

## REFERENCE

- Aaker, D. A. (1996). Measuring brand equity across products and markets. *California Management Review*, 38(3), 102–120. <https://doi.org/10.2307/41165845>
- Aaker, D. A. & Keller, K. L. (1990). Consumer evaluations of brand extensions. *The Journal of Marketing*, 27-41.
- Aaker, J. (1997). Dimensions of brand personality. *Journal of Marketing Research*, 34(3), 347-356.
- Aibinu, A. A. & Al-Lawati, A. M. (2010). Using PLS-SEM technique to model construction organizations' willingness to participate in e-bidding. *Automation in Construction*, 19(6), 714–724. <https://doi.org/10.1016/j.autcon.2010.02.016>
- Alhaddad, A. (2015). Perceived quality, brand image and brand trust as determinants of brand loyalty. *Journal of Research in Business and Management*, 3(4), 1–8.
- Ali, H. (2019). Building repurchase intention and purchase decision: Brand awareness and brand loyalty analysis (case study private label product in Alfamidi Tangerang). *Saudi Journal of Humanities and Social Sciences*, 04(09), 623–634. <https://doi.org/10.36348/sjhss.2019.v04i09.009>
- Altekreeti, B., & Daud, S. (2020). Determinants of halal food new product adoption intention in Malaysia: A SmartPLS approach. *International Journal of Academic Research in Business and Social Sciences*, 10(5), 209–220.

<https://doi.org/10.6007/ijarbss/v10-i5/7188>

Amini, M., Bienstock, C. C., & Golias, M. (2020). Management of supply chains with attribute-sensitive products: A comprehensive literature review and future research agenda. *International Journal of Logistics Management*, 31(4), 885–903. <https://doi.org/10.1108/IJLM-11-2019-0306>

Amora, J. T. (2021). Convergent validity assessment in PLS-SEM: A loadings-driven approach. *Data Analysis Perspectives Journal*, 2(3), 1–6. Retrieved from <https://www.scriptwarp.com>

Armstrong, G., & Kotler, P. (2003). *Marketing: An introduction* (6th ed.). New Jersey: Pearson Prentice Hall.

Ashraf, S., Ilyas, R., Imtiaz, M., & Ahmad, S. (2018). Impact of service quality, corporate image and perceived value on brand loyalty with presence and absence of customer satisfaction: A study of four service sectors of Pakistan. *International Journal of Academic Research in Business and Social Sciences*, 8(2). <https://doi.org/10.6007/ijarbss/v8-i2/3885>

Aswan, D. T. (2019). *Uniqlo segera hadir di Nipah Mall, jadi outlet kedua di Makassar, jangan lupakan promo menariknya*. Retrieved July 2019, from Tribun Timur: <https://makassar.tribunnews.com/2019/03/20/uniqlo-segera-hadir-di-nipah-mall-jadi-outlet-kedua-di-makassar-jangan-lewatkan-promo-menariknya>

Bairrada, C. M., Coelho, A., & Lizanets, V. (2019). The impact of brand personality on consumer behavior: the role of brand love. *Journal of Fashion Marketing and Management*, 23(1), 30–47. <https://doi.org/10.1108/JFMM-07-2018-0091>

- Baltes, S., & Ralph, P. (2020). Sampling in software engineering research: A Critical Review and Guidelines. Retrieved from <http://arxiv.org/abs/2002.07764>
- Barati, M., Taheri-Kharamah, Z., Farghadani, Z., & Rásky, É. (2019). Validity and reliability evaluation of the persian version of the heart failure-specific health literacy scale. *International Journal of Community Based Nursing and Midwifery*, 7(3), 222–230. <https://doi.org/10.30476/IJCBNM.2019.44997>
- Belaid, S. & Temessek Behi, A. (2011). The role of attachment in building consumer-brand relationships: An empirical investigation in the utilitarian consumption context. *J. Prod. Brand. Manag.* 20 (1), 37–47.
- Bennett, R. and Rundle-Thiele, S. (2004), Customer satisfaction should not be the only goal. *Journal of Service Marketing*, Vol. 18 No. 7, pp. 514-523.
- Berndt, A. E. (2020). sampling methods. *Journal of Human Lactation*, 36(2), 224–226. <https://doi.org/10.1177/0890334420906850>
- Binus University. (2019). *Tren industri fesyen di Indonesia*. Retrieved 2022, from <https://binus.ac.id/bandung/2019/12/trend-industri-fesyen-di-indonesia/>
- Bolton, R. (1998). A dynamic model of the duration of the customer's relationship with a continuous service provider: the role of satisfaction. *Mark. Sci.* 17 (1), 45–65.
- BPS (Badan Pusat Statistik). (2020). *Profil industri mikro dan kecil Provinsi DKI Jakarta*. Retrieved 2023
- Brown, T.J. and Dacin, P.A. (1997), The company and the product: corporate associations and consumer product responses. *Journal of Marketing*, Vol. 61 No. 1, pp. 68-84.

- Calvo-Porrall, C., & Lévy-Mangin, J. P. (2017). Store brands' purchase intention: Examining the role of perceived quality. *European Research on Management and Business Economics*, 23(2), 90–95. <https://doi.org/10.1016/j.iedeen.2016.10.001>
- Carranza, R., Díaz, E., & Martín-Consuegra, D. (2018). The influence of quality on satisfaction and customer loyalty with an importance-performance map analysis: Exploring the mediating role of trust. *Journal of Hospitality and Tourism Technology*, 9(3), 380–396. <https://doi.org/10.1108/JHTT-09-2017-0104>.
- Chae, H., Kim, S., Lee, J., & Park, K. (2020). Impact of product characteristics of limited edition shoes on perceived value, brand trust, and purchase intention; focused on the scarcity message frequency. *Journal of Business Research*, 120, 398–406. <https://doi.org/10.1016/j.jbusres.2019.11.040>
- Chaudhuri, A., & Holbrook, M. B. (2001). The chain of effects from brand trust and brand affect to brand performance : The role of brand loyalty, 65(2001), 81–93.
- Chen, C.-H.A. (2001). Using free association to examine the relationship between the characteristics of brand associations and brand equity, *Journal of Product & Brand Management*, Vol. 10 No. 7, pp. 439-451.
- Chetna kudeshia Amresh Kumar. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 36(7), 700–719.
- Chin CL., Yao G. (2014) Convergent Validity. In: Michalos A.C. (Eds.) *Encyclopedia of Quality of Life and Well-Being Research*. Springer, Dordrecht.

- Chin WW. (1998) The Partial Least Squares Approach to Structural Equation Modeling. In: Marcoulides GA (ed) *Modern Methods for Business Research*. Mahwah: Erlbaum, 295- 358.
- Choi, T.M., Liu, N., Liu, S.C., Mak, J. and To, Y.T.. (2010). Fast fashion brand extensions: An empirical study of consumer preferences. *Brand Management*, 17(7), 472-487.
- Choi, Y. G., Ok, C. M., & Hyun, S. S. (2017). Relationships between brand experiences, personality traits, prestige, relationship quality, and loyalty: An empirical analysis of coffeehouse brands. *International Journal of Contemporary Hospitality Management*, 29(4), 1185–1202. <https://doi.org/10.1108/IJCHM-11-2014-0601>
- Chyung, Roberts, & Swanson (2017). Evidence-based survey design: The use of midpoint on the likert scale. *Performance Improvement*, 56. <https://doi.org/10.1002/pfi.2172>
- CNN Indonesia. (2019). *Toko ritel Forever 21 di Grand Indonesia sisa 1 lantai*. Retrieved 2019, from <https://www.cnnindonesia.com/ekonomi/20190829191616-92-425899/toko-ritel-forever-21-di-grand-indonesia-sisa-1-lantai>
- Colliander & Marder. (2018). Snap happy brands: increasing publicity effectiveness through a snapshot aesthetic when marketing a brand on instagram. *Computers in Human Behavior*, 34-43.
- Cook, S. C., & Yurchisin, J. (2017). Fast fashion environments: consumer's heaven or retailer's nightmare? *International Journal of Retail and Distribution Management*, 45(2), 143–157. <https://doi.org/10.1108/IJRDM-03-2016-0027>
- Creswell, J. W. (2002). *Educational research: Planning, conducting, and evaluating*

quantitative and qualitative research (4th Ed ed.): Prentice Hall.

Cronin, J. J., Jr., Brady, M. K., & Hult, G. T. M. (2000). Assessing the effects of quality, value, and customer satisfaction on consumer behavioural intentions in service environments. *Journal of Retailing*, 76(2), 193-218.

Cuong, D. T. (2020). The impact of customer satisfaction, brand image, on brand love and brand loyalty. *Adv Research in Dynamical & Control Systems*, 12(06). <https://doi.org/10.5373/JARDCS/V12I6/S20201280>

Dash, G., Kiefer, K., & Paul, J. (2021). Marketing-to-millennials: Marketing 4.0, customer satisfaction and purchase intention. *Journal of Business Research*, 122(2021), 608–620. <https://doi.org/10.1016/j.jbusres.2020.10.016>

Deloitte. (2022). *Buying into better: shaping tomorrow's consumer industry today*. Retrieved 2022, from Deloitte: <https://www2.deloitte.com/us/en/pages/consumer-business/articles/deloittes-consumer-industry-practice-buying-into-better.html>

Dhisasmito, P. P., & Kumar, S. (2020). Understanding customer loyalty in the coffee shop industry (A survey in Jakarta, Indonesia). *British Food Journal*, 122(7), 2253–2271. <https://doi.org/10.1108/BFJ-10-2019-0763>

Diallo, M. F. (2012). Effects of store image and store brand price-image on store brand purchase intention: Application to an emerging market. *Journal of Retailing and Consumer Services*. 19, 360–367.

Diantari, K.Y. (2021). Tren new normal pada industri fast fashion di Indonesia : Adaptasi fast fashion di masa pandemi. *Journal of Fashion Design*, I(1), 68–75.

Dibekulu, D. (2020). An overview of data analysis and interpretations in research.

*International Journal of Academic Research in Education and Review*, 8(1), 1-27. <https://doi.org/10.14662/IJARER2020.015>

Dilham, A., Sofiyah, F. R., & Muda, I. (2018). The internet marketing effect on the customer loyalty level with brand awareness as intervening variables.

*International Journal of Civil Engineering and Technology*, 9(9), 681–695.

Dwivedi, A., Nayeem, T., & Murshed, F. (2018). Brand experience and consumers' willingness-to-pay (WTP) a price premium: Mediating role of brand credibility and perceived uniqueness. *Journal of Retailing and Consumer Services*, 44(2018), 100–107. <https://doi.org/10.1016/j.jretconser.2018.06.009>

Ekarina. (2018, May 7). *Penjualan peretail fashion dan gaya hidup naik di kuartal I 2018*. Retrieved July 2019, from Katadata:<https://katadata.co.id/berita/2018/05/07/penjualan-peritel-fashion-dan-gaya-hidup-naik-di-kuartal-i-2018>

El-Adly, M. I., & Eid, R. (2016). An empirical study of the relationship between shopping environment, customer perceived value, satisfaction, and loyalty in the UAE malls context. *Journal of Retailing and Consumer Services*, 31(2016), 217–227. <https://doi.org/10.1016/j.jretconser.2016.04.002>

Ernst & Young. (2020). *Generation Z is coming on fast with new attitudes and expectations of organizations that cover their business*. Retrieved 2022, from Ernst & Young: [https://www.ey.com/en\\_id/digital/generation-z-millennial](https://www.ey.com/en_id/digital/generation-z-millennial)

Fenech, C., & Perkins, B. (2017). *The Deloitte consumer review customer loyalty: A relationship, not just a scheme*. Retrieved 2022, from [www.deloitte.com/consumerreview](http://www.deloitte.com/consumerreview)

Fernando, Y., Chiappetta Jabbour, C. J., & Wah, W. X. (2019). Pursuing green

growth in technology firms through the connections between environmental innovation and sustainable business performance: Does service capability matter? *Resources, Conservation and Recycling*, 141(2018), 8–20. <https://doi.org/10.1016/j.resconrec.2018.09.031>

Forbes & Deloitte. (2020). Retrieved 2022, from <https://www.forbes.com/sites/deloitte/2020/09/16/millennials-and-gen-zs-are-shaping-a-better-world-for-us-all/?sh=59b33b377c65>

Forbes. (2020). Retrieved 2023, from <https://www.forbes.com/sites/pauljankowski/2020/07/01/gen-z-to-brands-show-us-you-know-us-by-personalizing-your-ads/?sh=1459e9aa5aee>

Foroudi, P. (2019). Influence of brand signature, brand awareness, brand attitude, brand reputation on hotel industry's brand performance. *International Journal of Hospitality Management*, 76(2018), 271–285. <https://doi.org/10.1016/j.ijhm.2018.05.016>

Foroudi, P., Jin, Z., Gupta, S., Foroudi, M. M., & Kitchen, P. J. (2018). Perceptual components of brand equity: Configuring the symmetrical and asymmetrical paths to brand loyalty and brand purchase intention. *Journal of Business Research*, 89(2017), 462–474. <https://doi.org/10.1016/j.jbusres.2018.01.031>

García-Fernández, J., Gálvez-Ruíz, P., Fernández-Gavira, J., Vélez-Colón, L., Pitts, B., & Bernal-García, A. (2018b). The effects of service convenience and perceived quality on perceived value, satisfaction and loyalty in low-cost fitness centers. *Sport Management Review*, 21(3), 250–262. <https://doi.org/10.1016/j.smr.2017.07.003>

Gill, B. R. (2021). Measuring individuals' misogynistic attitudes: development and



validation of the misogyny scale.

Gill, M. S., & Dawra, J. (2010). Evaluating Aaker ' s sources of brand equity and the mediating role of brand image. *Journal of Targeting, Measurement and Analysis for Marketing*, 18(3–4), 189–198. <https://doi.org/10.1057/jt.2010.11>

Gilliland, N. (2019). *Four factors fuelling the growth of fast fashion retailers*. Retrieved July 2019, from Econsultancy: <https://econsultancy.com/four-factors-fuelling-the-growth-of-fast-fashion-retailers/>

Graciola, A. P., De Toni, D., Milan, G. S., & Eberle, L. (2020). Mediated-moderated effects: High and low store image, brand awareness, perceived value from mini and supermarkets retail stores. *Journal of Retailing and Consumer Services*, 55(2020), 102117. <https://doi.org/10.1016/j.jretconser.2020.102117>

Granskog, A., Lee, L., Magnus, K.-H., & Sawers, C. (2020). *Survey: Consumer sentiment on sustainability in fashion*. McKinsey & Company, (2020), 1–9. Retrieved 2022, from <https://www.mckinsey.com/industries/retail/our-insights/survey-consumer-sentiment-on-sustainability-in-fashion>

H&M. (2023). Retrieved June 2023, from <https://www.hm.com/ua/store-locator/indonesia/jakarta/>

Hafizh Novansa & Hapzi Ali. (2017). Purchase decision model: Analysis of brand image, brand awareness and price (case study SMECO Indonesia SME products). *Saudi Journal of Humanities and Social Sciences*, 2(8), 621–632. <https://doi.org/10.21276/sjhss>

Hair, J. F., Hult, G. T. M., Ringle, C., Sarstedt, M., Danks, N., & Ray, S. (2014). Partial least squares structural equation modeling (PLS-SEM) using R: A workbook. Springer. *European Business Review*, 26(2), 106-121. DOI

10.1108/EBR-10-2013-0128

- Hair, J., & Alamer, A. (2022). Partial Least Squares Structural Equation Modeling (PLS-SEM) in second language and education research: Guidelines using an applied example. *Research Methods in Applied Linguistics*, 1(3), 100027. <https://doi.org/10.1016/j.rmal.2022.100027>
- Hair, Joe F., Sarstedt, M., Ringle, C. M., & Mena, J. A. (2012). An assessment of the use of partial least squares structural equation modeling in marketing research. *Journal of the Academy of Marketing Science*, 40(3), 414–433. <https://doi.org/10.1007/s11747-011-0261-6>
- Hair, Joseph F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2–24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Hameed, W. U., Basheer, M. F., Iqbal, J., Anwar, A., & Ahmad, H. K. (2018). Determinants of firm's open innovation performance and the role of R&D department: an empirical evidence from Malaysian SME's. *Journal of Global Entrepreneurship Research*, 8(1). <https://doi.org/10.1186/s40497-018-0112-8>
- He, X., Zhan, W., & Hu, Y. (2018). Consumer purchase intention of electric vehicles in China: The roles of perception and personality. *Journal of Cleaner Production*, 204, 1060–1069. <https://doi.org/10.1016/j.jclepro.2018.08.260>
- Henseler, J., Ringle, C.M., & Sarstedt, M., 2015. A new criterion for assessing discriminant validity in variance-based structural equation modeling. *J. Acad. Mark. Sci.* 43 (1), 115–135.

- Hidayat, A., Adanti, A. P., Darmawan, A., & Setyaning, A. N. A. (2019). Factors Influencing Indonesian Customer Satisfaction and Customer Loyalty in Local Fast-Food Restaurant. *International Journal of Marketing Studies*, 11(3), 131–139. <https://doi.org/10.5539/ijms.v11n3p131>.
- Hossain, M. A., and Dwivedi, Y. K., 2015. Determining the consequents of bank's service quality with mediating and moderating effects: An empirical study. *Total Quality Management & Business Excellence*, 26(5-6), pp. 661-674. <https://doi.org/10.1080/14783363.2013.870783>.
- Hox, J. J., & Boeije, H. R. (2004). Data Collection, Primary vs. Secondary. *Encyclopedia of Social Measurement*. <https://doi.org/10.1016/B0-12-369398-5/00041-4>
- Hsu, C. H. C., H. Oh, and A. G. Assaf. (2012). A customer-based brand equity model for upscale hotels. *Journal of Travel Research*, 51 (1): 81-93.
- Inditex. (2023). *Inditex group annual report 2022*. Retrieved 2023, from [https://static.inditex.com/annual\\_report\\_2022/pdf/Inditex-group-annual-report-2022.pdf](https://static.inditex.com/annual_report_2022/pdf/Inditex-group-annual-report-2022.pdf)
- Jackson, L. S. (2008). *Research methods. a modular approach*. Belmont CA: Thomson Wadworth.
- Jin, B., & Yong, G. S. (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22,62–71.
- Jones, R., & Sherman, H. (2020). Zara plus line: The next “trend” for Zara. *International Journal of Research in Business and Management*, 2(4), 2692–2258. Retrieved from [www.ijrbmnet.com](http://www.ijrbmnet.com)

- Jones, S., Murphy, F., Edwards, M., & James, J. (2008). Doing things differently: advantages and disadvantages of web questionnaires. *Nurse Researcher*, 15(4), 15–26. <https://doi.org/10.7748/nr2008.07.15.4.15.c6658>
- Kaikobad, K.M., Bhuiyan, Z.A., Sultana, F., and Rahman, M. (2015). Fast fashion: Marketing, recycling, and environmental issues. *International Journal of Humanities and Social Science Invention*, 4(7), 28–33. Retrieved from [www.ijhssi.org](http://www.ijhssi.org)
- Kaikobad, N.K., Bhuiyan, Z.A., Sultana, F., Rahman, M. (2015). Fast fashion: Marketing, recycling, and environmental issues. *International Journal of Humanities and Social Science Invention*, 4(7) 28-33. Retrieved from [www.ijhssi.org](http://www.ijhssi.org)
- Karam, A. A., & Saydam, S. (2015). An Analysis Study Of Improving Brand Awareness And Its Impact On Consumer Behavior Via Media In North Cyprus (A Case Study Of Fast Food Restaurants). *International Journal Of Business And Social Science*. 6(1).66-80.
- Kartika, R. & Gunawan, A. W. (2022). Pengaruh transformational leadership terhadap turnover intention Generasi Z melalui internal communication dan employee engagement. *Journal Transformation of Mandalika*, 3(2). Retrieved from <http://ojs.cahayamandalika.com/index.php/jtm/issue/archive>
- Kataria, S., & Saini, V. (2020). The mediating impact of customer satisfaction in relation of brand equity and brand loyalty: An empirical synthesis and re-examination. *South Asian Journal of Business Studies*, 9(1), 62–87. <https://doi.org/10.1108/SAJBS-03-2019-0046>
- KEMENAG. (2020). *Menjadi muslim, menjadi Indonesia. Kilas balik Indonesia*

*menjadi bangsa muslim terbesar*. Retrieved 2022, from kemenag.go.id:  
<https://kemenag.go.id/read/menjadi-muslim-menjadi-indonesia-kilas-balik-indonesia-menjadi-bangsa-muslim-terbesar-xmo8a>

KEMNAKER. (1999). *Pengesahan konvensi ILO mengenai usia minimum untuk diperbolehkan kerja*.

Khairani, Z., & Abdillah, M. R. (2018). Etnosentrisme konsumen, dan kesediaan membeli. *Jurnal Daya Saing*, 4(3), 269–274.

Kim, A., McInerney, P., Smith, T.R., Yamakawa, N. (2020, June 29). *What makes Asia-Pacific's Generation Z different?* Retrieved 2022, from McKinsey & Company: <https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/what-makes-asia-pacifics-generation-z-different>

Kim, M. K., Park, M. C., Park, J. H., Kim, J., & Kim, E. (2018). The role of multidimensional switching barriers on the cognitive and affective satisfaction-loyalty link in mobile communication services: Coupling in moderating effects. *Computers in Human Behavior*, 87, 212–223.  
<https://doi.org/10.1016/j.chb.2018.05.024>

Kim, S. (Sam), Choe, J. Y. (Jacey), & Petrick, J. F. (2018). The effect of celebrity on brand awareness, perceived quality, brand image, brand loyalty, and destination attachment to a literary festival. *Journal of Destination Marketing and Management*, 9(2018), 320–329.  
<https://doi.org/10.1016/j.jdmm.2018.03.006>

Kivunja, C. (2018). Distinguishing between theory, theoretical framework, and conceptual framework: A systematic review of lessons from the field. *International Journal of Higher Education*, 7(6), 44–53.

<https://doi.org/10.5430/ijhe.v7n6p44>

Kock, N. (2014). Advanced mediating effects tests, multi-group analyses, and measurement model assessments in PLS-based SEM. *International Journal of e-Collaboration*, 10(3), 1-13.

KOMINFO. (2020). Retrieved 2023, from

<https://balitbangsdm.kominfo.go.id/berita-psbb-total-kembali-diterapkan-di-dki-jakarta-mulai-14-september-2020-19-687>

KOMINFO. (2021). Retrieved 2023, from <https://www.kominfo.go.id/content/detail/33004/angkatan-kerja-produktif-melimpah/0/artikel>

Koordinator Bidang Perekonomian. (2021, November 14). Retrieved 2023 June, from <https://ekon.go.id/publikasi/detail/3452/era-industri-40-butuh-generasi-mudayang-kreatif-adaptif-dan-inovatif>

Kotler, P. (2003), *Marketing Management*, 11th ed., Prentice Hall, NJ.

Koubova, V., & Buchko, A. A. (2017). Social eWOM: Does it affect the brand attitude and purchase intention of brands? *Management Research Review*, 36(7), 700–719.

Kurtuluş S., Kılıç, B., & Kurnaz, A. (2018). Evaluation of women chefs in professional kitchens. *Journal of Tourism and Gastronomy Studies*, 6(3), 119–132. <https://doi.org/10.21325/jotags.2018.275>

Ladhari, R., Souiden, N., & Dufour, B. (2017). The role of emotions in utilitarian service settings: The effects of emotional satisfaction on product perception and behavioral intentions. *Journal of Retailing and Consumer Services*, 34, 10-18.

Lane, V. & Jacobson, R. (1995). stock market reactions to brand extension

announcements: the effects of brand attitude and familiarity. *The Journal of Marketing*, 63-77.

Langaro, D., Rita, P., & de Fátima Salgueiro, M. (2018). Do social networking sites contribute for building brands? Evaluating the impact of users' participation on brand awareness and brand attitude. *Journal of Marketing Communications*, 24(2), 146–168. <https://doi.org/10.1080/13527266.2015.1036100>

Langley, P., & Rieple, A. (2021). Incumbents' capabilities to win in a digitised world: The case of the fashion industry. *Technological Forecasting and Social Change*, 167(2021), 120718. <https://doi.org/10.1016/j.techfore.2021.120718>

Lee, E. B., Lee, S. G., & Yang, C. G. (2017). The influences of advertisement attitude and brand attitude on purchase intention of smartphone advertising. *Industrial Management and Data Systems*, 117(6), 1011–1036. <https://doi.org/10.1108/IMDS-06-2016-0229>

Lee, J. E., Goh, M. L., & Mohd Noor, M. N. Bin. (2019). Understanding purchase intention of university students towards skin care products. *PSU Research Review*, 3(3), 161–178. <https://doi.org/10.1108/prr-11-2018-0031>

Livingston, S. A. (2018). Test reliability - basic concepts. *Research Memorandum ETS RM-18-01*, 1–38. Retrieved 2022, from <https://www.ets.org/Media/Research/pdf/RM-18-01.pdf>

Loewen, S., & Plonsky, L. (2015). *An A-Z applied linguistics research methods*. New York: Palgrave.

Mackenzie, S. B. and Spreng, R. A. (1992), How does motivation moderate the

impact of central and peripheral processing on brand attitudes and intentions?. *Journal of Consumer Research*, Vol. 18, No. 4, pp. 519- 529.

Manju, K., & Mathur, B. (2015). Data Analysis of Students Marks with Descriptive Statistics. *International Journal on Recent and Innovation Trends in Computing and Communication*, 2(5), 1188–1190. Retrieved 2022, from <http://www.ijritcc.org>

Martinez, C. M. J., Henninger, C. E., & McCormick, H. (2022). When mortality knocks: Pandemic-inspired attitude shifts towards sustainable clothing consumption in six countries. *International Journal of sustainable fashion & textiles*, 1(1), 9–39. [https://doi.org/10.1386/sft/0002\\_1](https://doi.org/10.1386/sft/0002_1)

McClure, C., & Seock, Y. K. (2020). The role of involvement: Investigating the effect of brand's social media pages on consumer purchase intention. *Journal of Retailing and Consumer Services*, 53(2019), 101975. <https://doi.org/10.1016/j.jretconser.2019.101975>

McKinsey & Company. (2017). *The state of fashion 2017*. Retrieved 2023, from McKinsey & Company: [https://www.mckinsey.com/~/\\_/media/McKinsey/Industries/Retail/Our%20Insights/The%20state%20of%20fashion/The-state-of-fashion-2017-McK-BoF-report.pdf](https://www.mckinsey.com/~/_/media/McKinsey/Industries/Retail/Our%20Insights/The%20state%20of%20fashion/The-state-of-fashion-2017-McK-BoF-report.pdf)

Miryala, R. K. (2011). An empirical study of gap analysis of service quality in select private sector. *Management Journal of Siva Sivani Institute of Management*, 3(1).

Mishra, Pandey, Singh, Gupta, Sahu, K. (2019). Descriptive statistics and normality tests for statistical data. *Annals of Cardiac Anaesthesia*, 22(1). [https://doi.org/10.4103/aca.ACA\\_157\\_18](https://doi.org/10.4103/aca.ACA_157_18)



- Mitra Adiperkasa. (2023, June). Retrieved 2023, from <https://www.map.co.id/stores/>
- Molinillo, S., Japutra, A., Nguyen, B., & Chen, C. H. S. (2017). Responsible brands vs active brands? An examination of brand personality on brand awareness, brand trust, and brand loyalty. *Marketing Intelligence and Planning*, 35(2), 166–179. <https://doi.org/10.1108/MIP-04-2016-0064>
- Morgan, R. M. & Hunt, S. D. (1994). The commitment-trust theory of relationship marketing. *Journal of Marketing*, 20-38.
- Muchaendepi, C., Mbohwa, T., Hamandishe, & Kanyepe (2019). Inventory management and performance of SMEs in the manufacturing sector in Harare. *Procedia Manufacturing*, 33, 454-461.
- Muchaendepi, W., Mbohwa, C., Hamandishe, T., & Kanyepe, J. (2019). Inventory management and performance of SMEs in the manufacturing sector of Harare. *Procedia Manufacturing*, 33, 454–461. <https://doi.org/10.1016/j.promfg.2019.04.056>
- Nayeem, T., Murshed, F., & Dwivedi, A. (2019). Brand experience and brand attitude: examining a credibility-based mechanism. *Marketing Intelligence and Planning*, 37(7), 821–836. <https://doi.org/10.1108/MIP-11-2018-0544>
- Netemeyer, R. G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., ... Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209–224. [https://doi.org/10.1016/S0148-2963\(01\)00303-4](https://doi.org/10.1016/S0148-2963(01)00303-4)
- Netemeyer, R.G., Krishnan, B., Pullig, C., Wang, G., Yagci, M., Dean, D., Ricks, J. & Wirth, F. (2004). Developing and validating measures of facets of customer-based brand equity. *Journal of Business Research*, 57(2), 209-224.

- Ngozwana, N. (2018). Ethical dilemmas in qualitative research methodology: Researcher's reflections. *International Journal of Educational Methodology*, 4(1), 19–28. <https://doi.org/10.12973/ijem.4.1.19>
- Nguyen, T.N., Duc Le, D. M., Minh Ho, T. T., & Nguyen P. M. (2020). Enhancing sustainability in the contemporary model of CSR: a case of fast fashion industry in developing countries. *Social Responsibility Journal*. doi:DOI 10.1108/SRJ-03-2019-0108
- Noh, M., & Johnson, K. K. P. (2015). From literature review to conceptual model : Apparel brand 's sustainability efforts and consumers' purchase decisions. *International Textile and Apparel Association*. Retrieved from [https://lib.dr.iastate.edu/itaa\\_proceedings](https://lib.dr.iastate.edu/itaa_proceedings).
- Oduro, E., Boachie-Mensah, F. O., & Agyapong, G. K. Q. (2018). Determinants of customer satisfaction in the telecommunication industry in Ghana: A study of MTN Ghana limited. *International Journal of Marketing Studies*, 10(3), 101. <https://doi.org/10.5539/ijms.v10n3p101>
- Oliver R.L. (1997) Satisfaction: A behavioural perspective on consumer. McGraw Hill.
- Ong, A. K. S., Cleofas, M. A., Prasetyo, Y. T., Chuenyindee, T., Young, M. N., Diaz, J. F. T., & Redi, A. A. N. P. (2021). Consumer behavior in clothing industry and its relationship with open innovation dynamics during the covid-19 pandemic. *Journal of Open Innovation: Technology, Market, and Complexity*, 7(4). <https://doi.org/10.3390/joitmc7040211>
- Patton MQ (2014) Qualitative research & evaluation methods: Integrating theory and practice. Sage publications

- Peco-Torres, F., Polo-Peña, A. I., & Frías-Jamilena, D. M. (2021). Brand personality in cultural tourism through social media. *Tourism Review*, 76(1), 164–183. <https://doi.org/10.1108/TR-02-2019-0050>
- Permana, D. (2018). Pengaruh dimensi ekuitas merek terhadap keputusan pembelian produk pencuci mulut (mouthwash). *Jurnal Manajemen*, 22(2), 235. <https://doi.org/10.24912/jm.v22i2.361>
- Piedmont R.L. (2014) Construct Validity. In: Michalos A.C. (eds) *Encyclopedia of Quality of Life and Well-Being Research*. Springer, Dordrecht.
- Pingle, S. S., Sood, V. (2011). Occupational Health and Safety at Mahindra and Mahindra Ltd: An Empirical Study. *Management Journal of Siva Sivani Institute of Management*, 3(1).
- Porrá, C. C., & Lang, M. F. (2015). Private Labels The role of manufacturer identification, Brand loyalty and image on purchase intention. *British Food Journal*, 117(2), 506–522. <https://doi.org/10.1108/BFJ-06-2014-0216>
- Pratama, I. G. S., Idawati, I. A. A., & Rustini, N. M. (2021). The role of traditional markets in increasing interest in entrepreneurship and the economy of the community in the middle of Bali tourism down: A case study on Badung market. *Russian Journal of Agricultural and Socio-Economic Sciences*, 118(10), 114–120. <https://doi.org/10.18551/rjoas.2021-10.14>
- Raduzzi, A., & Massey, J. . (2019). Customers satisfaction and brand loyalty at McDonalds Maroc. *African Journal of Marketing Management*, 11(3), 21–34. <https://doi.org/10.5897/ajmm2019.0599>
- Ragab, M. A., & Arisha, A. (2017). Research methodology in business: A starter's guide. *Management and Organizational Studies*, 5(1), 1.

<https://doi.org/10.5430/mos.v5n1p1>

- Rahman, M. M., Tabash, M. I., Salamzadeh, A., Abduli, S., & Rahaman, M. S. (2022). Sampling techniques (probability) for quantitative social science researchers: A conceptual guidelines with examples. *SEEU Review*, 17(1), 42–51. <https://doi.org/10.2478/seeur-2022-0023>
- Ramesh, K., Saha, R., Goswami, S., Sekar, & Dahiya, R. (2019). Consumer's response to CSR activities: Mediating role of brand image and brand attitude. *Corporate Social Responsibility and Environmental Management*, 26(2), 377–387. <https://doi.org/10.1002/csr.1689>
- Rinaldi, D. (2013, June 20). *Uniqlo buka gerai pertamanya di Indonesia*. Retrieved July 2019, from SWA: <https://swa.co.id/swa/capital-market/corporate-action/uniqlo-buka-gerai-pertamanya-di-indonesia-22-juni-2013>
- 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. Retrieved from <http://journal.ugm.ac.id/jieb>
- Rottweiler, B. & Gill, P. (2021). *Measuring individuals' misogynistic attitudes: development and validation of the misogyny scale* (Unpublished Manuscript). Security and Crime Science Department, University College London.
- Rust, R. & Zahorik, A. (1993). Customer satisfaction, customer retention, and market share. *J. Retail.* 69 (2), 193–215.
- Rustam, H. K., & Tentama, F. (2020). Creating academic stress scale and the application for students: Validity and reliability test in psychometrics. *International Journal of Scientific and Technology Research*, 9(1), 661–667.

- Saleem, M., Bakar, A., Durrani, A. K., & Manzoor, Z. (2021). Impact of perceived severity of COVID-19 (SARS-COV-2) on mental health of university students of Pakistan: The mediating role of muslim religiosity. *Frontiers in Psychiatry*, 12, 1–7. <https://doi.org/10.3389/fpsyt.2021.560059>
- Saleem, S., Rahman, S. U., & Omar, R. M. (2015). Conceptualizing and measuring perceived quality, brand awareness, and brand image composition of brand loyalty. *International Journal of Marketing Studies*, 7(1). <https://doi.org/10.5539/ijms.v7n1p66>
- Salvatore, D., & Reagle, D. (2002). *Statistics and Econometrics*. <https://doi.org/10.1036/0071395687>
- Savitrie, D. (2008). *Pola perilaku pembelian produk fashion*. Depok: Universitas Indonesia.
- Schlee, R. P., Eveland, V. B., & Harich, K. R. (2020). From millennials to Gen Z: Changes in student attitudes about group projects. *Journal of Education for Business*, 95(3), 139–147. <https://doi.org/10.1080/08832323.2019.1622501>
- Shabbir, S. A. (2020). Impact of service quality and brand image on brand loyalty: The mediating role of customer satisfaction. *Eurasian Journal of Social Sciences*, 8(2), 75–84. <https://doi.org/10.15604/ejss.2020.08.02.004>
- Shanahan, T., Tran, T. P., & Taylor, E. C. (2019). Getting to know you: Social media personalization as a means of enhancing brand loyalty and perceived quality. *Journal of Retailing and Consumer Services*, 47(2018), 57–65. <https://doi.org/10.1016/j.jretconser.2018.10.007>
- Siddiq, U., & Rehman, S. U. (2019). The relationship between service quality, brand loyalty and customer satisfaction. *International Journal of Social Science*

*Archives*, 2(2), 25–30.

Song, H. J., Wang, J. H., & Han, H. (2019). Effect of image, satisfaction, trust, love, and respect on loyalty formation for name-brand coffee shops. *International Journal of Hospitality Management*, 79(2018), 50–59. <https://doi.org/10.1016/j.ijhm.2018.12.011>

Sorensen, K., & Jorgensen, J. J. (2019). Millennial perceptions of fast fashion and second-hand clothing: An exploration of clothing preferences using Q methodology. *Social Sciences*, 8(9). <https://doi.org/10.3390/socsci8090244>

Statista. (2022). *Revenue of the apparel market worldwide from 2014 to 2027*. Retrieved May 2023, from <https://www.statista.com/forecasts/821415/value-of-the-global-apparel-market>

Streukens, S., & Leroi-Werelds, S. (2016). Bootstrapping and PLS-SEM: A step-by-step guide to get more out of your bootstrap results. *European Management Journal*, 34(6), 618–632. <https://doi.org/10.1016/j.emj.2016.06.003>

Stylidis, K., Wickman, C., & Söderberg, R. (2015). Defining perceived quality in the automotive industry: An engineering approach. *Procedia CIRP*, 36, 165–170. <https://doi.org/10.1016/j.procir.2015.01.076>

Su, J., & Chang, A. (2018). Factors affecting college students' brand loyalty toward fast fashion: A consumer-based brand equity approach. *International Journal of Retail and Distribution Management*, 46(1), 90–107. <https://doi.org/10.1108/IJRDM-01-2016-0015>

Su, J., Sun, S., & Tong, X. (2016). How chinese college students perceive fast fashion brands: A brand personality approach. *International Textile and Apparel Association*. Retrieved from

[https://lib.dr.iastate.edu/itaa\\_proceedings/2016/posters/33](https://lib.dr.iastate.edu/itaa_proceedings/2016/posters/33)

Sull, D. & Turconi, S. (2008). Fast fashion lessons. *Business Strategy Review*, 19(2), 4-11.

Sung, Y. and Kim, J. (2010), Effects of brand personality on brand trust and brand affect. *Psychology and Marketing*, Vol. 27 No. 7, pp. 639-661.

Supardi, R., Istiyono, E., & Setialaksana, W. (2019). Developing scientific attitudes instrument of students in chemistry. *Journal of Physics: Conference Series*, 1233(1). <https://doi.org/10.1088/1742-6596/1233/1/012025>

Suryowirawan. (2011). Retrieved July 2019, from Tribunners: <https://www.tribunnews.com/tribunners/2011/03/04/penggemar-berat-koleksi-pakaian-ternama-sesaki-mango-store-plaza>

Swimberghe, K., Darrat, M. A., Beal, B. D., & Astakhova, M. (2018). Examining a psychological sense of brand community in elderly consumers. *Journal of Business Research*, 82(2016), 171–178. <https://doi.org/10.1016/j.jbusres.2017.09.035>

Świtała, M., Gamrot, W., Reformat, B., & Bilińska-Reformat, K. (2018). The influence of brand awareness and brand image on brand equity – an empirical study of logistics service providers. *Journal of Economics and Management*, 33(3), 96–119. <https://doi.org/10.22367/jem.2018.33.06>

Taghipourian, M. J., & Noormohammad, H. (2017). The role of customer based brand equity on the brand resonance in buying the insurance policy. *Journal of Administrative Management, Education and Training*, 13(1), 175–188. Retrieved from <http://www.jamet-my.org/archive/2017/I0078-01/175188.pdf>

Taguchi, N. (2018). Description and explanation of pragmatic development:

Quantitative, qualitative, and mixed methods research. *System*, 75, 23–32.

<https://doi.org/10.1016/j.system.2018.03.010>

Tempo. (2021). Retrieved June 2023, from

<https://bisnis.tempo.co/read/1425919/sensus-penduduk-2020-bps-generasi-z-dan-milenial-dominasi-jumlah-penduduk-ri>

Tentama, F., & Anindita, W. D. (2020). Employability scale: Construct validity and reliability. *International Journal of Scientific and Technology Research*, 9(4), 3166–3170.

Thangavel, P., Pathak, P., & Chandra, B. (2019). Consumer decision-making style of Gen Z: A generational cohort analysis. *Global Business Review*, 1–19.

<https://doi.org/10.1177/0972150919880128>

Thomas, L. (2019). *It is the last christmas for some Forever 21 stores. Here is why the retailer went bankrupt.* Retrieved 2022, from CNBC:

<https://www.cnbc.com/2019/12/11/heres-why-forever-21-went-bankrupt.html>

Tohir & Nugroho (2019). Consumer brand loyalty of fast fashion brands of young consumers in Indonesia. *Advances in Social Science, Education and Humanities Research*, 225, 485–489. <https://doi.org/10.2991/icobest-18.2018.97>

Toledano-Toledano, F., & Contreras-Valdez, J. A. (2018). Validity and reliability of the beck depression inventory II (BDI-II) in family caregivers of children

with chronic diseases. *PLoS ONE*, 13(11), 1–13.

<https://doi.org/10.1371/journal.pone.0206917>

Uniqlo. (2023). Retrieved June 2023, from <https://map.uniqlo.com/id/id/>



- Vogue Business. (2020). *Has the Gen Z gender-neutral store finally arrived?* Retrieved 2022, from <https://www.voguebusiness.com/companies/has-the-gen-z-gender-neutral-store-finally-arrived>
- Vogue. (2019). *Gen Z is redefining what sexy means*. Retrieved 2022, from British Vogue: <https://www.vogue.co.uk/article/generation-z-redefining-sexiness>
- Walter, N., Cleff, T., & Chu, G. (2013). Brand experience's influence on customer satisfaction and loyalty: a mirage in marketing research. *Int. J. Manag. Res. Bus. Strategy* 2 (1), 130–144.
- Wang, J., Tao, J., & Chu, M. (2020). Behind the label: Chinese consumers' trust in food certification and the effect of perceived quality on purchase intention. *Food Control*, 108(2019). <https://doi.org/10.1016/j.foodcont.2019.106825>
- Wang, X. W., Cao, Y. M., & Park, C. (2019). The relationships among community experience, community commitment, brand attitude, and purchase intention in social media. *International Journal of Information Management*, 49(2019), 475–488. <https://doi.org/10.1016/j.ijinfomgt.2019.07.018>
- Whyatt, G. (2011). Brand equity, brand loyalty. *Annals of Tourism Research*, 38(3), 1009–1030. <https://doi.org/10.1016/j.annals.2011.01.015>
- Wu, J. (Snow), & Law, R. (2019). Analysing behavioural differences between e- and m-bookers in hotel booking. *International Journal of Hospitality Management*, 83(2018), 247–256. <https://doi.org/10.1016/j.ijhm.2018.10.023>
- Wu, S.-I., & Wang, W.-H. (2014). Impact of CSR perception on brand image, brand attitude and buying willingness: A study of a global café. *International Journal of Marketing Studies*, 6(6), 43–56.

<https://doi.org/10.5539/ijms.v6n6p43>

- Xue, S. (2018). Ethical Fashion in the Age of Fast Fashion. *Art Honors Papers*, 26–26. Retrieved from <https://digitalcommons.conncoll.edu/arhthp>
- Yang, Y., & Green, S. B. (2011). Coefficient alpha: A reliability coefficient for the 21st century? *Journal of Psychoeducational Assessment*, 29(4), 377–392. <https://doi.org/10.1177/0734282911406668>
- Yannis, P., & Nikolaos, B. (2018). Quantitative and qualitative research in business technology: Justifying a suitable research methodology. *Review of Integrative Business and Economics Research*, 7(1), 91–105. Retrieved from [http://buscompress.com/journal-home.html%0Ahttps://search.proquest.com/docview/1969776018?accountid=10286&rfr\\_id=info%3Axri%2Fsid%3Aprimo](http://buscompress.com/journal-home.html%0Ahttps://search.proquest.com/docview/1969776018?accountid=10286&rfr_id=info%3Axri%2Fsid%3Aprimo)
- Yanto, J. (2020). Pengaruh orientasi kewirausahaan terhadap kinerja UMKM di Jabodetabek dengan individualisme sebagai variabel moderasi. *Jurnal Manajemen Bisnis dan Kewirausahaan*, 5(2), 207-213.
- Yee, A.F. and Sidek, B. (2008), “Influence of brand loyalty on consumer sportswear”. *International Journal of Economics and Management*, Vol. 2 No. 2, pp. 221-236.
- Yoo, B., Donthu, N., & Lee, S. (2000). An examination of selected marketing mix elements and brand equity. *Journal of the Academy of Marketing Science*, 28(2), 195-212.
- Yu, Y. T., & Dean, A. (2001). The contribution of emotional satisfaction to consumer loyalty. *International Journal of Service Industry Management*, 12, 234-250.

Zhang, S. S., van Doorn, J., & Leeflang, P. S. (2014). Does the importance of value, brand and relationship equity for customer loyalty differ between Eastern and Western cultures? *International Business Review*, 23(1), 284–292.

Zhu, W., Mou, J., & Benyoucef, M. (2019). Exploring purchase intention in cross-border e-commerce: A three stage model. *Journal of Retailing and Consumer Services*, 51(2019), 320–330. <https://doi.org/10.1016/j.jretconser.2019.07.004>