E. S. T., & Chou, C. F. (2020). Norms, consumer social responsibility and fair trade product purchase intention. *International Journal of Retail and Distribution Management*. <https://doi.org/10.1108/IJRDM-09-2019-0305>
- Wardhani, H. N. S., & Kusumahadi, K. (2021). *Pengaruh Hedonic Value Dan Brand Image Terhadap Keputusan Pembelian Zara Di Kota Bandung*.
- Wei, Y., & Prompanyo, M. (2020). *Factors Influencing Consumer Purchase Intention of Thai Dried Fruit Product Based on The Theory of Planned Behavior*.
- Widiastuti, T., Arditiar, A., Fauzan Rambe, A., & Eartha Rasjiddin, A. (2022). *Social Media Optimization Strategy for Local Fashion Brand Development*. <http://jurnal.umt.ac.id/index.php/nyimak>
- Wijayanti, C. A. (2020). The Influence Of Service Quality And Satisfaction On Brand Loyalty Of Restaurant Pizza E-Birra. In *Klabat Journal of Management* | (Vol. 1, Issue 1). www.bisnis.ekonomi.com
- Wojdyla, W., & Chi, T. (2024). Decoding the Fashion Quotient: An Empirical Study of Key Factors Influencing U.S. Generation Z's Purchase Intention

toward Fast Fashion. *Sustainability (Switzerland)*, 16(12).
<https://doi.org/10.3390/su16125116>

Wolff, A. (2023, April 18). *Why Zara Can Never Be Sustainable*. Retrieved from thefashionglobe.com: <https://thefashionglobe.com/zara-can-never-be-sustainable/>

Xiong, X. (2022). *Critical Review of Quantitative and Qualitative Research*.

Yusuf, D. M., & Zulfitri. (2021). Effect of Attitude Mediating Subjective Norm, Perceived Behaviour Control, and Perceived Ease of Use on Online Purchase Intention Fashion Product Category. *European Journal of Business and Management Research*, 6(6), 266–270.
<https://doi.org/10.24018/ejbmr.2021.6.6.1135>

