

DAFTAR PUSTAKA

- Aaker, D. A. (1991). *Managing Brand Equity: Capitalizing on the Value of a Brand Name*. Free Press.
- Aaker, J. L. (1997). Dimensions of Brand Personality. Dalam *Journal of Marketing Research* (Vol. 34, Nomor 3). <http://ssrn.com/abstract=945432>
- Agustin & Hasyim. (2019). *MEMBANGUN NIAT BELI SECARA ONLINE MELALUI KEMUDAHAN DAN KEPERCAYAAN KONSUMEN*.
- AlQodry, M. R. R., & Kuswanto, A. (2024). Pengaruh Social Media Marketing terhadap Purchase Intention dengan Consumer Trust dan Brand Image sebagai Variabel Intervening (Studi Kasus Pada Uniqlo Indonesia). *Jurnal Ilmiah Universitas Batanghari Jambi*, 24(1), 731. <https://doi.org/10.33087/jiubj.v24i1.4414>
- Athaya, D. (2024). *PENGARUH KUALITAS LAYANAN ELEKTRONIK (WEBSITE DESIGN, CUSTOMER SERVICE, SECURITY/PRIVACY, FULFILLMENT) TERHADAP KEPUASAN PELANGGAN DAN MINAT BELI ULANG PADA APLIKASI McDONALD'S*.
- Belvia, S. , S. W. , & H. E. F. B. (2023). Pengaruh Kualitas Produk, Harga, dan Promosi terhadap Keputusan Pembelian Kue Ulang Tahun Saltxsucre Pontianak. *JMBI UNSRAT (Jurnal Ilmiah Manajemen Bisnis Dan Inovasi Universitas Sam Ratulangi)*, 10(1), 31–42.
- BINUS University. (2019). *Trend Industri Fesyen di Indonesia*.
- Chakraborty, U. (2019). The impact of brand personality on purchase intention: A study of millennials . *International Journal of Business and Management*, 14(5), 112–119.
- Databoks Katadata. (2023). *Ini Produk dengan Nilai Belanja Terbesar di E-Commerce Indonesia 2023*.

- Dinas Kebudayaan dan Pariwisata Kota Bandung. (2022). *Data Kontribusi Sektor Pariwisata terhadap Pendapatan Asli Daerah Kota Bandung (2018–2024)*.
- Dollet. (2019). *Metode Penelitian Kuantitatif* (Cetakan Pertama). Yayasan Kita Menulis.
- Fairus. (2020). *INTERNAL CONTROL ANALYSIS OF THE PAYROLL'S SYSTEM AND PROCEDURES IN SUPPORTING THE EFFICIENCY OF LABOR COSTS*.
- Fast Retailing Co., Ltd. (2023a). *Annual Report*.
- Fast Retailing Co., Ltd. (2023b). *Fast Retailing Integrated Report 2023*.
- Fazil, M. M. (2024). *PENGARUH OVERALL E-SERVICE QUALITY TERHADAP REPURCHASE INTENTION PADA APLIKASI MCDONALD'S DENGAN CUSTOMER TRUST SEBAGAI MEDIASI*.
- Febriyanti. (2022). ANALISIS PENGARUH BRAND EQUITY TERHADAP KEPUTUSAN PEMBELIAN TV LED LG DI DAERAH ISTIMEWA YOGYAKARTA. Dalam *Jurnal Riset Akuntansi dan Bisnis Indonesia STIE Wiya Wiwaha* (Vol. 2, Nomor 1).
- Giovenna, A. (2022). *PENGARUH SOCIAL MEDIA MARKETING, HARGA, DAN KUALITAS PRODUK TERHADAP KEPUTUSAN PEMBELIAN PRODUK UNIQLO* (Vol. 5, Nomor 1).
- Hair Jr, J. F. G. T. M. H. C. M. R. M. S. N. P. D. and S. Ray. (2014). *Multivariate Data Analysis*.
- Hakim, L. S. A. (2022). *Statistika Terapan untuk Penelitian Pendidikan, Ekonomi, dan Komunikasi*. Widina Bhakti Persada Bandung.
- Hasan, M. I. (2002). *Pokok-Pokok Materi Statistik 2 (Statistik Inferensif)* (2 ed.). PT. Bumi Aksara.
- Iba & Wardhana. (2023). *metode-penelitian* (M. Pradana, Ed.). EUREKA MEDIA AKSARA. <https://repository.penerbiteureka.com/media/publications/567325-metode-penelitian-911e1332.pdf>
- Iba & Wardhana. (2024). *UjiAsumsiKlasik*.

Indrawati, Putri Yones, P. C., & Muthaiyah, S. (2023). eWOM via the TikTok application and its influence on the purchase intention of something products. *Asia Pacific Management Review*, 28(2), 174–184. <https://doi.org/10.1016/j.apmr.2022.07.007>

Irawan, A. (2022). *Peluang Pengembangan Produk Ramah Lingkungan dalam Industri Fashion Berkelanjutan*.

Japutra & Molinillo. (2019). *Responsible and active brand personality: On the relationships with brand experience and key relationship constructs*.

Kementerian Pariwisata dan Ekonomi Kreatif. (2023). *Siaran Pers: Kemenparekraf Dukung Fesyen Desainer Lokal Pamerkan Koleksi Spring/Summer 2023/2024 di New York Fashion Week*.

Kim, C. K., Han, D., & Park, S. B. (2001). The effect of brand personality and brand identification on brand loyalty: Applying the theory of social identification. *Japanese Psychological Research*, 43(4), 195–206. <https://doi.org/10.1111/1468-5884.00177>

Konuk, F. A. (2018a). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310. <https://doi.org/10.1016/j.jretconser.2018.04.011>

Konuk, F. A. (2018b). The role of store image, perceived quality, trust and perceived value in predicting consumers' purchase intentions towards organic private label food. *Journal of Retailing and Consumer Services*, 43, 304–310.

Kotler, P. A. G. (1997). *Principles of Marketing* (7th Edition). Prentice Hall.

Kotler, P. K. K. L. (2016). *Marketing Management* (15th ed.). Pearson Education.

Kudri. (2021). *Pengaruh Kualitas Pelayanan Dan Kualitas Produk Terhadap Loyalitas Pelanggan Dengan Kepuasan Pelanggan Sebagai Variabel Intervening Pada Sorry Coffe Jakarta*.

Kukreti, R., & Yadav, M. (2023). The influence of brand personality on brand love, perceived quality and purchase intention: a study of e-retailing sites. *Global*

- Knowledge, Memory and Communication*. <https://doi.org/10.1108/GKMC-05-2023-0153>
- Liputan6.com. (2022). *Uniqlo Catat Pertumbuhan Laba 5,6 Persen, Ini Faktor Pendorongnya*.
- NU Bandung. (2023). *Kenapa Bandung Dijuluki Kota Fashion di Indonesia?* NU Bandung.
- Pradana, M., Rubiyanti, N., & Marimon, F. (2024). Measuring Indonesian young consumers' halal purchase intention of foreign-branded food products. *Humanities and Social Sciences Communications*, 11(1). <https://doi.org/10.1057/s41599-023-02559-0>
- Priansa, D. J. (2017). *Perilaku Konsumen dalam Persaingan Bisnis Kontemporer*. CV Alfabeta.
- Priyono, D. M. M. (2016). *Metodologi Penelitian Kuantitatif*. zifatama.
- Rafli, M., Mangruwa, R., & Dharma Mangruwa, R. (2023). Enrichment: Journal of Management The leverage of brand image and perceived quality towards purchasing decisions mediating role of consumer satisfaction. Dalam *Enrichment: Journal of Management* (Vol. 13, Nomor 5).
- Rahmadhani, & Widodo, A. (2023). Pengaruh Green Brand Image, Green Brand Trust, Green Brand Awareness dan Green Brand Satisfaction terhadap Purchase Intention pada Konsumen Air Mineral Merek Aqua. *Jurnal Samudra Ekonomi dan Bisnis*, 14(3), 393–405. <https://doi.org/10.33059/jseb.v14i3.3891>
- Rahmawati, A. F., Farida, N., & Ngatno, &. (2023). PENGARUH BRAND PRESTIGE DAN PERCEIVED QUALITY TERHADAP PURCHASE INTENTION MELALUI BRAND ATTITUDE (STUDI PADA KONSUMEN IPHONE DI KOTA YOGYAKARTA). Dalam *Jurnal Ilmu Administrasi Bisnis* (Vol. 12, Nomor 1). <https://ejournal3.undip.ac.id/index.php/jiab>
- Raihanah, S., & Usman, O. (2023). *THE EFFECT OF BRAND IMAGE AND PERCEIVED QUALITY ON PURCHASE INTENTION WITH BRAND TRUST AS INTERVENING VARIABLE STUDIES ON MARKETPLACE USERS*.

- Rara Peni Asih. (2021). *Alasan Uniqlo Jadi Favorit Millennials*.
<https://www.popbela.com/fashion/style-trends/ini-lho-alasan-uniqlo-jadi-favorit-millennials-00-frxv5-k4x6wk>
- Ratnasari, D., & Kesumahati, E. (2024). Factors Influencing Purchase Intention with Brand Awareness as a Mediator on Local Fashion Brand Products. *EKOMBIS REVIEW: Jurnal Ilmiah Ekonomi Dan Bisnis*, 12(2), 12.
<https://doi.org/10.37676/ekombis.v12i2>
- Rizfan, & Rubiyanti. (2019). *THE INFLUENCE OF BRAND PERCEIVED QUALITY ON BRAND PURCHASE INTENTION WITH HALAL BRAND TRUST AS A MEDIATING (STUDY AT WARDAH COSMETIC INSTAPERFECT SERIES)*. 6(3).
- Rubiyanti, M. M. (2022). Purchasing Behaviour: Mediating Roles of Brand Personality and Religiosity in the Purchase of Halal Cosmetics. *Global Journal Al-Thaqafah*.
<https://doi.org/https://journals.iium.edu.my/al-thaqafah/index.php/al-thaqafah/article/view/###>
- Saodin. (2022). PENGARUH EXPERIENTIAL MARKETING, PERCEIVED QUALITY DAN ADVERTISING TERHADAP KEPUTUSAN PEMBELIAN PRODUK LUWAK WHITE KOFFIE. *KALIANDA HALOK GAGAS*, 5(1), 1–13.
<https://doi.org/10.52655/khg.v5i1.35>
- Savarini. (2021). *PENGARUH CITRA MEREK DAN HARGA TERHADAP KEPUTUSAN PEMBELIAN PRODUK THE BODY SHOP DI INDONESIA THE EFFECT OF BRAND IMAGE AND PRICE TOWARDS THE PURCHASE DECISION OF PRODUCTS THE BODY SHOP INDONESIA*.
- Sekaran & Bougie. (2016). *Research Methods for Business: A Skill-Building Approach*.
www.wileypluslearningspace.com
- Setiawan, Z. S. A. R. Y. E. P. L. N. R. A. et al. (2023). *Manajemen Pemasaran (Teori dan Studi Kasus)* (Cetakan Pertama). PT. Sonpedia Publishing Indonesia.
- Sugiyono. (2020). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.
- Sugiyono. (2022). *Metode Penelitian Kuantitatif, Kualitatif dan R&D*. Alfabeta.

- Sujarweni, V. W. (2019). *Metodologi Penelitian* (Cetakan Pertama). Pustaka Baru Press.
- Tabloid Peluang Usaha. (2020). Inilah 7 Alasan Bandung Sebagai Pusat Fashion Indonesia Yang Perlu Diketahui. *Tabloid*.
- Uniqlo. (2024). *Tentang Uniqlo U | Future LifeWear Essentials*.
- Uniqlo. (2025). *What Makes Life Better? – UNIQLO*.
- Wardhana, A. (2022). *Teori Perilaku Konsumen* (hlm. 71–88). Media Sains Indonesia.
- Wardhana, A. (2024). *Uji Validitas dan Reliabilitas Data Penelitian*.
<https://www.researchgate.net/publication/382060657>
- YouGov. (2024). *YouGov APAC Best Brand Rankings 2024*.
- yulianadewi, sunaryo. (2021). *PENGARUH BRAND AMBASSADOR, BRAND PERSONALITY TERHADAP CONSUMER-BASED BRAND EQUITY DAN PURCHASE INTENTION*.
- Zidane. (2024). *PENGARUH CUSTOMER SATISFACTION TERHADAP BRAND LOYALTY DENGAN FINANCIAL LITERACY SEBAGAI MODERATOR (STUDI KASUS DI LLS COFFEE)*.