

DAFTAR PUSTAKA

- Abdillah, & Jogiyanto. (2019). *Partial Least Square (PLS) alternatif Structural Equation Modeling (SEM) dalam Penelitian Bisnis*. Ed.1. Yogyakarta: Andi
- Bakhshinezhad shamami, R., & Kheiry, B. (2019). The effect of marketing mix and after sales service toward brand equity. *Journal of Economics, Business & Accountancy Ventura*, 22(1). <https://doi.org/10.14414/jebav.v22i1.1671>
- Bhakuni, P., Rajput, S., Sharma, B. K., & Bhakar, S. S. (2021). Relationship between brand image and store image as drivers of e-purchase intention in apparel stores. *Gurukul Business Review*, 17(1). <https://doi.org/10.48205/gbr.v17.6>
- Bridle, A. (2021). *Now Gen Z Has Brought Crocs Back into Style, Too*. Dikutip dari: <https://www.esquireme.com/style/fashion/52500-now-gen-z-has-brought-crocs-back-into-style-too>
- Daffa Alhaq, D., Kusuma Dewi, C., & Mab, S. (2020). Pengaruh marketing mix terhadap minat beli Bright Gas di kota Bandung. *e-Proceeding of Management*, 7(2), 6666-6674.
- Dayat, M. (2019). Strategi pemasaran dan optimalisasi bauran pemasaran dalam merebut calon konsumen jasa pendidikan. *Jurnal Mu'allim*, 1(2), 299-318. doi.org/10.35891/muallim.v1i2.1629
- DDTC (2022, 15 Juli). *Sektor Ritel Motor Utama Pertumbuhan Ekonomi, Mendag: Dorong Konsumsi*. Dikutip dari: [https://news.ddtc.co.id/sektor-ritel-motor-utama-pertumbuhan-ekonomi-mendag-dorong-konsumsi-40560#:~:text=JAKARTA%2C%20DDTCNews%20%2D%20Kinerja%20sektor%20ritel,produk%20domestik%20bruto%20\(PDB\)](https://news.ddtc.co.id/sektor-ritel-motor-utama-pertumbuhan-ekonomi-mendag-dorong-konsumsi-40560#:~:text=JAKARTA%2C%20DDTCNews%20%2D%20Kinerja%20sektor%20ritel,produk%20domestik%20bruto%20(PDB)).
- Dinisari, M. C. (2022, 29 Oktober). *Sejarah Didirikannya Brand Crocs, Awalnya Sepatu untuk Pelaut*. Dikutip dari: entrepreneur.bisnis.com/read/20221029/52/1592767/sejarah-didirikannya-brand-crocs-awalnya-sepatu-untuk-pelaut
- Fuxman, L., Mohr, I., Mahmoud, A. B., & Grigoriou, N. (2022). The new 3Ps of sustainability marketing: The case of fashion. *Sustainable Production and Consumption*, 31, 384–396. <https://doi.org/10.1016/j.spc.2022.03.004>

- Gesta Nabilla, A., Tuasela, A., & Tinggillmu Ekonomi Jambatan Bulan, S. (2021). Strategi pemasaran dalam upaya meningkatkan pendapatan pada diva karaoke rumah bernyanyi di kota Timika. *Jurnal Kritis*, 5(2), 21-40.
- Huang, L.-C., Gao, M., & Hsu, P.-F. (2019). A Study on the Effect of Brand Image on Perceived Value and Repurchase Intention in Ecotourism Industry. *Ekoloji*, 28(107), 283-287.
- Hutami, L. T. H., & Kurniawan, I. S. (2019). The analysis of marketing performance in Yogyakarta SMEs. *HOLISTICA – Journal of Business and Public Administration*, 10(3), 170–180. <https://doi.org/10.2478/hjbpa-2019-0036>.
- Kaniawati, K. (2021). Marketing Strategy Model in Improving Marketing Performance (Case Study Of Central Small Industry Areas Of Central Cibaduyut Footwears). *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(9), 87-94.
- Lanigan, R. (2018, 23 Agustus). *Sebagai Merek Sepatu Dengan Desain Buruk, Kenapa Crocs Bisa Bertahan Cukup Lama Ya?*. Dikutip dari: <https://www.vice.com/id/article/ev89q7/sebagai-merek-sepatu-dengan-desain-buruk-kenapa-crocs-bisa-bertahan-cukup-lama-ya>
- Liu, R., Ford, J. B., & Raajpoot, N. (2022). Theoretical investigation of the antecedent role of review valence in building electronic customer relationships. *International Journal of Electronic Customer Relationship Management*, 13(3), 187–202. <https://doi.org/10.1504/IJECRM.2022.124088>
- Nasution, M., Prayogi, M., & Affandy Nasution, S. (2019). Analisis pengaruh bauran pemasaran terhadap volume penjualan. *Jurnal Riset Sains Manajemen*, 1(1), 1-12. DOI: 10.5281/zenodo.1012560
- Noviyanti, R. (2019). Faktor yang mempengaruhi kompetensi nelayan di teluk banten: menggunakan partial least square-structural equation modelling (PLS-SEM). *Marine Fisheries: Jurnal Teknologi dan Manajemen Perikanan Laut* 10(1), 33-44. doi.org/10.29244/jmf.10.1.33-44
- Riski Putri Anjayani, & Intan Rike Febriyanti. (2022). Analisis strategi bauran pemasaran untuk meningkatkan volume penjualan (studi pada UMKM YJS Sukabumi). *Jurnal Multidisiplin Madani*, 2(9), 3610–3617. <https://doi.org/10.55927/mudima.v2i9.1175>

- Robledo, V. M. (2022). Effect of promotional strategies on the sales performance of micro, small and medium enterprises. *International Journal of Research Studies in Management*, 10(2), 79-89. <https://doi.org/10.5861/ijrsm.2022.23>
- Rokibul Hossain, M., Akhter, F., & Uddin, B. (2021). The role of perceived reliability on tourists' satisfaction in using mobile financial service (MFS) as self-service technology (SST): a pls-sem approach. *Journal of Marketing*, 4(1).
- Rombe, E., & Parinsi, W. K. (2023). Analysis of International Marketing Strategies in Increasing Sales of Footwear, Shoes, and Sandals (Study at Umkm Ud. Athyyah Mojokerto City). *Journal of Economics, Education, Business and Managements*, 1(3), 288-300.
- Saeed, M., Salo, M., Ondracek, J., & Bertsch, A. (2021). Crocs, inc.: managing corporate resources (strategic perspectives). *Delhi Business Review*, 22(2), 105–123. <https://doi.org/10.51768/dbr.v22i2.222202113>
- Sugiyono. (2019). *Metodelogi Penelitian Kuantitatif dan Kualitatif Dan R&D*. Bandung: ALFABETA
- Sylvia, R., Afriana, R., & Amelia, N. (2019). Penerapan Bauran Pemasaran untuk Meningkatkan Omset Penjualan Pada UD Rahmani Sasirangan Kabupaten Banjar. *Dinamika Ekonomi - Jurnal Ekonomi Dan Bisnis*, 12(1), 51-62.
- Usman, O., Id, O. A., Nadila, K., & Com, K. (2019). Effect of products, promotion, price and location of buying decisions. *SSRN Electronic Journal*. DOI 10.2139/ssrn.3315213
- Putri, C. N. (2021, 25 Juli). *Tak Lagi Dihina, Crocs Catat Peningkatan Penjualan di Tengah Pandemi*. Dikutip dari: <https://www.kompas.com/parapuan/read/532805938/tak-lagi-dihina-crocs-catat-peningkatan-penjualan-di-tengah-pandemi>
- Raewf, M., Thabit, T., & Jasim, Y. (2021). The relationship between the elements of marketing mix and consumer behavior during environmental uncertainty. *Cihan University-Erbil Journal of Humanities and Social Sciences*, 5(1), 50-55. <https://doi.org/10.24086/cuejhss.v5n1y2021.pp50-55>