

DAFTAR PUSTAKA

- Ahmed, T., Kashif, S., Shahzad, A., & Imtiaz, A. (2021). Impact Of Perceived Quality And Brand Image On Purchase Intention With The Moderating Role Of Store Image: A Case Of Pakistani Costumer Market. *International Journal of Scientific & Technology Research*, 10(January), 1. www.ijstr.org
- Alhaddad Abdullah. (2015). Perceived Quality, Brand Image and Brand Trust as Determinants of Brand Loyalty. *Quest Journals Journal of Research in Business and Management*, 3(4), 1–08. www.questjournals.org
- 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>
- Amelia Putri, & Hasyim Hasyim. (2024). Pengaruh Social Media Marketing Activity Terhadap Willingness To Pay Premium Price Yang Dimediasi Oleh Brand Equity Pada Produk Skintific. *Maeswara : Jurnal Riset Ilmu Manajemen Dan Kewirausahaan*, 2(3), 350–360. <https://doi.org/10.61132/maeswara.v2i3.1034>
- Andervazh, L., Shohani, M., Tamimi, H., Diyaleh, P., & Alnasere, S. (2016). The Effects of Brand Perceived quality and awareness on Brand loyalty (Case Study: Carbonated drinks). *International Journal of Advanced Biotechnology and Research (IJBR)*, 7, 202–209. <http://www.bipublication.com>
- Araújo, J., Pereira, I. V., & Santos, J. D. (2023). The Effect of Corporate Social Responsibility on Brand Image and Brand Equity and Its Impact on Costumer Satisfaction. *Administrative Sciences*, 13(5). <https://doi.org/10.3390/admsci13050118>
- Ardiansyah, & Setiawan, M. B. (2022). THE EFFECT OF BRAND AWARENESS, BRAND IMAGE, AND PERCEIVED QUALITY ON CUSTOMER SATISFACTION (STUDY ON CAFE Mr.K BSB). *Journal Economics*, 11(12), 875–883. <https://doi.org/10.6007/ijarbss/v8-i12/5375>
- Asadzade, C. (2023). the Impact of Costumer Ethnocentrism on Purchase Intention: the Mediating Effect of. *Scholedge International Journal of Multidisciplinary & Allied Studies*, 10(07), 71–76.
- Asyhari, A., & Yuwalliatin, S. (2022). Moderating role of customer value on the effect of animosity, ethnocentrism and religiosity toward purchase decision: study on Chinese cosmetic. *Jurnal Siasat Bisnis*, 26(2), 138–153. <https://doi.org/10.20885/jsb.vol26.iss2.art2>
- Bayu, D. (2022). *Kinerja Industri Tekstil Kembali Terkontraksi pada 2021*. Dataindonesia.Id. <https://dataindonesia.id/sektor-riil/detail/kinerja-industri-tekstil-kembali-terkontraksi-pada-2021>
- Bougie, R., & Sekaran, U. (2020). *Research Methods For Business*. Wiley.
- Büyükdağ, N. (2021). The effect of brand awareness, brand image, satisfaction, brand loyalty and WOM on purchase intention: An empirical research on social media. *Business & Management Studies: An International Journal*, 9(4), 1380–1398. <https://doi.org/10.15295/bmij.v9i4.1902>
- Candrianto. (2018). PENGARUH HARGA DAN PERSEPSI KUALITAS TERHADAP MINAT PEMBELIAN ULANG PADA UMKM PECAH BELAH YENI JAPANG. *Majalah Ilmiah Teknologi Industri (SAINTI)*, 15(2),

99–107.

- Chaudhry, N. I., Mughal, S. ali, Chaudhry, J. I., & Bhatti, U. T. (2021). Impact of costumer ethnocentrism and animosity on brand image and brand loyalty through product judgment. *Journal of Islamic Marketing*, 12(8), 1477–1491. <https://doi.org/10.1108/JIMA-03-2019-0057>
- Chelsea, C., & Bambang Sugiyanto, L. (2024). The Influence of Price Perception and Customer Experience on Purchase Intention Mediated by Customer Satisfaction (Empirical Study: Haidilao Restaurant Costumers in Jakarta). *Asian Journal of Social and Humanities*, 2(7), 1569–1578. <https://doi.org/10.59888/ajosh.v2i7.292>
- Chen, A. H., & Wu, R. Y. (2022). Mediating Effect of Brand Image and Satisfaction on Loyalty through Experiential Marketing: A Case Study of a Sugar Heritage Destination. *Sustainability (Switzerland)*, 14(12). <https://doi.org/10.3390/su14127122>
- Chen, Y. (2024). the Relationship Among Store Image, Perceived Price, Perceived Value and Customer Experience on Purchase Intention (the Case of Traditional Retail Stores, Phranakhon Si Ayutthaya Province, Thailand). *The EURASEANS: Journal on Global Socio-Economic Dynamics*, 3(3(46)), 344–356. [https://doi.org/10.35678/2539-5645.3\(46\).2024.344-356](https://doi.org/10.35678/2539-5645.3(46).2024.344-356)
- Cicilia, M. (2022). *Memerdekakan industri fesyen lokal - ANTARA News*. <https://www.antaranews.com/>. <https://www.antaranews.com/berita/3063297/memerdekakan-industri-fesyen-lokal>
- CNN. (2023). *Impor Baju Bekas Dinilai Rusak Kreativitas Produk Fesyen Lokal*. <https://www.cnnindonesia.com/>. <https://www.cnnindonesia.com/gaya-hidup/20230321151118-277-927863/impor-baju-bekas-dinilai-rusak-kreativitas-produk-fesyen-lokal>
- Diansyah, & Utami, R. (2019). the Influence of Price and Promotion on Purchase Intention in Moderating Costumer Behavior. *Budapest International Research and Critics Institute - Journal*, 5(2), 14994–15008. <https://doi.org/10.33258/birci.v5i2.5376>
- Diputra, I. G. A. W., & Yasa, N. N. (2021). The Influence of Product Quality, Brand Image, Brand Trust on Customer Satisfaction and Loyalty. *American International Journal of Business Management (AIJBM)*, 4(1), 25–34. <http://118.97.187.12/pustaka/files/17726/jurnal/the-impact-of-service-quality-product-quality-and-price-on-customer-satisfaction.pdf>
- Duryadi. (2021). *Metode Penelitian Ilmiah*. Prima Agus Teknik.
- Eng, S., & Nong, K. (2024). Costumers' Willingness to Pay a Price Premium for Integrated Products: A Moderated Mediation Model of Hedonic Value and Perceived Quality. *Journal of Marketing Development and Competitiveness*, 18(3). <https://doi.org/10.33423/jmdc.v18i3.7153>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate dengan Program IBM SPSS 25*. Badan Penerbit Universitas Diponegoro.
- Gunarsih, C. M., Kalangi, J. A. F., & Tamengkel, L. F. (2021). Pengaruh Harga Terhadap Keputusan Pembelian Konsumen Di Toko Pelita Jaya Buyungon Amurang. *Productivity*, 2(1), 69–72.
- Hair, J. F. (2007). Research Methods for Business. In *Education + Training* (Vol. 49, Issue 4). <https://doi.org/10.1108/et.2007.49.4.336.2>

- Hair, J. F., Hult, G. T., Ringle, C., & Sarstedt, M. (2017). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM). In *Sage* (2nd ed.).
- Hair, J. F., M. Hult, G. T., M. Ringle, C., Sarstedt, & Marko. (2022). A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) [3 ed]. In *Angewandte Chemie International Edition*, 6(11), 951–952. (Vol. 3, Issue 1). <https://medium.com/@arifwicaksanaa/pengertian-use-case-a7e576e1b6bf>
- Hestianingsih. (2024). *Brand Fashion Lokal Kian Populer di Kalangan Gen Z, Masih Hadapi Tantangan Ini*. <https://Wolipop.Detik.Com/>. <https://wolipop.detik.com/fashion-news/d-7579847/brand-fashion-lokal-kian-populer-di-kalangan-gen-z-masih-hadapi-tantangan-ini>
- Hibban, I. A., & Wahyudi, H. D. (2022). *The Influence of Brand Image on Willingness To Pay Premium Price Through Brand Love*. 2017, 1–10.
- Ho Nguyen, H., Nguyen-Viet, B., Hoang Nguyen, Y. T., & Hoang Le, T. (2022). Understanding online purchase intention: the mediating role of attitude towards advertising. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2095950>
- Iqbal, S., & Safrin, F. A. (2023). The Effect Of Customer Experience And Price On Repurchase Intention (A Study on Manor Studio’s Coffee Shop Customers). *Simangunsong : Journal Of Business Administration Management, Economic And Accounting*, 01(01), 17–29.
- JinKyo, S., Saithibvongsa, P., & Choi, H. J. (2019). Country Image, Perceived Product Quality and Purchase Intention: The Moderating Roles of Quality Warranty Certificate and Country-Image Transferred Strategies. *International Journal of Economics and Management*, 1(3), 10–23. <https://www.neliti.com/publications/297445/country-image-perceived-product-quality-and-purchase-intention-the-moderating-ro>
- Kementerian Perdagangan RI. (2024). *Pemerintah Berikan Perlindungan Waralaba Lokal dari Serbuan Waralaba Asing - Kementerian Perdagangan Republik Indonesia*. <https://Www.Kemendag.Go.Id/>. <https://www.kemendag.go.id/berita/pojok-media/pemerintah-berikan-perlindungan-waralaba-lokal-dari-serbuan-waralaba-asing>
- Kent, Y. D., & Bernarto, I. (2022). the Effect of Perceived Product Quality, Brand Image, and Promotion on Customer Purchase Intention (Case of Zara Customers in Grand Indonesia, Jakarta). *Indonesian Marketing Journal*, 1(1), 26. <https://doi.org/10.19166/imj.v1i1.4005>
- Konuk, F. A. (2019). The influence of perceived food quality, price fairness, perceived value and satisfaction on customers’ revisit and word-of-mouth intentions towards organic food restaurants. *Journal of Retailing and Costumer Services*, 50(February), 103–110. <https://doi.org/10.1016/j.jretconser.2019.05.005>
- Kussudyarsana. (2016, Juni). Persepsi Konsumen atas Merek Lokal dan Asing Pada Kategori Produk Hedonik dan Utilitarian. *BENEFIT Jurnal Manajemen dan Bisnis, Volume 1, Nomor 1*, 48-56.
- Kustianti, N. N., & Chairun Nisa, P. (2024). Determinants Of Customer Satisfaction Against The Intention To Revisit At Hangry Fast Food Restaurant. *Paradigma*, 21(1), 64–77. <https://doi.org/10.33558/paradigma.v21i1.7346>
- Maghfiroh, L., & Iriani, S. S. (2021). Niat Beli Sepatu Merek Lokal oleh Generasi Muda: Pengaruh Costumer Ethnocentrism, Perceived Quality, Perceived

- Price, dan Perceived Brand Image. *Jurnal Ilmu Manajemen*, 9(2), 617. <https://doi.org/10.26740/jim.v9n2.p617-633>
- Makore, A., Mutsikiwa, M., Chitambara, L. R., & Matura, P. (2022). Validating the Impact of Customer Perceived Value on Customer Satisfaction and Behavioural Intentions. the Case of Mobile Communication Users in Universities. *Journal of Positive School Psychology*, 2022(2), 3661–3681. <http://journalppw.com>
- Miguel, L., Marques, S., & Duarte, A. P. (2022). The influence of costumer ethnocentrism on purchase of domestic fruits and vegetables: application of the extended theory of planned behaviour. *British Food Journal*, 124(13), 599–618. <https://doi.org/10.1108/BFJ-11-2021-1208>
- Mishra, U. (2021). The Effect of Online Review on Online Purchase Intention. *Researcher: A Research Journal of Culture and Society*, 5(1), 138–149. <https://doi.org/10.3126/researcher.v5i1.41385>
- Nastiti, D. M., Syavaranti, N., & Aruman, A. E. (2021). The Effect of Corporate Re-branding on Purchase Intention through The Brand Image of PT Pelita Air Service. *Journal of Costumer Sciences*, 6(1), 40–61. <https://doi.org/10.29244/jcs.6.1.40-61>
- Nguyen, T. T. H. (2021). The effect of brand image, perceived quality and brand experience on customer loyalty: an empirical investigation in the telecommunication industry in Vietnam. *Journal of International Economics and Management*, 20(3), 60–74. <https://doi.org/10.38203/jiem.020.3.0016>
- Nikmatulloh, A. W. (2019). Pengaruh Kesadaran Merek, Kepercayaan dan Harg Terhadap Minat Beli Online pada Marketplace Bukalapak (Studi pada Pengguna Bukalapak di Kota Semarang). *Jurnal Administrasi Bisnis*, 10(10), 837–848.
- Nugroho, D. A., & Iriani, S. S. (2020). Pengaruh Promosi Penjualan dan Celebrity Endorser terhadap Niat Beli Fashion Brand Lokal Giyomi pada Generasi Y dan Z. *Jurnal Ilmu Manajemen*, 8(4), 1468. <https://doi.org/10.26740/jim.v8n4.p1468-1477>
- Nugroho, R. (2024). *Sritex Tumbang, Begini Kondisi Industri Tekstil RI Terkini*. <https://www.cnbcindonesia.com/>. <https://www.cnbcindonesia.com/news/20241105143749-4-585773/sritex-tumbang-begini-kondisi-industri-tekstil-ri-terkini>
- Oppong, P. K., Ansah, W. O., & Owusu, J. (2023). Customer Satisfaction and Willingness to Pay More: Mediating Effects of Perceived Herbal Quality and Brand Trust in Ghana. *J. of Business and Management*, 29(1), 57–79. <https://doi.org/10.1504/jbm.2023.141303>
- Phan Tan, L., & Le, T. H. (2023). the Influence of Perceived Price and Quality of Delivery on Online Repeat Purchase Intention: the Evidence From Vietnamese Purchasers. *Cogent Business and Management*, 10(1). <https://doi.org/10.1080/23311975.2023.2173838>
- Pires, P. B., Morais, C., Delgado, C. J. M., & Santos, J. D. (2024). Sustainable Fashion: Conceptualization, Purchase Determinants, and Willingness to Pay More. *Administrative Sciences*, 14(7). <https://doi.org/10.3390/admsci14070143>
- Puspaningtyas, L. (2023). *Industri Fesyen jadi Andalan Ekspor Ekraf dengan Porsi 61,5 Persen*. Dipetik Mei 2023, dari Republika:

- <https://ekonomi.republika.co.id/berita/rqhk3b502/industri-fesyen-jadi-andalan-ekspor-ekraf-dengan-porsi-615-persen>
- Prafitri, R. D., & Chatamallah, M. (2023). Strategi Kampanye Produk Lokal Indonesia dalam Membangun Kesadaran Merek. *Vol. 3 No. 1 (2023): Bandung Conference Series: Public Relations*, 304-309.
- Primanda, R., Setyaning, A. N. A., Hidayat, A., & Ekasasi, S. R. (2020). The Role of Trust on Perceived Usefulness and Perceived Ease of Use toward Purchase Intention among Yogyakarta's Students. *INOBISS: Jurnal Inovasi Bisnis Dan Manajemen Indonesia*, 3(3), 316–326. <https://doi.org/10.31842/jurnalinobis.v3i3.140>
- Qiao, Y., Yin, X., & Xing, G. (2022). Impact of Perceived Product Value on Customer-Based Brand Equity: Marx's Theory – Value-Based Perspective. *Frontiers in Psychology*, 13(June), 1–15. <https://doi.org/10.3389/fpsyg.2022.931064>
- Rahman, A., Abir, T., Yazdani, M. N.-A., Hamid, A. B. A., & Mamun, A. Al. (2020). Brand Image, eWOM, Trust and Online Purchase Intention of Digital Products among Malaysian Costumers. *Journal of Xi'an University of Architecture & Technology*, XII(III), 4935–4946. <https://doi.org/10.37896/jxat12.03/452>
- Rahmi Yuliana, M. H. (2020). Study of Online Buying Intention. *International Journal of Economics, Business and Accounting Research (IJEBAR)*, 2020(4), 1158–1163.
- Rajalakshmi, V., & Golden, A. R. (2023). Impact of Costumer Buying Behavior on Satisfaction Towards Dairy Products: An Empirical Study. *International Journal of Professional Business Review*, 8(9), e03769. <https://doi.org/10.26668/businessreview/2023.v8i9.3769>
- Ramadhan, M. A., Wisnu, A. A., & Nugroho, I. (2022). THE IMPACT OF ONLINE REVIEWS ON ONLINE PURCHASE INTENTION IN TOKOPEDIA (JAKARTA). *Jurnal Ekonomi Trisakti*, 2(2), 395–406. <https://doi.org/10.2991/aebmr.k.210831.094>
- Rizaty, M. A. (2022). *Industri Tekstil Kembali Melesat 13,74% pada Kuartal II/2022*. DataIndonesia.Id. <https://dataindonesia.id/sektor-riil/detail/industri-tekstil-kembali-melesat-1374-pada-kuartal-ii2022>
- Safitri, H. A. (2023). *Ketika Tren Thrifting Ancam Industri Lokal | NNC Netralnews*. <https://www.netralnews.com/>. <https://www.netralnews.com/ketika-tren-thrifting-ancam-industri-lokal/VmZkSjg3YmRyNXpTamlja1RHWk1JUT09>
- Saleem, U., yi, S., Bilal, M., Topor, D. I., & Căpușneanu, S. (2022). The impact of website quality on customer satisfaction and eWOM in online purchase intention: The moderating role of gender in risk-taking. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.945707>
- Santoso, A. (2020). Psychological effect of brand image and brand reputation on sustainable firm performance in Indonesian logistics. *Contemporary Economics*, 14(4), 425–440. <https://doi.org/10.5709/ce.1897-9254.415>
- Şenbabaoğlu Danacı, E. (2024). Effects of Social Importance and Brand Image on Willingness to Pay More in Value Co-Creation with Customers. *Eskişehir Osmangazi Üniversitesi İktisadi ve İdari Bilimler Dergisi*, 19(2), 434–453. <https://doi.org/10.17153/oguiibf.1374749>

- Shabrina, Y. N., Santoso, A., & Widhianingrum, W. (2024). Social Support, Product Knowledge, Costumer Ethnocentrism, and Buying Decisions on Batik Products in Ponorogo East Java. *Ekonomis: Journal of Economics and Business*, 8(1), 213. <https://doi.org/10.33087/ekonomis.v8i1.1304>
- Shafa, T. P., Kurniadi, E., & Yuniati, U. (2023). Impact of Customer Engagement on Purchase Intention: A Promotional Online Survey on Instagram Account of @bandengsimrb. *Binus Business Review*, 14(3), 259–269. <https://doi.org/10.21512/bbr.v14i3.9290>
- Shamsi, M. S., & Abad, A. (2024). Understanding Costumers' Willingness to Pay More and Choice Behavior for Organic Food Products Considering the Influence of Skepticism. *Sustainability (Switzerland)*, 16(14). <https://doi.org/10.3390/su16146053>
- Sherwani, M. M. K., Khan, M. A., Amanullah, M., & Khaled, A. S. D. (2021). an Empirical Investigation of Factors Influencing Green Product Purchase Intention of Millennials. *Studies in Economics and Business Relations*, 2(1), 45–59. <https://doi.org/10.48185/sebr.v2i1.307>
- Sinaga, G. B. U. (2024). Pengaruh Citra Merek, Kesesuaian Diri Dan Persepsi Kualitas Terhadap Niat Beli Konsumen Pada Baju Merek Lokal. *Jurnal Ekonomi, Manajemen Dan Akuntansi*, 1(2), 401–407. <https://doi.org/10.572349/neraca.v1i2.163%0Ahttps://jurnal.kolibi.org/index.php/neraca/article/view/163>
- Sugiyono. (2018). *Metode Penelitian Kuantitatif*. Penerbit Alfabetha.
- Thomas, M. J., Wirtz, B. W., & Weyerer, J. C. (2019). Determinants of online review credibility and its impact on costumers' purchase intention. *Journal of Electronic Commerce Research*, 20(1), 1–20.
- TOKLU, I. T., & KUCUK, H. O. (2016). The Impact of Brand Crisis on Costumers' Green Purchase Intention and Willingness to Pay More. *International Business Research*, 10(1), 22. <https://doi.org/10.5539/ibr.v10n1p22>
- Wang, S., Li, Y., Zhou, Z., & Meng, Z. (2023). *Research on the Influence of Perceived Value on Costumers' Willingness to Pay Premium for Online Agricultural Products with Regional Public Brands*. Atlantis Press International BV. https://doi.org/10.2991/978-94-6463-210-1_33
- Wu, X., Xiong, J., Yan, J., & Wang, Y. (2021). Perceived quality of traceability information and its effect on purchase intention towards organic food. *Journal of Marketing Management*, 37(13–14), 1267–1286. <https://doi.org/10.1080/0267257X.2021.1910328>
- Yan, L., Xiaojun, F., Li, J., & Dong, X. (2019). Extrinsic cues, perceived quality, and purchase intention for private labels: Evidence from the Chinese market. *Asia Pacific Journal of Marketing and Logistics*, 31(3), 714–727. <https://doi.org/10.1108/APJML-08-2017-0176>
- Zarawaki, N. (2024). *Perkembangan Fast Fashion di Indonesia, Menjadi Gaya Hidup?* <https://www.idntimes.com/life/inspiration/nisa-zarawaki/perkembangan-fast-fashion-di-indonesia>
- Zielke, S., De Toni, D., & Mazzon, J. A. (2022). Cognitive, emotional and inferential paths from price perception to buying intention in an integrated brand price image model. *SN Business & Economics*, 3(1), 1–25. <https://doi.org/10.1007/s43546-022-00395-z>

Zubaidi, N. Al. (2020). The Relationship Between Collectivism and Green Product Purchase Intention: The Role of Attitude, Subjective Norms, and Willingness to Pay a Premium. *Journal of Sustainable Marketing*, 1(1), 31–42. <https://doi.org/10.51300/josm-2020-23>

