

DAFTAR PUSTAKA

- Alfian, N. (2012, Juni 8). *About*. Retrieved September 12, 2019, from Mybearpath: <https://mybearpath.com/splash-page/about-two/>.
- Athanasios Poulis, I. R. (2018). *Do firms still need to be social? Firm generated content in social media. Information Technology & People, 19*.
- Badan Ekonomi Kreatif. (2017). *Data Statistik dan Hasil Survei Ekonomi Kreatif Kerjasama Badan Ekonomi Kreatif dan Badan Pusat Statistik*.
- C., R., Karunanayaka, & Tang, B. (2017). *On The Existence and Constructions of Orthogonal Designs. Australian & New Zealand Journal of Statistics*, <https://onlinelibrary.wiley.com/doi/abs/10.1111/anzs.12247>.
- Dekoruma, K. (2018, Oktober). *Macam-macam bahan polyester, kelebihan dan kekurangannya*. Retrieved from [dekoruma.com: https://www.dekoruma.com/artikel/75511/macam-macam-bahan-polyester-kelebihan-dan-kekurangannya](https://www.dekoruma.com/artikel/75511/macam-macam-bahan-polyester-kelebihan-dan-kekurangannya).
- Fraenkel, J. R., Wallen, N. E., & Hyun, H. H. (2012). *How to Design and Evaluate Research in Education (8th ed)*. New York: McGraw-Hill.
- George, B. (2018). *Advertising & Promotion: An Integrated Marketing Communication Perspective*. New York: McGraw Hill.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2014). *Multivariate Data Analysis (Seventh Edition)*. United Kingdom: Pearson Education Limited.
- Hair, J. F., Black, W. C., Jabin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis (Eight Edition)*. United Kingdom: Annabel Ainscow.
- Hewett, J. (2016, August Monday). *Al-Arabiya English*. Retrieved from Style Switchers: The Rise, Fall, and Rise of Interchangeable Fashion: <https://english.alarabiya.net/en/life-style/fashion-and-beauty/2016/08/29/Style-switchers-The-rise-and-fall-and-rise-of-interchangeable-fashion>.
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing*. United Kingdom: Pearson.

- Lamb, C. W., Hair, J. F., & McDaniel, J. C. (2018). *MKTG11 Principles of Marketing*. USA: Cengage Learning.
- Lehmann, DR. (1989). *Market Research and Analysis*. United States: R.R Donnelly & Sons Company.
- Malhotra, N. K., Nunan, D., & Birks, D. F. (2017). *Marketing Research An Applied Approach*. United Kingdom: Pearson.
- Mehta, R., & Bhanja, N. (2017). *Consumer Preferences for Wine Attributes in an Emerging Market*. International Journal of Retail & Distribution Management, <https://doi.org/10.1108/IJRDM-04-2017-0073>.
- Redaksi WE Online. (2019, April 7). *Keren! Indonesia Kontribusi 4,6 Persen Produk Alas Kaki di Dunia*. Retrieved from Warta Ekonomi: <https://www.wartaekonomi.co.id/>
- Saha, G., & Roy, D. (2017). *Designing Office Shirt : An Integrated Approach*. Journal of Fashion Marketing and Management.
- Sarwono, J. (2006). *Metode Penelitian Kuantitatif dan Kualitatif*. Yogyakarta: Graha Ilmu.
- Sharma, R. W. (2015). *Communicating Across Age-groups: Vriance in Consumer Attitudes from Tweenagers to Adults*. Young Consumers, 348 - 362.
- Shepherd, D. A., & Zacharakis, A. (2018). *Conjoint Analysis: A Window of Opportunity For Enterpreneurship Research*.
- Simamora, B., (2005). *Panduan Riset Perilaku Konsumen*. Jakarta: PT Gramedia Pustaka.
- Sriayudha, Y., & Nifita, A.T. (2018, Desember 1). *Analysis of Preference and Consumer Behaviour of Batik Jambi*. Journal of Business Studies and Management Review, 28-29.
- Sugiyono, P. (2018). *Metode Penelitan Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta.
- Sukandar, C. A. (2019, April 7). *Keren! Indonesia Kontribusi 4,6 Persen Produk Alas Kaki di Dunia*. Retrieved Oktober 27, 2019, from <https://www.wartaekonomi.co.id/>
- Wedowati, E. R., Singgih, M. L., & Gunarta, I. K. (2018). *A Study of Consumer Preference for Customized Product Design*.

- Yu, L., Westland, S., Li, Z., QianqianPan, Shin, M.-J., & Won, S. (2018). *The Role of Individual Colour Preference in Consumer Purchase Decisions*. http://eprints.whiterose.ac.uk/120692/1/CRA_Yu_Westland_Li_Pan_Shin_Won.pdf.
- Zacharakis, A., & Shepherd, D. A. (2018). Reflection on Conjoint Analysis. *Reflection and Extensions on Key Papers of the First Twenty-five Years of Advances*, <https://doi.org/10.1108/S1074-754020180000020005>.
- Zhou, X., & Xu, Y. (2019). *Conjoint Analysis Of Consumer Preferences For Dress Design*. *International Journal of Clothing*, <https://www.emerald.com/insight/content/doi/10.1108/IJCST-02-2019-0024/full/html>